

Consultation

Chippenham BID represents approximately 375 businesses across Chippenham town centre. These businesses have had countless engagement opportunities over the BID's first term, from networking events and annual meetings to fortnightly email newsletters and regular hard-copy communications.

Throughout 2019 in particular, the BID team has ensured that businesses have had opportunities to feedback on those things that the BID has done to support them. An evaluation survey was circulated in early 2019, with responses collected both face-to-face and online. A newsletter was hand-delivered to every business in the BID area highlighting the important dates and events which are occurring through 2019 and the fortnightly newsletters have shared relevant news, offered the opportunity for feedback and consistently reminded businesses about the renewal ballot.

The business plan which businesses will be asked to vote to adopt in September and October 2019 has been compiled by incorporating feedback, thoughts and ideas from all of the above consultation mechanisms, as well as through a business Expo held at the start of May and the BID's annual meeting, held at the end of July.

The fortnightly newsletter is distributed to over 500 subscribers. This business to business communication channel is received, therefore, by more readers than there are businesses within the BID area, however we know that this doesn't yet include every business in the town. The BID team is continuing to encourage businesses to sign up and all newsletters are uploaded to the BID's website, making it accessible for those without an email address. Every business, therefore, has the opportunity to read this important regular update.