



# **A YEAR IN REVIEW**

September 2022 - August 2023

[www.redditchbid.co.uk](http://www.redditchbid.co.uk)





## FOREWORD

"I am pleased to present Redditch Business Improvement District's Annual Review, showcasing a year of achievements and progress in enhancing our town's economic vitality. Despite the challenges we all face by the economic situation, Redditch BID has worked tirelessly to support local businesses and drive positive change within the community.

The Annual Review also reiterates Redditch BID's commitment to further improving the town centre's economic viability and prosperity in the coming year. The BID will continue to work closely with local businesses, stakeholders, and the community to drive sustainable growth, adapt to changing circumstances, and ensure Redditch remains an attractive place to work, shop, and visit.

As we start our last year of term, it is important to continue engagement with our members and include them in every opportunity. I look forward to the coming months as we prepare for Ballot in June 2024.

Thank you for all your help and support!"

*Muj Rahman*  
**Muj Rahman**  
Redditch BID Manager



## Projects and Events

**Redditch BID has delivered a number of events in the last 12 months, including:**

- Redditch Business Awards
- Christmas Extravaganza 2022
- The Food Festival and Coronation
- Beach on the Green
- The Classic Motor Show
- The Eastern Festival

Redditch BID in association with Reimagine Redditch put on Redditch Beach on the Green last summer.

For beach enthusiasts and sun-seeking individuals alike, the pop up beach was truly a unique and unforgettable experience right in the heart of Redditch.

People were able to relax in a giant deck chair, pose for photographs in the cut-out boards, or simply soak up the beach vibes while spreading their toes through the sand.

In addition to the main attraction, families and friends had the opportunity to enjoy all sorts of outdoor summer fun, including music, creative performances, and plenty of choices for food and drink, as well as supporting local traders.



## Events in the Kingfisher



Activities inside the Kingfisher included Batman and the Batmobile as part of the Redditch Classic Motor show.

Batman was a massive hit as he spent a day away from fighting crime in Gotham City to mingle with the Redditch community and visiting the great range of businesses we are home to.





## Savings with Place Support Partnership.

A partnership with PSP to help local businesses save on costs when considering new contracts and choosing suppliers, helping them navigate the current energy crisis, and achieve the best value on services such as electricity, gas, water, telecoms, and merchant services.

## Looking ahead in Year 5

### 1. Business Support Initiatives:

Feedback from national brands and independences alike, Safety & Security has been highlighted as key areas of concern.

Alongside our plans to provide Radio communication and the launch of DISC, we are also looking at a roaming store detective. A trial done by Kingfisher Shopping Centre proved to be a very valuable tool against theft at retail stores. This was also echoed by businesses at the tenants meeting.

### 2. Marketing and Advertising Campaigns:

Launch targeted marketing and advertising campaigns to raise awareness to our members of the diverse range of support and activities we offer and how we can support them further.

### 3. Training and Skill-building Workshops:

Understanding the importance of upskilling employees, we will organise training and skill-building workshops for member businesses. These sessions will cover a variety of topics, including: Health and Safety in the Workplace, First Aid, Mental Health and Retail Loss Prevention.

### 4. Business Engagement Initiatives:

With the introduction of our Business Engagement Officer, engagement with our members has improved considerably. Last year have either visited or reached out to all our members.

Our consultation process to reach all members and give the opportunity for their feedback is pivotal in the planning for ballot. We will introduce drop in sessions, networking opportunities and direct contact is the way of reaching all our members.

**We will be the voice of our members, seeking to reveal their talents and shine a spotlight on the town.**

**We will promote the town through destination marketing and digital communication.**

## Communication, marketing and lobbying



**Redditch BID enjoyed a 89.4% increase on audience reach between September 2022 and August 2023.**

Facebook has been the primary social media platform to promote our events or engage with businesses and the community. We have significantly increased our reach through Facebook in the last 12 months.

We are now also active on Instagram and quickly establishing a good following. This will enable us to reach a greater audience. For B2B communication, we have registered a business LinkedIn page and this will provide us an effective comms to our members.

**27k**  
PAGE AND  
PROFILE VISITS

**213k**  
FACE  
BOOK REACH

**205k**  
PAID  
IMPRESSIONS



## Promoting our members through the Discover App

Discover is a free app dedicated to enhancing the experience of the local area. From unique restaurants, to stunning architecture, Discover showcases all that you can shop, eat and do across Redditch.

Whether you're planning a visit or rediscovering your home town, Discover is a handy addition to your day out.

