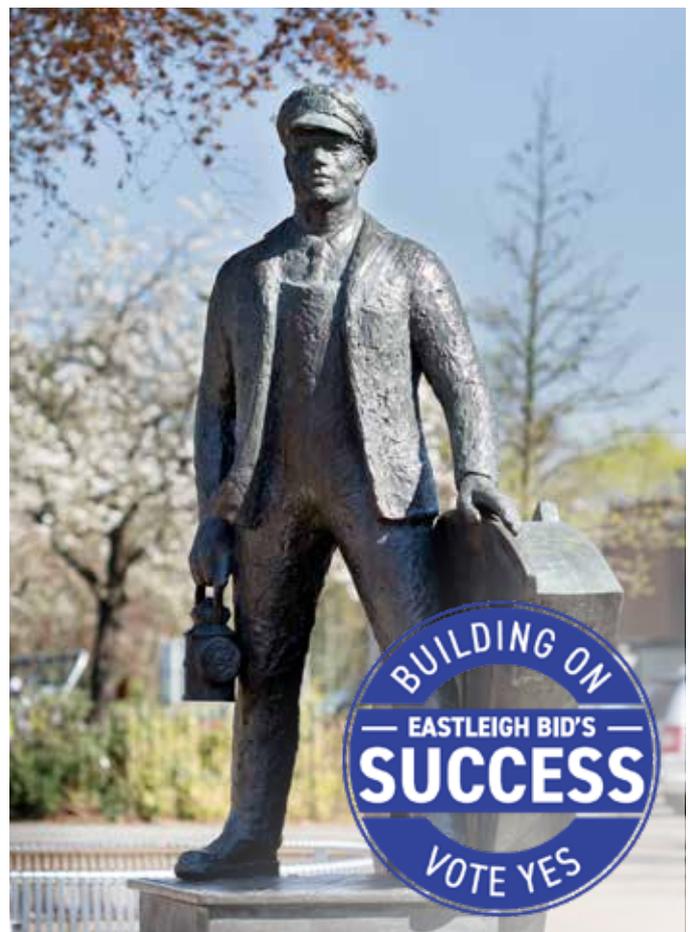




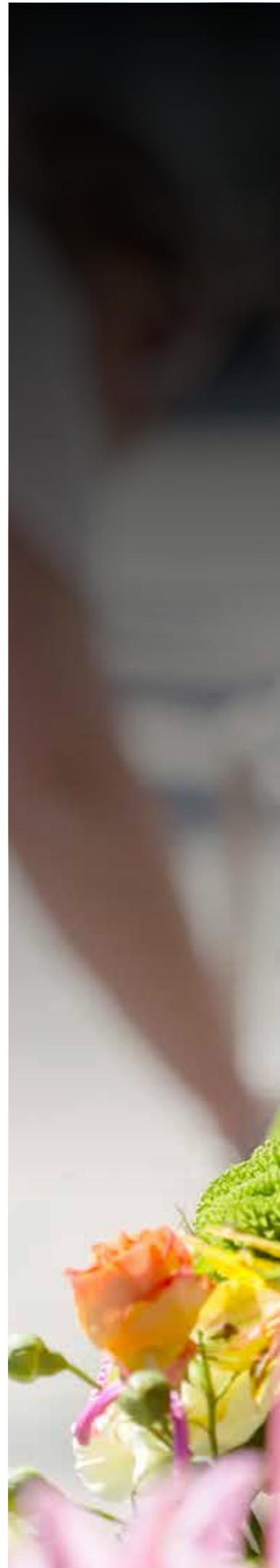
EASTLEIGH BID

BUSINESS PLAN - 2019 - 2024



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“ Our business has been based in Eastleigh for many years and it’s only since the Eastleigh BID has come into force that we now feel part of the Eastleigh community. Teresa and Emily make sure we know exactly what is going on and the town rangers are always happy to help out and give support and guidance on a range of issues that our business faces.

We applied for and received a grant from the BID a few years ago to help us with installing some bollards to assist with parking problems which helped immensely. The rangers also help us with an ongoing problem around our rubbish bins and keep things as tidy as they possibly can (not a nice job but always done with a smile). The new weekly cardboard collection is also a huge bonus both in terms of being environmentally friendly and saving us the cost of having another service to pay for. ”

Julie Knight
Office and HR Manager
HUNG HING UK



DELIVERING EXTRA FOR YOU.

