

SHREWSBURY
BUSINESS
IMPROVEMENT
DISTRICT

SHREWSBURY BID IN BLOOM

2015



WELCOME

We are delighted to be entering this year's Britain in Bloom, Heart of England, BID category.

An important objective of Shrewsbury BID, and the businesses and organisations who are members of the company, is to promote and enhance Shrewsbury town centre as an outstanding place in which to live, work, visit and do business. Wrapped in the River Severn, with a picturesque park, higgledy-piggledy streets and historic architecture and buildings, Shrewsbury's recent accolades include being named as the UK's Healthiest High Street and in the Sunday Times' Top 30 places to live in the UK. We have a great town and passionate people who are proud to promote, improve and develop it. We are looking forward to introducing you to some of these people from a range of businesses and organisations on judging day.

As a relatively new BID, having just completed our first year, we are at the start of our first term of delivering the projects and services outlined in our business plan. Nevertheless, we have already built an excellent partnership with Shropshire Council and Shrewsbury Town Council, so that together we can deliver sustainable and impactful improvement to the town in a way that our business community and its customers and clients can benefit from.

Our approach to our submission to Britain in Bloom's regional BID category is representative of this partnership, and we'd like to thank Shropshire Council and Shrewsbury Town Council for the hard work directed to keeping, creating and maintaining Shrewsbury's floral features, green spaces and public places for the local community to enjoy.



This portfolio provides supplementary information on our entry and we hope this is a useful reference for points we will be highlighting on our horticultural expedition around Shrewsbury.

Kirsten Henly
Shrewsbury BID Manager

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SHREWSBURY'S IN BLOOM ACHIEVEMENTS

- 2005** Heart of England in Bloom Small City Category Winner
- 2006** RHS Britain in Bloom Small City Category Winner
- 2007** Entente Florale Winner
Communities in Bloom Overall Winner
- 2008** Green Flag for the Quarry Park
- 2012** Heart of England in Small City Category Winner
Heart of England in Bloom Horticultural Excellence Award for The Dingle
- 2013** Heart of England in Small City Category Winner
RHS Britain in Bloom Small City Category Winner
RHS Best Public Park Award
- 2014** Heart of England in Small City Category Winner
RHS Champion of Champions
RHS Tourism Award

