



By opening a business here in Exeter, you have become part of a community of businesses that collectively invest in the success and future of Exeter through InExeter Ltd – the Business Improvement District (BID).

As the Business Improvement District, InExeter levies all businesses (a copy of the BID Rules and Regulations can be found in the InExeter Business Plan 2020-2025) over a five-year period to fund programmes, schemes and events to help support and promote your individual businesses and ensure Exeter thrives with a vibrant city centre.

We work proactively with city partners and stakeholders including Exeter City Council, Devon County Council, Exeter Community Safety Partnership, Visit Exeter, CoLab, Exeter Chamber of Commerce, Exeter Business Against Crime, Devon and Cornwall Police and landlords.

At InExeter, we're committed to supporting your business and maximizing the benefits you receive from being part of the BID. To get the most out of your membership, we encourage you to review the materials included in your pack and explore the wealth of resources available on our website at www.inexeter.com.

Effective communication with our team is essential in order for us to best serve your needs. Please feel free to reach out to us in the manner that's most convenient for your business, whether that's via email, phone, WhatsApp, Facebook Messenger, Instagram, or any other method. Should you have any queries, or need help with the services available to you please contact the team – details on how to get in touch overleaf.


We are committed to working with you to ensure your business flourishes here in Exeter and look forward to working with you.

Kindest regards,




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MEET THE TEAM



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InExeter champions and supports businesses, working across three key project themes:

Welcome and Attractive Streets

We play a vital role in ensuring the cleanliness and vibrancy of the streetscape. Experience, enjoyment and perception of our city streets should be positive and welcoming for those who live, work, and visit here. Our focus includes landscaping, street art, improving the city's visual appeal through city dressing, and ensuring cleanliness through our regular cleansing team. Examples of initiatives include:

- Planting over 140 hanging baskets and maintaining with summer and winter displays
- Providing a cleansing team which operates Sunday – Thursday who respond to business needs

Experiences

We promote and celebrate businesses and the city on social platforms, invest in Christmas lighting, fund community activities, supply the independent gift card and activate the city with events and markets to increase footfall and dwell. Examples of initiatives include;

- Organising quarterly Fore Street Flea Market events which involves a full road closure and celebrating over 100 local businesses. Follow @marketsinexeter
- Managing the 'Independent gift card scheme' which drives spend with over 110 independents

Supporting and Informing

We regularly communicate news and information back to businesses. We also act as gatekeepers for a vast collection of data, which you can tap into. This data includes, footfall, seasonal trends, crime statistics, weather, vacant premises and national indicators, we also have a bank of images and photographs. Examples of initiatives include:

- Funding 7 Springboard cameras to track and capture footfall across the city
- Offering free accredited training courses for businesses
- Providing free business photography sessions