Executive Summary:

At Eastleigh Business Improvement District (BID) we are committed to making our town a better place to do business. This document sets out our vision for our BID over the next five years.

Based on a detailed consultation we have identified the key priorities for business owners, shoppers, visitors and residents. We have an ambitious programme designed to deliver positive results in all these areas through;

- Promoting Eastleigh and organising events to build on its reach and appeal.
- Enhancing the cleanliness and safety of the town.
- Improving the parking and access in the town.
- Providing business support for BID members.

Delivering this programme depends on the support of the BID stakeholders. We believe the BID has already delivered enormous support for levy payers, our town and the wider community.

For us to continue you need to **Vote Yes** in the BID ballot from the 27th September to 25th October 2018.





Sue from Bassett Watch Shop exclaimed how marvellous Eastleigh BID is and how much Teresa, Emily and the Rangers have helped since her husband died on 8 Jan 2012.



Eastleigh BID is an independent not-for-profit business-led initiative, which was democratically elected by the businesses in 2014.

There are over 300 BIDs across the country currently and this figure is increasing annually.

First established in 2014, Eastleigh BID currently represents 311 hereditaments (liable for business rates, not just businesses) and since 2014 has invested over £1.2million into Eastleigh town centre.

We recognise how important working in partnership is to be effective and achieve results. We work in close partnership with various organisations including, Eastleigh Borough Council, Hampshire County Council and Hampshire Police to shape the town centre.

We are independent, funded by our BID business levy payers and provide additional services, not substitution to what is already available out there. We drive forward your BID Business Plan and we are answerable to the BID board which is made up of levy payers who volunteer to be Directors of the BID company.



WHY VOTE YES?

A SAFE TOWN CENTRE WITH WELCOMING BID RANGERS.

OVER £1.2 MILLION OVER 5 YEARS OF INVESTMENT INTO EASTLEIGH TOWN CENTRE.

REDUCED BUSINESS COSTS THROUGH JOINT PROCUREMENT.

A MORE ATTRACTIVE TOWN CENTRE WITH INCREASED FOOTFALL ANNUALLY.

311 BUSINESSES HAVING ONE POWERFUL VOICE FOR A GREATER SAY.

AN EXCITING EVENTS PROGRAMME THROUGHOUT THE YEAR.



“ I am the People Manager for the franchisee who owns the McDonald’s in Eastleigh and in my work with the restaurant I have nothing but praise for the work that the BID do in the town. Since we have had the BID in the town, people seem to have more pride in where they live, work & shop. The events that the BID hold like the Christmas Lights and the Medieval day just to name two really give the town a big boost. We are absolutely indebted to the Rangers who do a fantastic job helping our staff out with issues that they feel unable to deal with, I honestly don’t know what we would do without them!

This year when the restaurant reopened after their re-image the help that we had from the BID was fantastic! They ran stories on their Facebook page and website before the re-opening and generated a huge amount of interest meaning it was our most successful re-opening to date. ”

Sarah-Jane Finch
People Manager, McDonalds

FREE SHOPWATCH AND PUBWATCH MEMBERSHIP WITH RADIOS.

CO-ORDINATED TOWN CENTRE MANAGEMENT, MARKETING STRATEGY AND PROMOTION FOR THE TOWN.

A BOARD OF DIRECTORS MADE UP OF OWNERS AND MANAGERS OF EASTLEIGH BUSINESSES.

FREE CARDBOARD RECYCLING SERVICE TWICE A WEEK.

FREE TIDYING AND WEED KILLING OF AREAS NOT COVERED BY THE LOCAL AUTHORITY.

A BUSINESS GRANT SCHEME FOR PROPERTY IMPROVEMENTS.



THE STORY SO FAR...

OUR ACHIEVEMENTS IN THE LAST FIVE YEARS

Eastleigh BID has achieved a lot over the last five years. We have spent over £1.2m of your BID levy revenue on the four key business strands that you told us were important to you as a business in the town centre.

Here are just some of the ways we have helped create the right environment for businesses to thrive and prosper.



