

MANSFIELD BID *update*

Welcome to the 2nd Newsletter from the Mansfield Town Centre BID Company. You will be receiving regular updates from us to keep you up to speed as we develop and deliver our very own Business Improvement District.



A message from the BID steering group chairman:

John Sankey MBE



As many of you will be aware, my firm of estate agents in Albert Street has been trading in Mansfield for a very long time – 40 years to be precise. During this time I have grown to become very proud of our town and its people.

When invited to become Chairman of the Business Improvement District (BID) steering group, I accepted immediately because it is the project that will dramatically change the way our Town Centre is run – forever.

The task of the steering group is to oversee the creation of the BID Company and decide on the activities it will undertake over the five year “life” of the BID. It is made up of a wide variety of experienced businessmen and women who are responsible for both large and small companies trading in this town. Already they are offering us a wide variety of views and opinions as the initial BID proposition is being put together, giving sound practical advice and ideas. They want to engage directly with you too, so that your thoughts and feelings are reflected in what we are all trying to achieve.

We have met twice so far to examine the possible solutions to the issues

raised via the business surveys that were circulated in March, and the on-street questionnaire results. Early thoughts have already been shared with more than a hundred individuals during partnership meetings in May and June. Collectively the activities we are considering will revitalise the town and return it to the status of a thriving market town that draws in custom from way beyond its natural boundaries.

Initially I was sceptical about the BID concept but having immersed myself in the detail of it, I am now very comfortable with it and what it will do for the town I love, and my business in it. I am ready to discuss it with any of you so that you too can appreciate the benefits it will bring to us all if we work together to make it happen.

We need lots of you to get behind us and help support us. This is a truly unique opportunity to achieve something positive for Mansfield Town Centre, something that the businesses can own and control. We must seize the moment!

I look forward to working with you all for the benefit of Mansfield.

John Sankey

Seeing is **believing!**

One of the highlights in June was a trip to Rugby for some of the steering group members. There we saw at first-hand a Business Improvement District (BID) in operation (the Rugby BID was created 3 years ago). The difference between them and us was very noticeable and it certainly opened our eyes as to what could be achieved by businesses investing and working together.

“Rugby was simply cleaner, safer, busier, bustling and very confident.”

There is a lot more consultation and discussion to come. The next formal opportunity will be in early August when you are cordially invited to attend to give us your thoughts and ideas to improve the town. It will take the form of an exhibition where you will be given some “money” and asked to “spend” it on the activities you think are important to you and the future success of your business. See overleaf for more details.

Thank you to everyone who took the time to complete and return the business survey. The issues and challenges you have raised have resulted in a wide range of activities that we could undertake for the next five years to help lift the town into another league.

The debate and your chance to input your opinions haven’t stopped either. If you still have a copy of the survey in your possession (and we’ve had 125 back so far) then let us know and we’ll come and pick it up, or you can still have a copy to complete and return. A quick phone call to Pat Parkes on **07794 121207** and a sample will be delivered to your premises.

“It certainly opened our eyes as to what could be achieved by businesses investing and working together.”





If you had **£200,000** every year to invest in Mansfield town centre – how would you spend it?

The BID roadshow will be open between 11.00am and 7.00pm on Tuesday and Wednesday 4th and 5th August in the old "River Island" unit in the Four Seasons Shopping Centre (unit 60 near the County Library and next door to Holland & Barrett).

Come and talk to us, the BID Steering Group and receive "pretend" money equivalent to the annual levy your business might be paying to "spend" where you think it will be most effective in boosting your business's performance and profitability.

This is your big chance to find out what a BID is all about and how it will influence your business and Mansfield for the next five years.



READ ALL ABOUT IT!

The campaign to introduce a Business Improvement District into Mansfield started in earnest just five months ago and it is now being developed by a growing team of local business people, some of whom have joined the BID steering group, shown to the right.

To help you understand what a BID is and the sort of things it might tackle, we have written a small booklet called "The Mansfield BID, your questions answered". Copies of it will be distributed to every business in town during July, along with a reminder about our roadshow in August. Further copies for sharing with Head Office or Area Managers can be obtained from Pat Parkes or from the display at the roadshow.

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John S



Rebekah



ViJay



Jane



Barry



Diana



John H



Pat

"Join us and back Mansfield for a brighter and more prosperous future!"

Want to discuss any aspect of the BID further?

Then give anyone here a call.

If you want to join the team to make Mansfield great again, phone: Chris Hollins on 0793 2013442.

