

A photograph of Colchester Castle, a large stone building with a prominent round tower on the left. The building is made of weathered stone and brick. A Union Jack flag flies on a pole to the right. In the foreground, there is a paved area with a yellow ramp leading to an arched entrance. Two people are standing on the ramp. To the right, there is a black signpost with a glass display case and a red banner that says 'Colchester Castle'. The sky is overcast.

Colchester City Council Resident Panel

Our Colchester Business Improvement District

WHO ARE WE?

- A Business-led, Business-funded non-for-profit organisation
- Voted in favour by businesses in 2018 & 2023
- A secured investment of over £3million since our formation. Forecasted to be over £3.5million with additional funding streams for the next 5 years
- We have a Board of 11 non-exec Directors made up of local business owners and managers
- Annual BID Levy income of £480k plus additional income
- We have an operational team of 8 members from includes BID Manager, Operations Manager, Business Crime Liaison Officer, Marketing Executive and Street Ambassadors
- We have over 460 hereditaments within the BID
- Not a part of Colchester City Council

FOCUS OF SLIDES TODAY

Setting the scene

- Empty Units
- City Centre Performance
- City Centre Communications



EXAMPLES
OF WHAT
WE HAVE
ACHIEVED



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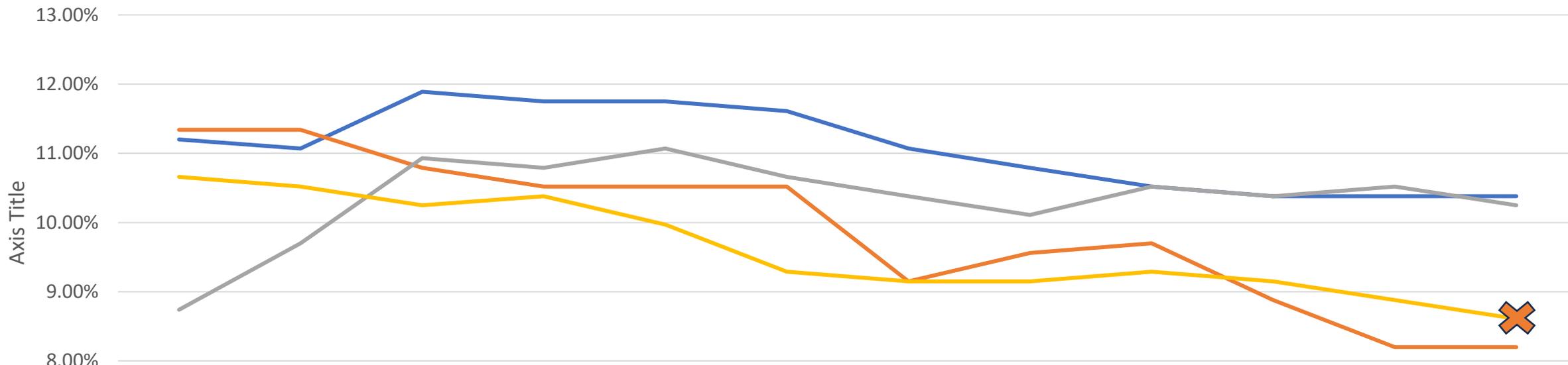


EXAMPLES
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City Centre – Vacant Units



	Jan	Feb	March	April	May	June	July	August	Sept	Oct	Nov	Dec
— 2020	11.20%	11.07%	11.89%	11.75%	11.75%	11.61%	11.07%	10.79%	10.52%	10.38%	10.38%	10.38%
— 2021	11.34%	11.34%	10.79%	10.52%	10.52%	10.52%	9.15%	9.56%	9.70%	8.88%	8.20%	8.20%
— 2022	8.74%	9.70%	10.93%	10.79%	11.07%	10.66%	10.38%	10.11%	10.52%	10.38%	10.52%	10.25%
— 2023	10.66%	10.52%	10.25%	10.38%	9.97%	9.29%	9.15%	9.15%	9.29%	9.15%	8.88%	8.61%

