

# BUSINESS NEWS

Stratforward Newsletter

Issue 2 - January 2016



WEST MIDLANDS  
COMBINED AUTHORITY

An extraordinary meeting of Stratford-on-Avon District Council will be held on Monday 25<sup>th</sup> January at 4pm at which the Council is being asked to consider a motion to approach the West Midlands Combined Authority to become a non-constituent member, thereby rescinding a previous decision of the Council on 12<sup>th</sup> October 2015.

Stratforward will be submitting a statement on behalf of levy payers, however should you wish to make your own representation or ask a question please email the Chief Executive, Paul Lankester on [phlankester@stratford-dc.gov.uk](mailto:phlankester@stratford-dc.gov.uk) before midday on Wednesday 20<sup>th</sup> January.

Click [HERE](#) for the agenda for the meeting

Further information about the West Midlands Combined Authority is available at [www.westmidlandscombinedauthority.org.uk](http://www.westmidlandscombinedauthority.org.uk)

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*- Karen Wild BID Manager*

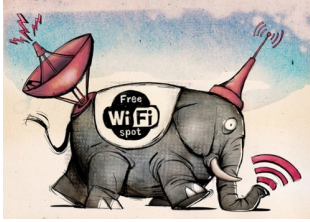
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## Networking Event – Feedback

Thank you to all those BID members that managed to come along to one of the two networking sessions held yesterday, I was delighted to welcome around 60 BID members over the two sessions. I hope that you found the sessions informative and helpful. We decided to use the first networking event to highlight some of the activity going on during the year to commemorate Shakespeare's 400<sup>th</sup> Anniversary in order that town centre businesses would be fully briefed and have the opportunity to consider how best to capitalise upon the increased focus on Stratford during the coming year. Presentations given by The RSC, The Shakespeare Birthplace Trust, The Town Council and Shakespeare's England will be made available shortly to BID members that were unable to attend.

A brief presentation about the projects the Stratforward team are currently working on was also provided and much of that information is contained within this newsletter. BID members were also asked to submit their thoughts and ideas about priorities and projects they would like to see delivered by Stratforward during the coming financial year 2016/17 ahead of the production of our action plan and budget setting. If you were unable to attend the meeting we would still like to receive your feedback and this can either be submitted in writing to our office 10 – 11 Sheep Street or by email to [Karen@stratforward.co.uk](mailto:Karen@stratforward.co.uk) Your input is greatly appreciated!



Elephant Wi-Fi

## Town Wide Wi-Fi – Update

During the next few days you are likely to see the team from Elephant Wi-Fi installing Wi-Fi access points around the town centre and we hope that over the coming days the main part of the installation will be complete. Phone lines have been installed in the north and south of the town, however BT have informed us that the internet connection will not be live until the end of this month. As such we envisage that the system will go live at the beginning of February.

We will be contacting all BID members in the very near future to highlight how to make the most of the new marketing platform that will be available once the system is up and running. There will be a tremendous opportunity for BID members to reach a wide audience and get their marketing or public information messages out. This service will become more and more beneficial to all types of businesses and organisations within the BID membership as we grow the database of wifi users and we will ensure that you are regularly updated about opportunities.

Data from the performance and tracking elements of the system will be circulated on a regular basis once the system is up and running.

## Business Crime Survey update

Many of you will have taken part in a face to face business crime survey last summer that was compiled by Stratford District Council and conducted by our town hosts. The survey was carried out as part of one of the Warwickshire Police & Crime Commissioners priorities relating to Business Crime. The results of the survey are now in and following a meeting of the Business Crime Partnership last week the necessary actions have been identified and allocated to partners, eg. Stratford District Council, The Police, The Business Crime Coordinator (WCC/PCC) and Stratforward. The main focus of Stratforward is as follows:-

- The town hosts are currently focussing on rolling out our security schemes to those businesses that expressed an interest in signing up to Bardwatch/DISC. This initiative has grown considerably over the last 15 months since the introduction of DISC as a BID member benefit at no additional cost - 110 users in September 2014 / 170 users January 2016 – growth of 55%.
- Businesses that are part of the daytime and evening radio links have grown as follows - 120 in September 2014 / 299 in January 2016 – growth of 149%.

