

12 MONTHS REVIEW

2025-2026

visitstaines.co.uk



OUR BOARD

Business Improvement Districts are business-led organisations.

The Visit Staines BID team reports to the board who is composed of local businesses representatives. The board serves voluntarily and is accountable to BID levy payers for developing and implementing the proposal which sets out how the Business Improvement District operates.

Our board meets monthly with exception of August and December.

The following people are part of the Visit Staines board:



Steven Harvey

BID Chairman & Owner,
Oasis Estate Agents



Joanna Hall

BID Vice Chairwoman
& Centre Manager,
Two Rivers Shopping Centre



Gary Little

BID Vice Chairman
and Centre Manager, The
Elmsleigh Shopping Centre



Chris Norrington

BID Director & Economic
Development Manager,
Spelthorne Borough Council



Mark Schweizer

BID Director & Franchisee,
McDonalds



Helen Belkhodja

Franchisee,
Specsavers



Peter Williams

The Thames Club



**Inspector
Matthew Walton**

Surrey Police



Philippa Fewins

Sales Director,
Kall Kwik



Jennifer Medcraft

Head of Communications
& Customer Experience,
Spelthorne Borough Council
Observer



Andrew Hayward

Owner,
Thames Side Brewery

What is VISIT STAINES BID?

Visit Staines BID is an independent, not for profit, business-led initiative working to create the environment for businesses in Staines-upon-Thames town centre to succeed.

Visit Staines team consists of 3 team members (2 full time and 1 part time) responsible for delivering the projects, campaigns, and events established on the business plan.

The Visit Staines team reports to the BID board.

The key objective of the BID is to deliver additionality to the town centre. It enables coordinated investment and delivers projects and services that benefit local businesses.

Would you like to join the board? Contact Joana for more information.

A MESSAGE FROM THE BID MANAGER



The past 12 months have been a busy and rewarding year for the Visit Staines BID team, with a strong focus on supporting our businesses, enhancing the town centre environment and delivering initiatives that add real value for our levy payers.

Business wellbeing has been an important theme this year, and we were delighted to offer free massage sessions for office businesses, giving staff a chance to take a well-earned break during busy trading periods. These sessions were extremely well received and are something we hope to build on in the future. Alongside this, we hosted two business-led litter picking days, both of which were very well attended and demonstrated the pride our business community has in keeping Staines-upon-Thames clean and welcoming. We also sponsored spaces in networking events such as the Spelthorne Business Awards, Spelthorne Business Forum Boat Tour, Charity Bingo evening powered by Reed, etc. This is something we are planning to continue to do.

Our events programme continued to grow, finishing 2025 with the Penguin Trail, which brought families into the town centre and encouraging families to walk around the town centre. We also hosted events throughout the year focusing on the year of books theme, such as our Summer Outdoor Theatre Season and in March we are hosting a Little City event on World Book Day (5th March) and an augmented reality trail throughout the town centre. We also put our Christmas lights Up, Poppies on the Lampposts and sponsor hanging baskets and tower flowers to enhance the atmosphere in the town centre. These always receive lovely comments from our businesses

and visitors. We continue to support local events such as Staines-upon-Thames Day and Staines 10k.

In partnership with Surrey Police we produced two guides to businesses: *"How to report crime"* and *"How to use the town centre radio system effectively"*, helping businesses feel more confident and connected when it comes to safety and communication. Our Business Crime Reduction Partnership and Pubwatch groups are also meeting regularly giving businesses, Surrey Police and the BID team to talk about concerning issues in the town centre.

We also launched some more informative pages on our website such as the Commercialisation page and our the 2026 Business Rates List page.

Looking ahead, Business Improvement Districts operate on terms of up to five years, and as our current term comes to an end in March 2027, we will be holding a ballot later this year for a potential third term. The ballot will take place between 17th September and 15th October, and we look forward to sharing more details with you in the coming months about our plans and priorities for the next BID term. There is more information about the ballot on the next page of this brochure.

Thank you, as always, for your continued support, engagement and involvement. Together, we are working to ensure Staines-upon-Thames remains a vibrant, safe and successful town centre for everyone.

Joana Santos
BID Manager



THE BID **BALLOT**

What you need to know

Business Improvement Districts (BIDs) operate on fixed terms of up to five years.

At the end of each term, local businesses are given the opportunity to decide whether they want the BID to continue through a formal ballot process.

