



Poole BID

Poole BID has had an interesting and busy year, most recently with the fantastic rebalot result taking the BID into a new 5 year term with the knowledge that the support from the levy paying businesses is strong.

We'd never seen a year like 2020. The pandemic changed life for everyone and had a huge impact on our towns, cities and high streets. Many of the changes have been happening for years and COVID-19 has simply accelerated them. The growth in online retail is just one example.

Poole is not immune to the big challenges faced by other towns and cities across the UK. But as we all know, with challenge comes opportunity. And 2021 is for opportunity and optimism as the vaccine programme continues to take us towards life as we used to know it.

Poole has an enormous amount to offer as an attractive, vibrant, flourishing and colourful town. The Poole BID plays an absolutely central role in the economic life of the town.

The BID was due for renewal in May 2021 and after securing a huge majority of support, the successful renewal term will begin in July 2021.

We have learned a lot in our first five years, and we are ambitious for our town and its future.

James Croker
Chairman
Poole BID

COVID-19

When the pandemic hit in March 2020 the BID acted quickly to the ever-changing needs of local businesses, ensuring communication lines were improved to enable updates and support to reach their levy payers in a timely manner, which, in the early days was vital with the ever changing guidance and updated support packages. The BID stepped in to provide free floor vinyls and protective screens for the essential shops that were permitted to stay open, a service that has been extended and expanded on as other shops and businesses were opening up. The BID fund CSAS officers to safeguard the town and Quay areas which provided vital support and intelligence during the uncertainty of the past year.

The BID played an active role in the RHL R3 group, put together to represent the Retail, Hospitality and Leisure sector and discuss the issues prevalent in the sector.



This has led to a grant award of £75k to enhance the work and develop a support package. Work is ongoing with this project.

The BID also applied for a £50k Additional Restrictions Grant (ARG) to support innovative projects to ensure the High Street feels welcoming to returning customers and workers. The funding was added to existing funds to expand on projects such as the successful Marvellous Markets and Poole Street Music. The BID has partnered with HSHAZ (High Street Heritage Action Zone) in supplying 70 flags the length of the High Street and a deep cleaning project to ensure the High Street looks its best. These themes will be continued and, working with the same partners, painting of street furniture and lampposts and replace Purbeck stone.

We are about to collaborate with Lighthouse Poole on the Christmas Global Rainbow project, as well as having received OPCC Funding to tackle crime initiatives.

Our Brilliant Basics

- We provide extra resources to help keep our streets safer and cleaner.
- We provide our BID Levy District with street dressing improvements.
- We provide free COVID-19 safe measures.
- We work closely with BCP Council and other key stakeholders on future plans for Poole town centre and Quay, to ensure our businesses have a voice.
- We help attract other external investment as a direct result of our activity.
- We are a powerful voice for the business community to raise collective issues with BCP Council to ensure Poole gets a fair and consistent contribution.
- We look to bring together people in different sectors to work on projects, including the local Police and Poole Quays Forum, to help coordinate collaborative ideas for the area.
- We work with BCP Council to help communicate and access grants.
- We can agree on preferential rates for selective services with items such as waste, advertising and media.
- We provide free promotional activities that our retailers and visitors alike can benefit from
- We are integral in bringing new events and initiatives to Poole town centre and Quay.

What's next?

- BID funding for initiatives to tackle crime to continually achieve a safer environment.
- Business Crime Reduction Partnership - increasing the collective effectiveness of towns and cities to lobby for greater resources and influence.
- A repository of information to reduce acquisitive and violent crime, disorder and anti-social behaviour against businesses, their premises, staff and customers.
- BID funding for CSAS Officers dedicated to working in our district to combat anti-social behaviour, street drinkers and rough sleeping.



- Continued collaboration with the Police & other partners.
- Discounted shop watch radios for our retailers to report crime as it's happening.
- COVID -19 Response and recovery initiatives.
- Free COVID- 19 testing kit co-ordination.
- Free Social Distancing floor vinyl's.
- Targeted deep cleans improving the physical appearance of our town.
- Discounted waste collection scheme.
- BID funding for train station through to town centre and Quay street dressing improvements, including street furniture and lamp post cleansing and removal of weeds.
- BID funding for unoccupied vinyl shop front dressings.
- BID funding for floral displays.
- Flags and bunting in our Old Town.
- BID funding for Christmas Lights
- Dedicated BID team committed to the prosperity of our town centre and Quay.
- Championing business interests in Poole locally, with our other BIDs with in BCP and nationally.
- Poole business led engagement to work with key stakeholders to shape local developments, regeneration and improvements.
- Innovative, dynamic initiatives which aid economic recovery and future growth.
- Heritage led regeneration initiatives on behalf of the community to create economic growth and improve the quality of life in our historic high street.
- BID team to offer support and advice regarding grants.
- Industry insights into best practice occurring in 300+ BIDs/towns across the UK.
- Relevant information sharing with businesses regarding local news and COVID-19 updates.
- Free dedicated website, social media, newsletter and digital magazine promotional activity via our newsletters, Shop Local Poole or Total Guide Poole dedicated to targeted consumer marketing.
- Free social media support.
- Free wifi.
- BID funding for events.
- Animated markets and street music.