

Uxbridge BID: HUBB

Looking towards the future of Uxbridge Town Centre 14th February 2019

Overview



- 1) What is a Business Improvement District (BID)?
- 2) Establishing Uxbridge BID
- 3) Achievements of Uxbridge BID to date
- 4) Plans for 2019 and Beyond

1) What is a Business Improvement District (BID)?



- Additional services beyond what is already provided by the local authority
- Business consulted on improvements they'd like to see
- Ballot administered by the local authority
- If 'Yes' vote, BID is formed for a 5 year term

2) Establishing Uxbridge BID



- 406 business hereditaments
- 34% turnout
- 89% by number
- 93% by rateable value
- Established October 1st 2017

Delivering £2.5 million investment into Uxbridge BID area over a 5 year period

Office: Helping make Uxbridge an excellent place to work

Retail: Raising the profile, improving the experience

Leisure & Hospitality:Ensuring Uxbridge is the place for a great night out



3) Achievements of Uxbridge BID to date



- Connecting With Customers
- Creating A Buzz
- Putting Safety First









Connecting with Customers

UXBRIDGE BID

- Online Engagement
 - Social media 2,000 followers
 - Love Uxbridge Website
 - Display advertising during campaigns
- Consumer Profiling
 - Survey 200 consumers twice per year
 - Who is the Uxbridge consumer?



Like ל

Comment

Share

Creating A Buzz

Christmas Parade & Light Switch-On

Surprise Your Valentine

Easter Trail

June Summer Festival











Putting Safety First

- Increased CCTV
 - Extended hours until 5am



- Business Crime Reduction Partnership UB Safe
 - Interaction between stores





4) Plans for 2019 and beyond



- Loyalty Scheme
- Creating a Buzz
- Being Street Smart
- Putting Safety First
- Ensuring Ease of Access
- Wi-Fi and Footfall Technology

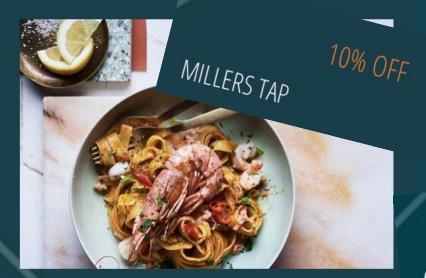
Love Uxbridge Extra Card

UXBRIDGE BID

- Over 40 Exclusive Uxbridge offers
- www.loveuxbridge.co.uk/extra

25% OFF FOOD

ASK ITALIAN UXBRICCE



25% LANDLORD & TENANT DISCOUNT

GIBBS GILLESPIE UXBRIDGE



GIBBS

20% OFF FOOD

CHIQUITO'S UXBRIDGE





Events



- Wild West themed weekend
- Patron Saints Day
- June Festival
- Christmas Lights Switch-On
- Cultural festivals

Being Street Smart



- Deep clean of the High Street
- Replacing older bins Uxbridge BID clean team

Putting Safety First



- 24-hour CCTV in Uxbridge town centre
- Additional security
- Keeping Together Campaign

Ensuring Ease of Access



- Affordable staff car parking
- Brunel Bikes
- Lobbying with TFL & Crossrail

Wi-Fi & Footfall Technology



- Free Wi-Fi throughout the BID
- Geo-Sense Footfall capture



Thank You Q&A

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