

We support and champion
local business, celebrate the
city and deliver change.

Report of Activities 2021-2022

Proposed Income & Expenditure.

2022 - 2023

IN EXETER

InExeter, your business improvement district, is managed by a volunteer Board of Directors representing each area of the city centre and size and sector of business, meaning that local businesses have a direct say in how the levy collected is spent for the benefit of business. The fund collected is ringfenced and invested back into business and Exeter. InExeter support initiatives to help business, run campaigns to promote the city and invest in Exeter.

Engagement and conversation with our business members is fundamental to our work. Across every project, service and programme we will connect with, communicate openly and transparently with and liaise proactively with business members.

We are proud to showcase our new InExeter branding with this leaflet. More information can be found at [inexeter.com](https://www.inexeter.com)



This information leaflet will review the last year's activities and outline how your levy shall be invested in this next year. InExeter, the Board and management team, remain proactive in our outlook and are committed to supporting business. **For full information about the work of InExeter, our governance documents or details of our people and projects please go to [inexeter.com](https://www.inexeter.com).** Fore Street Flea image credit: Luka Chitty | AGM image credit: Rhodri Cooper

2021 - 2022

Report of Activities.

InExeter remained reactive to local business needs and delivered projects to support the city in restarting and rebuilding. InExeter worked in close partnership and effective collaboration with organisations, groups and businesses across the city **to ensure our city remains resilient and strong.**

Experiences:

- Delivered a business-led project, #somethingspecial, a nine-part film series supporting and promoting businesses involved in the wedding trade to help boost their trade following COVID. The series engaged with 44 businesses and featured 31.
- Press partner Reach Plc recorded combined social statistics of over 45,000 reached for the #somethingspecial campaign.
- Worked with two residents as part of the series, documenting their real-life story and allowing us to create a project that connected people to place for the #somethingspecial campaign.
- Extended the impact of the film series with an event, the 'Exeter Wedding Fayre' on Tuesday 1 March in partnership with Exeter Castle and Historic Guildhall.
- Created a website to promote local wedding traders - exeterweddings.co.uk
- Joined the Local Authorities Event Organisers Group, a national members group chaired by Culture Liverpool to build on our learning for future event planning and crucially to gain advice from this group on how best to find ways to partner with our local authority to enable a larger scope of event possibilities.
- Kept our marketing and communications in house, growing strong relationships with our businesses through our social channels' communications.
 - **Instagram: 11,000**
 - **Facebook: 8,895**
 - **Twitter: 2,800**
- Installed a colourful lampshade display and festoon lighting on Gandy Street and promoted the area with PR activity to the value of £4,500.
- Installed promotional flags on Magdalen Road.
- Commissioned Night-Time Solutions to work on a programme of activity and support for the evening economy based on research (surveys and panels).
- Tendered, awarded and installed a new Christmas lights display with three static installations to encourage people to explore the city.
- Captured Christmas in Exeter 2021 with stunning drone footage to showcase the new Christmas lights display.
- Sold 330 tickets to a sell-out Secret Film Experience at Exeter Cathedral to launch the festive season in the city. Five local businesses traded at event, with great success on their sales. Three local community and professional choirs were involved with the event.
- Ran a new event for Sidwell Street, the 'Sidwell Jumble' to champion charity shops and support local business. Eleven businesses were engaged with eight participating on the day.
- Hosted a closed road event, the 'South Street Spring Green Festival' to celebrate South Street.
- Recruited a Markets Manager to lead on the curation of markets across the city.
- Launched marketsinexeter.com to promote markets in the city.
- Awarded Dirty Martini Marketing the commission to review and renew the InExeter brand in order to better define who InExeter supports and what InExeter delivers.
- Commissioned the design of a map to champion Exeter's independent businesses and encourage people to support local.
- Redesigned the inexeter.com website, ensuring the site champions and celebrates the work of the BID.

- Supported the development and management of a regular long term Sidwell / Paris Street market.
- Supported the Tour of Britain event.
- Collaborated with Visit Exeter and partners on a campaign for re-opening the city #backinexeter.
- Continued to fund the InExeter Gift Card, promoting the card as a great way to thank or reward teams and gift, encouraging people to shop and support local. Processed 530 cards worth £20,177 purchased in 2021, with £12,074.17 being spent in business.
- Upgraded the gift card scheme to a 'digital wallet' enabling more independent businesses to register on the scheme and for easier spend.
- Launched a round of funding for community groups and organisations to support activities that will draw footfall to the city, awarding over £10,000 of funding to RAMM, Music in Devon Initiative, St Petrock's and Cynnet Theatre.
- Supported independent businesses to have a presence at the Cathedral Christmas Market.
- Commissioned a feasibility study on the start of a charity arm to InExeter Ltd.