SAFE, CLEAN AND WELCOMING

You said there was a problem with shoplifting, low level property damage, graffiti and cleanliness. There were enthusiastic charity chuggers persistently approaching passers by outside their agreed areas.

- We manage the Shopwatch and Pubwatch schemes giving businesses a free radio and access to the DISC online business crime package. We have over 100 radios in operation and 170 users of DISC. This saves businesses over £6,000pa.
- We have removed over 131 pieces of graffiti in the town in the first four years. The Rangers do it where possible but if not we pay for a contractor to come in and remove very large pieces on certain materials.
- We carry out a fortnightly litter pick and clear areas in the town that are not covered by the Council. This includes the removal of fly tipping where we can, making Eastleigh an attractive place for its visitors.
- By working closely in partnership with the Police, specialist charities and the Council, street drinking, begging and rough sleeping has reduced significantly. We have made sure 150 rough sleepers/beggars have gotten the help they need over our first term.
- Our Rangers have dealt with over 6,800 incidents in the first four years helping businesses with an immediate response and the public ensuring their visit to the town is a relaxed one.
- Chewing gum is the bane of most streets in the UK. We have removed over 10,000 pieces of gum from the town during the BID's first term.



“ It’s great to be part of the Eastleigh BID Board - creating ideas to benefit the businesses and inhabitants of Eastleigh. ”

Sue Sommereux
Philip Sommereux Dental Surgery





MARKETING, PROMOTION AND EVENTS

You said we need to drive up the footfall and increase the spend in the town. You wanted us to promote Eastleigh town for you.

- We have developed the go to website - www.visiteastleigh.co.uk for visitors and businesses, which has details of what's going on in the town: all the businesses in the BID area and all the BID's services for the businesses, which has had 22,226 unique visitors this last year.
- We have produced 160,000 'What's On' guides for the town in the first term and distributed them to local schools and residents and given businesses a chance to advertise special offers for free.
- We have built up over 3,000 Facebook followers and we run monthly Facebook competitions linked to businesses Facebook accounts, reaching over 10,000 other Facebook users on each competition.
- Visit Eastleigh's own twitter account has over 1,800 followers. We retweet all the town businesses' tweets and promote town centre events.
- Events attract new people to the town which is why we have supported and run over 50 events in the first term, including Eastleigh's Urban Beach, The Jubilee Tea Party and The Medieval Festivals.
- We have installed the town's free Wi-Fi system with Eastleigh Borough Council, which is available across the whole town to ensure we let visitors know what's on and will encourage them to stay in the town for longer.

ACCESS AND CAR PARKING

You said you needed initiatives to ensure easy and accessible car parking in the Town Centre.

- Road closures are a necessary evil for businesses in the town, we make sure that businesses know of any closure that will affect them by working with both county and the local council.
- The businesses feel parking is something that deters visitors so we have worked with the provider and subsidised a number of free parking initiatives, including free late night shopping and the parking refund scheme.
- Working with Eastleigh Borough Council (EBC) we funded the introduction of the "Free after 3" 1 hour free parking in High Street and Market Street. This has now become a permanent offer in the town centre.
- How do we know we are getting more people in town? We have installed footfall cameras in the town and compared figures from previous years. All of this is available on our website for businesses that want to move into the town.
- We are a member of the Council's parking group, ensuring your voice and views on the parking in the town are heard. Since the BID has been part of this group, there have been no increases to short term parking and evening parking is now free.



“ Eastleigh BID team are amazing, friendly and willing to help no matter how small or big the request is. ”

Tash Boorman
Naomi House Charity Shop



BUSINESS SUPPORT

You said you wanted the BID to save you money and help you develop your business:

- You said you did not know what was going on in the town so we produce a monthly newsletter, with details of events and our initiatives, which the Rangers hand deliver to make sure you and your staff do not miss out.
- Getting together with the other businesses and knowing your neighbours is important to establish a great community feel amongst Eastleigh businesses. Over 70 businesses attend our customer awards evening each year where we celebrate businesses' achievements.
- A total of 70 businesses take part annually in our mystery shopper scheme and get a full comprehensive report about changes they can make in order to give the best customer service possible so that visitors return.
- A total of 36 businesses have received a share of £69,000 grant funding to improve their property or business.
- The BID team carried out 8,343 business visits with members to discuss what's going on in the town and opportunities for the businesses through our initiatives.
- A total of 30 businesses have had their business rates reviewed by an expert, paid for by the BID, and utility costs have been looked at, to save money and increase profit, with our group purchasing experts.
- We work in partnership with Hampshire Police and Eastleigh Borough Council to ensure Eastleigh's voice is heard. We work hard to tackle issues such as the electricity problems that occurred. Our priority is to keep businesses up to date on the progress of any issues.





