

BID Barnstaple Business Plan End of Year Report March 2011

During the first year of Barnstaple gaining BID status, a number of strategies were put into place to ensure the effective delivery of BID monies over the five year period the BID will be in place. BID Barnstaple is a not for profit company run by a Board consisting of a small group of levy payers who at all times endeavour to deliver best value on all the projects undertaken.

Income:

Budget		£104,384.00
Bid Levy:	Received to date	£90,436.97
Advertising & Sponsorship	Received to date	£18,400.00
Promotional Space	Received to date	£6,000.00
	<u>Total to date</u>	<u>£114,836.97</u>
Outstanding Receipts	Subject to Liability Orders	£13,947.00

Expenditure:

Marketing, Promotion & Events:

Support was provided to North Devon Festival, North Devon Food Fest and the Real Ale Festival events.

Extra marketing, promotion and activities during the Christmas period, including the Christmas Light Switch On, 50+ events including street entertainment, and the production and delivery of the Christmas Guide all benefited from extra marketing investment. **£46,398.29**

Town Centre Attractiveness:

Additional Christmas street lighting was delivered in Joy Street, Butchers Row, Holland Walk, Gammon Walk, Boutport Street, Market Street & Tuly Street. **£10,000.00**

Signage:

Develop a colour coded town map & distribute 100,000 **£9,532.44**

Administration **£7,500.00**

Stationery & Running Costs: **£643.96**