- The InExeter cleaning service completed 6895 cleaning visits and 5461 cleansing tasks This includes 3198 litter picks and 1561 power washes.

Supporting & Informing:

- Continued to communicate out across multi-channels, news, information and updates about the work of InExeter proactively engaging with businesses seeking input into programmes at project inception.
- Published over 20 e-newsletters informing members of our activity and projects.
- Hosted an AGM at Exeter Castle with over 80 businesses and partners attending.
- Continued the food waste and electrical and electronic equipment collection schemes in partnership with BINIT, with over 45 businesses using the scheme.
- Funded the footfall cameras and released data in dashboards back to business.
- Upgraded the office IT systems.

Welcome & Attractive Streets:

- Planted, maintained and cared for 144 hanging baskets and five flower beds across the city.
- Decorated five flower bikes for the Tour of Britain event and four planters on wheels for the Fore Street Fleas.
- Extended the hanging baskets and increased the planting programme for Sidwell Street.
- Delivered a decorative tree lighting programme across the city.
- Continued the popular accredited training courses with 145 candidates trained from 32 businesses, including 76 in Emergency First Aid, 24 new Fire Marshalls, 29 in Mental Health First Aid and 25 in Food Hygiene.
- Funded professional business photography for 17 businesses, giving them a portfolio of high-quality images to use for their marketing activities.

Plans for 2022-2023

This next year will focus on activation and drawing people into Exeter to explore and enjoy the city. We'll champion the evening economy and celebrate our leisure, hospitality and food & drink businesses with strong campaigns and promotions. **Making our city safe, vibrant, and attractive remains a key priority and we'll continue to invest in projects which make a real difference to our city. Supporting our member businesses lays at the heart of all our activity and we'll continue to respond and react as businesses need.**

Our key themes for the year:

- Collaboration with Visit Exeter, celebrating and promoting the city
- Markets in Exeter
- Evening economy
- Street art and streetscape improvements
- Safe and secure

Experiences:

- Invest in and support markets in Exeter.
- Headline our event calendar with major draw celebrations.
- Supplement headline events with smaller scale campaigns such as #secretcity.
- Expand and promote the Independent Gift Card, launching a community competition to design a new card.
- Encourage more corporate support for the cards raising awareness of independent businesses.
- Run campaigns to celebrate the evening economy in Exeter.
- Continue to manage the social media accounts increasing reach and engagement.
- Extend the support under 'local connections and community' increasing our contributions to local groups, organisations and artists who deliver programmes in the city to draw footfall.
- Partner with Visit Exeter to ensure we champion the city throughout the calendar year and work together on strong destination marketing campaigns.
- Add to the Christmas lights display with a further static installation.
- Recruit a Marketing Manager to lead on all business communications, city wide campaigns and run the social media.

Welcome & Attractive Streets:

- Maintain the planting and landscaping, exploring areas of the city we could enhance and lift.
- Invest in streetscape projects which make a marked difference to the enjoyment and attractiveness of the city.
- Support street art programmes.
- Expand the street cleansing service to cover the city 7 days a week.
- Install city dressing for early Summer, key campaigns and events.
- Explore options around wayfinding including colourful crossings, art and letters.
- Work collaboratively with partners and groups such as Best Bar None to support the evening economy ensuring evenings in Exeter are safe and enjoyable for all.
- Subsidise by 50% the Exeter Business Against Crime (EBAC) membership cost for charity and independent businesses.
- Host the administration costs of the Exeter Homeless Partnership Tap2Give scheme and QR Code ensuring long term project continuity and success.

Supporting & Informing:

- Continue to communicate out across multi-channels, news, information and updates about the work of InExeter.
- Publish e-newsletters informing members of our activity and projects and continue to engage member businesses via Whatsapp channels.
- Continue the food waste and electrical and electronic equipment collection schemes in partnership with BINIT and encourage more businesses to register.
- Fund upgraded footfall cameras and release data in dashboards back to business including the data from MiRewards reward scheme.
- Continue to support our member businesses and encourage dialogue and collaboration between businesses.

COVID Response and Recovery

In addition to the BID levy investment, InExeter worked with Exeter City Council to deliver schemes under the following programmes.

Welcome Back Fund

The Welcome Back Fund provided councils across England a share of £56 million from the European Regional Development Fund (ERDF) to support the safe return to high streets and help build back better from the pandemic.

Hospitality PR | £4,500

South Street Spring Green Festival | £2,900

Fore Street Flea | £25,000

The delivery of 8 Fore Street Fleas running September to March 2022. Over 200 different crafters, makers and artists supported, and programme of street performers and musicians backed.

