

BEXLEYHEATH *News* **Business Improvement District**

Members news from Bexleyheath BID

Introduction

With 2016 already feeling like a distant memory, we welcome you to 2017. Following last year's successful renewal of the BID and the next five years of BID investment guaranteed, we are on course to make Bexleyheath an even more competitive destination of choice for our consumer market.

No doubt we have challenges on the way, but I'm sure the commitment and dedication of all involved in Bexleyheath will overcome these hurdles, whilst further enhancing the town.

There's lots to look forward to in 2017, with the opening of a department store; a brand new building to house Lidl; and the Albion Road/Gravel Hill revitalisation works. With these additions, rate revaluations and the re-branding of the BID, we hope this year will be a successful one for all.

Work has already begun to discover further savings for our members, whilst bringing further additionality to our corporate portfolio of opportunity. Our corporate strategy will be coupled with a marketing strategy for the consumer - further enhancing Bexleyheath as a destination of choice.



Welcome to new businesses



Great British High Street Awards

As you may have read in our autumn newsletter, the BID entered the 2016 Great British High Street Awards. The awards are an opportunity for destinations and individuals to showcase their offering at a peer-to-peer national level.

Whilst we were unsuccessful in our attempts to make it through to the final stages, we have received a one-off commendation for our entry. We have been further advised to adjust and revise for 2017.

Poppy Launch and Festival of Remembrance



Following on from the success of the Poppy Appeal Launch in 2015, we played host to the launch again in October over two days. These two days alone raised over £10,000 for the appeal and a further £75,000 raised over the two-week appeal in Bexleyheath.



Those involved at the

RBL are very grateful for our continued support and work is now underway to further the event this year. Promotions in the run-up to the event reached over 30,000 desktops via social media, had interaction with all Bexley Schools, multiple inclusions in the local press, and were included in the Bexley magazine. We saw an increase in footfall on both days and spotted some new faces on the high street.



Christmas

Christmas 2016 has left a lasting impression on new and existing customers. Praise has been received from all over for the new festive lighting scheme.

Again, with a multi-media approach to advertising and a combined effort with Broadway Shopping Centre, the Switch On event was great success. Footfall on the day was the busiest of the year, with over 42,000 people visiting Bexleyheath - this is a 26% year-on-year increase.

In a first for Bexleyheath, we had three local school children launch



Christmas with the Mayor, as design competition winners for the Christmas cards you would have received pre-launch. This is a theme we will look to further enhance this year.

Switch On will take place on 18th November this year.

On the horizon for Bexleyheath...



Free Member Training

Further to the first aid and counter terrorism training sessions we delivered in 2016, we are delighted to be increasing that offering for the year ahead. Feedback from the courses is that members would like to have sessions for health & safety, customer service and risk assessments to name a few. We are in the final stages of announcing these course dates but are able to take reservations now.

All training courses will remain free of charge for BID member employees. However, course availability will be limited as to training and venue restraints. Please email info@bexleyheathbid.co.uk or call 020 8304 0775 for further information.

Social Media

We will soon be streamlining our involvement with Social Media to further benefit our members. Graham will be on hand to post live, incorporate your offerings and respond in an instant whilst remote working in and around the town via a web-based tablet.

In advance of this launch, we implore you to send us your offers, promotions and good news stories for further circulation via the Bexleyheath Town Facebook and Twitter handles.

We are particularly looking for offers around Valentine's Day, Pancake Day, Mother's Day and Easter. Contact the office for further information and inclusion.



BID Showcase and Networking event

25th January saw the launch of the new BID branding to its members at the Bexleyheath Conservative Club. We were glad to welcome so many people to this networking event, with the new consumer branding proving popular amongst attendees. Networking and sharing of business ideas is a very useful tool and we implore more of you to join us at future events - the next being in spring, with dates to be confirmed.

On the horizon for Bexleyheath...

Bexley Business Excellence Awards

The Bexley Business Excellence Awards 2017 launched on 18th January. The prestigious awards recognise and celebrate Bexley's vibrant business community. Now in their fifth year, the awards have helped to showcase the successes and achievements of businesses of all shapes and sizes, and raise their profiles.

Bexleyheath had five finalists last year and one winner. With 13 categories to choose from, we would advise all members to enter this year's awards and the team are on standby to help you through the process. Together we can get Bexleyheath the recognition it deserves. The BID is also sponsoring the Independent Retail category.



Bexleyheath re-branding

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For those of you who missed the BID launch event in January, these are the corporate and consumer identities the BID will carry forward.

Our corporate logo will be a non-public facing message for our members, whereas the consumer logo will be the face of Bexleyheath. These logos will be followed up with a clear separation between the two identities and re-launch of our website. Watch this space for further announcements.

