

7th July 2015

Agenda Item: 4

REPORT OF THE GROUP MANAGER, CORPORATE STRATEGY

BEESTON BUSINESS IMPROVEMENT DISTRICT

Purpose of the Report

1. To update Committee on the progress to date and future plans of the Beeston Business Improvement District.

Background

2. Members may recall that Beeston BID was established four years ago, it has therefore almost completed one full term. The date for the re-election has been set for September 2nd 2015.

Information and Advice

3. The current activity of the BID falls into two main sections, these are; Marketing and Promotions, Business Training and Networking.
4. Examples of recent promotional activities include the establishment of a customer loyalty scheme, the promotion of late night shopping on Thursdays under the banner of 'Alive After Five', improving the appearance of the shopping environment via 'Beeston in Bloom' and 'Beeston BUZZ' which is a 'business against crime' initiative.
5. Examples of business activities include working in partnership with Boots Head Office as part of the 'Healthy High Streets' campaign, consulting with business to ensure alignment with businesses' needs and the BID priorities.
6. Beeston BID has been researching and compiling their new five year business plan for 2016 onwards.
7. Stephanie Moss-Pearce (BID Manager) is attending Committee to update Members on the progress of Beeston BID and their plans for the next five years.

Reason(s) for Recommendations

8. Business Improvement Districts (BIDs) are an important driver of town centre regeneration which has been identified as a priority by this Committee. In Nottinghamshire there are two BIDs – one in Beeston and one in Mansfield

Statutory and Policy Implications

9. This report has been compiled after consideration of implications in respect of crime and disorder, finance, human resources, human rights, the NHS Constitution (Public Health only), the public sector equality duty, safeguarding of children and vulnerable adults, service users, sustainability and the environment and ways of working and where such implications are material they are described in the report.

RECOMMENDATIONS

10. It is recommended that Economic Development Committee note the report and the subsequent presentation from Beeston BID.

Report of the Group Manager, Corporate Strategy, Celia Morris

For any enquiries about this report please contact:

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Constitutional Comments [SLB 23.06.2015]

Economic Development Committee is the appropriate body to consider the content of this report.

Financial Comments [SES 23.06.2015]

There are no specific financial implications arising directly from this report.

Background Papers

None

Electoral Division(s) and Member(s) Affected

Beeston North – Cllr. Carr

Beeston South and Attenborough – Cllr. Foale