

WE ARE PLEASED TO WELCOME YOU TO YOUR FIRST BID LEICESTER NEWSLETTER. THIS IS ONE OF THE MANY WAYS WE WILL BE KEEPING YOU UP TO DATE ON THE PROGRESS OF THE BID OVER THE COMING MONTHS.



Until now, Leicester was the largest city in the UK to exist without a BID. With your support, we look forward to continuing the journey of Leicester fulfilling its potential and delivering the ambitious plans over the next five years, set out in our Business Plan.

Since we gained a 'Yes' vote in November 2017, we have been busy! We've seen businesses come together for our official launch event in March, established our office at St Martins House, partnered up with a loyalty scheme provider, hired a BID team, launched a new logo and more. Keep reading to find out all the details.

The core BID priorities over the next 5 years are:

- Delivering a Clean, Safe, Attractive Environment
- More effective marketing to drive footfall and sales
- Providing businesses with a strong voice, support and engagement

The many ways the BID will look to deliver on these priorities will shape BID Leicester's output. We want to remain responsive and hear from you if you have thoughts about how the BID can build on the recent successes of our City and ensure it remains a clean, attractive and welcoming destination. Please feel free to contact us at info@bidleicester.co.uk.

Gary Rowntree

MEET YOUR BID BOARD:

Gary Rowntree, (C)

Head of Branch John Lewis Highcross

Angus Fraser

Franchisee, McDonald's Market Street

Chris Stafford

CEO, Curve

Deborah Rose

Head of Development Services,
Pick Everard

Jo Tallack

General Manager, Highcross

Richard Osborn

Partner & Regional Office Head,
Weightmans LLP

Sarah Harrison

City Centre Director

Sarah Thomson

Director of International & Strategic
Partnerships, De Montfort University

Tracy Harker

Site Manager, St Martin's Square

BID LEICESTER STEERING GROUP

The steering group provides both tactical and strategic advice to the BID team as well as the Board. The group will offer recommendations on all aspects of BID delivery, which will then be highlighted at the subsequent Board meeting. Members of the steering group represent their sector and/or character area. Your members are:

Andy Watterson – Chamber of Commerce

Anjuu Trevedi – University of Leicester

Cassie Soulsby – Cultural Quarter

Dominic Gomersall – Lumbers

Ian Guylar – Pedigree Gilbert

Ian Pearce – NatWest

John Helps – Great Central

Jonathan Kerry – Diocese of Leicester

Karl Craig-West – Federation of Small
Businesses

Laura Betts – LOROS

Lisa Townsend – Wetherspoon

Manjit Atwal – Police

Matt Kirk – Firebug

Naz Gaffar – Primark

Nigel Eggleton – First Midlands

Paul Brown – Leicester YMCA

Rachel Curtis-Bowen –
Cambridge & Counties Bank

Sam Hagger – Beautiful Pubs

Schroeder Carbado – Octopus Energy

Simon Jenner – BID Leicester

Stuart Delahoy – Set

Tony Spencer –
Haymarket Shopping Centre

Fiona Debney – Gateley

Fiona Powell – Freeths

The second BID steering group meeting took place recently and topics discussed over the two meetings include: what a successful BID would look like, the Loyal Free digital app, Street Ambassadors, rough sleeping, street begging, Purple Flag application and levy collection rate.

LET US KNOW YOUR VIEWS

To get in touch, please email
info@bidleicester.co.uk



SPOTLIGHT ON SIMON JENNER – BID DIRECTOR

Simon will lead the implementation and delivery of the BID Leicester Business Plan whilst being responsible for the day to day management of the BID. Developing strategic partnerships and ensuring the BID is a key voice for its members across all platforms within Leicester city centre and beyond also forms a crucial part of the BID Director role.

“ THE BID IS DELIGHTED TO HAVE SECURED SIMON JENNER FOR THE POSITION OF BID DIRECTOR. SIMON BRINGS A WEALTH OF EXPERIENCE IN DEALING WITH KEY STAKEHOLDERS IN THE CITY AND HAS A PASSION FOR LEICESTER HAVING LIVED, WORKED AND STUDIED HERE. ”

Gary Rowntree Chairman

“ BID LEICESTER IS A FANTASTIC OPPORTUNITY FOR LOCAL BUSINESSES TO WORK IN PARTNERSHIP TO MAKE THE CITY AN EVEN BETTER PLACE TO SPEND TIME AND MONEY. IT IS VITAL THAT WE UNDERSTAND THE NEEDS OF OUR BUSINESSES AND MAKE A REAL DIFFERENCE FOR THEM. ”

Simon Jenner BID Director

Simon presented the BID's key objectives at a recent Leicester Mercury Business Connections event, and asked businesses what the BID could do to improve the operating environment for city centre businesses.

JAMES DUNHAM OPERATIONS EXECUTIVE, BID LEICESTER

James will oversee the team of Street Ambassadors and manage staff performance. Identifying areas of improvement in delivery is a key element of the role, whilst helping to ensure targets are met and projects delivered. James is also responsible for monitoring performance of third-parties by agreeing targets and objectives, and reviewing periodically to ensure the BID is using the levy as effectively as possible.

NEWS

NEW LOYALTY SCHEME SAVES BUSINESS OVER £400 PER YEAR



“ WE WERE ATTRACTED TO LOYALFREE TO INCREASE OUR VISIBILITY. ALL WE HAD TO DO WAS EMAIL THEM AN OFFER – THAT WAS IT! WE GET REPORTS EMAILED TO US EVERY MONTH TO SEE HOW MANY PEOPLE HAVE VIEWED OUR PROFILE AND CLAIMED AN OFFER. AND NOW IT’S FREE FOR US TO USE THE APP AS A BID LEVY PAYER, IT’S EVEN BETTER! THERE’S NO DOWN SIDE. ”

Cindy Bansal

Managing Director, BBs Beauty and Brows

One of the things we want to achieve is to position Leicester as a top UK leisure and tourism destination of choice. This requires the BID to take steps towards high quality marketing. We’re excited to share that one of these steps has been our recent tie-up with Loyal Free, a loyalty app scheme created by Leicester-based entrepreneurs Sophie Hainsworth and Jason Nesbitt. The app allows consumers to easily discover businesses, events and local discounts in Leicester. There’s no complicated technology and it’s completely free for BID Leicester members to list their offers and discounts on the app. Many of you have already taken advantage of this service but if you haven’t, contact Loyal Free with your offer at hello@loyalfree.co.uk or visit loyalfree.co.uk for more details.

LET’S NOT FORGET OUR BID LAUNCH EVENT

We wanted to bring BID businesses together to hear from the BID Leicester Chair, Gary Rowntree, Head of Branch at John Lewis Highcross on what businesses can expect to see in the first few months of the BID. Businesses were excited to talk about the

BID’s Ambassador team which will be in place soon and be the ‘eyes and ears’ of the BID area. Ambassadors have a long-standing reputation as a great addition to BIDs and we look forward to them starting with us and introducing them to you.



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