

Rochdale Town Centre



BID

Making Rochdale a safer, vibrant and attractive town centre that has a sense of identity and, which is family orientated and welcoming to all

www.rochdaletowncentre.co.uk

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**ANNUAL
REPORT
2020-21**

WELCOME

It gives me great pleasure to present to you the Rochdale BID 2020-21 Annual Review.

This document highlights the BID's achievements over the last year and is testament to the hard work and dedication shown by the BID team, who are committed to supporting you, the great businesses of Rochdale.

We started 2020, the BID's second year, full of optimism and hope, delivering a strong series of winter events and activities which helped many businesses at this critical trading time. As we all know, the world and the UK High Street then changed beyond recognition towards the end of March 2020 as we moved into uncharted waters with a national lockdown and the need to navigate through the coronavirus pandemic.

The BID team have been here throughout this crisis working closely with all businesses. We've signposted the financial support available, had individual contact with levy payers to understand concerns and explain the details of what support is available to them, and offered help with getting businesses safely back up and trading by providing a pack of assets. We know there may be many hurdles up ahead and by working together we can achieve much more, so please do keep in touch and let us know how else we can support.

We now know that over the next few months restrictions will slowly be lifted which will enable businesses to open and visitors to return. We are working as hard as even to ensure the BID Team give businesses as much support as we can and we are currently planning a series of events and activities which will boost footfall, support businesses and help to change the perception of the town centre.

Finally, despite all this challenges we have faced this year the strength of the town centre business community shone through. Now, more than ever, we must work collectively, to listen, to respond and to act. We will continue to strengthen relations with our partners to accelerate **the vision for the town centre to be a community hub designed around health, education, culture, housing, leisure, arts and crafts, along with retail.**

To ensure you get the most out of your BID, I encourage you to get involved with BID campaigns and initiatives, and don't forget to tell us your news so we can spread the word about all the great things happening in Rochdale!

I hope that when you read through the Annual Report you will see the team has continued to work hard to deliver the projects we outlined in our Business Plan.

With more change on the horizon, I am more certain than ever that the investment we all make through the BID is vitally important to our businesses and the town.

Paul Ambrose, BID Manager



BID TEAM

The BID is managed by a small team of staff:

- **PAUL AMBROSE**
BID Manager
- **JAYNE MAY**
Project Executive
- **LYNDSEY WHITE**
BID Ranger Team Leader
- **JOHN COOKE**
BID Ranger

BOARD OF DIRECTORS

The Board provides the BID team with leadership and direction, it also provides an insight into the sectors working across the town. All Board Directors contribute on a voluntary, unpaid basis.

- **CHRIS BARNES**
TFGM
- **ALLEN BRETT**
Leader of Rochdale Council
- **IRAM FAISAL**
United Petroleum UK
- **LORENZO O'REILLY**
Exchange Shopping Centre
- **DAVID ROGERS**
Tetrosyl
- **CHRISTIAN STEELS**
Santander
- **MATTHEW TAYLOR**
Hopwood Hall College
- **MARK FOXLEY** (Chair)
Wheatsheaf Centre
- **PETER TAYLOR**
AST Hampsons
- **MARJORIE THOMPSON**
Chantilly

FINANCES

Year 2 Surplus	60,178.74
Income	
BID Levy	195,745.14
Total Income	195,745.14
Expenditure	
Lively & Well Promoted	49,022.47
Safe, Secure & Accessible	31,444.75
Smart & Attractive	21,127.71
Great, Business, Leisure & Cultural Offer	17,579.81
Levy collection costs	3053.75
Central Management costs	13,337.91
Total Expenditure	135,566.40

PROMOTING

What we've achieved in 2020/21

Creating a vibrant town centre which has a strong identity is a key aim of the BID's activities, and the past year has seen a variety of successful initiatives to do just that.

SOCIAL MEDIA

In the last 12 months we have increased our social media followers by over 60%. In total we have 19,000 followers. Campaigns on social media channels have supported businesses as they reopened and pushed the message the centre is safe and welcoming. Contact admin@rochdalebid.co.uk if you would like us to share something on our social media channels for you.