Positive News Stories

- Debenhams units should be completed late Spring/early Summer
- M&S building is in the process of being sold

- Planning applications in for old Odeon and old Post Office
- Fenwick are here to stay!!
- Mercury Theatre saw record Panto sales performance for 2023

City Centre – Business Performance

- Consumers are shopping more ‘strategically’. Footfall there slightly down
- Reduction in ‘casual’ shopping with more reducing the amount of visits
- Colchester City Centre recently topped the charts for highest ‘average transaction value’ in the UK outside of London
- Majority of businesses are returning to pre-pandemic sales figures
- Large scale events such as Soapbox Rally see increase in sales (35% average for Soapbox Rally)

Other News

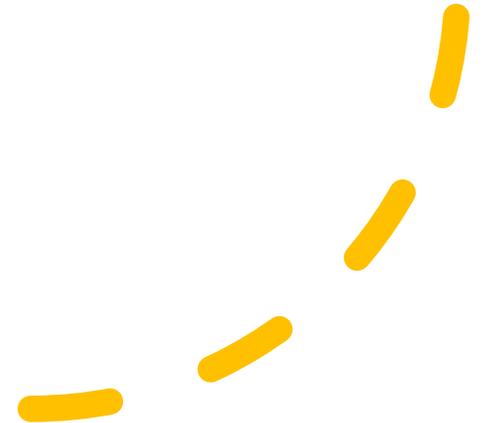
Inward Investment

- Recently formed 'Place Colchester' group are working on an Inward Investment Strategy
- Targeted list of businesses to approach with a prospectus