“ Eastleigh BID have made the town a cleaner and safer place to shop - and work! The team are always approachable, friendly and help in any way that they can. ”

Ash Bradbeer
The Works



SHAPING THE FUTURE: YOUR SAY!

THE BID CONSULTATION PROCESS:

In January and February 2018, businesses in Eastleigh Town Centre and the stakeholders in the wider community were sent a survey about your thoughts on the services we deliver to you. We sought to uncover what programmes and services businesses would like to see over the next five years. We delivered 290 surveys of which 214 were completed and the themes were clear.

SAFE, CLEAN AND WELCOMING

MARKETING, PROMOTION AND EVENTS

CAR PARKING AND ACCESS

BUSINESS SUPPORT

53%

of the questions we asked were answered by Eastleigh's retail businesses, with professional services and food & drink following.



Out of the 214 businesses completing our business survey, 46% are part of a larger national organisation, 33% are independently operated, 15% are part of a smaller independent chain & the rest either charity or other.



71%

of businesses' answered have had increased or similar turnover in the last 12 months



OUT OF 99 ANSWERS

81.82%

answered that Eastleigh has become a better place to do business or remained the same.



70%

have had an increased or similar profit in the last 12 months

“ I cannot thank all staff at Eastleigh BID (especially Emily) enough for their continuous help and support. We've had a few issues with various things that they have helped with. The Town Rangers have always been really helpful. We're always informed of events we can get involved with and Emily always goes above and beyond to ensure she can help us in any way she can. ”

Becky Dure
The Candy Room

THE NEXT 5 YEARS

OUR COMMITMENT TO YOU

Safe, Clean and Welcoming:

A town centre's appearance is essential to its success. An attractive place encourages more visitors who will stay longer. The Town Centre should be a welcoming place where everyone can relax and feel secure. In the next five years we will look at investing £380,000 in the following projects.

You said you want:

- Town Rangers
- A cleaner and more attractive streetscape
- Business Crime Reduction Partnership
- Free cardboard recycling
- Controls over street begging and charity chuggers

The Town Rangers

We will build on the success of the town's Rangers by continuing to have our strong and confident team to continue to develop great relationships with your business and the public. The Rangers are the eyes and ears of the town, and are ambassadors for the town centre, playing a major role in securing the area and businesses. As BID levy payers you know that if you have any issues you can contact the team and trust them to resolve them.

- A friendly welcome to visitors to the town.
- Patrol the town centre, reporting, monitoring and reducing crime activity.
- Deliver radio training and support with the offender's database software (DISC).
- Identify and report issues by using mobile software.
- First aid trained and are often the first response.
- To address issues every day such as shoplifting, lost children, ensuring public safety and communicating with the businesses about what is going on in the town centre.



THE NEXT 5 YEARS



SHOPWATCH AND PUBWATCH:

The BID will continue to chair and manage both day time and night time business crime reduction partnerships. Providing businesses with a free radio and access to DISC database, sharing the information to help reduce shop lifting, anti-social behaviour and other petty crimes. We will meet regularly with Hampshire Police to ensure the information sharing agreement is up-to-date and that they are aware of issues in the town as they happen.



CLEANER TOWN:

We will work with partners to improve the public area. The Rangers will continue to report and log issues using digital technology and keep checking the progress until they are resolved. We will continue to remove graffiti from your buildings. We will continue to provide extra cleaning on your premises including fortnightly litter picking and monthly weed killing in the spring and summer seasons.





FREE CARDBOARD RECYCLING:

We will collect waste cardboard twice weekly from the businesses in the BID area. This is then recycled through The Swan Centre into their compactor. We currently have 70 businesses signed up to the scheme. As the scheme grows we will look into finding an easier way to transport the cardboard.