## Print and Digital campaign with Newsquest (Redditch Advertiser)

- Last year, the campaign gained significant traction and engagement.
- Facebook advertising - Total adverts 214,291 with 2,503 direct clicks, this is a CTR of 1.17% This is performing exceptionally and is well above the national average.
- Total impressions served during the campaign across display network - 426,720 with 310 direct clicks, this is a CTR of 0.7% - This is on point for display advertising
- The goal of the campaign was to get your message in front of as many LOCAL eye balls as possible and so far your for all the digital adverts they have been viewed for a combined time of 1,206 hours the equivalent of watching the Titanic film over 344 times, and in fact still over double the industry standard and an incredible eyeball count.






## REDDITCH

### The Wheels are in Motion for Redditch Classic Motor Show



The popular and eagerly anticipated Redditch Classic Motor Show is moving back into town, promising a spectacular display of vintage and iconic vehicles. Taking place on Saturday 15th July between 11am and 4pm, this automotive extravaganza is set to attract car enthusiasts and the local community alike.

With an expected turnout of up to 100 vehicles, the Redditch Classic Motor Show will be a feast for the eyes for anyone passionate about cars as well as those who know nothing about them to admire the range on display. From retro beauties to timeless masterpieces, tractors, military, and some American rally cars too, attendees will have the opportunity to witness the automotive heritage up close.

The free event will take place in Redditch town centre, providing ample space for the diverse range of vehicles to be showcased. From elegant vintage models to powerful muscle cars, every automobile on display will be a true testament to the craftsmanship and artistry of yesteryear's automotive industry.

This event is not just for motorheads, it is a celebration of heritage, culture, and the community spirit that Redditch embraces. Families, car enthusiasts, and history buffs can look forward to a day of entertainment, food, and music, creating a festive atmosphere for everyone to enjoy.

So mark your calendars for Saturday 15th July and join us for an unforgettable experience celebrating the timeless beauty of classic automobiles. Don't miss this chance to immerse yourself in the rich history of the automotive world and support the thriving Redditch community.





Kingfisher  
*Redditch*

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## Objective:

- Drive awareness of "Redditch BID" brand across Redditch district
- Drive awareness and exposure of the work Redditch BID do locally
- Drive awareness and engagement in Redditch BID services, events and awards locally
- Generate engagement and footfall from local people to Redditch Town for shopping, hospitality, and leisure

**To revitalise our town, we must promote a clean, safe and welcoming environment. Working with local authorities, we can build on the work they do to further improve our town.**

**Safe, clean and welcoming**



Last year, we introduced a town centre marshal to help us achieve a safe and welcoming environment. The feedback from businesses were encouraging and our efforts made a significant impact last winter.

The BID also continues to work alongside local authorities to highlight the problems we are facing in our town centre, helping influence the recourses and developing a action plan for the future.



## Looking ahead in Year 5

As we look at alternative initiatives to support our members, we are collectively working with the Kingfisher Shopping Centre and Redditch Police to launch the following:

- **Roaming Store Detective**
- **Improved Radio Communications System**
- **DISC**

## Redditch BID Funds 5 New Bikes for Redditch Police to Enhance Safety in Redditch Town Centre.

Redditch BID contributed towards enhancing the safety and security in Redditch Town Centre through a collaborative effort with Redditch Police. The BID has funded the acquisition of five new bicycles that will be utilised by the police force to patrol and monitor the town centre.

Recognising the importance of maintaining a safe and welcoming environment for residents, businesses, and visitors alike, Redditch BID has undertaken this initiative to support the efforts of the local police. By providing them with bicycles, Redditch Police officers will have increased mobility, enabling them to respond promptly to incidents, conduct patrols, and engage with the community more effectively.



## Safer Redditch North Worcestershire Community Safety Partnership

Redditch BID was invited to Safer Redditch, a multi agency taskforce with representatives from Redditch Borough Council, West Mercia Police, West Midlands Police, Kingfisher Redditch, Heart of Worcestershire College, and British Transport Police.

We are currently working on a number of initiatives to increase safety in Redditch.

# BID FINANCE

## Income & Expenditure 2022/2023

### INCOME

BID Levy	231,139
Sponsorships	6,500
Grants	12,016
Other	13,971
<b>Total</b>	<b>263,626</b>

### EXPENDITURE

Projects and Events	89,633
Marketing & Communication	71,179
Safety and Security	47,453
Operational Cost	39,544
Subscriptions and Fees	13,181
Other	2,636
<b>Total</b>	<b>263,626</b>

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