Once again we would like to remind businesses that are part of the DISC system to ensure they are logging on regularly, particularly when they receive the automated e-newsletter that notifies them when DISC members have submitted incidents. If you are currently not part of the scheme but would like to be please contact the Stratforward office or speak to Di Shirley, Town Host Manager or one of her team of hosts, thank you!



update

It is now some time since the first GeoTask beacons were installed around the town centre to enable us to monitor consumer behaviour and ultimately measure the effectiveness of both Stratforward's and BID members marketing and promotional campaigns. This initiative, which received financial support from Warwickshire County Council, will over the coming days be effectively 'live' as we will gain access to our town dashboard and start to receive performance data, for example we will be able to see which businesses were visited most by the consumer panel that have downloaded the GeoTask app.

Following a considerable amount of research and trials conducted in Loughborough, Indestinate, the Company delivering GeoTask, have identified a number of means of not only growing the consumer panels around the country but of also making the system interactive.

There is no-ongoing cost to Stratforward or BID members for performance data due to the fact that we were involved with this initiative from the outset as a pilot town. Should we decide to proceed to asking specific town centre related questions of the consumer panel, there will be a minimal cost in respect of the reward scheme detailed below under member surveys, point 2.

**Below are some of the highlights for the system that are now being rolled out:-**

### **Community member rewards**

1. Daily cash rewards – launching w/c 18<sup>th</sup> January. Users will now be paid on a daily basis for their anonymous GPS data
2. Donate to charity – launching w/c 25<sup>th</sup> January. User can choose to donate their daily cash rewards to a chosen charity
3. New members – new members will start with a guaranteed cash fund by completing the demographic data sign up e.g. gender, year of birth, town

### **Member surveys**

1. Paid for surveys – Launching w/c 25<sup>th</sup> January, members will receive guaranteed daily cash rewards for completing a survey.
2. Town surveys – launching Feb 2016. Each town will have the ability to deliver surveys to the geoTask community

### **Town dashboard**

1. Portal dashboard – launching w/c 18<sup>th</sup> January, every town in the UK will be able to have access to their own GeoTask dashboard
2. Community membership – see how many members have registered, how many are live including age and gender breakdown
3. Data upload – upload business name, address and category
4. GPS locating – locate each business on the dashboard map to record business GPS location
5. Top ten – launching w/c 25<sup>th</sup> January see top ten retailers visited, by category and time period

We currently have 52 beacons located around the town centre however we did initially purchase more, locating these around the town will provide even more accurate location data. **If you are interested in having one within your premises please contact me on [karen@stratforward.co.uk](mailto:karen@stratforward.co.uk)**

## Town Centre Buskers

Over recent months Stratforward has been involved in a number of meetings to discuss some of the issues and problems created for businesses by buskers performing in the town centre. You may remember that we conducted a survey last summer to ascertain the views of businesses, particularly those located around designated busking spots, although the majority of businesses indicated that they support busking within the town centre a number felt that there is a need to have a more effective way of controlling noise levels etc. Currently there are no formal measures available to enforce what is ultimately a voluntary busking code, as such we are intending over the coming months to introduce a more stringent code, consider and cost photo i.d 's for buskers and log sheets have also been provided to businesses around the busking spots. Any formal measures that are introduced in the future need to be supported by an evidence base and we would ask businesses to please get involved in this process. For further information please contact the Stratforward office.

## Charity Fashion Show—16th March

Stratford Fashion Show is being run in aid of the Shakespeare Hospice, and will showcase eighteen Stratford retailers.

Tickets on sale next week.

## Contact Us

Give us a call for more information about our services and products

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Visit us on the web at  
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Karen Wild BID Manager

Welcome to the second edition of our regular weekly e-news bulletins. The BID Member e-newsletter will be circulated every Tuesday to ensure that you are kept fully updated about the work of Stratforward, opportunities available to BID members and information about matters that affect the town centre and the trading environment.

If you require any information or support please do not hesitate to contact a member of the Stratforward team.  
Best wishes, Karen

All information correct at time of publication.

Stratforward improving business in Stratford-upon-Avon town centre