Colchester Soapbox Rally

- Returning on 15th September 2024 on the High Street

Colchester Market

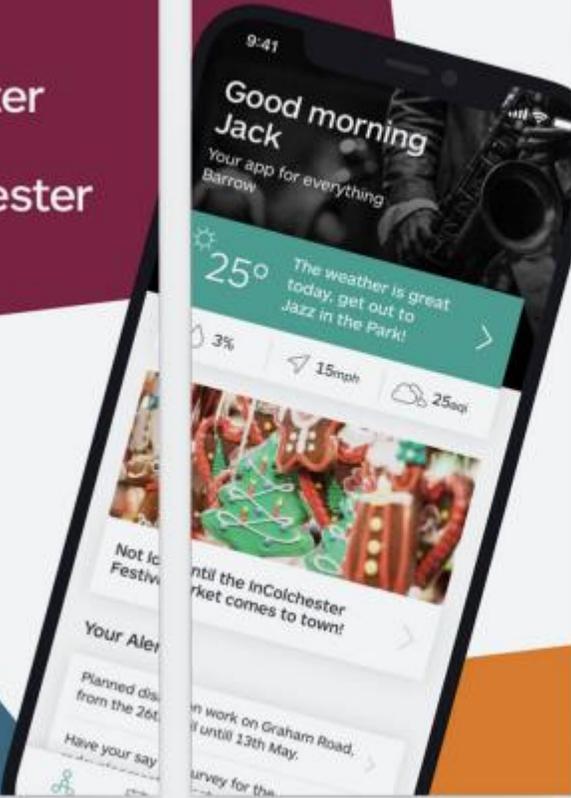


Colchester

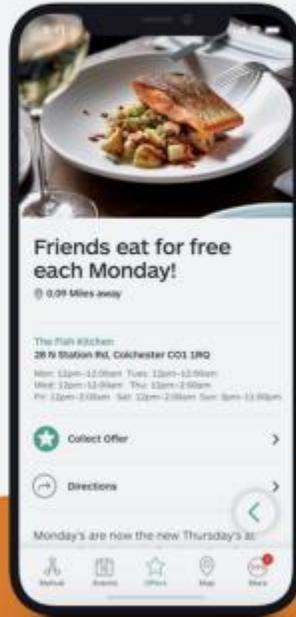
Digital Town Hub Overview of features



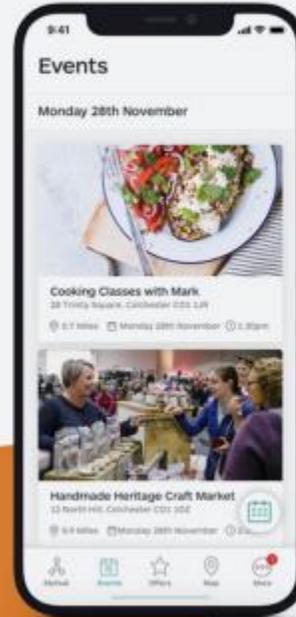
Explore Colchester with In Colchester



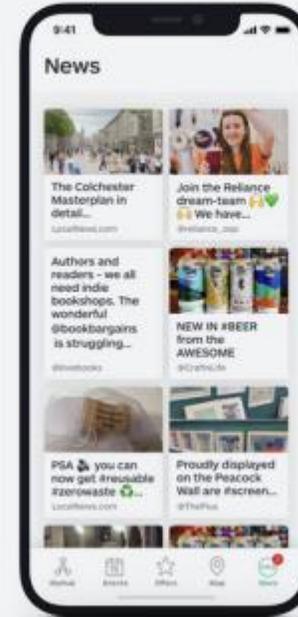
Discover amazing offers



Never miss events



Stay up to date with local news



Receive notifications that matter to you



Home Screen

Branded for Colchester, with exclusive local content, events and information



