



PRESS INFORMATION
For immediate release

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The benefits of Newbury BID

In 2012, the businesses within Newbury Town Centre voted to become a Business Improvement District (BID) town in which the businesses collectively invest in local improvements to enhance their trading environment. Soon businesses will be asked to head to the polls to secure a second five-year term for Newbury BID.

The purpose of the BID is to make Newbury a great place to work, live and visit with the organisation primarily responsible for:

- Managing the town centre and investing collectively to make local improvements that will enhance the trading environment.
- Marketing Newbury to the widest possible audience, via a structured and professional marketing strategy, to increase footfall to the town.
- Developing links between organisations to plan activities and events that will be of benefit to visitors, members and various partners.
- Encouraging dialogue between members, the visiting public and other interested partners to enhance and promote the town centre.

Managing Director of Newbury BID Russell Downing said, “Over the last five years the BID has continued to make great changes for both businesses and the local community. The BID helps to bring local businesses together while for the community the town centre now sees regular events take place. This is something we hope to further develop in our second term however this is dependent on gaining the support of our fellow businesses at the upcoming ballot.”

Newbury BID runs various marketing opportunities for local businesses to get involved in, including the hire of banner space in Northbrook Street, posts on social media, the opportunity to take part in local events, advertising on Visit Newbury website and leaflet distribution.

For the local community, the BID has recently launched weekly emails to help keep you up to date with all the latest news and events in Newbury. To sign up to these emails visit www.visitnewbury.org.uk.

The BID is currently looking for your input on what you would like to see from a second term. Be part of its development and contact the BID office on 01635 760309 or email Russell.Downing@newburybid.com