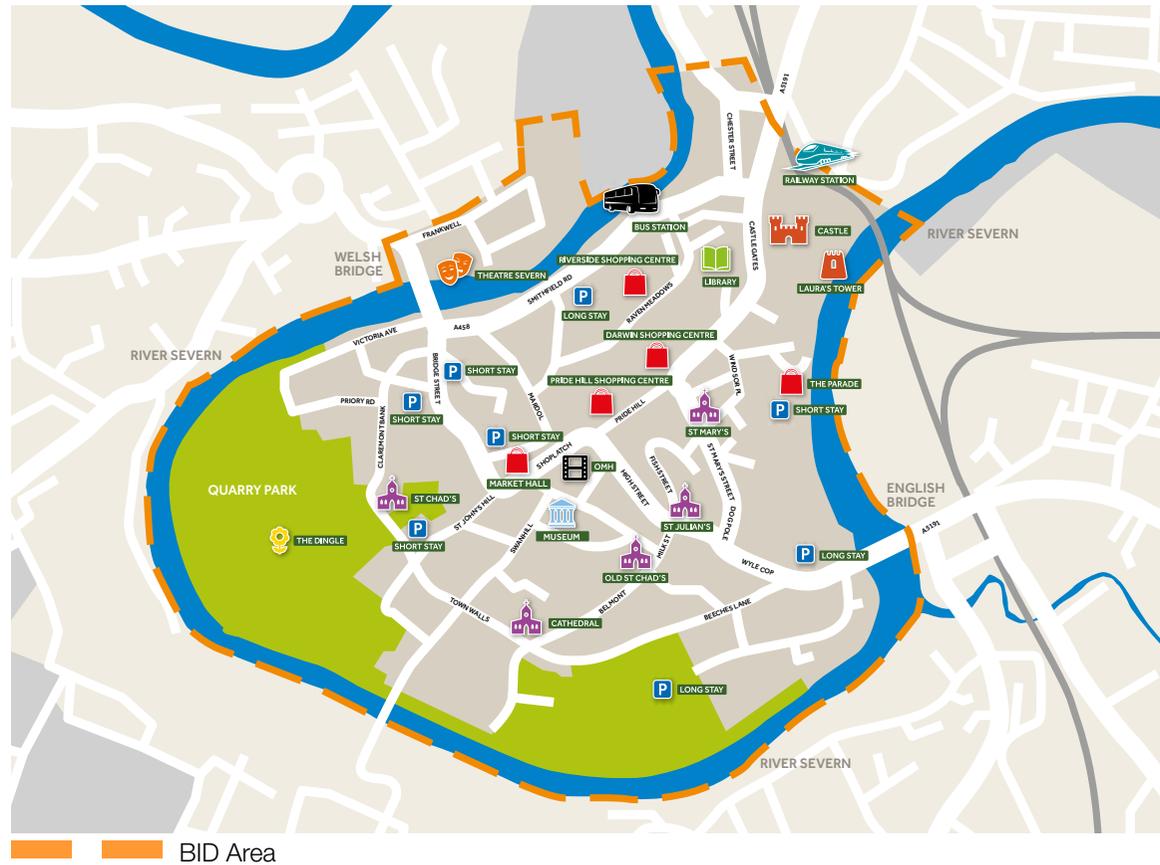
SHREWSBURY BID



Shrewsbury BID was established in April 2014, after a successful vote in autumn 2013 where 76% of eligible organisations voted in favour of a BID being set up and 83% voted in favour by rateable value.

Our annual levy income is approximately £310,000. We have over 500 members, including shopping centres, colleges, offices, retail, leisure and hospitality, tourism and health organisations. We also have voluntary members joining the company if they are under our £10,000 rateable value threshold, or just outside the BID area.

We have 18 board members, representing a range of sectors from independent retailer, to office and commercial and arts and culture, to national high street names.



10 FIRST YEAR ACHIEVEMENTS

Our four key themes and ten selected highlights and achievements from our first year are outlined below. These projects show how we have worked with our members and stakeholders to promote the town, provide additional services and showcase Shrewsbury's beauty and heritage.

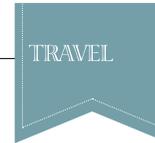
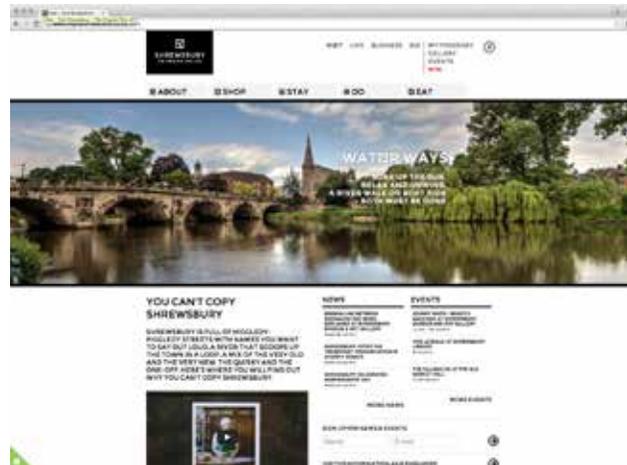
MARKETING PROFILE AND PROMOTION

Online, digital and videos- showing outdoor elements of the town to promote its offer

We have reinvigorated the town's main website with impressive photography, town news and events, which attracts thousands of visits a month. We have over 5000 social media followers and fans and created seasonal, video campaigns with a local videographer, which has helped us promote the town to and reach new audiences; over 60 000 people have viewed our videos to date with international feedback from Canada, the US and New Zealand.

PR

A major step change delivered by Shrewsbury BID is our ability to professionally position and promote the town, locally, regionally and nationally. 248 articles were generated in 12 months, with a reach of over 3 million and advertising value equivalent of £175,000.



SUNDAY MAIL SEVEN DAYS MAY 3, 2015 21

Medieval market town of Shrewsbury is the perfect destination for a relaxing romantic break full of old world charm and fabulous food.

CHRISTAYLOR

Find Shrewlove



ROARING SUCCESS Lion & Pheasant hotel



HEAVENLY Shrewsbury boasts many old buildings and attractions for culture vultures

A charming maze of twisting cobbled streets and timbered Tudor houses, Shrewsbury fuses period charm with luxurious modern living.

Historic hip hotspots no longer shoulder traditional British pub, swish cocktail joints and homely trinket shops. A medieval market town in the heart of Shropshire, it boasts its own castle and its pretty winding passages were once the playground of royalty. These days, it is a Mecca for families and couples captivated by its old world charm. It's refreshing to visit such a vibrant place, where empty shop units are a virtually unheard of. Once the haunt of renowned naturalist Charles Darwin, Shrewsbury has evolved into a chic destination, perfect for a romantic retreat. Backing the economic trend, the most taxing decision you'll make is where to eat, drink and sleep.