Personalised to the user and the place



Local weather and suggested activity



Banner event or activity



Latest Notifications

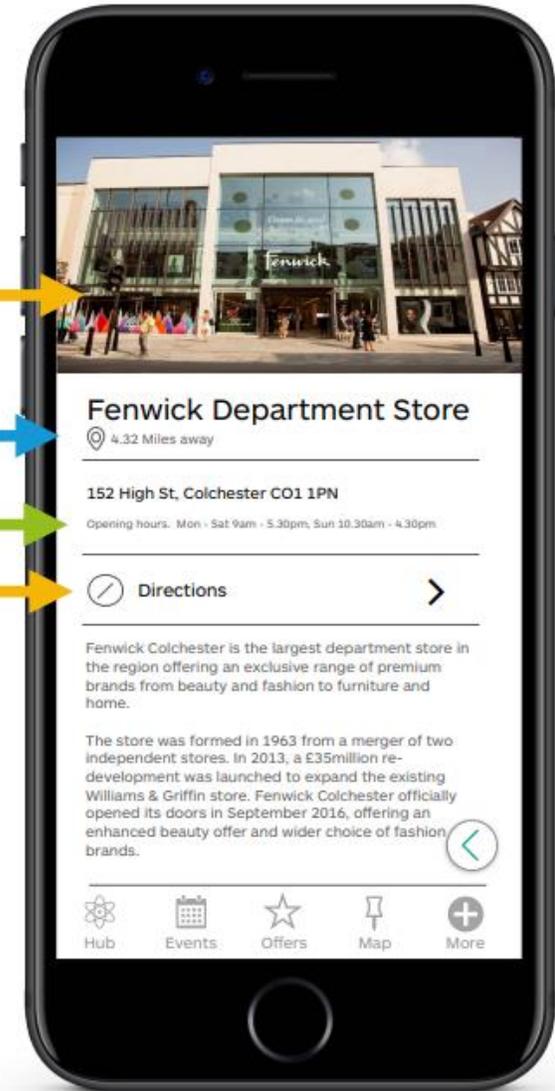


Navigation options



Business Profiles

Allow businesses to promote themselves to the local population



Picture of the premises



Business Name



Distance from current location



Address



Opening hours



Offers



Directions from current location

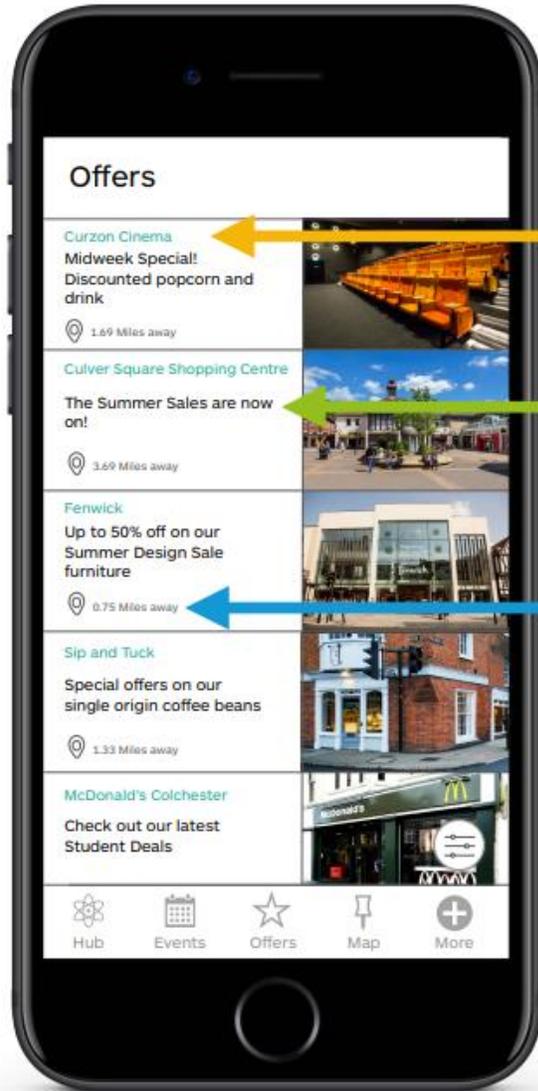


Description of business



Offers & Event Listings