STREET BEGGARS AND CHUGGERS:

We will continue to work with partners and charities to help the genuinely homeless, supporting them to get the help they need. We will launch 'Have a Heart, Give Smart' campaign in the town, to educate the public to give to the charities, that support the homeless, rather than giving directly to the individuals. The rangers will move on beggars and street peddlers where possible. We have an agreement with Public Fundraising Regulatory Association (PFRA). The body that controls the chuggers and the rangers will continue to monitor the area to ensure that they are only in areas permitted in the agreement.



THE NEXT 5 YEARS

MARKETING, PROMOTION AND EVENTS:

More visitors means more revenue. To attract shoppers and increase the time and money they spend in the town we will invest over £250,000 in Marketing, Promotion and Events. These are our plans to draw more visitors to the town and raise Eastleigh town centre's profile over the next five years. We will work in partnership with The Swan Centre and EBC to deliver a consistent marketing plan for the town.

You said you want:

- Social media and online marketing.
- Events and event calendars.
- Promotions for your business on our website and social media at any time.
- Free Wi-Fi.
- Monthly Facebook competitions to help increase your businesses' social media followings.

ONLINE AT THE TOUCH OF A BUTTON:

Eastleigh BID have developed and built the town's website "www.visiteastleigh.co.uk". This hosts information such as news, special offers, events calendar, business directory, job vacancies and the BID initiatives. The website will be continually updated and funds will be invested in year four to upgrade the performance using the latest innovations in online media as technologies are developed

EVENTS:

We will continue to put on our own events and support other community groups showcasing events in the town. We will also help businesses that want to put on their own events but do not have the experience to do so. The town's biggest event will continue to be the Christmas Light Switch On which we will continue to work with EBC to ensure it carries on being the most popular light switch on in Hampshire.





Eastleigh's Summer Event Brochure



Brought to you by,



www.visiteastleigh.co.uk



PROMOTIONS:

We will continue to raise the town's profile as well as the individual businesses in the town through social media and competitions. The campaigns will follow a consistent and planned approach to maximise results during the five years working with EBC and The Swan Centre.



SHARING ON SOCIAL MEDIA



The BID's social media accounts on Facebook and Twitter will continue to be utilised. We will invest more money to increase the number of followers which will be used in order to promote town centre promotions and events. This is a proven cost effective and measurable advertising method. BID levy payers will continue to have the opportunity to promote themselves to thousands of followers free of charge.



WHAT'S ON GUIDE

In the digital age people still like our little book to plan ahead their visits with friends to events in the town. We will continue to produce the booklets twice a year, distributing to residents and school children. Businesses will also get a chance to promote any special offers in this free of charge.



WI-FI:

The BID will continue to manage the town's free Wi-Fi using the marketing platform to inform visitors what is on in the town.



THE NEXT 5 YEARS

ACCESS AND CAR PARKING:

Parking in town centres in the UK is no longer free and with the increasing impact of the sustainability agenda, this will not change, however, you have told us that you believe the cost of parking is a major issue to you as businesses'. We plan to invest £35,000 in this over the next five years.

You said you wanted:

- Fairer car parking charges
- Parking promotions
- Staff transport initiatives
- Footfall monitoring



CAR PARKING CHARGES:

We will continue to work with EBC in keeping the car parking charges as low as possible. We will meet regularly with them and look into what other towns are doing in partnership to increase visitors to the town. We will also lobby for more pay on exit machines when replacements are due.

PARKING PROMOTIONS:

We will look at what other towns are doing to attract visitors with parking initiatives, working with EBC's parking group to see if they are feasible in Eastleigh.

STAFF TRANSPORT INITIATIVES:

You feel there is not enough affordable parking in the town for your employees. We will work with EBC to introduce a parking initiative that is slightly out of the centre which will be more affordable for your staff.

FOOTFALL COUNTER:

We will upgrade the footfall counters through our new WIFI to give a better picture of people movement across the whole town and share the information with businesses and potential new businesses to the town. This will all be available on the Visit Eastleigh website - www.visiteastleigh.co.uk.



“ ...We plan to invest £35,000 in parking over the next five years...”