Planting | £10,000

Additional hanging baskets installed on Queen Street and Longbrook Street. Planters installed on Sidwell Street.

Additional Restrictions Grant

Eastgate Market | £30,000

To support the development and launch of a market on Sidwell Street, 'Eastgate Market.' New brand developed, stalls commissioned, and market launched.

Mi Rewards | £80,000

A city loyalty programme that gives customers rewards every time they shop with participating businesses in the area.

Safer Central Exeter

In May 2021, the Home Office awarded Exeter £432,000 to make the city safer. The project is being run by lots of different organisations working together. This includes the City Council, police, and many other community groups.

Lighting | £10,000

Roman Passage, Musgrave Row and Sidwell Street.

Civic pride | £10,000

Sidwell Street and new benches on North Street.

Lighting, Temporary Traffic Regulation Order (TTRO) and Street Art | £50,000

Tree lighting, TTRO changes for Gandy Street, Fore Street and Sidwell Street wall art in areas of consistent graffiti.

Community Sparks Fund | £2,550

Eastgate Market Street performers, North Street planting, Fore Street planting and installation of a defibrillator.

Income & Expenditure.

	Estimated 2020-2021 £	Forecast 2022-2023 £
Anticipated Income		
BID Levy Income (2021-2022)*	545,650	580,000
BID Levy Income (Previous Year 2020-2021)	6,922	0
Associate Membership	187	500
Other Income	15,855	15,000
Income Total	568,614	595,500
Anticipated Expenditure		
Experiences		
PR	18,640	30,000
Website and Photography	6,560	7,500
Publications	18,304	10,000
Festivals, Markets & Events	34,419	25,000
Christmas lighting**	69,224	57,500
Local Connections and Community	40,323	12,000
Independents Support	7,476	8,000
Team Member Events	22,910	23,000
Team Member Marketing	0	35,000
Markets Management	1,000	9,000
Evening Economy	5,500	15,000
	224,356	232,000
Welcome & Attractive Streets		
City Dressing	18,364	35,000
Cleaning and Cleansing	43,000	61,000
Safety and Security Initiatives	20,000	27,000
Planting and Landscaping	28,589	23,000
Exeter Business Against Crime (EBAC)	620	6,000
Travel Initiatives	583	0
Social Wellbeing	0	2,000
	111,156	154,000
Supporting and Informing		
Food waste and electrical equipment collections	9,558	11,000
Better communication	4,343	5,000
Training and workshops	9,024	10,000
Team Member Business Engagement	16,759	21,000
Data	12,720	15,000
	52,404	62,000
Governance		
Company Management	86,499	90,000
Accountant fees	10,978	11,000
Staff Training and Development	2,725	3,000
Business Rates	9,232	9,500
Levy collection	12,900	12,900
Contingency as per business plan	11,560	11,560
	133,894	137,960
Surplus (Deficit)	46,804	9,540
Brought forward	23,090	69,894
Carried forward ***	69,894	79,434

* 2021-2022 Correct at 1 March 2022 forecast to 31 March 2022. BID levy income for 2022-2023 is billed at £611,534.84. The budget works on a 95% collection rate. The levy debt remains payable and will be rolled over to the next financial year.

**Christmas lights expenditure in 2021 included significant investment in repairs and timers.

***This is an anticipated carry forward and will be adjusted when the year end accounts are finalised. The Board of Directors will meet in September 2022 to discuss how and when this may be spent.

The full street lists represented by each area can be found at inexeter.com/directors

For more information about any aspect of InExeter's work please call the BID Team on **01392 424 975** email info@inexeter.com or visit inexeter.com

Directors of InExeter at 31 March 2022

Patrick Cunningham
Exeter Phoenix, *Chair*

Andrew McNeilly
Guildhall Shopping & Dining,
Vice-Chair

Marie Buckfield
The Belt Makers

Catherine Escott
Exeter Cathedral

Nikki Fairclough
Guildhall Shopping & Dining

Heidi Howarth*
How on Earth Deli

Mat Jarratt*
The Terrace

Kelvin Keller
Loake

Amie McKenzie*
Turtle Bay

Michelle Menezes
Princesshay

Philip Parkinson
Café Espresso

Adam Stock
Eat the Bird

CLlr Phil Bialyk
Exeter City Council

CLlr Rufus Gilbert
Devon County Council

InExeter BID team

BID Manager — **Ann Hunter**
Events Manager — **Marina O'Shea** (part time)
Project Manager — **Mattie Richardson** (part time)
Markets Manager — **Lottie Stanley**

*Directors elected on 22 February 2022.