Support local businesses by promoting their goods, services and events



Business name

Offer description

Distance from current location

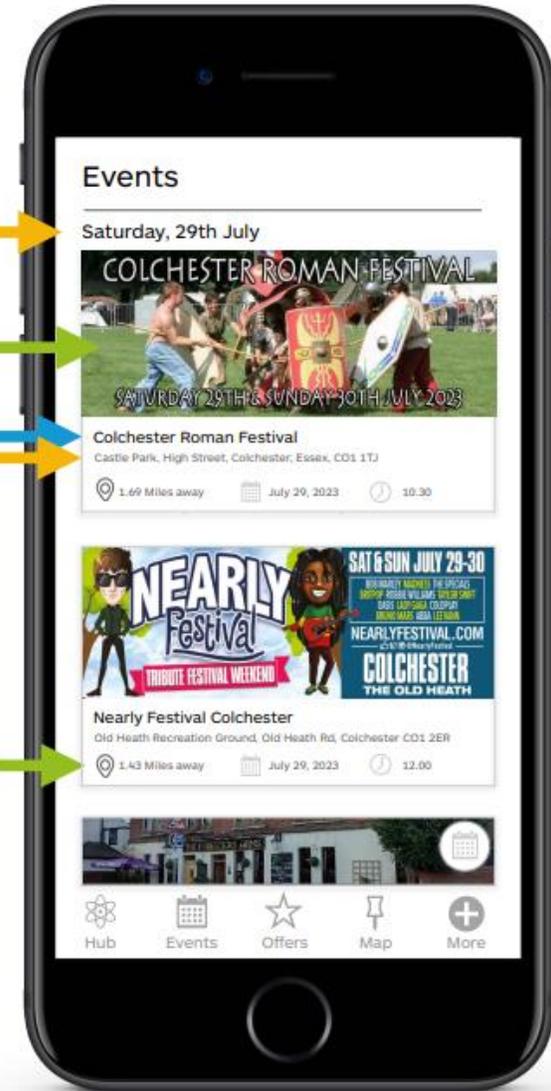
Date

Event image

Event name

Location

Distance from current location



Event Profiles

Showcase all the great events happening in Colchester. Allow residents to integrate the events into their phone calendars



Picture of the premises



Colchester Soapbox Rally

Event Title

2.16 Miles away

10am, Sunday 17 September

High Street, Colchester, CO1 1DH

Add to your calendar

Directions

What is a Soapbox Rally?

