



Newsletter November 2017

Dear colleagues,

Since officially launching the BID in May, we have been working hard behind the scenes to deliver a number of the priorities outlined in the Business Plan.

We have been able to facilitate the provision of parking permits for all businesses who wanted one or more, with all applicants being allocated a permit to park in Morrisons car park. However, all permits for Morrisons car park have now been allocated and there is a waiting list. We lobbied for increased parking enforcement to ensure churn in the town centre on street parking bays and this has resulted in the availability of more spaces for visitors to use on a short term basis.

In conjunction with Meercat, we have launched a procurement service and we are already seeing significant savings for those businesses that have engaged in the process. On your behalf, we have also negotiated a waste offer with First Waste and The Recycling Partnership. We appreciate that many of you have long term contracts, but it may still be worth breaking the contract and accepting the penalty, if the savings are greater overall.

I'm pleased to let you know that the Caterham Valley BID website is now live and can be found on the following web address www.caterhamvalley.co.uk. Do take some time to have a look around and ensure you are featured in the Business Directory. You will also see that we have rebranded with a logo which we think will have more appeal to our membership and your customers. We have also got our social media up and running and we will build on it with your support.

We have appointed a marketing partner, The Market Place, who we have been working with us to develop a marketing plan, undertake market research and deliver an exciting Christmas 'Elf' campaign which we hope will have wide appeal and encourage visitors into the town centre in the run up to Christmas.

As your representatives, we now have an excellent opportunity to influence the Caterham Masterplan which we were asked to comment on last week; more on that later in the newsletter.

Finally, your volunteer Board, has also undertaken training so that we are all aware of our commitments and responsibilities to our membership, a commitment which we all take seriously. If you have any questions for me, please feel free to contact me directly or contact our BID Manager sue@caterhambid.co.uk.

With best wishes

A handwritten signature in black ink, appearing to read "Andrew Browne".

Andrew Browne,
Chairman
Caterham BID



Reducing costs for Caterham Businesses

Sally from Helena Fortley Bridal Boutique has taken advantage of the procurement service and Meercat have identified some substantial savings. Sally will save £1,495 over the next three years on merchant card costs and a further saving on Energy and Telecoms costs amounting to £1,338.

'This is a fantastic saving for me and represents an incredible return on my levy contribution of £158 per year.'

If you are interested in looking at how much you can save, please contact Meercat on 01444 416529 or email info@meercatassociates.com and state that you are a member of the Caterham BID.

To investigate the savings that you may be able to make on your waste contract please email Ellis Birchall at First Waste E.Birchall@1stwaste.co.uk.

Both of these services are FREE for you to use. Please take advantage of the offer.



Website and Business Directory

The new website is live, and we will continue to make improvements to it over the coming weeks.

We have invited all businesses to submit details for the Business Directory. If you have not already done so, please go to the new website www.caterhamvalley.co.uk and scroll to the bottom where you will find a heading called **FORM**. This is deliberately vague so that we do not get non-BID businesses submitting their details.

Once you have provided your details, please email an image of your premises or logo (landscape format) to sue@caterhambid.co.uk

Christmas Campaign

Our Christmas marketing campaign will be bringing a sprinkle of Christmas magic to Caterham Valley as Santa's elves take over the town centre.

The Caterham Valley Christmas Elves Takeover, which offers a month of free family fun until December 23, will see the mischievous little elves hiding in shops and businesses around the town.

Families are invited to follow a fairy-tale adventure to find them all and there will be special prizes awarded for four lucky winners.

Elf hunters can collect their trail sheets at pick-up points around the town (for full details, see www.caterhamvalley.co.uk) and the trail will run throughout the Christmas shopping season.

We have already had an enthusiastic response from businesses about this campaign. If we have not yet spoken to you about it and you would like to participate in some way, please contact tracy@marketplace.uk.com.



Caterham Masterplan

The Caterham Masterplan process started before the BID commenced and businesses have been able to attend the early exhibitions delivered by Nexus. As your representative body we are being consulted as part of the process. Earlier this month Tandridge District Council invited us to attend a meeting of the Caterham Business Partnership where Nexus presented the preliminary Draft Plan. We were advised that the information shared was confidential and whilst we did give feedback, we were unable to seek your opinions.

The Draft Document will be made available by TDC on the 27th November and can be viewed by going to www.caterham-masterplan.org.uk. We will be contacting you again once you have had the opportunity to attend one of the exhibitions being staged over three days in December and January, details of which can be found on the Masterplan website.

Social Media

We're busy building engaging social media platforms to help market Caterham Valley as effectively as possible.

Please support our initiative by hopping onto social media to give us a follow and we would love it if you could encourage your followers to do the same.



Caterham Valley For You



@CaterhamValley



@CaterhamVforyou

www.caterhamvalley.co.uk

How should we contact you?

This newsletter will be going out by email and as a paper copy. If you do not receive an e-version it is because you have asked us not to contact you by email or you have not given us your email details.

There are times when we will need you to respond to an opportunity or piece of information quickly and if we do not have your email details you may miss out.

If you do not receive this newsletter as an email, it means we don't have your details and would appreciate you emailing sue@caterhambid.co.uk with your contact details please.

If you have any queries, please do not hesitate to contact Sue on sue@caterhambid.co.uk.

Please note that Sue works part-time, 2 days a week, and therefore may not always be available but she will answer your queries as soon as she is able to.

Questions?



Contact the Caterham BID Project Manager,
Sue McGeown.

e-mail: sue@caterhambid.co.uk

phone: **07736 879049**

**CATERHAM
VALLEY**
for you

Caterham Valley Christmas Elves takeover

launching on
**Sat. 25th
November**

Join the magical elf trail to
bring a sackful of free family fun

Discover the elves and win prizes
on your next shopping trip

Share your #elfies!



Welcome to
CATERHAM VALLEY

Bringing a mischievous sprinkle of Christmas magic to town, Santa's elves are on a mission to find out who has been naughty and nice this year. Please see website for details.

www.caterhamvalley.co.uk

 CaterhamValley  @CaterhamVforyou  /CaterhamValleyForYou