Visit Staines BID is currently coming to the end of its second five-year term, which concludes in March 2027. In order for the BID to continue for a potential third term, from April 2027 to March 2032, a ballot of eligible businesses must take place.

The Visit Staines BID ballot will be held between 17th September and 15th October. All eligible levy-paying businesses within the BID area will receive a ballot paper by post and will have the opportunity to vote on whether the BID should continue for a further five years. For the ballot to be successful, it must achieve a majority both in the number of businesses voting and in the total rateable value of those businesses.

Ahead of the ballot, we are carrying out extensive consultation with businesses to ensure that your views help shape the next five-year Business Plan. This includes surveys, one-to-one business visits, information sheets, newsletters, drop-in sessions and open meetings. Your feedback will directly influence the priorities, projects and initiatives proposed for the next BID term.

Over the coming months, we will be sharing clear information about the ballot process, the proposed Business Plan and how the BID levy would be invested if a third term is approved. Independent BID consultants, Heartflood, are supporting this process to ensure it is transparent, robust and fair.

Your participation is vital. Whether through completing surveys, attending meetings or voting in the ballot itself, your input helps determine the future of Visit Staines BID and the continued investment in a busier, brighter and safer town centre.

Further details will be shared throughout the year via our newsletters, BID Rangers, website and direct business engagement.

What do I need to do?



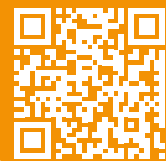
Please make sure the BID team has the correct contact details for the person who will be voting from your organisation.



Share your feedback about the BID work over the last 4 years and help us build a business plan for the next term by filling in the survey available on this QR code.



You're not receiving the weekly newsletters?
Email Joana (joana@visitstaines.co.uk) who will add you to the database.



SERVICES OFFERED

The BID has delivered a very wide range of improvement activities since 2017, and notable recent achievements include all of the following.



.....> **Hanging Baskets And Flower Towers**

> **High Street Defibrillator**

> **Town Centre Christmas Lights**

> **Free Wi-Fi On The High Street For Shoppers**

> **Christmas Sculpture Trails, Such As Snowmen And Penguins**

> **BID Rangers, To Keep The Town Safe At Weekends And During School Holidays**

.....> **Stai-Safe Business Radio Scheme**

> **Disc App To Reduce Crime And Antisocial Behaviour**

> **Introduction Of New Automatic Number Plate Cameras To Improve Security**

.....> **Digital Advertising Boards On The High Street To Promote Local Businesses For Free**

> **Visit Staines BID Website**

> **Visit Staines BID Social Media Pages**

> **Open Air Cinema In Memorial Garden**

> **Comedy Nights**

> **BID Employee Discounted Car Parking Scheme**

> **Visit Staines BID Newsletters For Businesses**

> **Sponsorship Of Spelthorne Business Awards, Staines 10k And Staines-Upon-Thames Day**

> **Free Messages In The Office**

.....> **Free Open Air Summer Theatre**

> **Networking Subsidies For Businesses**

> **Help businesses to write applications to awards**

> **Free Messages for Businesses**

> **"How to report crime" guide**

> **"How to use your radio" guide**

> **Anti Spike Kits**

.....> **Sponsored spaces on Networking events such as Spelthorne Business Awards, Spelthorne Business Forum Boat Tour, Charity Bingo evening powered by Reed, etc.**



TIMELINE OF EVENTS DELIVERED



DEMENTIA ACTION STREET MARKET

with Dementia
Friendly Spelthorne

HEALTH EXPO

With Staines
Rotary



Supported STAINES UPON THAMES DAY

Supported

OUTDOOR THEATRE SEASON

in partnership with
Spelthorne Council



APRIL

MAY

JUNE

JULY

AUGUST

SEPTEMBER

EASTER MAZE

With Two Rivers



VE DAY

2025 Celebrations
with incredible jazz
singers



THE BRICK PEOPLE LEGO WORKSHOPS





CHRISTMAS PARADE

Festive Entertainment and Christmas Books themed parade



WORLD BOOK DAY

STAINES ART TRAIL
with Spelthorne Council



CHILDREN'S MENTAL HEALTH AWARENESS



OCTOBER

NOVEMBER

DECEMBER

JANUARY

FEBRUARY

MARCH

BREW MONDAY

Spin the Wheel Giveaway

SANTA FUN RUN



PENGUIN TRAIL



PANCAKE RACE

on the high street in February



The BID successfully organised numerous events and initiatives that received a warm reception from both businesses and residents alike.

