

# Bath BID company and our work

Allison Herbert



Indicates Bath BID Area

# What we do



Clean



Safe

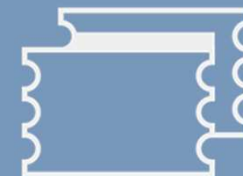


Smart

Prosperous



Welcome





# Current local trends footfall and sales

# Bath City Centre Benchmark

## May 2018

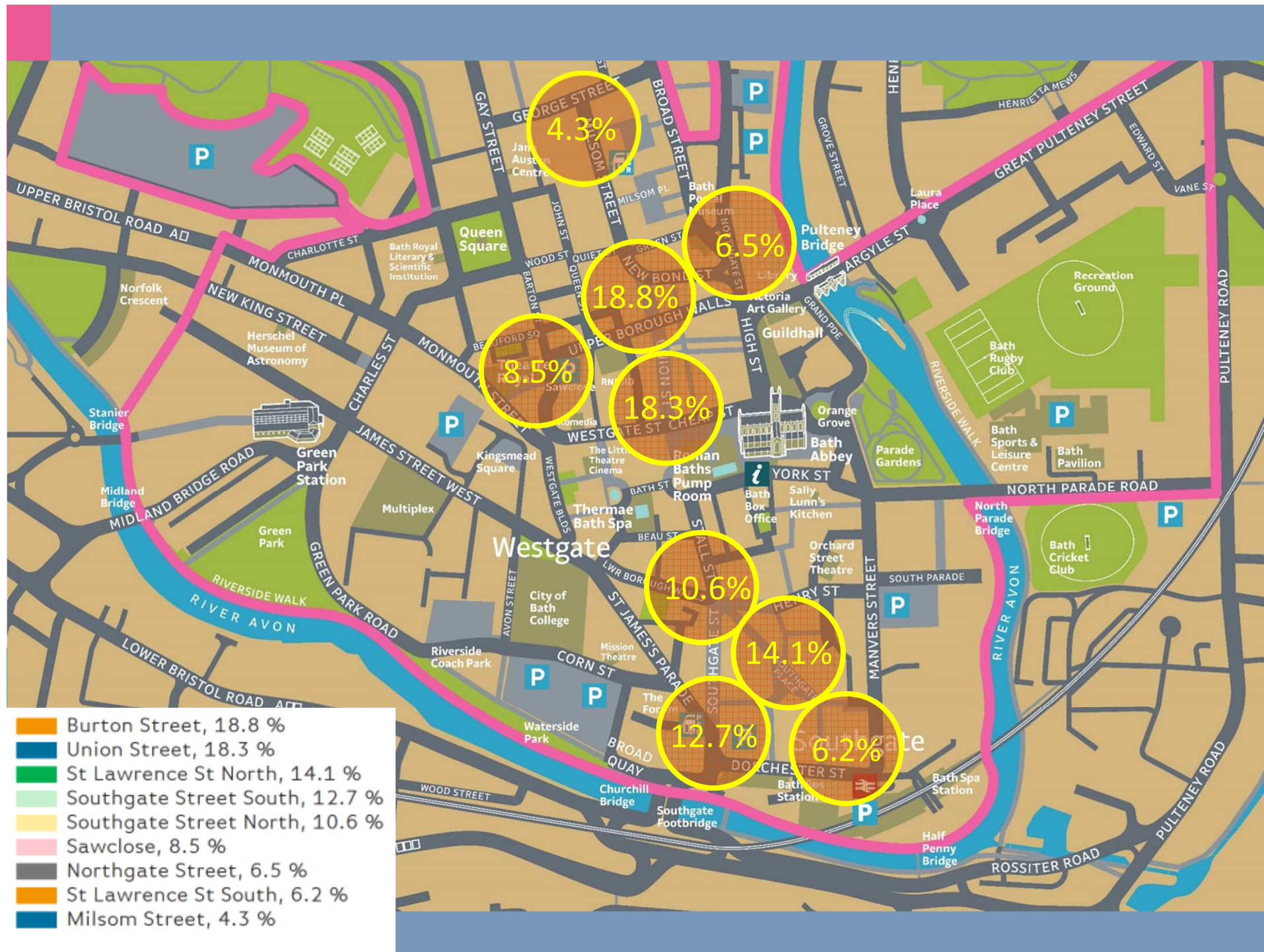


### Monthly Footfall

Benchmark calculations (Year on Year and Month on Month) have been calculated using like for like data sets (only those counters available in both comparison periods) to ensure statistical accuracy

	Year to Date % Change		Year on Year % Change		Month on Month % Change	
	2018	2017	2018	2017	2018	2017
Bath City Centre	▲ 0.4 %		▲ 3.6 %		▲ 0.7 %	▲ 0.8 %
Southgate, Bath	▼ -2.8 %	▲ 3.0 %	▼ -3.6 %	▲ 5.1 %	▼ 0.0 %	▲ 3.1 %
South West	▼ -3.1 %	▼ -1.3 %	▼ -1.3 %	▼ -2.7 %	▲ 3.8 %	▼ -5.3 %
UK	▼ -3.4 %	▼ -0.1 %	▲ 0.5 %	▼ -2.0 %	▲ 4.5 %	▼ -1.0 %







# Bath City Centre Sales performance data

May 2018

Weekly percentage changes( rolling 13 week)

15.0 %  
10.0 %  
5.0 %  
0.0 %  
-5.0 %  
-10.0 %  
-15.0 %



Week  
Commencing

25/03

01/04

08/04

15/04

22/04

29/04

06/05

13/05

20/05

27/05

03/06

10/06

17/06

Centre Sales	7.9 %	-4.3 %	4.8 %	-1.8 %	1.2 %	9.7 %	-2.2 %	-6.9 %	5.2 %	5.2 %	-12.9 %	1.6 %	-6.6 %
Centre Footfall	7.2 %	5.3 %	-3.3 %	-0.7 %	-2.0 %	1.8 %	1.6 %	1.0 %	-0.2 %	13.6 %	-13.5 %	0.6 %	0.8 %
UK Footfall	3.9 %	0.5 %	1.2 %	6.1 %	-3.8 %	3.6 %	0.1 %	0.6 %	-0.8 %	2.0 %	-2.5 %	2.2 %	0.2 %

BATH

Business  
Improvement  
District

# Future High Street 2030

## BID submission via the BID Foundation, the ATCM and the Institute of Place Management

*"Our high streets and town centres have an important social, civic and cultural place in our society. But, many of our high streets are now struggling, facing a range of challenges including the threat posed by online retailers. Indeed, changing trends and behaviours in recent decades – driven by a range of economic, demographic, social and technological factors – have affected the prosperity and vibrancy of our high streets."*



# Local opportunities to effect positive change

# The 25 factors which influence the vitality and viability of retail centres

Prof Cathy Parker IPM 2016

activity/hours

appearance

retailers

vision

experience

management

merchandise

necessities (amenities – car parking, toilets, seating)

anchors

networks with the council

diversity

walking

entertainment

attractiveness

place assurance (service)

accessible

marketing

comparison vs convenience

recreational space

uncommodified spaces

barriers to entry

chain vs independent

crime and safety

liveable

adaptable

store development