

Saffron Walden Town Council Open meeting 15th May

Further questions.

What is your view that it would not be appropriate for a Council representative to vote for or against the BID given the Council is neutral in the referendum debate?

This would appear to be a question for the Council, rather than SWBID. Although, the Council is a levy payer and as such is entitled to have a vote.

As we have built a great working relationship and enjoyed collaborating on many events, we would hope that if the Council do choose to use their vote, it would be in support of SWBID. We are looking forward to many more years of working collaboratively with the Town Council and value our partnership.

Why has the BID not progressed with the option of corporate/bulk buying such as marketing, print costs, waste collection etc?

During consultation and the early part of the BID establishment phase, we spoke with a utilities business in our BID area about possibilities for working to promote their services helping other businesses with cost savings on utilities within the BID community.

However, they declined on the basis they said 'they already supply many businesses in the town and didn't need the BID platform to do this' and refused to participate.

Despite the fact they refused to help us, they strongly (and vocally) objected to our suggestion for a free pilot with 'Meercat' to find cost savings for a pilot group of businesses and demonstrate the benefits of joint-buying utilities. Sadly no business we offered the option was willing to take it up so we stopped further investigation.

Early feedback from conversations and polls with the BID community was that it wasn't a priority for them to find discounted services or bulk or joint purchasing, because in general, businesses were in longer term contracts with utility service providers and were unwilling to change.

Covid-19 hit and changed all the BID's plans and priorities for further investigating original ideas due to the economic climate and business requirements change

Post-Covid, the BID has focused on the priorities of marketing and promoting the town's businesses to encourage customers back to the town centre.

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In all requests the BID team made to the business community for feedback on projects they wanted the BID to provide, all ideas were focused on marketing and promoting the town and none on cost saving measures/bulk buying. The SWBID team with limited resources of time and money had to focus on these priorities

However, over the last 4-5 years the following activities were undertaken:

- We contacted Saffron Securities and promoted their services via SWBIDs regular email updates.
- Ran a promotion on the pre-covid website for business to business promotions / offers for BID business staff (that some took up) In the main businesses were reticent to provide special offers to others.
- During covid, we created a dedicated website listing all the businesses and linked to it in all communication and promotional activity. www.supportsaffronwalden.co.uk
- Created SWBID WhatsApp group available to the business community to share and interact / promote / make special offers to each other.
- Created Business Watch to make it easier for businesses to alert each other on security concerns.
- Worked with UDC in promoting training opportunities aimed at the business community in Saffron Walden
eg. Digital training (Google Workshop) BEST Growth Hub (Business Support Day)
- Masterclass with Jon Geldart of Institute of Directors on post-pandemic strategies for growth
- Approached and discussed with UDC Waste management regarding recycling business waste - We contacted UDC officers and Councillors Pepper and Reeve in February 2022 about business recycling and reducing the cost of this through green initiatives.
- Discussed with Smart Cities any potential opportunity to take part and discussed with the board (July 22). Concluded that investment costs were too high for our tiny BID as well as the limitations of the nature and design of a medieval market town made it virtually impossible to set up the infrastructure they needed before utility cost savings could be realised.

Currently in discussions with Hannah from Unifies a company that offers cost solutions for bulk buying. <https://www.unifies.co.uk>

Last year, we conducted several polls to ask our businesses what they would like us to spend our time on. Only a minority responded showing an interest in pursuing bulk buying. As you will fully understand, sometimes you have to go with what the majority want, as we have limited resources to pursue all initiatives.

Continued...

However, It is something we would like to look into if we have a second term. We are still hoping to pursue the recycling option and any other discounts we can offer the town, if the BID levy payers agree.

Why can't the BID quantify the benefit to an individual business?

The BID's aim as an organisation, is to promote the whole town. We regularly follow up after each initiative to see how it helped the businesses involved. We send out surveys via Survey Monkey to hear the individual businesses responses and ideas. Where appropriate, we gather feedback from the public too.

The WhatsApp group we have set up includes 131 participants, that give us regular feedback.

Please have a look through the business plan, this includes several responses from individual businesses on how the BID has benefitted them.

[LINK TO BUSINESS PLAN](#)

What were the print/production and distribution costs for the glossy annual report?

The total cost to the BID for the 350 x 28 page brochures was £1,480.00.

The distribution was organised by UDC along with the ballot notice.

What does the BID board propose to do to ensure the public understand who they are and what they're trying to achieve?

The BID is here to promote the town and businesses within it's boundaries. This is our main aim and we have been concentrating on this over the last 4 years. We are regularly called on to feature in the local and national press, radio and TV, including Sky News, ITV Anglia, BBC Look East, Heart FM, BBC Radio Essex. This media coverage gives us a much wider audience to raise awareness of our wonderful town.

