



 **VISIT STAINES**
STAINES-UPON-THAMES BID


A FOCUS ON THE FUTURE

BID AREA

The Visit Staines BID represents 300 business properties that operate within the town centre in the BID designated area, as shown on the map.

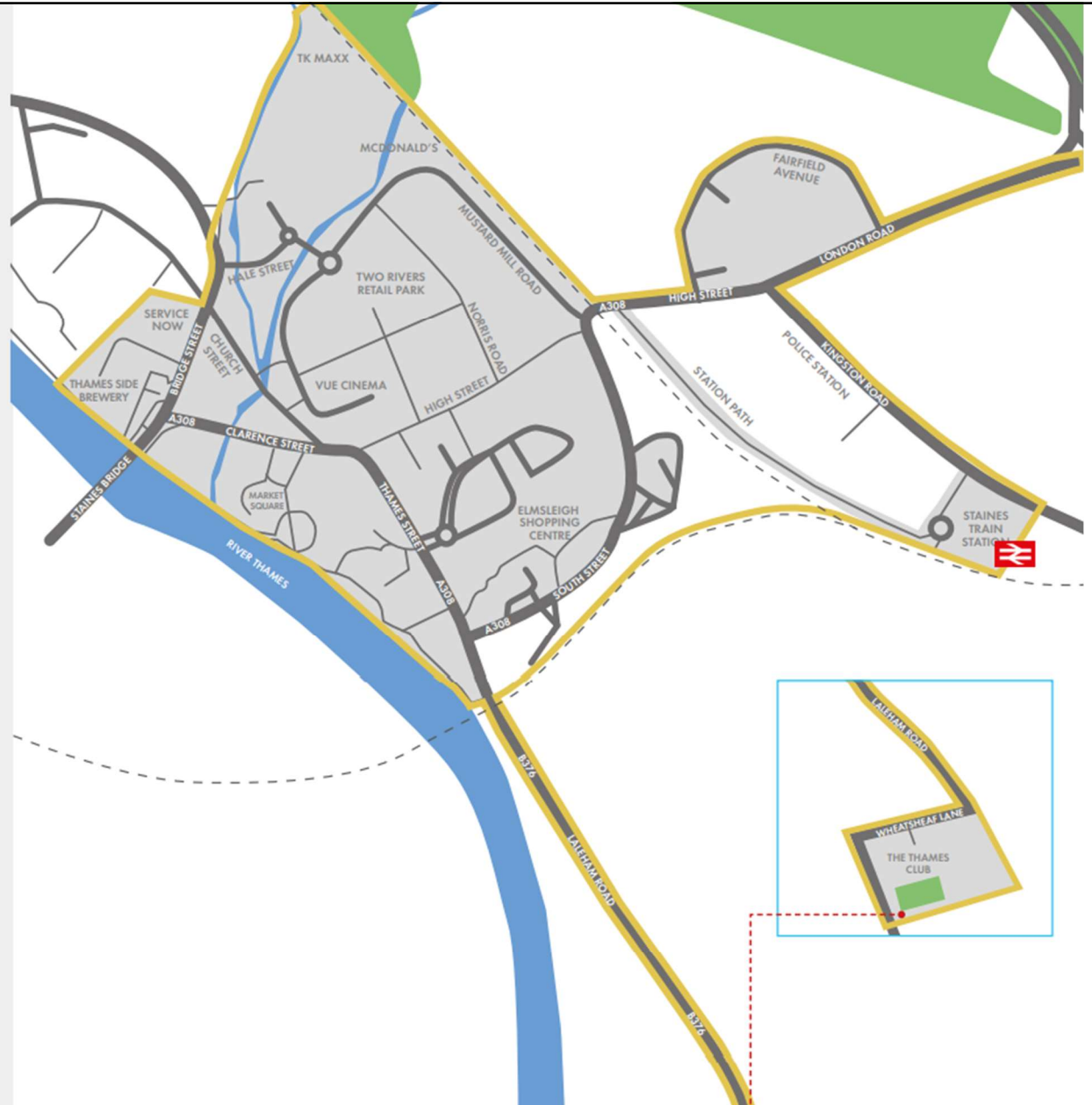
The BID's initiatives in the town are funded by the BID levy payers who pool their resources via an annual contribution based on their rateable value.

For Visit Staines BID second term the boundary will extend to include key areas and businesses.

 Areas within the orange line are all part of the **Visit Staines BID**.

Businesses with a rateable property on all of the roads / streets shown highlighted on the map are included within the Visit Staines BID boundary:

- Bridge Close
- Bridge Street
- Church Street
- Clarence Street
- Elmsleigh Road
- Fairfield Avenue
- Friends Walk
- Goodman Place
- Goring Square
- Hale Street
- High Street
- Kingston Road
- Laleham Road
- London Road
- Mustard Mill Road
- Norris Road
- South Street
- Station Path
- Thames Street
- The Elmsleigh Centre
- Tilly's Lane
- Two Rivers Retail Park
- Wheatsheaf Lane



VISIT STAINES - OUR KEY OBJECTIVES 2022- 2027



FOCUS 1
SAFE & SECURE



FOCUS 2
MARKETING & EVENTS



FOCUS 3
BRIGHT & WELCOMING



FOCUS 4
INFORMED & CONNECTED

What have we achieved over the last 6 months?



6

MONTHS REVIEW

EVENTS

Cost of Living Event
13 and 14 January

Valentine's Day Selfie Opportunity
11 to 14 February

2 Comedy Club Nights
30 March and 19 May

3 trails around the town centre
February Half Term, Easter and Coronation

The King's Coronation Event
8 May

Alice in Wonderland Event
6 April

Business Breakfast
16 May

World Food Festival
9, 10 and 11 June

Sponsored Staines-upon-Thames Day
25 June

OTHER INITIATIVES

Hanging Baskets & Flower Towers

BID Rangers
Every Weekend and School Holidays

Free Wifi on the High Street

High Street Digital Screens

Seedl
Free Training Platform



Visit Staines in numbers



3 members of staff
(2 full time and 1 part time)



Over 11,000 followers
on social media



2,500 visitors
subscribed our
newsletter



Over 1,500 hours of BID
rangers across the year



170 flower displays
across the town centre



2 comedy nights sold
out



Over 6,000 on food
festival



Over 500 families did
our trails (February Half
Term, Easter and
Coronation)