Think real life Whacky Racers! The most famous example of a soapbox race is the Redbull Soapbox Race. Teams enter their handmade karts to go head to head in time trials to determine the winner. Use your imagination to decorate your team kart, build the fastest kart possible and navigate the ramps and obstacles along the

Hub Events Offers Map More

Distance from current location



Christmas in Colchester

4.18 Miles away

6pm, Saturday 16th December

High Street, Colchester, CO1 1DH

Add to your calendar

Directions

Colchester does Christmas in style. We have a fantastic festive programme of cheer and merriment that will live long in the memory! Our events include Christmas shopping, Christmas lights, and late night shopping events.

We'll have Christmas Markets again this year, with a range of great food, drink and pressies. So put the date in your diary!

Hub Events Offers Map More

Opening hours



Directions from current location

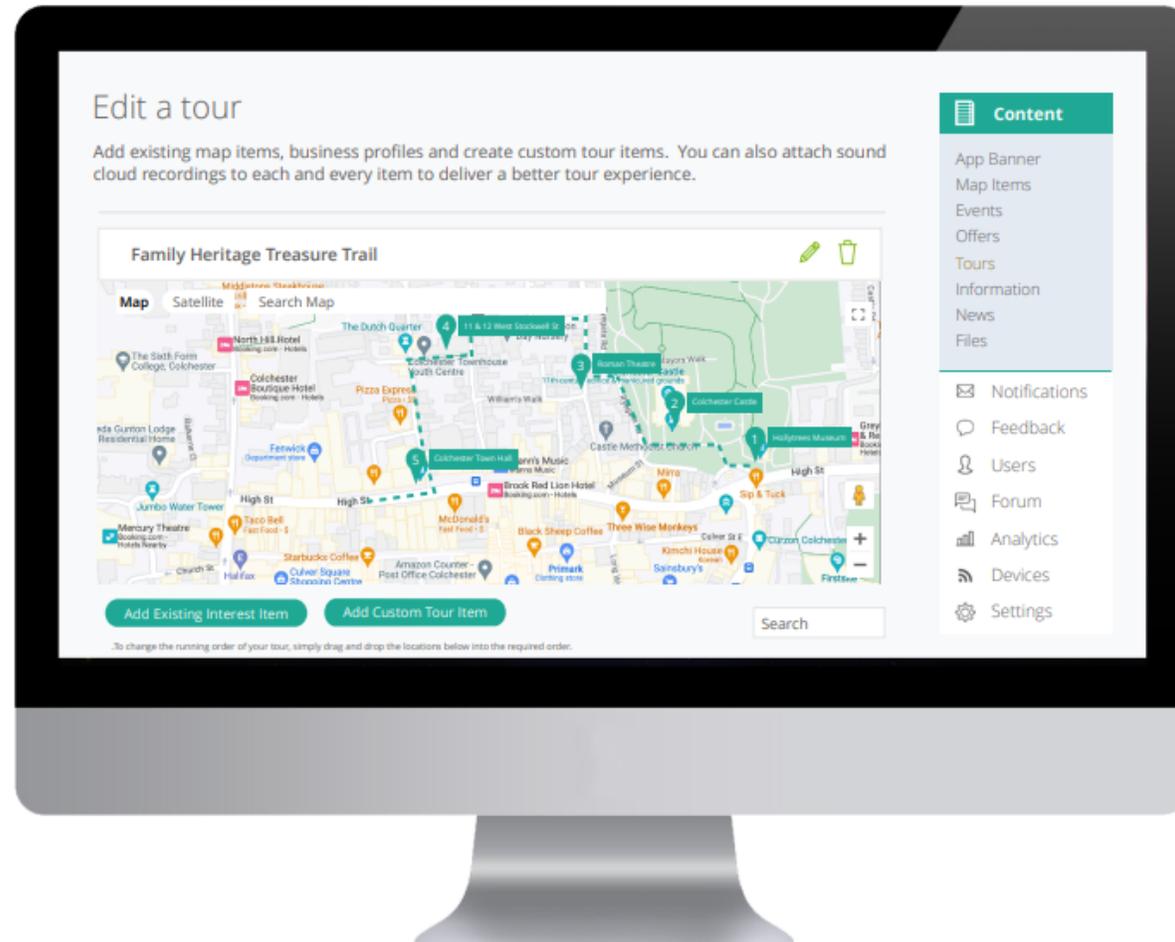


Description of event



Tours & Trails

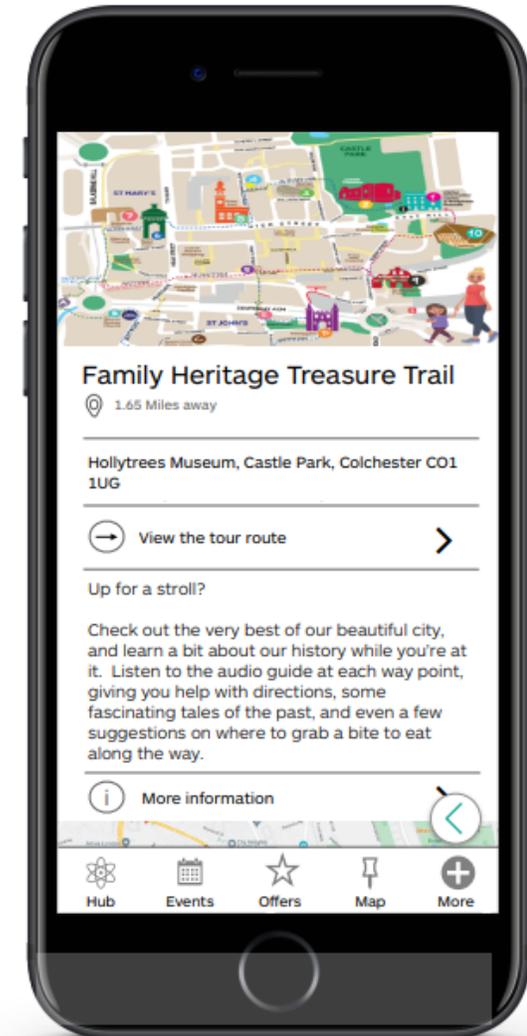
Create custom local tours, including audio and video, to encourage interest in local culture and increase footfall within the city centre



