

# Mansfield BID

## AGM

### 2017/18 Review

Let's back Mansfield

**BID CEO, Nikki Rolls**



# Mansfield BID Aim & Objectives

- **Safe and Secure**

*To continue to improve security for our businesses and make a positive change to the perceived image of Mansfield*

- **Appealing Mansfield**

*To make the Mansfield town centre visit an 'experience' by ensuring the town is vibrant, viable and full of vitality*

- **Invest in Mansfield**

*Increase the town centre profile to secure private and public investment to regenerate, preserve and highlight Mansfield as a destination location of the future.*

- **Marketing Mansfield**

*Promote and endorse the 'I love Mansfield' brand locally, regional and nationally making a great destination better.*



# Core Activities – 2017/18

- **Patrolling Ambassadors**
- **Management of Business Crime Partnership**
- **Part payment of Night Ambassadors**
- **Crime prevention campaigns**
- **Free PAT testing and Cardboard collection**
- **Low level maintenance and cleansing**
- **Removal of waste on private land**
- **Continued management of all town centre marketing – website – social media**
- **Twice yearly 'Down Town' magazines**
- **Small and Large scale events**
- **Extensive media coverage**
- **Christmas lights**
- **Hanging baskets and planters**
- **Free Town Centre Wi-Fi**
- **Customer Service awards**
- **Cost savings on utilities**



# **Bespoke Activities – 2017/18**

- **Leeming Street Heritage Lottery Project**
- **Retained Purple Flag award for 5<sup>th</sup> year running**
- **Lead on Town Team strategy plan**
- **Town centre walk rounds**
- **Rewarding Visits**
- **Revive and Thrive winners**
- **Britain in Bloom Regional and National Winners**
- **Take a seat campaign**
- **First Aid Courses**
- **Horticultural and baking festival**
- **Life's a Beach event**
- **Bespoke Christmas Market**
- **Business PR**









CLEAN

**SAFE**

PROMOTE

Dave Wilson, Crime Prevention Manager

## MANSFIELD BID BUSINESS CRIME PARTNERSHIP

- Our priorities
  - Theft from Shop
  - Theft Other
  - Violence
  - Anti-Social Behaviour – including
  - Teenage problem
  - Rough Sleepers
  - Street Drinking
  - Buskers
  - Cycling





## MANSFIELD BID BUSINESS CRIME PARTNERSHIP

- 4160 Ambassador Patrol Hours
- 1490 Night Ambassador Patrol Hours
- 1251 ACIS Incidents
- 748 Offender Profiles
- Fortnightly Tasking feeding in to Town Team



## MANSFIELD BID BUSINESS CRIME PARTNERSHIP

- Assisted in creation of a county wide Business Crime Strategy
- Heavily involved in the creation of a new National standard for BCP's
- Leading on the creation of a new national body to represent BCRP's nationally.
- Data Compliance and a ROI for businesses.
- ICO Voluntary Assessment
- Working to be GDPR Compliant (28 MAY 2018)
- **Successfully accredited in 2017**

*BCRP with our partners continues to reduce Crime and Anti-social behaviour in the Town Centre.*



# **Broad expenditure 2017/18**

(9 month trading period)

<b>Business Plan area</b>	<b>Spend</b>
Safe and Secure	£78,000
Marketing Mansfield	£116,000
Appealing Mansfield	£11,000
Investing in Mansfield	£11,000
Cleansing	£50,000
Staff Costs	£28,000
Office / Professional Fees	£25,000
<b>Total</b>	<b>£319,000</b>

Full end of year accounts are available on [www.mansfieldbid.com](http://www.mansfieldbid.com)  
once produced



# 2018/19 Activities

(above and beyond core activities)

- Build stronger relationships with partners (public and private)
- Confidence in commitment to Mansfield
- Adopt the Town Centre Vision
- Lead of the Town Team Task and Finish Plan
- Consult and link with new or updated policies for Mansfield e.g. Town Vision, Local Plan, Place Making Strategy etc.
- Continuation on utilising all Marketing opportunities



# Continued ..

- Deliver a East Midlands Britain in Bloom Campaign
- Deliver an Improved Customer Service Awards
- Purple Flag re- assessment
- Delivery of established and successful events such as
  - Armed Forces Day
  - Garden and Baking Event
  - Life's a Beach
  - Bespoke Christmas Market
- Gain accreditation for Mansfield BID
- Update BID Governance and Policies
- Ensure the BID is at its Prime in readiness for 2020 Renewal Campaign



# Estimated expenditure 2018/19

<b>Income</b>	
BID Levy Net	£260,000
Additional Est. Income	£60,000
<b>Total</b>	<b>£320,000</b>

<b>Business Plan area</b>	<b>Spend</b>
Safe and Secure	£80,000
Marketing Mansfield	£70,000
Appealing & Investing Mansfield	£30,000
Cleansing	£60,000
Management and Operational costs	£70,000
Contingency	£10,000
<b>Total</b>	<b>£320,000</b>



# Town Type = The Focus

1. **Comparison Shopping Town** – Large Cities- **Focus to compete with neighbouring town**
2. **Speciality Town** – anchor is tourism not retail – **Focus to protect identity and position**
3. **Convenience/community Town** – anchor is accessibility, reliability & locally connected – **Focus local community**
4. **Commuters Town** – out of hours peak – **Focus uniformed opening times**
5. **Holiday Town** – Anchor is summer peak – **Focus capitalise on summer months**

**Knowing who we are allows us to aspire to become  
a destination town**



# Key message.....

*'A city or town should reflect consistency to the community and inform the community what the town is and what the aspirations are'*





**Thank You For Listening ...**

**Board Election Results....**

*BID board meeting:  
Tuesday 24 April  
5pm*