FINANCE

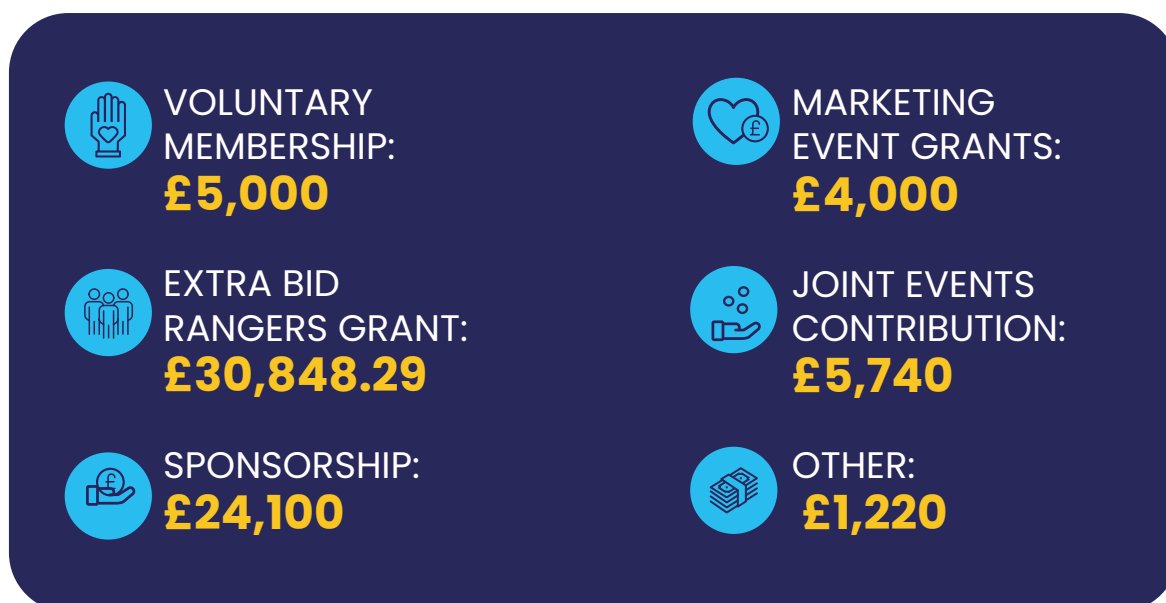
REPORTING AND TRANSPARENCY

As you are probably already aware, the BID levy will not change or increase in line with inflation or changes to business rates during the BID term.

Your BID levy contribution was set based on the business rates value as of 1st April 2022 (the beginning of the BID term).

Due to the rising costs, it has become increasingly challenging for us to maintain the same level of service while expanding the number of initiatives.

To minimise disruption, we continue to adjust service levels and actively seek alternative income sources, such as grants and sponsorships. As a result, we secured over £70,000 in additional income (which now adds to £200,000 throughout the current term) which was allocated as follows:



Managing the allocation of the BID levy and ensuring it is spent wisely is the responsibility of the BID Board and BID team. Our business overheads are significantly lower than the national average, and our BID Board is composed of unpaid volunteers. We review our list of suppliers annually to ensure we are maximising value from the BID levy.

As a private limited company, we are required to file the BID statutory accounts annually with Companies House.

If you would like to see these accounts please contact
joana@visitstaines.co.uk, who will provide you with a copy.

OUR BUDGET

The forecast for expenditure and income to 31 March 2026 is as follows:

Safe & Secure	£85,000
Marketing & Events	£85,500
Bright & Welcoming	£46,000
Informed & Connected	£53,000
Management & Overheads	£76,500
Contingency – Non Collection	£15,000
Council Levy Collection Costs	£4,000
Ballot	£25,000

INCOME

Bid Levy	£295,000
Voluntary Contributions / Sponsorship/Other Projects	£70,000
Stai-Safe Radios	£25,000

Please note that 2025/2026 financial year was exceptionally good in terms of grants and sponsorships received, which is reflected on this forecast.

The budget for 2026/2027 is:

Safe & Secure	£44,000
Marketing & Events	£38,000
Bright & Welcoming	£46,000
Informed & Connected	£55,000
Management & Overheads	£79,000
Contingency – Non Collection	£20,000
Council Levy Collection Costs	£5,000
Ballot Costs	£25,000

INCOME

BID Levy	£275,000
Voluntary Contributions / Sponsorship/Other Projects	£8,000
Stai-Safe Radios	£29,000

If we are successful on raising more funds through sponsorship and grants the budget will reflect these. These amounts exclude VAT.