THE NEXT 5 YEARS

“ The BID has brought about some remarkable changes to Eastleigh over the last few years. From fantastic high profile events, specific business support aimed at helping out businesses that want to succeed, a friendly ranger presence – and basically an overwhelming feeling of care, attention and professionalism to the Town, long may it last! ”

Steve Shaw
ISL Office Solutions

BUSINESS SUPPORT:



Eastleigh BID exists to support your business and boost your trade. You can call on us for help with everything from saving you money and business advice, to working with public bodies on your behalf. Over the next five years we plan to invest £75,000 in business support initiatives.

You said you wanted:

- Reduced costs
- Regular communication
- Business grants
- Mystery shopper experience and awards evening
- Help with filling staff vacancies
- One powerful voice

SAVING MONEY:



We will provide utilities savings and look at working with other companies to provide savings in other areas through a group purchasing scheme. We will develop a member's benefit area in the Visit Eastleigh website to provide you with access to the savings schemes you want.

COMMUNICATION:



We will continue to deliver monthly newsletters with important and relevant information regarding the town centre. We will also send out a monthly newsletter through our crime database on all things linked to crime in the town for subscribers to DISC. We will work with external partners to inform you of issues or events that may affect the town centre.

BUSINESS GRANTS:



The grants scheme will continue with businesses being able to claim up to £1,000 towards the cost of any improvements on their premises.

MYSTERY SHOPPER AND AWARDS NIGHT:



We will engage an independent company to mystery shop your business. This is not just for retailers. They will produce a comprehensive report from first impressions as they walked in to how they were treated by your staff. All businesses that take part will be invited to an awards evening where the top businesses will be celebrated.



JOB VACANCIES:



We will continue to upload your vacancies to our website and our social media platforms, saving you time and agency fees.

ONE POWERFUL VOICE:



It's important to have your say on how the town centre is run and raise and solve issues that matter to you. We will maintain our support on the council's Regeneration Group, Police Business Crime Strategic Group, the Parking Charges Group and work with our partners to find solutions to the big issues that affect your business.

FINANCIAL PROJECTIONS:

The BID levy has remained at 1.5% throughout the BID term 2014-2019. The BID board consciously chose not to inflate the income during this period as it was considered sufficient income to meet the objectives of the Business Plan.

The BID Board will agree on an annual basis whether the levy will assume a growth rate for inflation of 2% and if so it will be applied on the 1st April each year. Eastleigh Borough Council will collect the BID levy for the new term annually from the 1st April 2019.

“ In my experience the BID has always been supportive in helping to raise the profile of not only ourselves but the local area in a clear and positive way.”

Adam
VUE Cinema

THE BID IN NUMBERS

2019 – 2024 budget forecast

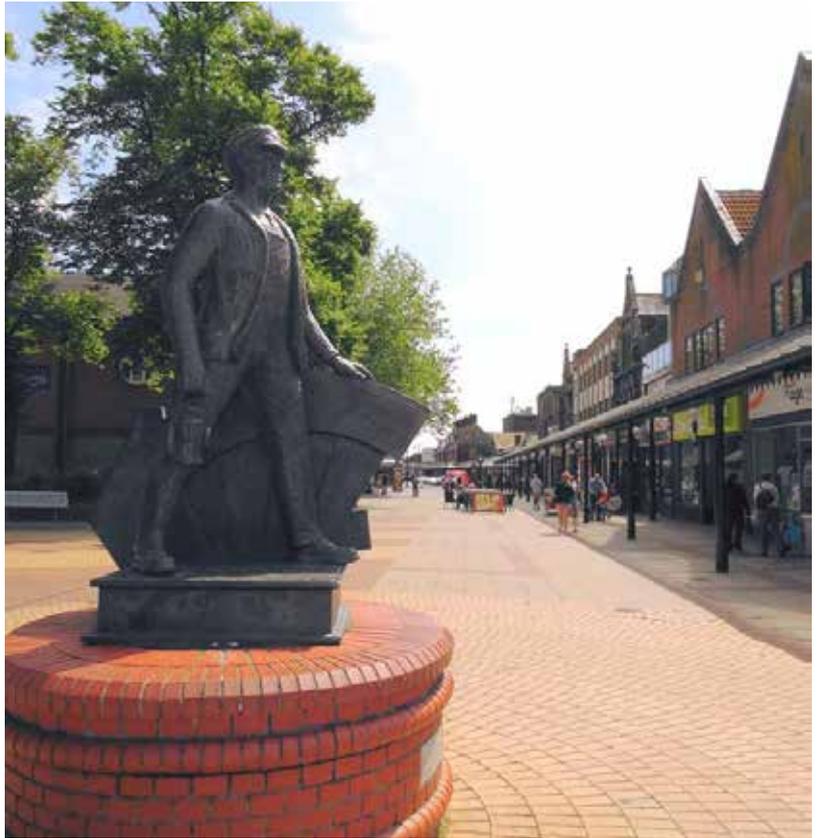
INCOME						
BID Levy	181,000	184,000	191,000	199,000	205,000	960,000
Additional Income	20,500	20,500	20,500	20,500	20,500	102,500
TOTAL INCOME	201,500	204,500	211,500	219,500	225,500	1,062,500

