



Melton BID

Your Town, Your Choice, Your Future.
Newsletter



NEWSLETTER

Welcome to the next edition of the Melton BID Newsletter. These newsletters are an essential means of communicating the plans and progress that the Melton BID team is making towards securing a second term for our business improvement district. We want to keep you informed about and involved in the design and creation of our new Business Plan. The projects and services you choose to include in the plan will form the foundation for all of our future work on your behalf.

We would like to say "Thank you" to all those businesses that have taken the time to complete the consultation survey.

The headline results are listed overleaf. It is only by continuing to work together and supporting the BID that we can ensure a positive vote, allowing us to maintain current services and build upon our current success.



YOUR VOICE - BUSINESS MEETINGS

Adjacent you will see the results from our business survey. The next stage of this consultation process is to explore these findings in greater detail, to discuss your ideas, wants and needs and ascertain the improvements you'd like to see in our town. On 6th July we will be holding a Melton Town Visioning event to do just this, ultimately selecting the projects to take forward as part of the proposed BID Business Plan as well as exploring how our BID can work with other plans and strategies to get the most benefit for traders and residents. **Your attendance at this meeting is vital**, as it offers the opportunity to ask questions about the BID and better understand how it can positively affect your business. Equally, it is our opportunity to draw upon your undoubted experience, knowledge and expertise to clarify and verify the projects that you want to be part of the BID as it moves forward into its second term. Remember the BID belongs to you. It's your voice and your vote that will determine the content and direction of the BID.

Melton Town Visioning Event

The Melton Town Visioning Event will be held as below:

Date: Wednesday 6th July

Time: 8.00am – 12.00pm

Venue: Pera, Nottingham Road, Melton Mowbray

Breakfast, refreshments and lunch will be included

To confirm your place at the event, please contact Shelagh Core, BID Manager

E-mail: score@melton.gov.uk or mobile 07919 330849

SURVEY RESULTS

These survey results mark the completion of the first part of our detailed consultation process. The survey was open to all businesses within the proposed BID area. In addition to being on-line, BID members also received a hard copy of the survey, together with the Melton BID Fact Sheet/Celebrating our Success newsletter.

SUMMARY OF KEY POINTS

- Overall 68% felt that the Melton BID represented Good Value for Money
- Almost 60% of respondents felt that the performance of the BID was Good or Excellent

Think Melton Shop Melton Projects

- 84% felt that the Car Parking Offers were Important or Very Important
- Over 70% felt that the Melton Shopping Guide and success of Targeting Local Media for Marketing the Town were also Important or Very Important

BID for Business Projects

- The BID for Business projects were well regarded with 82% believing that the FREE Trade Recycling scheme was Important or Very Important
- Nearly 80% believed the Business Support Grants to be Important or Very Important
- 73% felt that the Business and Employee Car Parking Initiative was Important or Very Important

Visitor Enhancement Scheme Projects

The Visitor Enhancement Scheme initiatives gained resounding support from businesses

- 85% believed the Town Centre Enhancement Scheme to be Important or Very Important
- 83% felt that Town Centre Events were Important or Very important and the Events Guide also scoring nearly 78%

Other projects undertaken by the BID that were thought to be Important or Very Important were:

- Sourcing of External Funding 87%
- Supporting the Development of a Town Centre Neighbourhood Plan 81%
- Development of the Melton Town Team 72%

For detailed information on businesses' responses to the survey, visit the Melton BID website at www.meltonbid.co.uk

YOUR TOP Priorities So Far for the next 5 years of the Melton BID

- Loyalty Card
- Car Parking Offers
- Free Recycling Scheme
- Business Support Grant Scheme
- Town Centre Enhancement Scheme
- Marketing Campaigns
- Events & Event Guide
- Business Directory

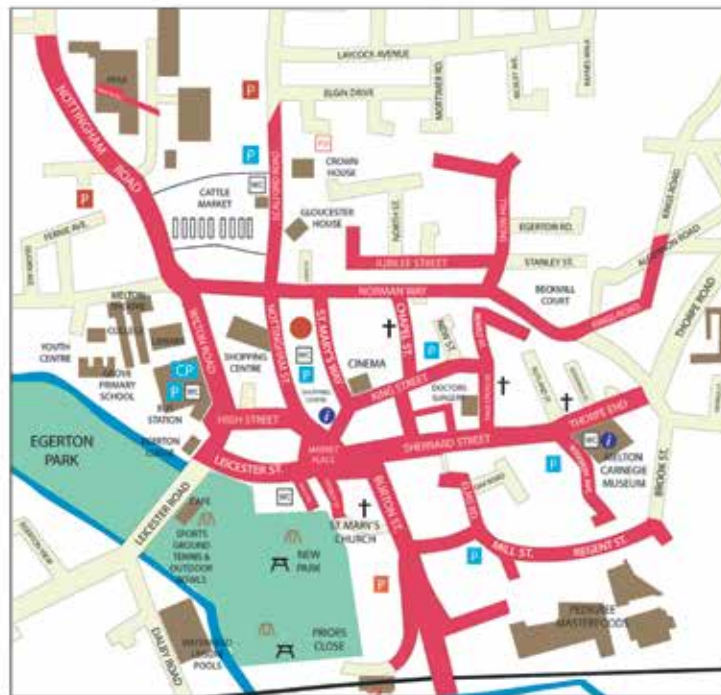




melton mowbray

business improvement district

BUSINESS IMPROVEMENT DISTRICT BOUNDARY AREA (IN RED)



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For more information on the Melton BID and how it can support your business, please contact BID Manager, Shelagh Core at score@melton.gov.uk or call 01664502502, Mobile 07919 330849