We place adverts in the Walden Local, Cambridge Edition and Velvet Magazine to promote our BID members. We have posters promoting the town in the following stations; Audley End, Bishop's Stortford, Tottenham Hale, Broxbourne, Cambridge and Chelmsford. We try to help the town to be as visible and positive looking as possible. Our main stakeholders are the businesses, rather than the public. However, we have had lots of great feedback from the public when we have held events and promotions. In particular the grotto at Christmas, where many members of the public commented on what a wonderful experience they had.

Please see appendix A

What does the BID mean / do more broadly for the general public?

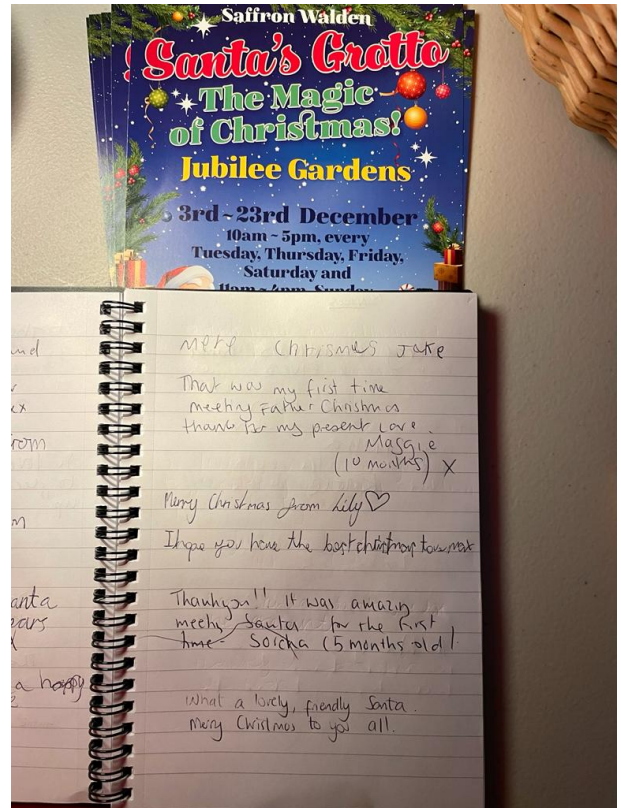
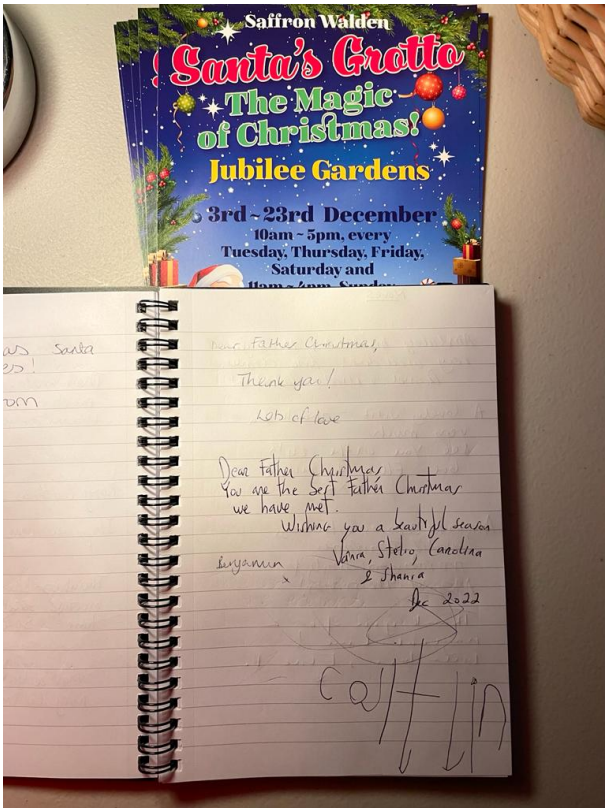
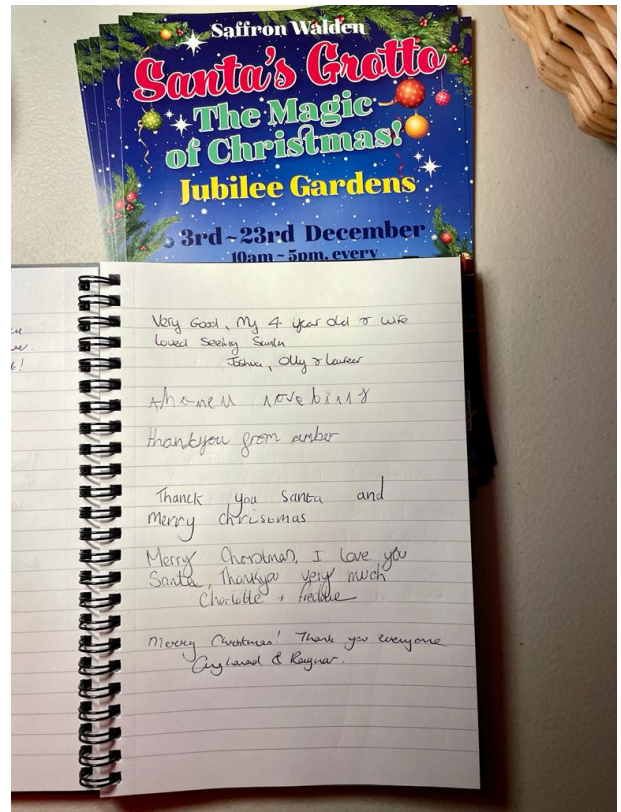
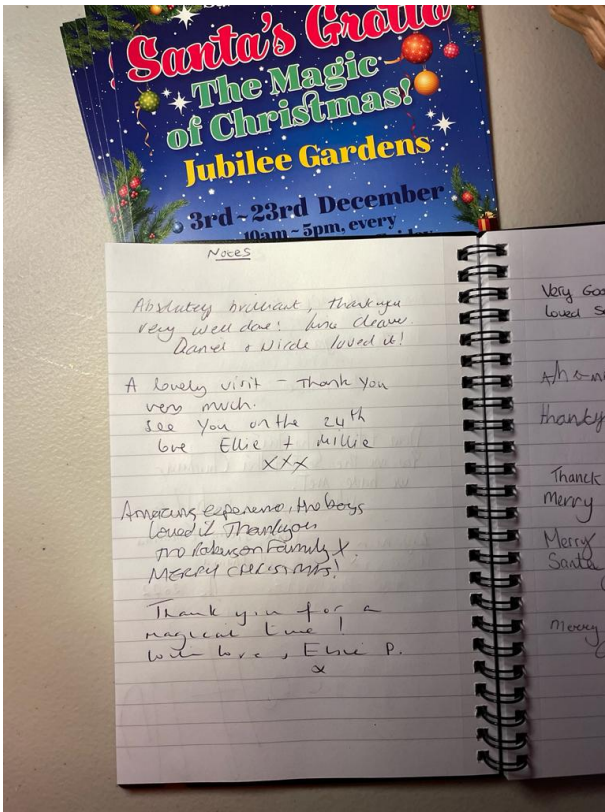
The aim of the BID is to promote the towns business and attract people by raising their awareness to what is available within Saffron Walden. We have run a number of events for the public, including themed hunts and trails, Christmas Grottos , Alfresco in the Square and Windows on Walden. We have also arranged hanging baskets to help the town look even more attractive. We have been able to acquire additional grant funding to include the purchase of "Love Saffron Walden" branded gazebos which are regularly used by our businesses for events in the town. The town council have also used them for public events too.

