



Heart of Nottingham - Pulse of the City

Nottingham *Business Improvement District*

YOU CAME – YOU SPENT – WE LISTENED!

Two days of consultation during July proved very successful, giving us a clear indication of the priority actions you want to see when the BID starts in December 2007.

The event, kindly hosted by The Bell, Angel Row, proved to us that all businesses, whether a pub, club, hotel, restaurant or takeaway, have been facing the same challenge - their customer numbers are reducing as they opt to spend their time and money outside the City Centre.

Those who came to talk to us were each given a selection of mock bank notes in denominations from £5 to £50. They were then shown what types of projects they could spend their money on under the BID banner. Together they "spent" well over £2,000 against a series of projects from long lists on display boards.

The total sum of "money" invested in each proposal by each visiting business over the two days, gave the BID projects their priority ranking. Other smiley stickers were available to help indicate activities that might be achieved by negotiation with current providers.

A small number of businesses came along to the event determined not to support the BID, but once they had seen the benefits both to their customers and their business, they soon realised that by voting "YES" in October the small investment they will be making will increase significantly when pooled with others.

The results have provided the BID Development Group, made up of local businesses who

represent the full range of licensed premises across the City Centre, with an indication of how the £250,000 collected through the BID levy each year should be allocated.

This information will be combined with the opinions gained from the business questionnaires we circulated earlier in the

year, together with the thoughts and feelings of many City Centre visitors sampled during the evening economy survey we conducted back in September. This confirmed the need to concentrate on the key issues of access and parking, safety on the street, and promoting more widely the huge range of entertainment options available in Nottingham.



Stephen Beckett, Director of Snug Lounge, helps explain the process to an Arena representative.



You still have until 21st August to put your ideas into the equation, so if you have an inspiration or two – let us know!





THE RESULTS



The "currency" placed against each listed project was added up and the ones with the most cash will form the basis of the BID proposal which we will be distributing to you all later in the summer.

■ Raising standards ... on Access

13% of the total "spend" was allocated to this priority. Projects included a taxi concierge for crowd dispersal at larger venues and temporary taxi ranks in strategic areas. Fare charging guidance for our customers received the highest number of "negotiation" votes.

■ Raising standards ... on Safety

This accounted for 34% of the total spend. Projects here focused on street security, improved lighting, gated or better lit alleyways.

■ Raising standards ... on Welcoming and Promoting

This was the big one! The most "money" ended up on the board listing our plans for marketing and promoting the City Centre. Local, regional and national advertising campaigns promoting the City as a great leisure choice, reversing the negative media impact suffered over the past few years, was thought to be vital to the City businesses. A visitors' map giving details of all venues and transport routes was seen as a must.

■ Raising standards ... on Business

This priority collectively received the most negotiation votes with stronger partnerships, Best Bar None and an enhanced Pubwatch all pulling in lots of support. Businesses felt that much could be done with little or no extra financial resource - just giving it more effort and communication.



Richard Matthews, from the BBPA and Ronnie McDermid, Malt Cross, discuss the spend options.

Other ideas which were presented included: Parking incentives to increase dwell time; City ambassadors/guides to provide welcoming advice and improve pedestrian flow; street entertainers at strategic points and additional Christmas lights to provide a spectacular showpiece.

“A single project cannot revitalise the City – an ongoing series of initiatives is vital to create lasting progress - but it is the sustained quality of these projects that will be key to our success.”

**Chris Bulaitis, Joint Chair,
Nottingham Leisure BID**

What next?

Our extensive research will enable us to prepare the details of how a Nottingham BID will transform the City which will be revealed next month in the BID Proposal document entitled "Heart of Nottingham - Pulse of the City". Then a month later every ratepayer will receive a voting paper when you can demonstrate your support for a better, more profitable business.

If you agree that by investing together we can make a difference to the City and our businesses then simply tick the box and send it back. It is as easy as that!

"Only by working together will we achieve so much."

You can find out more about the BID by contacting Pat Parkes on 07852 999335 or by email to info@nottinghambid.co.uk



VOTE YES BY 26th OCTOBER TO MAKE IT HAPPEN!

