

Okehampton BID

Overall aim:

To improve the vitality and viability of the Okehampton BID

Supporting BID businesses

We want to make sure that contributing to the BID represents a good investment for the businesses. The BID company will work to provide discounts on goods and services for BID businesses, giving an immediate return on the BID levy. Increasing trading between businesses in the BID will be encouraged.

Aims:

- reduce costs for BID businesses by negotiating discounts on a range of goods and services
- increase the amount of business to business trading in the BID area

Marketing and Promotion

The results from the survey of BID ideas and our discussions with businesses have shown that marketing and promotion must be a central part of the BID business plan. In January 2013 Okehampton Chamber of Trade appointed a Town Events Manager to work with businesses to bring in additional trade by supporting existing events and developing new ones. The Chamber has funds to pay for this work up to December 2013, after which its future is uncertain. BID funding will be used to ensure that this excellent initiative continues for 5 years. The work of the Town Events Manager is at the core of the marketing and promotion projects. Proposals for the first two years are set out – we will review activity each year to inform the development of plans for subsequent years.

Aims:

- increase the number of people from the catchment area visiting the town regularly
- increase awareness of the goods and services provided by Okehampton businesses
- Increase the spend in Okehampton from day visitors and those staying in the area

Parking and traffic

Car parking and traffic issues were the most frequently raised during our discussions with businesses. Improvements can only be achieved by influencing and working with the local authorities. A BID company with over 150 members will be able to speak with a strong voice and will have some funds available to encourage the trial of new ideas.

Aims:

- trial periods of subsidised car parking charges to encourage additional footfall and dwell time in support of BID businesses
- ensure that the views of BID businesses are sought and listened to as ideas affecting parking and traffic are developed