

Experience Guildford Report

Dear Guildford BID stakeholder. As we begin our second year of our third term, we set out here some of the ways in which we have supported you in 2023/2024, how the money has been spent and how we propose to spend the levy in 2024/25

Safe, Clean & Welcoming

- 4 Town Rangers acting as eyes and ears of the town centre and communicating important information to you. On hand **7 days a week**, to clear graffiti, and expedite solutions for waste disposal, environmental hazards and utilities issues. **400** such issues were dealt with in the last year. In contact with all agencies to pursue issues on your behalf.
- Town Rangers acted as first responders to **50** first aid incidents and accidents across the town centre.
- The Business Crime Reduction Partnership (BCRP) now has over **220** businesses with more than **300** active members who can now report directly to the police via DISC, negating the need to go through the lengthy 101 process
- The BCRP has facilitated:
 - ✓ **£52k** stolen stock recovered.
 - ✓ **94** Shoplifters and ASB individuals identified
 - ✓ **762** incidents reported to Surrey Police, **432** of which were through DISC.
 - ✓ **76** warning letters delivered. **90%** no re-offence rate
 - ✓ **34** exclusions issued. **65%** no re-offence rate.
- **7 'Blitz Days'** organised with Surrey Police and store loss prevention teams to detect and deter shoplifting and ASB. The police made **10** arrests as a result
- Active in the Real Change Guildford initiative to reduce begging and rough sleepers on our streets.
- We continue to provide taxi marshals every Friday and Saturday night resulting in a **85%** reduction of ASB in the area since their introduction.
- **38** nighttime venues were assessed for the Best Bar None scheme, which celebrates the operational and safety standards of the licensed trade. Guildford was in the **top three** of 60 towns and cities that operate the scheme across the UK.
- Attracted funding to provide anti-spike measures for late-night venues.
- Welfare Champions training provided
- Established the Safe Places scheme and grew to **24** businesses over 2023

- Launched #Shopkind (National Campaign) to encourage considerate behaviour towards retail employees
- Created and launched #BeKind in partnership with PubWatch, to encourage considerate behaviour toward hospitality employees.

Contact Pete@experienceguildford.com and Emma@experienceguildford.com for more information

Marketing, Promotion & Events

- **96** independents promoted across 12 print features. Proudly Independent and #GfordIndie brands
- **1500** children entertained at Fun Time Thursdays in August, encouraging families into town and spend locally
- Over **20** different organisations' events were promoted to encourage footfall. Includes specialist, farmers' and North Street markets, Guildford Shakespeare, Guildford Fringe, Children's Business Fair, town centre bike races, Lions' Fireworks Fiesta and Raft Race.
- Installed an urban parklet in Phoenix Court for visitors, employees and events.
- Decorated the town for Summer and the Coronation with flower sculptures on the High Street wires, bunting throughout the town and lamppost flags on the outskirts of the centre
- **40** additional baskets provided for streets not covered by the council's displays
- **44** businesses celebrated at the Customer Service Awards. The public cast **2558 votes** and **44** mystery shops were undertaken to establish overall winners.
- 3 town window trails through the year attracting **462** participants
- New website and app launched to promote Guildford with activities to drive visits/downloads. Festive Fun Day alone yielded **747** app downloads.
- 12 monthly consumer e-shots reaching **2234** people to promote the offers and events in the town. The database has grown by 608 throughout the year

Marketing, Promotion & Events continued

- For Christmas we provided:
 - ✓ Festive lights across the town
 - ✓ Festive Fun Day to launch the Christmas period in partnership with Guildford Borough Council
 - ✓ Walkabout characters and acts to entertain shoppers each weekend
 - ✓ Charity gift wrap event in White Lion Walk
 - ✓ Children's workshops and activities in Tunsgate Quarter
 - ✓ Meet Father Christmas in White Lion Walk

• Little Book of Offers went digital for the first time. **2200** vouchers were redeemed

For more information contact Vida@experienceguildford.com

Business Support

- 53 new businesses opened in 2023 and received a welcome pack.
- **432** town centre employees trained across 56 sessions.
- Training delivered included first aid, mental health first aid, deaf awareness, welfare champions, dementia awareness, fire safety and 28 bespoke sessions based on business demand.
- Social media support across **21,759 followers**
- Weekly e-shots to approximately 900 employees and regular newsletters to 500 employees
- A new BID Hub on the website for you to add jobs, events, offers and to find information relevant to town centre business
- **70** people attended our 2 networking events
- Sustainable business ideas and support provided in partnership with Zero Carbon Guildford.

For more information contact Francesca@experienceguildford.com

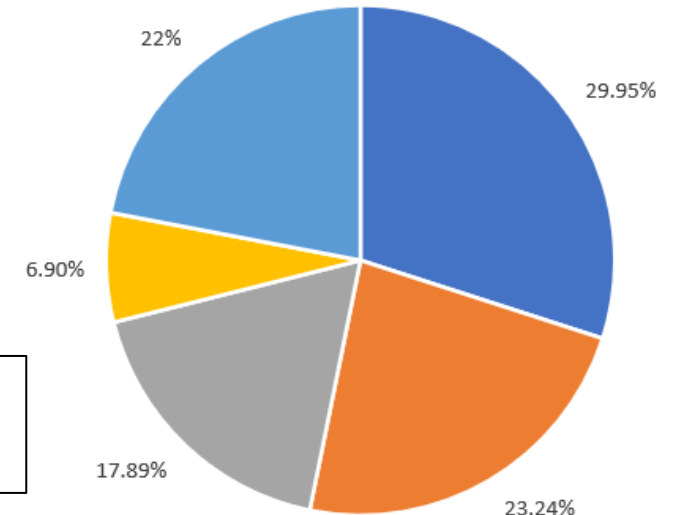
Car Parking & Access

- **3000+** shoppers benefitted from 'Free after 3pm' parking every Thursday in December
- Progressed negotiations with GBC for discounted employee parking
- Updated signage for Secret Guildford and side streets

For more information contact Amanda@experienceguildford.com

Spend 2023/24

- 1 Marketing, promotion & events
- 2 Safe, clean & welcoming
- 3 Business support
- 4 Access and car parking
- 5 Operational costs



Income

£588,856 made up of levy and additional income.

2024/25

We will of course continue to provide the projects as set out in the business plan and as listed in this report.

As well, we are looking this year to consider more sustainable ways of delivering each area, such as turning more to digital solutions or producing promotional materials with longer shelf lives.

We will stay in close contact with all parties involved in both major developments to keep you informed and to represent your concerns. Also, we will continue to negotiate with local authorities to try and remove blocks to your business as they arise.

If you feel we should be doing something we are not currently doing or are not sure how we are helping your business specifically, please complete our survey on the BID Hub at www.experienceguildford.com Or contact me about this or any other matters at Amanda@experienceguildford.com

Thank you