

Stratforward BID – update to Town Council Members January 2021

BID has continued to liaise with Strategic groups / partnerships concerning the future of Stratford upon Avon and what needs to be implemented to deliver a better more robust Town centre.

Currently, BID is working through the-company development issues identified and working on a plan for delivering this

BID marketing team has prepared a revised marketing plan including the roll out of the brand and web development. A new website is in development and a review of purpose and content writing has started and hopefully it should be completed in the coming months.

Lockdown 3 has now created yet another challenge for BID and all of our members. This time around we have more Town Centre sites offering greater services such as click & collect by many retailers. We are obviously all hoping that all businesses are allowed to return to trading once it is safe to do so. However, the current situation locally and nationally is indicating the current lockdown could last a number of months even with the introduction of the vaccines.

The BID has continued to lobby and support for additional financial support for hard hit sectors. The BID is supporting the Bounce Back Better campaign, which does target help at retail, leisure and hospitality. However, we know that a lot of our businesses, such as the personal services sector (our hairdressers, barbers, beauty etc.) have been massively hit.

Campaigns like Bounce Back Better are trying to get immediate financial support for businesses so that when we are out of this situation, those businesses are ready to go, can employ staff, pay taxes, buy from suppliers and hopefully help lift is out of the COVID inspired mire.

Events are a commitment within the BID 3 Business Plan. However, the BID will have to balance what it can deliver in the light of financial and health restrictions throughout 2021.

Undoubtedly Towns and cities across the UK will need help and space to rethink the purpose of their centres. The High streets of the future will need to become multi-purpose locations, combining retail and hospitality amenities with residential, education, healthcare, cultural, technology community and more. The pandemic has made it essential for places to galvanise their centres for the new way of living.