EXPENDITURE						
Projects:						
Marketing, Promotion & Events	45,000	45,500	46,000	57,000	57,000	250,000
Safe, Clean & Welcoming	73,000	74,000	77,000	77,000	80,000	381,000
Access & Car Parking	7,000	7,000	7,000	7,000	7,000	35,000
Business Support	12,000	14,500	16,000	16,000	16,000	74,500

Staff	40,000	40,000	40,000	40,000	40,000	200,000
Training	500	500	500	500	500	2,500
Office Costs	9,000	9,000	9,000	9,000	9,000	45,000
Insurance	2,000	2,000	2,000	2,000	2,000	10,000
Legal/Professional	3,000	3,000	3,000	3,000	3,000	15,000
Levy Collection Fees	6,000	6,000	6,000	6,000	6,000	30,000
Bank Charges	500	500	500	500	500	2,500
Contingency/Reserve	3,500	2,500	4,500	1,500	4,500	16,500

TOTAL EXPENDITURE	201,500	204,500	211,500	219,500	225,500	1,062,500
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BID AREA MAP



HOW WILL WE KNOW IF THE BID IS DOING A GOOD JOB?

PERFORMANCE MEASURES



Business Visits



Annual Reports



AGM



BID Website



Website Traffic



Social Media Engagement



Footfall Monitoring (Springboard)



Car Parking Reports



Public Surveys



Vacant Unit Rates



BID LEVY RULES

1. For the ballot to be won, we need a majority of the votes casted. We also need those in favour to be the group whose combined rateable value also puts them in the majority.
2. Without a successful ballot the BID will end on 31 March 2019.
3. Eastleigh BID will ask Eastleigh Borough Council to collect annual charges for the levy in line with BID legislation. This will be controlled by a legally binding operating agreement which compels the council to hand over all the money collected. Collection costs will be £10 per unit.
4. Operating agreement and baseline statements from public sector providers will be available for inspection on request.
5. Exemptions, reliefs and discounts prescribed in the non-domestic rating regulation 1989 made under the local government finance act 1988 will not apply. Those responsible for unoccupied and part occupied rateable property and BID levy payers who are charities or non-profit making organisations will be liable for full BID levy.
6. The BID levy will not be affected by the small business rate relief. Where a property is vacant but still on the ratings list, the property owner will be entitled to vote and also be liable to pay the BID levy.
7. Collection of the BID levy carries the same enforcement weight as the collection of non-domestic rates (business rates).
8. The BID levy will be applied to all eligible business rate payers within the defined area of Eastleigh BID with a rateable value of £5,000 or more.
9. 1.5% levy will be charged to each qualifying rate payer using the non-domestic ratings list as calculated using 2017 NNDR rating list. Subsequent years will use the same 2017 RV tables for the life of the BID, the exception being new hereditaments where prevailing values will be used.
10. VAT will not be charged on the BID levy.



11. The first BID levy will be payable for a 12 month period calculated on a chargeable day basis. The levy is charged to the incumbent on the fixed chargeable day for the entire 365-day levy upfront each year.
12. An inflation rate to the maximum of 2% can be added to the levy each year to maintain the level of service. This will be applied if agreed by the Board of Directors in January prior to the start of the new BID year within April.
13. The BID area and the agreed charges cannot be altered without an alteration ballot. The BID projects, headings, costs and timescales can be altered by the board of directors within the constraints of the BID income, providing the BID's aims and focus are adhered to. The BID board and any sub groups will manage their budgets.
14. The staff team for the BID are likely to be a combination of posts and will include a BID Manager, a Marketing Coordinator and Town Rangers.