We plumped for putting our heads down at the beautiful Lion & Pheasant boutique hotel. Inside six two historic townhouses you'll find simple, serene bedrooms and cosy candle-lit drinking nooks. Its classy lounge is the perfect place to enjoy a quiet moment, while its fashionable rooms are equipped with everything you'd expect in a luxury stay. Nighthawks can prep up the bar into the wee hours, which only closes once the last guest has turned in for the night. Do make sure you get up in time for the fabulous breakfasts, with

a menu boasting eggs Benedict, cereals, fruit and smoky kippers. You'll be at pains to leave this trendy spot but make sure you take a wander just up Wyke Cop. Captives will soon tumble across historic Henry Tudor House. This stylish modern British restaurant is the place to be at weekends. Built in the 16th Century, Henry VIII stayed here before the battle of Bosworth.

The brasserie is warm and welcoming and offers tasty pub grub at reassuring prices - all set against a dramatic backdrop of heritage chandeliers and stunning surrounds. Those seeking even more decadent surroundings may wish to sit in the private dining hall. Red velvet and pastilles line the walls of what was once the late King's chambers.

Fast forward 600 years and the kitchen is churning out trendy five and seven course taster menus. A real treat for foodies, the seasonal menu features delicious wild pigeon, halibut, venison and creative savoury take on the classic bread and butter pudding for only £35 a head.

Impeccable service and food go hand-in-hand, with knowledgeable sommeliers able to recommend the perfect wine to accompany your dish. After dinner, take a stroll to the nearby Liberties, where a talented young band of musicians will whip up any cocktail you desire.

An extensive drinks list will cater to almost any taste and don't be afraid to test the staff's resolve by taking your choice of refreshment off menu.

Our young barman had no trouble shaking up a smoky amaretto sour - a blend of whisky and almond liquor - which is a speciality of Glasgow's own Grand Central Hotel champagne lounge.

If it were ever possible to tire from exploring Shrewsbury, St Nicholas's Cafe, Bar and Spa is the perfect place to recharge your batteries.

Tucked away at the top of an old Welsh chapel, it serves up healthy grub before an appointment in the relaxing Moroccan wellness suite. Lush soups, fresh salads and tasty sandwiches are not to be missed, before whiling away the hours in the aromatherapy steam room or hot tub.

Treatments include a heavenly hour-long hot oil back and leg massage. Energy replenished, head outside, where independent shops outnumber the chains and shoppers can find everything from handmade hats and perfume to first edition books.

There's nothing better than a traditional English pub, so make sure to visit The Armoury. A truly impressive space overlooking the River Severn, it's an award-winning bar, decorated with huge bookcases.

Their take on the traditional carry-over will have mouths watering, but it's a million miles away from those boring old Sunday dinners. Top quality ingredients, prepared with care elevates the family favourite to new levels far beyond LB. Grab a couple of seats and don't be afraid to test the staff's resolve by taking your favourite rest, washed down with some of the country's best ales.

Travel Info

Chris stayed courtesy of the Lion & Pheasant in Shrewsbury, where double deluxe rooms start at £139 per night. Treatments at St Nicholas Cafe, Bar and Spa start at £35, with a 60-minute Muscle Melt Massage priced at £60. Sunday lunch at The Armoury starts from £12.95. Henry Tudor House's five-course tasting menu is £35.



'Flower Bombing' and Love Locks

We have delivered stunts which support local events and promote the town's outdoor assets. We achieved front page coverage in the Shropshire Star for our 'Flower Bombing' of high profile locations in the town to support and celebrate the Shrewsbury Flower Show and reached thousands of people in a few days with our promotion of 'Love Locks' in outdoor spaces in the town centre on Valentines Day.



Christmas campaign

Our Christmas campaign was designed to drive awareness and encourage visits to Shrewsbury town centre during the festive trading period. Our activity included sponsorship for the town's Lights Switch On event which was attended by thousands of people, distribution of 55,000 Christmas magazines promoting the town, launch of our Christmas video by projecting it onto our new Museum and Art Gallery and working with local partners to advertise the town in key transport sites. All of our activity involved working with local musicians, artists and marketing teams.

Events link up

We have also produced promotional materials such as events flyers which are being distributed across the West Midlands to hotels and tourism outlets to attract new audiences. This has been a useful 'aide memoir' for businesses who can pass on dates to customers and plan ahead for their own business operations.



ACCESS AND CAR PARKING

Sunday Car Parking and Love Sundays in Shrewsbury

Following our work with Shropshire Council on car parking prices and in response to business and consumer appeals, we have negotiated a permanent change to Sunday car parking with the Council and the private sector car parking operators. Since June 2015, a new, consistent £1 tariff has applied to all Shropshire Council and privately owned car parks in Shrewsbury on Sundays, allowing people to park all day in long stay car parks for just £1. A comprehensive marketing campaign to promote the town on Sundays has also been launched.

