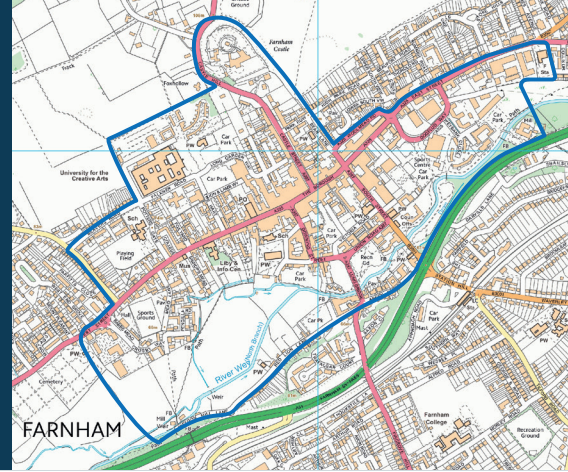


Farnham BID

**BUILDING
BUSINESSES
TOGETHER**

Newsletter Three



WELCOME

Welcome to the third edition of the Farnham BID newsletter. Having lived and worked in Farnham most of my life I understand the issues that the Town suffers with; traffic pollution, parking, shoplifting, recruitment etc. On a positive, the Town offers many great events, historical attractions, markets and generally a lovely place to shop. Local traditions such as the carnival are a great draw for our town and by supporting each other we can build our business community. As part of the BID task group I believe that by working together we can help each other to maintain the essence of the town, but enable it to grow and flourish.



**Liz Flanagan,
Task Group - Chair**

Reminder of what the Business Improvement District offer is

Being part of the BID is your opportunity to invest over £1.7 million into Farnham Town centre's business priorities over a 5 year period and lead the way to secure its future and making changes that you and your fellow businesses want to see. Through the BID, we can respond to challenges, take advantages of opportunities ensuring that Farnham is a well marketed destination and a great place to visit, work and live.

YOUR BID SUMMARY

**Over £1.7 Million
over 5 Years.**

**To be invested in
your area.**

**Over £340,000
raised per year.**

FIVE KEY PROJECT AREAS:

1. Destination Marketing & Promotions.
2. Safe, Clean & Welcoming.
3. Business Support.
4. Access & Car Parking.
5. Town Centre Manager.

400+ Businesses.

30 Streets.

**£17.1M Total
Rateable Value
of Farnham BID
Businesses.**

WHAT'S NEXT

During July Andrew Fergusson, the new Farnham BID Project Manager will be visiting businesses in the proposed BID area to discuss the projects that are proposed. The result of those consultations will help complete the business plan for the next five years should the ballot be successful. The Draft plan will be distributed to all businesses in the BID towards the end of August. An official launch of the final plan will be in September with the ballot taking place during October.



www.farnhambid.co.uk

YOUR TOWN - YOUR VISION

THE PROJECTS

Destination Marketing & Promotions

- Aim is to increase footfall
- Planned and professionally managed marketing campaigns
- Work with the Town Council, Chamber of Commerce and other stakeholders

Business Support

- Help to reduce business costs
- Combined Procurement – for shared discount
- Reviewing waste solutions
- Shared, discounted training opportunities
- Dealing with legislation, eg. Risk assessments
- Incentive programmes to reward employees
- Town Centre customer loyalty scheme
- Staff Recruitment assistance
- Environmental and Carbon Footprint issues

Town Centre Manager

- Lead on initiatives, co-ordinate & communicate
- Ensure strong relationships with the town's stakeholders and organisations
- Deliver the five year Farnham BID Business strategy

Safe, Clean and Welcoming

- Co-ordinate and manage security within the town centre with a proactive scheme to reduce shop lifting
- Work with partners to ensure that cleansing and maintenance standards are enhanced
- Work with partners to address anti-social behaviour and resolve homelessness and begging
- Support and work with partners to provide an aesthetic welcome to Farnham
- Working with partners to ensure involvement in the town centre emergency and contingency planning

Access and Car Parking

- Promote car sharing schemes
- Work with partners to provide discounted parking for employees
- Consider public transport options for certain times of the year
- Support and work with partners to investigate
 - The use of technology to ensure ease of access to Farnham
 - The provision of ev charging for staff and customers
- Work with partners to encourage the use of bicycle infrastructure

The Bid Task Group members include the following people from the Farnham Business Community.

Liz Flanagan	<i>Elphicks</i>	Mark Ellul	<i>UCA</i>
Colin Channon	<i>Farnham Herald</i>	Michelle Quinlan	<i>Quinlan Tyley</i>
Francesco Bartolomei	<i>The Bush Hotel</i>	Steve Hamilton	<i>Hamilton's Tea House</i>
Gemma McBride	<i>Baker Law</i>	Paul Adams	<i>Branston Adams</i>
George Murray	<i>Coffee Diem</i>	John Prestwick	<i>Montagu Evans (Brightwells)</i>
Nick Kent	<i>Kent Property</i>	Supported by;	
Liam Moody	<i>Waitrose</i>	Oliver Cluskey	<i>Farnham Town Council</i>
Lydney Luthra	<i>The Farnham Maltings</i>	Catherine Knight	<i>Waverley Borough Council</i>

MORE INFORMATION....



Andrew Fergusson, The Bid Project Manager is keen to give you more details on how the BID will make a real difference in Farnham by securing over £1.7m of investment for the future of your town and your business.

Call Andrew on 07359 567169 or email info@farnhambid.co.uk. Or, visit www.farnhambid.co.uk
Alternatively speak to one of the Task Group who will be pleased to speak with you about the proposed BID.