

SLEAFORD

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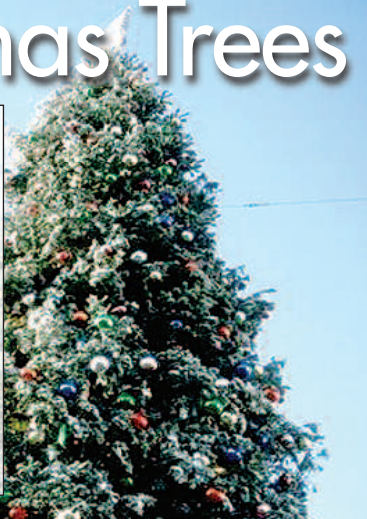
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Issue 5

Business Improvement District

Christmas Trees

The BID are looking at an annual programme of providing decorated artificial Christmas trees to retailers in the town centre with existing brackets and a suitable power supply. If there isn't a bracket on your building there may be a limited number of free standing potted trees available. The trees will be installed before Sunday 28th November – Christmas market day and removed before 6th January. Further details to follow.



Business Travel Plans – how they can help your business thrive

After the recent success of installing new cycle storage around Sleaford by working together with Sleaford BID, Lincolnshire County Council is keen to help local businesses reduce their costs, improve their employees' health and reduce their environmental impact. How can you be part of this?

Contact Sarah Brooke at Lincolnshire County Council on 01522 553153 or sarah.brooke@lincolnshire.gov.uk to discuss developing a Travel Plan for your business.

Promoting walking, cycling, public transport and car-sharing to travel to work offers many benefits:

- Reduced demand for workplace parking and the costs of maintaining parking spaces
- Fewer staff mileage claims and other business travel costs
- Reduced traffic congestion on-site, leading to a more pedestrian friendly environment
- Fewer delays to deliveries of goods on-site
- Personal cash savings from not running a car as often, or by car-sharing
- Health benefits from walking and cycling, and fewer staff sick days taken
- Environmental benefits of less car use

Help your employees; help your business; help your community; develop a Travel Plan!

New Directors

The Sleaford BID Board were very pleased recently to welcome two new Directors on to the BID Board. Mark Broughton, Sleafordian has joined the Board as the Lincolnshire Chamber of Commerce representative and Jennifer Sherlock of Grantham Estates has joined as a business representative. We welcome them both to the Board and look forward to working with them.



The signage on Woodbridge Road is now complete. The bright, modern design and new road signs have enhanced the look of the area and provided an opportunity to highlight the many businesses on the estate. Joint funding was secured from emda and Lincolnshire County Council through Community Lincs for this project.

OPEN FORUM

On Monday 27th September 2010 at the Solo Club in the Market Place the Sleaford Business Improvement District would like to welcome you to second open forum event.

Between 5.30 pm to 6.30 pm the BID Board will be available to answer your questions and hear your views. It's your opportunity to see where your BID levy goes and have your say. We welcome this opportunity to meet with our levy payers in an informal environment and to share our plans for the future.

We look forward to seeing you on Monday September 27th at the Solo Club, Market Place, Sleaford anytime between 5.30 pm to 6.30 pm.

Security at work



The BID security team is actively driving down crime

in Sleaford; recently stopping would be thieves in their tracks.

BID Security officer Graham Stevens noticed the suspicious vehicle and two male occupants at a property on Woodbridge Road. He reported the vehicle registration to the Police and recorded it on the CCTV system. The vehicle then moved away from the property. The owner of the business later confirmed that goods had been stacked at the gate ready for a quick pick up and getaway. Gordon Bristow of Waste Away Solutions Ltd, said "the BID provided a great service and saved me hundreds of pounds in losses".

Between 5th July 2009 and 20th July 2010 the BID Officers recorded the following incidents;

Type of Incident	No. of Incidents
General Incidents – onsite business assistance, Police assistance with business properties, reporting vandalism.	19
Alarm Activation – calling property contacts, checking buildings, assisting members of staff, reporting to Police.	52
Anti Social Behavior – observing, recording, reporting ASB on/at business premises.	13
Security of Buildings – checking and reporting unsecured buildings, contacting business owners.	13
Suspicious Vehicle/Persons Reporting – observing, recording, reporting suspicious vehicle/persons.	14

These totals 111 incidents over a twelve month period. As you can see from the statistics, the officers deal with a variety of issues and incidents. Their presence particularly on the Industrial Estates has helped to deter crime and on several occasions the sighting of the van has lead to vehicles making a quick exit away from their targeted site. The BID security staff are dedicated to keeping your business safe and are happy to help. They can be contacted during the hours of 6.00 pm to 6.00 am on 07525 985114 if you require assistance. The officers work closely with the Police and with CCTV so that any business related incidences receive the best possible service from all three organizations and by working together and sharing intelligence crime is being driven down in Sleaford.