UNSUNG HERO AWARDS

As part of our campaign to celebrate and promote the town centre, the BID launched the 'Unsung Heroes Award'. The award celebrates the people, businesses and local organisations who go above and beyond to support the town centre community. The campaign will seek those who operate under the radar and are dedicated in helping our town centre communities and customers. The first winner of the award was Rochdale's very own Town Centre Chaplain, Margaret Smith.



THE COFFEE TRAIL

The trail goes from strength to strength with 9 coffee houses taking part. For those who complete the trail they receive a free reusable coffee cup, created from recycled plastic. The trail has been well received by businesses and visitors.

EAT OUT TO HELP OUT

Diners in Rochdale Town centre took advantage of the Government's month-long Eat Out to Help Out scheme. The initiative, which saw people flock to town pubs, restaurants and cafés across was supported by the BID by a promotional campaign.



HALLOWEEN GUIDE

The BID organised another successful Halloween Guide which helped to promote the ghoulish business promotions.

GET TO KNOW YOUR LOCAL BUSINESS OWNERS

Throughout the initial lockdown the BID launched a campaign to introduce the faces that make the Town so great and entrepreneurial!



FOOD AND ARTISAN FAYRE

The BID successfully facilitated the relocation of the monthly Food and Artisan Fayre to Riverside.

CHRISTMAS CAMPAIGN

The BID successfully co-ordinated the Magical Christmas campaign which brought together the festive activities organised by partners into a single marketing campaign. The festive guide was well received by businesses, visitors and residents alike, attracting positive comments.



HIDDEN HISTORY STORIES

Many of the town centre buildings and places shape who and where we are today. The stories associated with these buildings and places have been revealed in a popular social media campaign. The posts have been shared over 500 times and have been warmly received.

FIVERFEST

The BID organised the Totally Locally Fiver Fest which is a celebration of Rochdale's fantastic small businesses and shops, who all contributing massively to the economy and wellbeing of our town.



SAFE

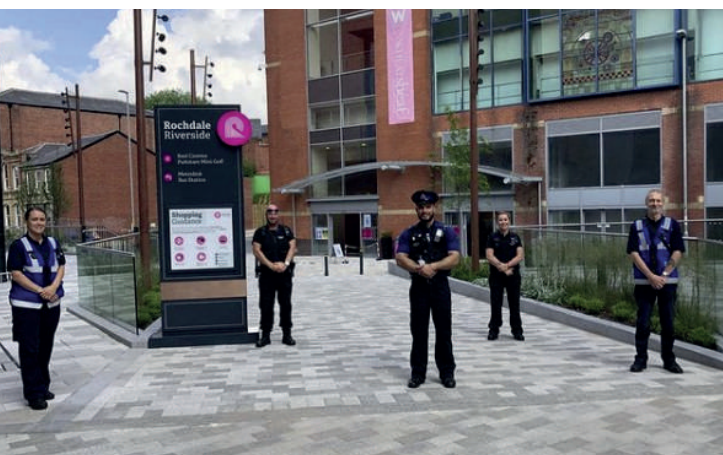
What we've achieved in 2020/21

We are committed to ensure that Rochdale town centre remains a safe and enjoyable destination and a great place to work, visit and invest in. By introducing additional security measures and working closely with key partners, we aim to reduce crime & anti-social behaviour and provide our business community with the very best levels of support & advice.

The BID has helped to deliver the following initiatives:

BID RANGERS

The Rangers are the eyes and ears of the BID and report various safety issues, so that collectively we can ensure that Rochdale is the best it can be for businesses, staff and all users of the Town Centre. They record what they see in the town centre so that we can produce data about what is happening and work to resolve issues.



RADIO LINKS

Over 50 businesses throughout the town centre are now part of our business against crime network with assigned radios allowing contact between premises and sharing of crime reporting and alerts. This scheme has been proven to deter petty crime and anti-social behaviour and has proved a valuable tool to security teams both in the daytime and night-time economy.

