



Visit Eastleigh
Eastleigh BID

Annual Review

2023 - 2024

A message from the Eastleigh BID Manager

It is with great pleasure that I share details of the progress and successes for 2023 - 2024 that the team at Eastleigh BID have achieved.

The ballot in October for Eastleigh BID's third term saw a huge majority of YES votes. 98.8% in favour based on rateable value and 95% in number of votes from levy payers. This is a fantastic result and testament to the benefit of the services and support that are provided by Eastleigh BID. The third term will commence on the 1st of April 2024 and run for 5 years.

Eastleigh BID recently won the Hampshire and Isle of Wight, Police Commissioner, Donna Jones - Business Crime Prevention Award – Crime Prevention Team. There were 6 nominations and Eastleigh won! This is a fabulous achievement and it's wonderful to receive such esteemed recognition for our hard work, and commitment to enhancing the safety and crime reduction in Eastleigh town centre.

Looking ahead, I am filled with optimism for the opportunities that lie ahead. We have numerous events and activities planned for the next 12 months. Some exciting new ventures and favourites to help the town centre thrive.

Together, we will continue to build upon the foundation of success we have established, striving to create a vibrant, inclusive, safe, clean, and welcoming town centre that we can all be proud of.



Teresa Swann

Eastleigh BID Manager

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In Numbers...

Financial

April 2023 to March 2024

	Budget	Actual	Balance
Marketing & Promotion	53,000	43,000	10,000
Clean, Safe & Welcoming	78,000	77,000	1,000
Business Support	23,000	28,000	~5000
Other	56,000	62,000	~6000
Ballot Cost	10,000	6,000	4,000
Total	220,000	216,000	4,000

2023 Footfall

December	243722	June	349909
November	268851	May	322407
October	272293	April	346768
September	256223	March	361425
August	266270	February	293259
July	300905	January	263829
Total	3545861		

Website Visitors

December	2105	June	2251
November	5239	May	2569
October	4087	April	2673
September	3918	March	3665
August	2895	February	1396
July	4494	January	1222
Total	36514		

After the ballot success in October 2023 (98.8% YES votes) the third term will commence on the 1st of April 2024 and run for 5 years.

Eastleigh BID delivered on its business plan 2019 – 2024 and are looking forward to delivering on the new business plan 2024 – 2029 which comes

into force on 1st April. Knight Goodhead Limited continue as our auditors, and we thank them for carrying out the annual report and financial statements. The full details can be found on the Visit Eastleigh website - www.visiteastleigh.co.uk/eastleigh-bid/reports/type/annual/



The Rangers

The Town Centre Rangers

Our award-winning Town Centre Rangers are a huge asset to Eastleigh BID and our members.

They undertake a very wide variety of one off and on-going tasks to achieve the goals of maintaining standards of environmental and community safety, cleanliness, security, and well-being within Eastleigh Town Centre.

These include:

- Being reactive when presented with graffiti, vandalism, or a general untidy appearance
- Supporting the Crime Reduction Co-ordinator and Hampshire Police in the reduction and prosecution of criminal activity and anti-social behaviour
- Carrying out cardboard collection for recycling 3 times a week
- Are first aid trained



The Rangers provide great support to us. There's great communication between them and the stores.

*Jessica,
CEX*

The Town Rangers are a credit to Eastleigh. Nothing is too much trouble, and they take every concern seriously.

*Julie Knight,
Maclehose Associates*



Rich Moody - Crime Reduction Co-ordinator

Rich is a great asset to the Eastleigh BID team in his role as Crime Reduction Co-ordinator since retiring from Hampshire Constabulary in 2021. Along with unrivalled knowledge of the local area and community, Rich gained vast experience in many roles within the police including Community Safety Officer.

Rich is heavily involved with the Eastleigh BID Shopwatch and Pubwatch schemes (in partnership with HCC, EBC and BID members) and initiatives for crime reduction in Eastleigh.



Since joining Eastleigh BID, Rich Moody has been instrumental in the increased usage of DISC by over 150%, a reduction in crime rates and an increase in successful prosecutions.

DISC

Disc provides a pivotal role within our Shopwatch and Pubwatch community. It enables users to share information about incidents and offenders, as well as current awareness about safety and security matters, so they can better protect themselves, their property, staff and customers.

Within DISC you can:



Access galleries of known offenders.



Submit incident reports about them, and new offenders.



Send and receive instant messages and email alerts to other users about anything urgent or important.



Read alerts, important news and information about upcoming events.



Access reference or guidance documents.



Receive an automated eNewsletter every week, summarising everything added to the Eastleigh DISC system in the previous seven days.

About Disc

Disc empowers community users to share information so they can better protect themselves and their property, staff and customers.

Events

Marketing and events

One of the key areas that Eastleigh BID support our members with is their marketing. Our priority is for the Eastleigh BID member's businesses to be as successful as possible to the benefit of all. Increased footfall to one business results in increased footfall to many other businesses in the area.

All members have a profile page on the Visit Eastleigh website which includes opening hours, contact details, images and information on the business.

The Visit Eastleigh website receives up to 11,000 page views per month. A very popular area on the website is 'What's on'. Details of all events and activities can be viewed here.

There is also a jobs board to publicise any vacancies within a business, places to stay for hospitality availability, a news feed, commercial property, meeting rooms and venues available to hire as well as many other features.

The Visit Eastleigh social media accounts are extremely popular with over 33,000 *reaches (*the number of people seeing posts) per month. They can make a real difference to the success of any business that is featured. As well as regularly sharing relevant content we are also supplied with lots of interesting promotions and information to share with our followers.



**Eastleigh
Urban
Beach**

**Funday
Fridays & Super
Saturdays**

**Easter
bunny
trail**

**Christmas
activities and
post box**

Magician

**Face
painting**

**Pop-up
markets**

Festivals

Business Grants

In 2023 - 2024 Eastleigh BID has awarded grants valuing over £8500 to 9 businesses.

The grants are intended to make a contribution to an organisation expanding or employing new staff. The grant can also be used for business premises improvements which will enhance the BID area.

They can be awarded for up to £1000 to fund 50% of the cost of the project up to the fund value of £1000. (project value £2000) Projects can cost more than this, but the maximum funding will remain the same. The grants are allocated on a first come first serve basis.

With the help of a business grant, many new and existing businesses and organisations have been able to invest in their businesses from new signage through to promotional material.



Looking ahead

Eastleigh BID exists to support your business and boost your trade. You can call on us for help with everything from saving money, business advice, to working with public bodies on your behalf. We will continue to carry on with our previous success which resulted in a resounding yes vote in the 2023 elections and plan to invest £70,000 in business support initiatives.



We will continue to:

Reduce crime and increase the visibility of the Town Centre Rangers

Provide regular communication to our members, residents, and visitors

Award business grants

Hold our AGM and awards evening to recognise all businesses

Organise and support more events and activities

Work together with our members and partners to have one powerful voice for a greater say

Ensure that Eastleigh town centre is an accessible, safe, clean, welcoming environment in which to do business, enjoy living, working and visiting.



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