Coach drop off points

Supporting our tourism objectives, working with Shropshire Council and Shrewsbury Tourism Association, we have organised new business and visitor-appropriate coach drop-off points in central town centre locations. The new sites at Shoplatch and Dogpole make it easier for coaches to visit the town and for tourists to be welcomed into Shrewsbury at popular locations.



Relax and discover Shrewsbury

Park for £1 on Sundays

Find out more at originalshrewsbury.co.uk  



PARKING

Park for £1 all day in long stay car parks and £1 for maximum stay in other short stay car parks across Shrewsbury town centre on Sundays.

Long stay car parks include:

- Abbey Foregate
- St Julian's Friars
- NCP
- Raven Meadows Multi Storey
- Raven Meadows
- Frankwell Main





Have your say in Shrewsbury swimming pool consultation

Shropshire Council has launched a four-month consultation to seek people's views on the future of swimming in Shrewsbury.

Shropshire Council has commissioned independent experts to fully explore the best options for providing swimming facilities in Shrewsbury. They have presented a number of options for members of the public and local businesses to comment on. For your opportunity to have your say on the future of the Quarry swimming pool, [access the consultation on the Shropshire Council website](#).



Hanging baskets available for businesses

Shrewsbury Town Council's nursery is busy preparing the floral displays that are featured in Shrewsbury during the summer season, including hanging baskets for display around the town centre.

Hanging baskets are a way of enhancing the town for both residents and visitors. Baskets are installed during June and are a great opportunity to support the town's current title as [The Britain in Bloom's 'Champion of Champions'](#).

If you do not already have floral displays at your business and would like to, [please complete this form](#) and for a fee of £45, Shrewsbury Town Council staff can provide and install baskets at your premises and care for them throughout the summer season.



Town centre events in June

This is a busy month in Shrewsbury's spring and summer events calendar. On 21st June, the Shrewsbury Half Marathon and Dragon Boat Festival are taking place. Roads that are being utilised for the half marathon route will be closed between 8.30am and 12.30pm. [see this map for more information on the route](#). If you have specific questions about access, contact the Shrewsbury BID office on 01743 358625.

On 27th-28th June, Shrewsbury's annual Food Festival returns for its third year. Shrewsbury Food Festival has arranged various fringe activities within the town, including the Restaurant Safari, where participating restaurants offer small portions of their menu for £5 or less. For more information on the event and additional activities, [visit the Shrewsbury Food Festival website](#).



BACKING BUSINESS

Business Communications

We issue regular, timely e-bulletins and communications to ensure that businesses know exactly what's happening in town. Monthly news bulletins have covered bitesize and digestible town centre information such as events, road closures and town news. We've also used this channel to promote hanging baskets for businesses.

Footfall counters

With a grant towards capital funding from Shrewsbury Town Council, we have installed footfall cameras in the town centre which will provide businesses with vital information about how the town is performing week after week, month on month. This is important for businesses to track footfall for their own records and monitoring, as well as useful data for inward investment and attracting businesses to locate in the town centre. Information is shared monthly with businesses.

DRIVE AND DIRECTION

Research

We have worked with Business Studies students at Shrewsbury Sixth Form College to understand, provide insight and benchmark evidence on current perceptions of the town centre's offer and how it is managed. The involvement of local students working with businesses, local authorities and trade organisations received interest from Whitehall officials who recognised the merit of involving young people in the collection of data to inform town centre decision makers on future strategy for Shrewsbury. This research has helped inform our plans and activity for the coming months.

A. HORTICULTURAL ACHIEVEMENT

A1. IMPACT

- The flower bed at the castle provides an annual focal point for visitors, with a new planting scheme each year. Following last year's centenary commemoration of the start of the First World War, the theme this year focuses on the role that animals played in the conflict, with the silhouette of a horse head with bridle in the display as well as a poem in memory of the more than 16 million animals who served in WWI.
- The Dingle Garden offers a highly visual floral impact throughout the year and is planted with a wide variety of trees, shrubs and seasonal flowers which never fail to delight the visitors to this horticultural haven.
- A wide variety of plant species are used around the town from seasonal bedding plants to sustainable plants where appropriate with the aim of providing both colourful and memorable displays.
- As part of the Town Council's drive to introduce new features into its displays around the town centre, an additional 20 bollard planters provide a new level of display to enhance the planters and hanging baskets.