What will the BID Deliver?

As we move into the spring of 2026, we will continue to deliver projects within the four main themes of the BID business plan and explore new initiatives to benefit businesses. Throughout 2026 and Q1 2027, we will engage with as many businesses as possible to understand how we can best support your priorities.

Focus 1: Safe and Secure

This will remain a primary focus for the BID team, as we continue to deliver the BID Rangers, DISC system, Stai Safe Radios, Pubwatch, BCRP, and utilise any available grants and tools to enhance town centre security.

Focus 2: Marketing & Events

Supported by Key Lime (our PR and social media agency), we will deliver a range of town centre initiatives aimed at increasing visitor frequency and supporting businesses. A full marketing plan will be revealed in the Q2 newsletter, which will be distributed to businesses.

Focus 3: Bright and Welcoming

We will continue to enhance the town centre environment by commissioning flower towers and hanging baskets, placing poppies on lamp posts, and maintaining the digital screens and banners on the High Street and Market Square.

Focus 4: Informed and Connected

Our weekly e-newsletters will continue to provide the latest updates on town centre developments. Additionally, our printed quarterly newsletters will remain in circulation, and we will organise business meet-ups. Seedl, now supported by Spelthorne Borough Council, will continue to receive backing from Visit Staines.

SAFE & SECURE

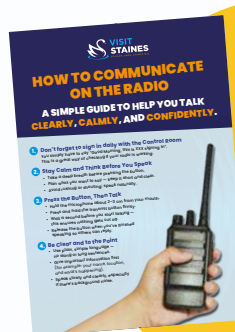
One of Visit Staines' primary focuses is to create a safer environment for the businesses, workers, and visitors of our town centre. Our team dedicates significant time and effort to developing initiatives and engaging with key town centre stakeholders to collaborate with the local community to achieve this goal with initiatives such as:

DISC:

- Over **200 crimes reported**
- Over **450 subjects** recorded on the gallery
- **100 active members** on DISC
- Over **2,000 logins** in the last 12 months
- **Two guidance documents issued in partnership with Surrey Police:**



How to Report a Crime



How to Use Your Radio



- Over **1,000 anti-spiking bottle toppers** distributed to Pubwatch Members
- **Business crime support from the BID Rangers** – over 3,000 hours of patrolling
- Over **300 incidents attended** by the BID Rangers
- Shared intelligence through the DISC system
- Intelligence meetings with stakeholders
- Stai Safe business radio scheme
- Pubwatch Group
- Business Crime Reduction Partnership
- Community awareness events



In 2026, DISC is expected to be integrated with Surrey Police, making it easier for businesses to report crimes directly to the police through the DISC system.

Keeping Staines town centre safe, welcoming and vibrant is something Surrey Police cannot achieve alone. It relies on strong partnerships, shared responsibility and clear communication between the police, local businesses, Staines BID and the wider community.

Retail crime has a real impact – not just on businesses, but on staff, customers and the overall confidence people feel when visiting the town centre. By working closely with Staines BID and local retailers, we are better able to prevent crime, respond quickly when incidents occur and target those who repeatedly cause harm.

Information sharing is key. When businesses report incidents promptly and provide good-quality intelligence, it allows us to identify patterns, focus patrols effectively and take positive action against offenders. Initiatives such as shared radio schemes, CCTV coverage, exclusion notices, community protection notices and coordinated patrols all play a vital role in deterring criminal behaviour.

Our partnership approach also supports early intervention. By working together, we can identify emerging issues before they escalate and put practical solutions in place – whether that's reassurance patrols at peak times, targeted enforcement or problem-solving with partner agencies.

A safer town centre benefits everyone. It supports local businesses, boosts footfall and helps ensure Staines remains a place where people feel comfortable to shop, work and spend time. The continued commitment from Staines BID and its members makes a real difference, and we value the trust and cooperation that underpins this partnership.

Together, we are building a safer, stronger Staines – and that collaboration remains our most effective tool in tackling retail crime and protecting our community.



**Surrey
Police**

Matthew Walton,
Borough Commander, Surrey Police

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VOTE
YES ✓
for a
3rd term!



CONTACT US



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