



Horsham BID

Welcome to the second edition of the Horsham BID Newsletter. We are pleased to say that we have been very active since our first newsletter, issued in May, and hopefully many of you will have encountered one of us as we have tried to visit many of you during our consultation process.

So far, we have engaged with over 200 businesses and numerous interest groups and organisations.

This newsletter will give some information on the key issues and ideas that businesses have so far, in terms of improving Horsham Town Centre. It also introduces the Horsham BID Task Group and gives you information on business workshops that we will be holding on Thursday 14th September.



NEWSLETTER
TWO

THE HORSHAM BID TASK GROUP

You may well ask, who are the people leading this work? Well, our BID Task Group of volunteers is drawn from local businesses, and their main purpose is to help drive this project by understanding and capturing the views of as many businesses as possible. This is to identify themes and trends which will inform the development of the BID Business Plan. You have probably met or will meet with one of us over the course of the next few months. They are:

- **Rachel Noel** Horsham BID Project Manager
- **Gill Buchanan** Centre Manager, Swan walk
- **India De Silva Jeffries** Owner, Brod + Wolf
- **Dominic Wakefield** Managing Director, Wakefield Jewellers
- **Ben Hewson** Horsham Business Initiative
- **Luca Malavasi** Owner, Monte Forte
- **Gabriele Cote** Costa Manager
- **Luke Smith** Owner, The Horsham Cellar
- **James Duffy** Director, MD Private Ltd
- **Barbara Childs** Director of Place, Horsham District Council
- **Clare Mangan** Head of Economic Development, Horsham District Council
- **Willie Hamilton** HamiltON Business
- **Paul Davies** Founder & Managing Director, At Home Estate and Lettings Agency
- **Ross Inglis** A-Plan Insurance
- **Rebecca Williams** A-Plan Insurance
- **Karen Thompson** Beauty Secrets
- **Michelle Betts** ByJove Media

QUESTIONS?

Please visit our website www.horshambid.org to make contact with us, get more information and keep up to date.

WHAT ARE BUSINESSES SAYING IN HORSHAM TOWN CENTRE, SO FAR?

Safety & Security

The majority of you are telling us that anti-social behaviour in the town centre is driving some of your customer base away and your staff can feel unsafe leaving work late at night. In addition, for many businesses, shoplifting is a big problem and something that you would want addressed. This could include increased CCTV coverage, increased lighting down alleyways and a security presence throughout the town centre at certain times of day.

Tenant Mix & Vacant Premises

There are differing opinions about what 'Horsham should be'. Is it a market town with a largely local customer base or a place that appeals to those further afield? Should it be one or the other or both. These questions and others are important in deciding what we want our town to be like and the investment and type of business we want to attract. We are fortunate to be well below the UK average in terms of vacancy levels, but we cannot be complacent. The BID could be influential, as it has been in other places in enticing businesses through active support and incentive programmes.

Accessibility & Parking

This is an important issue for many businesses and their customers. We have heard how many of you worry about your staff not being able to afford all day parking costs. Others tell us that customers only stay for a short while as they don't want to pay too much for parking. There is also frustration about late night parking charges. Accessibility for deliveries in the town centre seems to be an issue for many of you, often finding that your deliveries cannot be made as space is occupied by others, legally or illegally, and that your delivery drivers and yourselves often receive parking fines when stopping to unload.

Horsham BID could lobby on your behalf in regards to rules and regulations and could also fund parking initiatives such as free parking after 6pm or free parking on Christmas shopping nights for example.

Marketing, Events & Promotion

There has been overwhelming support for Town Centre events and promotions, which, overall, are seen as a positive in bringing increased footfall and raising awareness. You are keen to see more events focused on improving your business, raising awareness, but also want to see events that are more inclusive across the Town Centre, not just focused on Carfax. You are particularly keen on events at Christmas and have missed the turning on of the Christmas lights!

The BID has the potential to create a high quality, annual events programme to continuously raise the profile of the Town Centre and drive footfall and spend.

Wayfinding & Signage

We have received lots of feedback that many customers, often don't know who you are or where you are. You think that improved signage and wayfinding throughout the town from Park Place and Piries Car Park through to Bishopric and Worthing Road would help customers and encourage them to explore beyond their usual areas. There is even a case for increased signage at Horsham train station (although outside of the BID boundary) as many of you have encountered visitors who don't know which way to go when they arrive off the train!

Many of you think that some form of focused advertising could be beneficial through the placement of interactive screens placed throughout the town that host maps of the centre with details of each of the businesses and where to find them.

Business Support

Times have been tough and most of you are still reeling and recovering from the impact of COVID and the significant rise in costs which makes trading conditions tough. Beyond the grants and loans that have been made available through government, there are many ways in which businesses can work collectively to make savings and efficiencies through central procurement and shared opportunities, particularly for small businesses, such as payment systems, insurance, utilities. BIDs facilitate this process in many places and have saved businesses more than the cost of the levy itself.

Please note also that any projects undertaken by BID will be over and above the statutory service (covered by your business rates) provided by the Police and Horsham District Council and will not replace existing provision.

WHAT'S NEXT?

COME TO OUR BUSINESS WORKSHOPS AND FIND OUT MORE.

We will be hosting business workshops on 14 September 2023 at 10:30 am & 12:30 pm at Room 3, The Drill Hall, Denne Road, Horsham and at 18:00 at John Lewis Cafe, Worthing Road, Horsham.

Please click this link:

<https://www.surveymonkey.co.uk/r/HorshamBIDWorkshops2023> to sign up to one of the sessions.

Places will be limited so do sign up sooner rather than later.