Admin set up

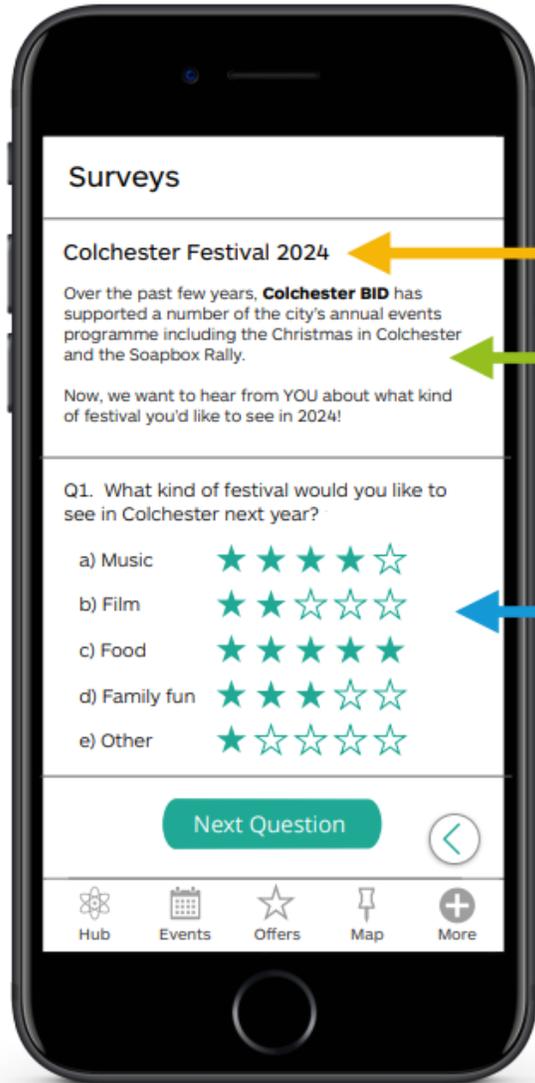


App Trail



Surveys

Create bespoke surveys for businesses or residents, and send them out via notification directly to user's phones



Survey topic

Description

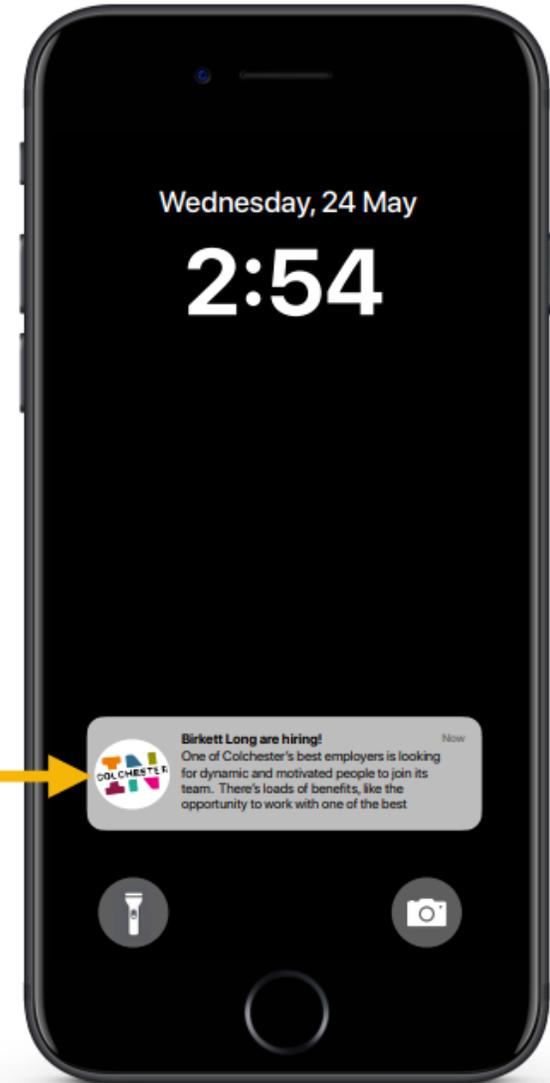
Questions

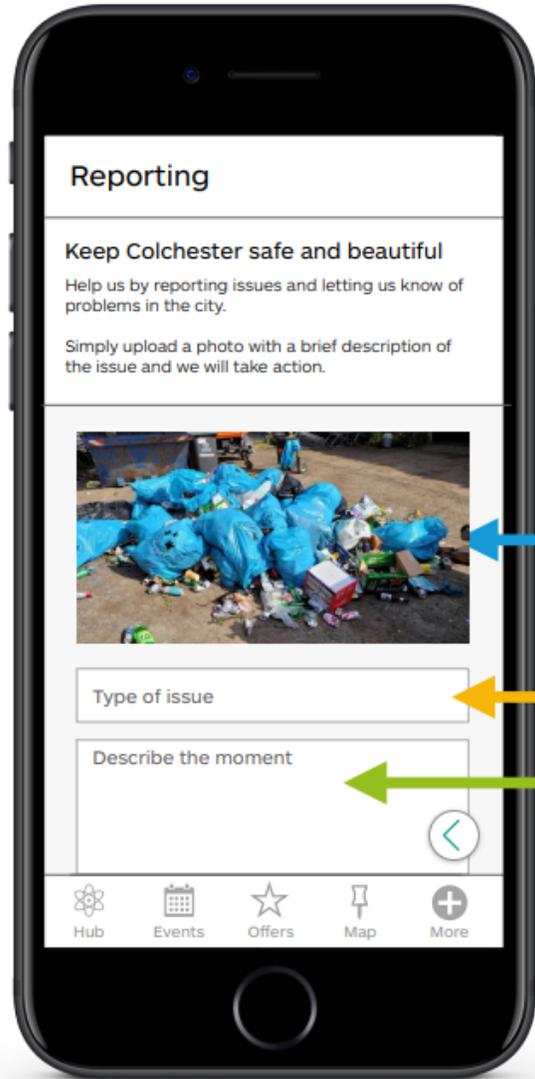
- Multiple choices
- Ranked preferences
- Yes / No
- Picture options