A2. HORTICULTURAL PRACTICE

- Shrewsbury Town Council purchased 10,000 bulbs as part of its spring bedding programme, all of which have been planted at various locations around the town, including schools, local parks and banks along main roads into the town.
- Shrewsbury Town Council's new depot and greenhouse at Weeping Cross now has an area dedicated to enable it to grow its own trees and shrubs, where the cuttings will ensure it is self-sufficient in producing its own stock for its displays and will prove to be cost-effective in the longer-term.
- In 2014, Britain in Bloom judges crowned Shrewsbury the 'Champion of Champions', the highest accolade in the RHS Bloom campaign in their 50th anniversary year of Britain in Bloom.
- In addition, the town was awarded a Gold Medal and Category Winner in the Small City category of the Heart of England in Bloom competition for 2014.





A3 RESIDENTIAL AND COMMUNITY GARDENING

- Allotments in Shrewsbury are organised through devolved management by local Allotment Associations, of which there are twelve in the town. With the increasing popularity of people wanting to “grow their own”, there are waiting lists for each of the sites spread over 40 acres.
- Building on the strong sense of pride for the town’s horticultural achievements, many residential and community buildings invest time and care into hanging baskets and small garden or floral frontages in and around the town. Examples of this will be evidenced to the judges on our tour.
- As well as running the nationally renowned Shrewsbury Flower Show, Shropshire Horticultural Society (a BID member) runs a bursary for the Young Horticulturalist of the Year which is awarded annually. It also invests in community projects in the local area which contribute to advancement of education and learning in the science, art and practice of horticulture.



A4. BUSINESS AREAS AND PREMISES

- With a record-breaking 252 hanging baskets sold to businesses last year, this year sees at least 269 adorning the business buildings around the town centre. This increase has been down to Shrewsbury BID's promotion of this offer to its levy payers.
- Shrewsbury's Prince Rupert Hotel has become the first in the town to land four-star status following a £1m long-term investment programme.



A5. GREEN SPACES

- The Quarry Park, which is owned and managed by Shrewsbury Town Council, is a valuable green space close to the centre of town. It is able to hold events throughout the year on the 29 acre site, with a full programme to suit all ages and tastes, including music concerts, the annual Shrewsbury Flower Show, Shrewsbury Food Festival, the circus, fairground attractions and the Saturday morning Park Run, which regularly attracts over 300 runners each weekend.
- As well as planned events, the Quarry is a recreational hub for residents and visitors alike, many of whom visit to see the spectacular landscaped gardens in the Dingle.
- Shrewsbury Town Council is responsible for the maintenance of the majority of playing fields, recreation grounds and open spaces in the town. In addition, over 120 miles of highway verges and hedges are trimmed and the Town Council looks after in excess of 30,000 trees throughout the town, including in the BID area.
- Shrewsbury Town Council maintains over 50 play facilities in the town centre. Improvements have been made to many of the footpaths leading to these play facilities to ensure that children and families can access them whatever the weather. Plans for the £400,000 refurbishment of the Quarry play area and paddling pool are being drawn up during 2015.



B. ENVIRONMENTAL RESPONSIBILITY

B1. CONSERVATION AND BIODIVERSITY

- The Darwin, Pride Hill and Riverside shopping centres have achieved a 100% recycling record, with every item of waste now being recycled. Working in partnership with a local waste disposal company and Veolia, all recyclable waste is sorted and sent to recycle outlets; waste that cannot be recycled is used for fuel and food waste is turned into electricity through an anaerobic digestion process.
- Municipal waste management activities in the Shrewsbury area are provided by Shropshire Council through a long-term contract with Veolia Environmental Services Limited to around 45,000 homes in the area with more than 3.5 million individual collections each year, collecting over 37,000 tonnes of domestic waste last year.
- The collection service allows residents to recycle paper, cans, glass and plastics, with a separate collection of garden waste which is taken for composting on local farms to create a soil improver. The scheme is supported by over 30 public recycling areas at community venues around the town.
- Shropshire Council has nearly completed a two-year project to convert its street lights to part-night lighting and has already recorded savings of 25% on its energy consumption and a 50% reduction in their “burning hours” from 4,000 to 2,000 hours. Energy costs have also been reduced by 50% despite energy costs increasing by 2.5%.



B2. RESOURCE MANAGEMENT

- All green waste in Shrewsbury is processed by Agripost Limited which process up to 15,000 tonnes every year, helping to reduce landfill and make a high quality compost to spread on its land.
- Shropshire Council has been able to recycle 52.4% of the domestic waste produced in the Shrewsbury area, which is well ahead of the UK average and puts the town in the upper quartile for recycling performance for local authorities in the UK.
- Shropshire Council has expanded the range of plastics it collects for recycling in Shrewsbury to include plastic pots, tubs and trays, which has resulted in an increase in plastic recycling of 25% in the town since the kerbside collection was introduced, resulting in less waste being sent to landfill sites.
- One of the major environmental projects for the town is the energy from waste facility being built at Battlefield, which is expected to burn up to 100,000 tonnes of residential and business rubbish each year and will virtually eliminate the use of landfill as well as generate enough electricity to power 10,000 homes.
- Shrewsbury Town Council's Arbor team, responsible for the management of 20,000 trees in the town, many of which are in the BID area, chip any tree waste, which in turn is used as mulch for water retention on the town's shrub beds.