The cameras have also proved invaluable when used recently to provide intelligence in a recent break-in on the East Road Industrial Estate, the BID was able to provide information to the Police to assist with their investigation. Recently a tip off to the Police lead to a vehicle being stopped in Spalding and two arrests being made.

Masterplan for Sleaford

Sleaford Town Centre Masterplan – A vision for the future

North Kesteven District Council with Lincolnshire County Council and the Homes & Communities Agency has recently appointed a team of consultants from Gillespies to help develop a long term vision for Sleaford. This is known as a 'masterplan' and aims to set out a framework and strategy for the change and growth of the town over the next 20 to 25 years.

The local authority and the team are keen to ensure that as many people as possible are aware of the masterplan project and are given opportunities to contribute to the vision for the town and comment on themes and ideas as they emerge. David Potts from the consultant team is taking the lead in community engagement with a wide cross section of local people and interest groups.

What is a 'masterplan'?

- A statement/vision for the future development of a 'place'
- Sets the long term direction and strategy
- Not just about design but also considers economic, social and delivery issues
- There is no set format but the agreed plan will be responsive to local needs

What is the purpose of a 'masterplan'?

- Understand and analyse the challenges of a 'place' – thinking about 'total place'
- Identify what needs to be done to:
- Deliver policy objectives
- Achieve sustainability
- Address particular needs
- Important in reducing risk and attracting investment
- Engage the community

Key findings from two recent research projects in Sleaford:

- Masterplan scoping study:
- Need to understand the role of the town and potential for growth
- Sleaford town centre – 'needs to fulfill its potential'
- Address accessibility and movement
- Positive encouragement for local involvement
- Sleaford distinctiveness survey:
- Friendly, pleasant, old fashioned market town
- But a small town 'in decline'
- And a once thriving town that has 'lost its direction'

This work by Gillespies will lead to an open and public display and presentation of a vision and masterplan for Sleaford town centre on 26th and 27th November at 'The Source', Southgate. These are dates for your diary. It will be the opportunity for you to see ideas, plans and designs coming forward at that time coupled with a chance to discuss those ideas and comment further on what you see and then contribute your views. Look out for the publicity for this event and please do attend and bring friends, neighbours and relatives with you. It is your town centre

Contact: David Potts – 01535 631363

email: potts@cononleyoldchapel.fsnet.co.uk



Website

Do you have a web design company?

Would you like to be involved with the new BID website and online directory?

We will shortly be going to tender for the new BID website. So if you want to be part of this exciting project give us a call.



Cycle Lockers



securely and appropriately while they visit the town.

The Cycle storage has proved a great success around the town. The covered shelter generally houses 5 to 6 bikes at any one time, providing a convenient and dry place to store a bike while you pop to the shops. The stands are being used regularly and by providing the storage many more cyclists are able to leave their bikes

The distinctive green cycle lockers are also being well used. There are a few still available so if you would like to take advantage of this great cost effective offer and leave your car at home and get on your bike, please contact the BID Manager on 01529 413652 or go online at www.sleafordbid.co.uk for further details.



Business Directory

The BID business directory was published recently and went out to residents and businesses in Sleaford and the surrounding area. It's received a great response and very positive feedback. Unfortunately we have been informed there were some omissions and errors which we have addressed on an amended sheet included with this newsletter.

We offer our sincere apologies to those affected.

Time for Business

There are a couple of big events coming up in the town this Christmas time and with them an opportunity to promote your business and provide an extra special service to your customers. On Sunday 28th November is the Town Christmas Market. Always a successful event, bringing people into the town centre to enjoy the entertainment, music, stalls and general festivities. The BID is again supporting this event by providing street entertainment and the 'free' INTO town bus service. It's a great opportunity to promote your business with special offers, Christmas bonuses or just be open and enjoy the day.

The second Christmas event which brings a large number of visitors into town is The Hub Christmas Craft Market. This is being held this year on Saturday 11th December with a wide variety of craft stalls and entertainment it's a big draw to many who like something a little bit different. It's a good time too for businesses in Sleaford, the event receives lots of promotion and the feedback from last years' event proved that people came into the town to shop as well as visiting the market. Another great opportunity to get money spent in Sleaford and to capitalize on the footfall on the day. The BID will be supporting both events and will be promoting the events and businesses in Sleaford to make the most of the Christmas festivities.

If you have a special promotion you are running through December let us know. We will be actively promoting these events and any promotional offers to make sure Sleaford has a cracking Christmas. Contact Emma Batty, Sleaford BID Manager on 01529 413652 email; emma.batty@lincs-chamber.co.uk