15. Eastleigh BID is a not for profit company limited by guarantee with a board of directors taking responsibility for the strategic and financial management of the company. The Board comprises representatives from levy payers ensuring all sectors and scales of business are covered. Board meetings will be held four times per year as a minimum.

It's important to have your say. Don't forget to vote in the **BID ballot from 27th September to 25th October 2018** for the future prosperity of Eastleigh town centre.





JUST ASK:

The business plan sets out our proactive vision for the next five years. **VOTE YES** to enable us to continue to be reactive to your immediate and unforeseen challenges and requests.

When a shop had a pigeon flying around the shop the rangers came and got it out.

When someone trips or falls, the rangers are the first on the scene arranging emergency services if required.

When someone dropped their car keys down a drain the rangers got a litter picking stick and got them out.

When there were power cuts in the town, the rangers kept businesses informed of what Southern Electric were doing about the outage.

When a lorry got stuck outside the train station, the rangers stopped traffic which enabled him to reverse out.

When a business had a burst pipe, the rangers helped them mop up and get the shop ready to be reopened, minimising the time closed.

When a business had a window smashed the rangers helped sweep up the glass and guide visitors away from the danger.

When businesses think they have a shoplifter, a ranger turning up is often enough to deter them.

When businesses have only one member of staff in, the rangers carry out welfare checks twice daily to make sure they are OK.

VOTE YES!

A MESSAGE FROM THE BID MANAGER



“ Every business in Eastleigh town centre has had the opportunity to contribute to the ideas of the BID. You have told us what your priorities are. You have helped develop the plan. All you need to do is **VOTE YES!**”

This is your opportunity to maintain the momentum as the BID nears the end of the first term. We have many plans to attract shoppers and keep them coming back for more. I hope you have read the business plan and agree with our ambitions and what they mean for your business.

Over the next 5 years we will be investing £1.2million of your BID levy into Eastleigh town centre to help realise our shared vision for the town.

It's important to have your say. Don't forget to vote in the **BID ballot from 27th September to 25th October 2018** for the future prosperity of Eastleigh town centre. ”

Teresa Swann - BID Manager, Eastleigh BID

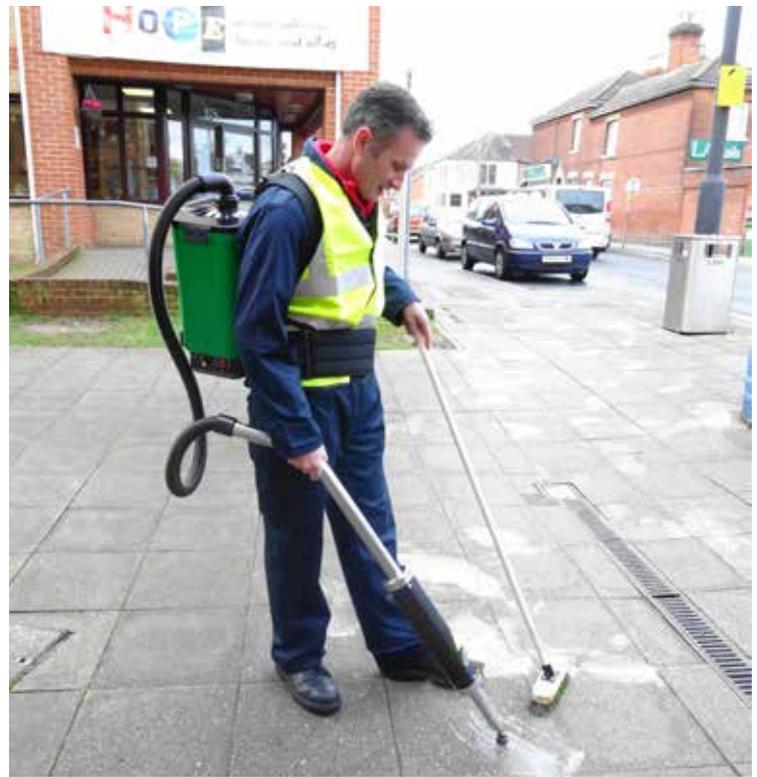


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