B3. LOCAL HERITAGE

- The Old Music Hall, situated at the heart of the town, has undergone a £10 million, award winning renovation. The complex is one of the most important sites in Shrewsbury, strategically positioned in the historic Market Square at the heart of the oldest part of the town. It is a unique collection of buildings, including the Grade II* Listed 13th Century Vaughan’s Mansion, one of only a handful of early medieval defensive hall houses remaining in the UK. Occupying the main part of the site is the 19th Century Music Hall and Assembly Rooms, designed by Edward Haycock in 1835 and listed as Grade II. The complex also includes a medieval shut (a passageway between buildings typical of Shrewsbury), 18th Century prison cells, and a 20th Century civil defence/nuclear bunker. Following sensitive restoration, the venue was opened in Spring 2014 and has revealed the history of the alterations and uses reflecting the social, cultural and economic development of Shrewsbury over seven centuries into a modern integrated visitor centre at the heart of the town to serve the whole of Shropshire.
- St Mary’s Church was awarded £94,000 from the National Lottery Heritage Fund to create a visitor centre, which now includes a café run by a locally based company, and a shop. The church is one of the best-known buildings in the historic town centre, with the current tower having dominated the Shrewsbury skyline for over 500 years.
- Refurbishment of the Butcher Row toilets was completed last year; the £355,000 scheme transformed the run-down facilities. The site includes a specialised Changing Places room which is designed for people who cannot use standard accessible toilets. It is the first of its kind to be publicly funded in Shropshire.

- Following the success of the first installations of the Wakeman School’s “Look Up” trail by the English Bridge and in the Dingle, additional sites around the town have been chosen to house the displays and many BID levy payers have supported this project. There are around 1,000 ceramic tiles made by Year 9 pupils of the Wakeman School over the last 30 years, incorporated into existing features. Encouraged by their teacher, Mike Griffiths, to “look up” and sketch the town’s buildings, the pupils made ceramic tiles of windows, chimneys and doorways. Maintenance of the sites is undertaken by Shrewsbury Town Council, and provides a lasting legacy to the school which closed its doors in July 2013.
- With the 800th anniversary of the signing of the Magna Carta, Key Stage 1 and 2 children from Coleham School visited St Mary’s Church to commemorate this historical event. Having created their own version of “Magna Carta”, the Mayor of Shrewsbury, the High Sheriff, the Lord Lieutenant, the Leader of Shropshire Council and members of the school performed the signing duties to the document.
- Just outside the BID area but a key development to the town centre is the future development of the Dana Prison. Now in the ownership of the Osborne Group, a full consultation with all interested parties will ensure that the building’s historic fabric and the essence of its architecture will be at the forefront of the regeneration project of the site. Initial plans include a garden wall circling the site to further add to the town’s horticultural assets.



B4. LOCAL ENVIRONMENT QUALITY

- The Shrewsbury Town Centre Residents' Association holds monthly litter picks in the town centre. They invite members of the public, including the Police, local retailers, the Mayor of Shrewsbury and local Councillors to join them. All volunteers receive a free cup of coffee from Starbucks in the town centre as a "thank you".
- 'Tidy Shrewsbury' is a group of volunteers who take pride in the town centre by ensuring that it is kept clean and presented in the best light for both residents and visitors. They hold regular meetings and organise litter picks as well as teaching good practice in schools.
- Following the submission of the 'Our Place' initiative, Team Shrewsbury was chosen as Best Practice for the Department for Communities and Local Government (DCLG). This case study showed how the partnership embraced the 'Our Place' philosophy and how it is playing a central role to improve prospects for the local economy.



B5. PRIDE OF PLACE

- Shropshire Council manages the street furniture in the town, ensuring that it is well maintained and regularly painted to keep it in good condition.
- Shrewsbury has been voted 'the most courteous town' by the National Campaign for Courtesy following the launch of the Most Courteous Town Award. Shrewsbury Town Council, Shropshire Council, West Mercia Police, Shrewsbury BID, businesses and festival organisers worked together to present a case for Shrewsbury to be considered the first recipient of such a prestigious award.
- Our business plan was informed by a consultation with businesses and the welcoming, green and clean aspects of the town was not raised as an area for additional attention from a BID; businesses felt that the town is maintained to a high standard by the local authorities.
- Shrewsbury has been named as having one of Britain's healthiest high streets by the Royal Society for Public Health (RSPH) who published a league table ranking 70 of the UK's major towns and cities based on the proportion of businesses found in their main retail area that either support the public's health. Shrewsbury topped the national list for having a high street which is relatively free of bookmakers, takeaways and loan shops.
- Shrewsbury has been included as one of ten towns in the West Midlands in The Sunday Times Best Places to Live in Britain. The town is one of 101 towns in the country to become recognised for community spirit, good shops and local services and with its medieval heart and modern-day attributes, the town has been recognised for its charm and the facilities it has to offer.