SHOP WATCH

The BID supports the continuation of the ShopWatch scheme which is specifically tailored to promoting crime reduction for retailers.

STREET PASTORS

Are trained volunteers from local churches who care about their community and offer support, a friendly presence and practical help to people they encounter in the night time on the weekend. The BID continues to support the fantastic work of the Street Pastors.

TOWN WATCH

The BID has set up of the weekly Town Watch meeting which is attended by GMP, RBC and representatives from both shopping centres. The purpose of the meeting is to assist the flow of safety information between partners.

SMART

What we've achieved in 2020/21

We are committed to maintain and develop an attractive environment for visitors, resident's and people working in the town centre.

BAILLIE STREET IMPROVEMENTS

Baillie Street it is home to a variety of independent shops, bars and restaurants. In addition, the visual qualities of the buildings along Baillie Street are high and several of them are listed due to their historic significance. Baillie Street has been rebranded the 'Baillie Street Quarter', a move that aims to create a distinctive sense of place. Physical works have included the provision of additional planters, deep cleaning and the provision of signage.



RAPID RESPONSE CLEANING

In order to improve the visitor experience the BID Team continue to remove items of graffiti from a variety of town centre locations and continue to clean the public realm.



HEART OF THE TOWN PROJECT

Our Heart of the Town social distancing project aimed to spread the love and not the virus. It was the perfect way to stay safe while enjoying the sun in the Memorial Gardens.



GROWTH AND WORKING TOGETHER

What we've achieved in 2020/21

We are committed to encourage the growth, development and investment of businesses and in the past year has seen a variety of successful initiatives to do just that.

NEW BUSINESS OPENINGS

Despite the present difficulties we continue to facilitate new business openings. New businesses opening include Petit Bistro, Hogarths, Heaven Scent and we have brought the Food and Artisan Fayre to Rochdale Riverside.

COVID 19 RECOVERY

A COVID-19 Business Information Hub was created on our website with official and trusted information, to ensure that our local business community is kept up to date with latest guidance, including return to work and security advice.

TO SUPPORT TOWN CENTRE BUSINESSES THROUGH THE RECOVERY STAGE WE HAVE PARTNERED WITH LOYAL FREE

This free to download app provides free advertising for local businesses to promote their offers and events, with the option to run a 'loyalty stamp' scheme, feature in local shopping trails and sell products or vouchers online through a no-commission marketplace.

ROCHDALE TOWN CENTRE RECOVERY PLAN

We have been busy planning for the future by creating a recovery plan. The overall aim of the recovery plan is to support businesses and to drive the economic recovery of the town centre.

ROCHDALE 360

We have continued to develop free virtual tours as part of Rochdale360.co.uk. These immersive, virtual experiences inspire greater confidence amongst prospective shoppers and visitors.

INVESTMENT GUIDE

To encourage the ongoing private sector investment into the town centre, the Investing in Rochdale Town Centre guide was published.

REUSE LAPTOP CAMPAIGN

Working with local charity Action Together, we encouraged local residents to donate their redundant laptops and tablets so that they can be reused by local children whilst learning during lockdown.

WHEATSHEAF CENTRE

The BID has been working with businesses from the Wheatsheaf to facilitate their relocation to other premises within the town centre.



LOOKING AHEAD

Over the next twelve months we will continue to refine our current projects, to ensure they deliver maximum value for BID businesses.

2021 promises to be a transformational year for the town centre as we emerge into the post pandemic world. The BID is working as hard as ever to ensure the BID Team give you as much support as we can and we are currently planning a series of events and activities which will boost footfall, support businesses and help to change the perception of the town centre. Some of the projects and initiatives we are aiming to deliver are: -

Lively and well promoted

- Facilitating a busy events calendar which boost footfall and bring new visitors into the centre. Planned events include: The Folk Festival, Ale Trail, Food and Drink Week, Vegan Market, Fiverfest, Street Eat and the Food and Artisan Fayre.
- To develop the BID unsung hero awards.
- Continue to develop out promotional and marketing strategies to encourage new visitors and help to change perceptions.