Notifications

Send instant or scheduled messages directly into user's phones

In-app notifications direct to phone





Reporting

Give locals the opportunity to notify you about local issues with text and GPS-tagged photos. Respond and let them know they are being addressed

Keep Colchester safe and beautiful
Help us by reporting issues and letting us know of problems in the city.
Simply upload a photo with a brief description of the issue and we will take action.



Type of issue

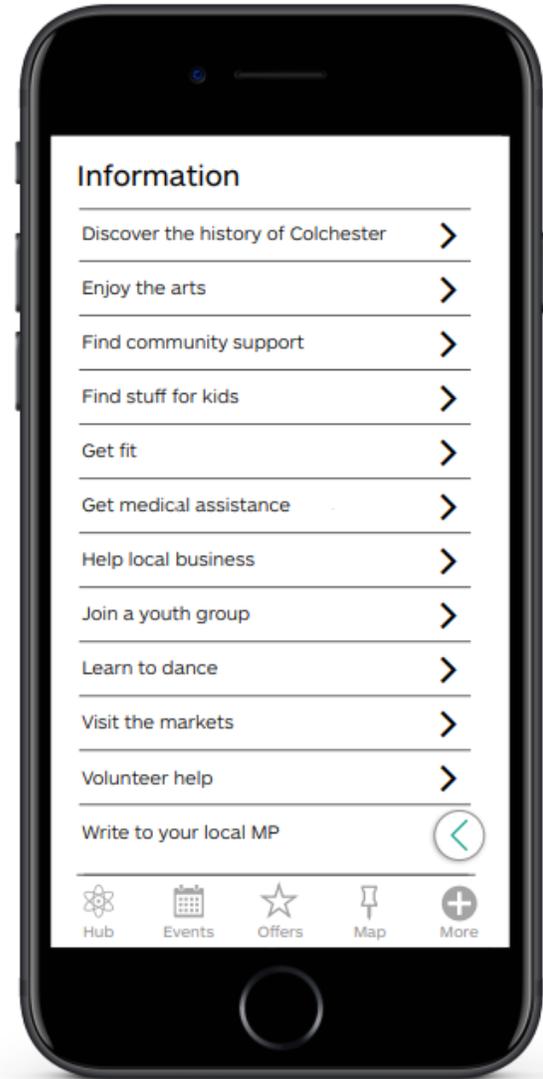
Describe the moment



Photo of issue such as littering, graffiti, anti-social behaviour

Category of issue

Description of the issue



Information

Create a simple directory to make sure locals and tourists have all the essential info they need about Colchester

Information

Discover the history of Colchester >

Enjoy the arts >

Find community support >

Find stuff for kids >

Get fit >

Get medical assistance >

Help local business >

Join a youth group >

Learn to dance >

Visit the markets >

Volunteer help >

Write to your local MP >



Upcoming Activities

- **Colchester's Great Winter Clean 12th Jan - 15th Feb**
<https://www.colchester.gov.uk/colchesters-great-winter-clean/>
- **Operation Clean Colchester**, April 16th, May 14th, June 18th, July 23rd, August 29th
Meeting place: 4 Portal Precinct, Sir Issacs Walk 9.30am- 10.30am.



Any Questions?