C. BUSINESS AND COMMUNITY ENGAGEMENT

C1. DEVELOPMENT AND CONTINUITY

- We have led in partnership with both local authorities, the development of new wayfinding to deliver a clearer map of Shrewsbury town centre and new on-street signs to make navigating the town easier and more enjoyable. Workshops have been held for stakeholders, including residents, educational bodies, town centre staff and businesses to get involved and provide their input.
- The Shrewsbury Vision Regeneration Framework was commissioned in 2010/11 and provided a long term project plan for the future development and growth of the town. With local and national changes to consider, partners including Shrewsbury BID and the local authorities are revisiting and rejuvenating the plan to include new opportunities.
- We are working with partners from local authorities, West Mercia Police and area venues to achieve the Purple Flag status for the town. The aim of this national accreditation is to raise the standards and broaden the appeal of the night time economy. Locations are scored on criteria such as safety, vibrancy, management and overall ability to offer a positive experience to customers.
- We have appointed cost saving specialists Meercat Associates to manage a new cost saving scheme. They will use their expertise and combined buying power to help businesses save money on their bills, reduce operating costs, and encourage businesses to consider ways of being more energy efficient.
- We are also formulating a preferred supplier for waste management across the town with a focus on drastically reducing the percentage of waste collected that is going to landfill, under a 'zero-2-landfill' initiative. It is also hoped that by providing a preferred supplier the refuse trucks will be able to regulate the collection times and limit the number that are in town, reduce costs and provide a high level of service for businesses within Shrewsbury.



C2. COMMUNICATION AND EDUCATION

- The University Centre Shrewsbury, developed by the University of Chester and Shropshire Council, opens to undergraduates in September 2015. The first phase of student accommodation is being created at Mardol House, creating 80 rooms in a building previously empty for many years. It is anticipated that around 2,400 new jobs will be created both directly and indirectly to the local economy. Good links have been established by Shrewsbury BID to ensure businesses benefit from this new institution.
- To promote the new Sunday car parking tariff to businesses, residents and visitors, we created a Love Sundays in Shrewsbury campaign which includes postcards, regional advertising and posters highlighting a variety of recreational, historical and leisure activities on offer in the town on a Sunday.
- We send regular communication to businesses within the town in the form of monthly news email bulletins and quarterly business reports. The email bulletins provide relevant news and suitable information for members on our progress and the town as a whole.
- We have an active presence within the local media, including newspapers and magazines, Free Radio sponsorship, along with engaging with audiences through social media, YouTube videos, a Christmas and 'After Hours' magazines. Much of the promotion focuses on the town's outdoor spaces and assets and we have supported town wide news to ensure that it is reaching the widest audience possible, for example when Shrewsbury was awarded Healthiest UK High Street.
- In partnership with Shrewsbury Sixth Form College, we undertook a large research project with a sample of 1192 people across various transport services, events, businesses and areas within Shrewsbury. The study involved students from Shrewsbury Sixth Form College, which provided them with experience of a professional environment, the opportunity to be involved within a real project, and to gain valuable data collection, analysis and presentation experience.

The research asked visitors about their reasons for visiting Shrewsbury and what attracts them to the town. From the research that was collected, 88% of respondents agreed that flowers and floral displays are an important part of Shrewsbury's character. The Quarry came out as the 'hero asset' with the most people citing it as their favourite place within the town.



C3. BUSINESS COMMUNITY INVOLVEMENT

- Our board is made up of a breadth of sectors from the town and the company encourages business involvement in its projects and campaigns across its membership. During the judging trail there will be opportunities to meet key business owners and managers as well as charity representatives to find out more about their involvement in the town.



- We were presented the Gold Award in the business category of the 2015 Shrewsbury Town Council Mayor Awards, in recognition of the achievements in enhancing the economy of the area.
- We are working with National Grid and other contractors to ensure essential gas works which are taking place across the town centre are completed with as minimal disruption as possible. Meetings have been established to ensure that effective communication is being provided to local businesses. We have funded 'open as usual' signs to support local businesses.