Safe, Secure and Accessible

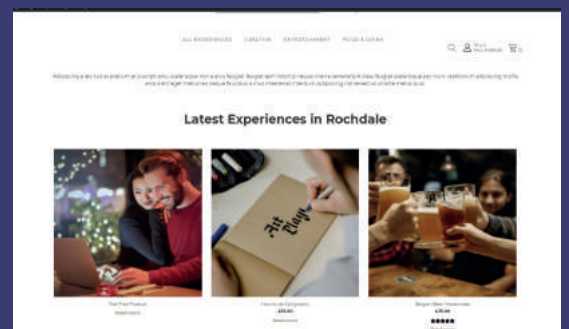
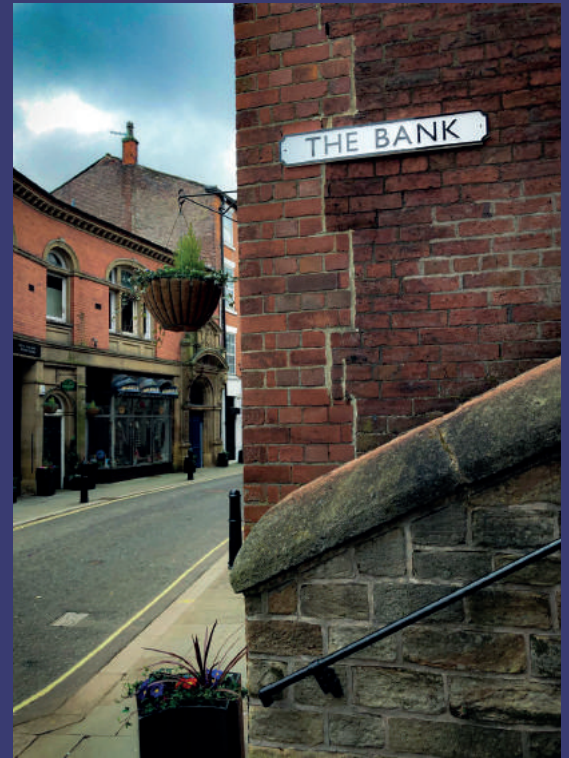
- The BID Rangers will help to promote the area, welcome visitors and work with partners to tackle anti-social behaviour and crime.
- Continue to develop the Pubwatch and Shopwatch schemes.
- Support the renewal of the Public Space Protection Order.

Smart and Attractive

- Enhancing the streets with additional and targeted cleaning and floral displays.
- Following the success of the public realm improvements to Baillie Street and The Walk, expand this service to other parts of the centre.
- To create a summer 'village green', to featured picnic benches and deckchairs.

A great business, leisure and cultural offer

- Continue to develop Rochdale 360 and to launch a new dedicated website to encourage visitors into town.
- Introduce a dedicated new website designed to showcase available vacant units.
- Rochdale Explore to be launched which will allow customers to book live, virtual experiences led by Rochdale businesses and organisations. The experiences will focus on the town centre culture offer and shopping in local independent traders.
- Rochdale is a town where independents thrive. We will prepare a guide specifically designed to encourage independent businesses to put the town centre at the top of their list of ideal locations.



LET'S TALK

To tell us what else you would like to see Rochdale BID deliver, or to comment on any of our projects, email admin@rochdalebid.co.uk

To receive regular email updates from Rochdale BID on issues relevant to your business, send your preferred contact details to admin@rochdalebid.co.uk

CONNECT WITH US ON SOCIAL MEDIA

For consuming-facing projects and events, where we regularly support social media campaigns run by BID businesses and organisations visit:



CONTACT INFORMATION

Rochdale Business Improvement District (BID)
17 Yorkshire Street, Rochdale OL16 1BH

01706 926676

www.rochdaletowncentre.co.uk



THE ROCHDALE BID TEAM ARE ALWAYS ON HAND
TO SPEAK TO YOU ABOUT HOW YOU CAN GET INVOLVED.