We regularly work with the events team at the Town Council to promote their events and get our businesses involved to. The most recent being when the Town Council were screening the Coronation Concert at the Castle, we worked in conjunction with them to offer 'Pick up a Picnic fit for a King.'

Please see Appendix B

If you have any further questions, please feel free to direct them to:

lisa@saffronwaldenbid.co.uk



Appendix B



6th & 7th May 2023

Saffron Walden Coronation Celebrations
Brought to you by the Saffron Walden Town Council

Saturday 6th May
Walden Castle 10am - 4.30pm
10.30am Live streaming of Coronation Service
2.30pm Paddington film With family activities, licensed bar, food stalls and Saffron Walden Museum will be open to visit!

Sunday 7th May
Jubilee Gardens 11.30am - 4pm
Coronation Big Lunch Picnic with live music, refreshments and tombola.
Walden Castle 6.30pm - 10.30pm
8pm Live streaming of Coronation Concert (Licensed bar on site. See below for food offerings)

FREE entry to all events, more details at The Tourist Information Centre, via the QR code or at visitsaffronwalden.gov.uk

Come and watch the 'Coronation Concert' live streamed at Walden Castle on Sunday 7th May.
Bring your picnic blankets and chairs and Pick up a Picnic fit for a King from a selection of local food businesses.

Scan this QR code for menus and pre-order.
www.saffronwaldenbid.co.uk/coronation

SAFFRON WALDEN BID



A RIGHT ROYAL TRAIL

Free family fun this Spring!
From 27th May to 12th June

Celebrate the Platinum Jubilee and follow the trail around Saffron Walden town centre to find the royal crowns and enter our prize draw!

Top prize £100 voucher plus 5 runners up of £50!

www.saffronwaldenbid.co.uk/WoW
@lovesaffronwaldenessex

SAFFRON WALDEN BID




Follow the Yellow Brick Road to win a prize!

Pick up a leaflet at the Tourist Information Centre, from participating shops or download online from www.saffronbid.co.uk/wizard-of-oz

Find at least 20 Wizard of Oz themed Showflakes hanging in participating shop windows. Get as many as you can! If you find all 62, you could win extra special prize! Competition starts Wednesday 1st December. For more information go to www.saffronbid.co.uk/wizard-of-oz

SAFFRON WALDEN BID



Snap it with Dorothy!

Take a photo for a chance to win

Win tickets to see The Wizard of Oz preview at Saffron Hall on Wed 28th Dec 2023. Upload your photo to www.saffronwaldenbid.co.uk/wizard-of-oz

SAFFRON WALDEN BID