C4. YEAR ROUND INVOLVEMENT

- Research commissioned by Shropshire Council revealed that four major events in the town helped to generate more than £1m for the local economy. The study included data from the Shrewsbury Folk Festival, Cartoon Festival, Shrewsbury Food Festival and the River Festival. We are leading further work to promote these events.
- We have arranged a new group with the event organisers in Shrewsbury to create a joined up approach to working within the town. We created an events listings postcard with key dates for businesses to refer to and pass on to their customers, presenting a unified approach to Shrewsbury events.
- We held our first annual meeting in May 2015 which welcomed attendees from across the town community, including businesses who were not members of the company, local Councillors and West Mercia Police. Five new voluntary directors were also appointed by our members.
- We have invested in strong photography to highlight and showcase the town's outdoor beauty, history and heritage locations and spaces. This is evidenced through and used consistently in the rejuvenated website, marketing materials and promotional literature for the town.

C5. FUNDING AND SUPPORT

- We receive contributions from members who are not automatic levy payers, including small independent businesses who are under the rateable value levy threshold, demonstrating the value the company offers to many businesses through our services and projects.
- The Shrewsbury Integrated Transport Package outlines a series of movement projects, including public realm enhancements and wayfinding improvements, which will make the town an even more pleasant, pedestrian friendly town to experience. We are working with Shropshire Council to develop these projects for delivery from 2016.

Original Events in Shrewsbury

- The Big Busk**
4th & 5th April 2015
www.thebigbusk.co.uk @TheBusk
- Shrewsbury Children's Bookfest**
2nd & 3rd May 2015
www.shrewsburybookfest.co.uk @Shrewsbookfest
- Shrewsbury Grand Prix**
31st May 2015
www.shrewsburygrandprix.co.uk @ShrewsGrandPrix
- Shrewsbury River Festival**
7th June 2015
www.shrewsburyriverfestival.com @ShrewsRiverFest
- Shrewsbury Food Festival**
27th & 28th June 2015
www.shrewsburyfoodfestival.co.uk @shrewsfoodfest
- Shrewsbury Flower Show**
14th & 15th August 2015
www.shrewsburyflowershow.org.uk @ShrewsFlowerShw
- Shrewsbury Folk Festival**
28th - 31st August 2015
www.shrewsburyfolkfestival.co.uk @shrewsburyfolk
- Shrewsbury Fields Forever**
11th - 13th September 2015
www.shrewsburyfieldsforever.com @ShrewsburyFest

For many, many more original one-off events see our website
www.originalshrewsbury.co.uk

originalshrews

SHREWSBURY THE ORIGINAL ONE-OFF

Original Events in Shrewsbury

SHREWSBURY THE ORIGINAL ONE-OFF

www.originalshrewsbury.co.uk

FOUR FUTURE PROJECTS

PUBLIC REALM ENHANCEMENTS

As part of a package of transport proposals, Shropshire Council is committed to improving the public realm of one of our major shopping streets, Pride Hill. We are working with it to encourage consideration of further work to extend this important artery, to link the town more coherently with the emerging University Centre Shrewsbury campus, student accommodation and teaching spaces.

Partners and the town's business community are also keen to see greater and better use of our river, with more activity and better public spaces along the picturesque river front circling the town. We have started to work with Shropshire Council to develop public realm plans which allow for better use of the space in Victoria Quay, encouraging more dwell time, more business opportunities and a more attractive environment.

We have also worked with an internationally renowned architectural firm, who are BID levy payers, to develop these indicative plans at no cost to the partners.



TRANSFORMATIONAL ON-STREET SIGNAGE

Working in partnership with Shropshire Council and Shrewsbury Town Council, we have commissioned a team of internationally renowned wayfinding consultants to deliver a new on-street signage system for the town. Involving a number of stakeholders and partners, from the residents' and tourism associations, to local property owners and colleges, the ambition of partners is for the new system to encourage a better walking experience in Shrewsbury, guiding people around the town more effectively, highlighting our assets and sites more clearly and encouraging people to take 'leisure' or 'heritage' walks around the town. It is anticipated the new on-street totems will be installed in 2016.



TOWN CENTRE WI-FI

We are looking at installing free town centre Wi-Fi in a number of locations, including key civic spaces and the Quarry Park. As well as being able to provide people with an additional, reliable service and experience in the town, we hope this will help to encourage people to spend more time in the town and provides us with opportunities to directly market the town and its businesses, as well as improve the town's CCTV and radio link provisions with smarter technological capabilities for the benefit and safety of businesses and their customers.



EVENTS AND CULTURE

We are keen to promote and support the vast array and range of events and cultural activities in the town. Bringing fantastic, unique and often one-off entertainment and experiences to Shrewsbury, attracting visitors from around the country, our early discussions have started to bring event organisers together, encouraging networking and streamlining of a number of common interests or processes.



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