

Welcome to Your First BidBarnstaple Newsletter

During the first year, the Board of BIDBarnstaple has been busy behind the scenes putting down firm building blocks from which to deliver the five year BID Business Plan. The Board takes the spending of levy payers money very seriously and at all times is conscious of delivering best value on all BID projects.

What has been done so far:



Christmas Lights- Part of Town Centre

Attractiveness Project: One of the projects you said was very important to the town was the delivery of extra Christmas lights within the BID area. Last Christmas saw additional LED festive lights go up in Butchers Row, Gammon Walk, Holland Walk, Joy Street, Market Street and Tuly Street, as well as enhanced lighting in lower Boutport Street and the High Street, sending out a strong message that Barnstaple was indeed open for business. It's a project that certainly got the thumbs up from everyone, shoppers and traders alike.

Colour Coded Maps – Part of Accessibility/Signage/Information Project

As part of the overall wayfinding project, the aim of which is to move and direct people around all the streets in the town centre, a colour coded town centre map and business guide has been developed with different colours for all key streets. This has not been done before so not only is Barnstaple leading the way on this, the colour coding will be carried through to all related products such as bespoke street signage, an interactive website, with a free web page and link for every business within the BID area, and also the much talked about touch screen electronic information point.

Over 70,000 maps have been distributed to tourist resorts and places to stay across Devon, Somerset and North Cornwall. It is also planned to send the maps/guides to coach companies that are visiting Barnstaple, (over 50 different coaches have visited the town so far this year) and of course maps are available to any business in Barnstaple that would like to stock them. For copies, please email: info@bidbarnstaple.co.uk

North Devon Real Ale Festival- Part of Events/Entertainment Project

Barnstaple Pannier Market was host to the North Devon Real Ale Festival over the end of May Bank Holiday. Supported by BIDBarnstaple the two day festival of live music, local food and real ale and ciders produced by local breweries saw a busy weekend with double the amount of footfall into the town centre.

Devon Wildlife Trust's Wildlife Festival 2011

Part of Events/Entertainment Project

The Wildlife Festival was a first for Barnstaple and proved to be a great fun day out for all the family. Held on Saturday June 4th this free event, supported by BIDBarnstaple, included nest box building, marine crafts, wildlife gardening, birds of prey, bird watching, wildlife parade, stilt walkers, face painting, vintage movie bus and much more, attracting over 3,000 people to the event.



Registered name: BidBarnstaple

Company No: 7220415

VAT Registration No: 105 7644 22

Email: info@bidbarnstaple.co.uk

Tel: 01271 344311

Registered office: Barum House, Yeo Suite, The Square, Barnstaple, Devon. EX32 8LS

Work Ongoing:

Electronic Touch Screens- Part of *Accessibility/Signage /Information*

You may have seen in the North Devon Gazette recently some news about one of the more innovative schemes listed in the BID Business plan - the installation of a high quality, electronic touch screen information point. The BIDBoard has considered all the options and has chosen a Barnstaple company to deliver this innovative scheme which will put our town on the map in more ways than one. The ideas behind how it can work are very exciting for both the traders and the users, and the first unit is expected to be installed shortly so watch the press for updates.

Street Signage – Part of *Accessibility/Signage /Information*

Another aspect of this project is to install bespoke finger posts to the town. Work has begun in earnest, with extensive research having been undertaken on the best type of signage, where signs should be placed, and also the cost of the signs, including the installation. The BIDBoard has studied these findings and is now planning the best way to roll out the new signs to the greatest effect.



BLISS:

Barnstaple Loyal Independent Shoppers Scheme is a loyalty card scheme soon to be unveiled in partnership with the North Devon Journal. Designed to encourage shoppers to support local independent businesses exclusively within the BID area, the BLISS scheme is free to join for both the trader and the shopper and will receive regular promotion in the North Devon Journal. For more information on how you can be part of the scheme please email info@bidbarnstaple.co.uk or ring the office on **01271 344311**.

BidBoard Members:

Peter Banbury, Banburys
James Li, Fullam Restaurant
Dawn Hall, 2Gorgeous
Dane Stanley, Private Collection
Andrew Clayton, TTS Enterprises
Martin Masters, Barnstaple Town Centre Management

Jan Dayman, Green Lanes
Gary Arlett, The Computer Shop
Gerry Fry, Artstore
Steve Peckham, Bridge Business Centre
Councillor Adam Bradford

In order to keep costs as low as possible, where possible we will send future newsletters in an electronic format. To sign up to the eBID newsletter and keep up to date with what is happening, please email: info@bidbarnstaple.co.uk so you can be added to the contact list.

If your business would like to sponsor the cost of producing the BIDBarnstaple newsletter then please contact us on 01271 344311 or email: info@bidbarnstaple.co.uk

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