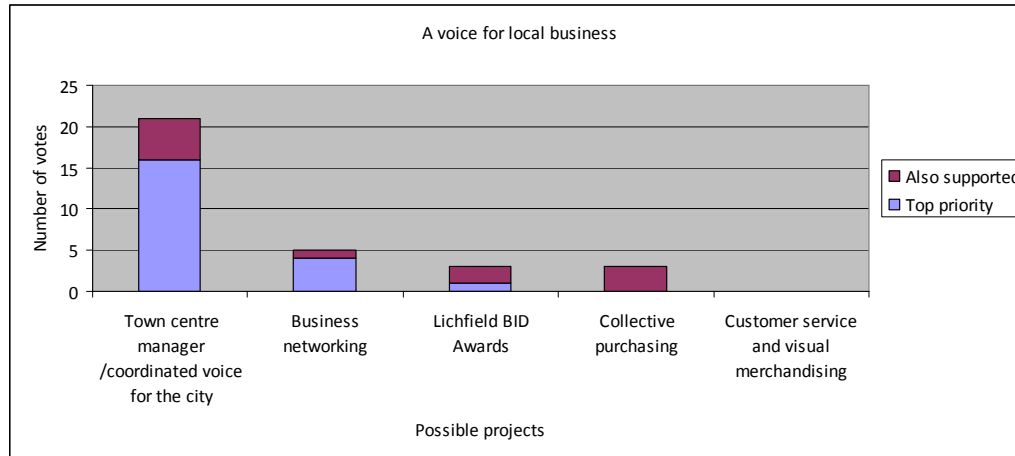


# Results from 'Meet the BID Team' meeting

## Ideas & top concerns

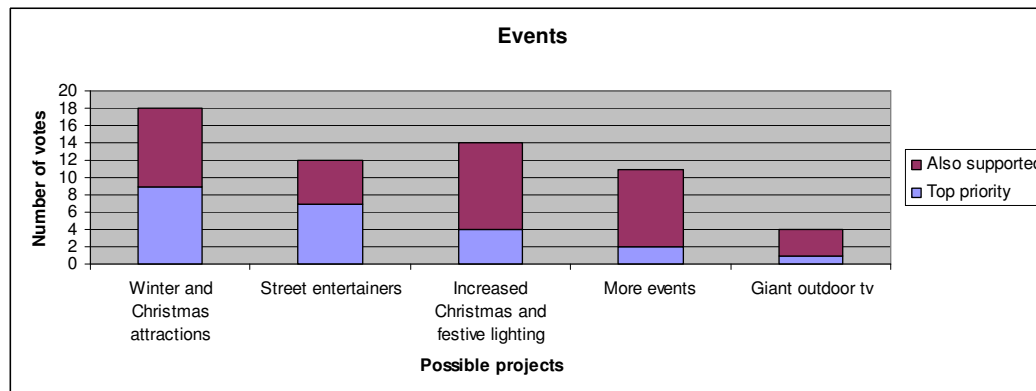
### A voice for local business - ideas



#### Top four projects:

- Town centre manager
- Business networking
- Lichfield BID Awards
- Collective purchasing

### Events - ideas



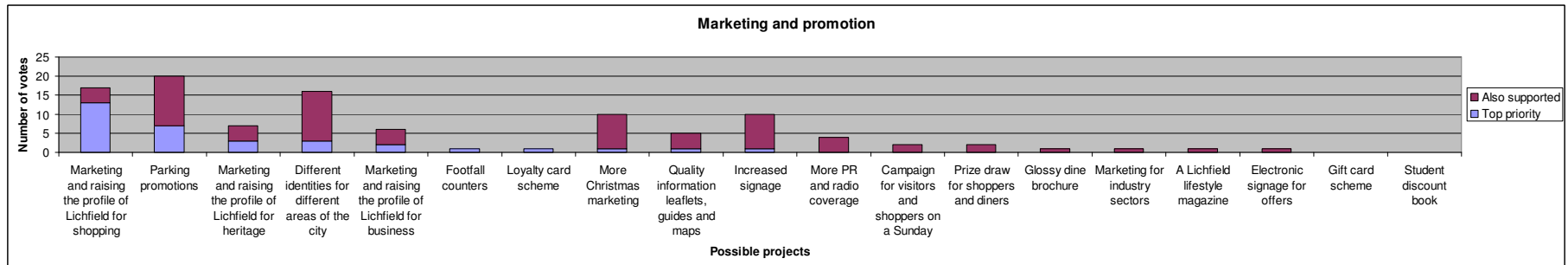
#### Top four projects:

- Winter and Christmas attractions
- Street entertainers
- Increased Christmas and festive lighting
- More events

#### Other ideas:

- 'Lichfield Style' big fashion show to showcase all our stores (Birmingham Style)
- Use the Cathedral to stage events – it is Lichfield's biggest asset
- More events at Minster Pool
- More events that attract national TV
- Staging of live events in the Market Square and other major meeting points (open mic)
- Allow people to drink on the streets on Bower Day

## Marketing and promotion - ideas



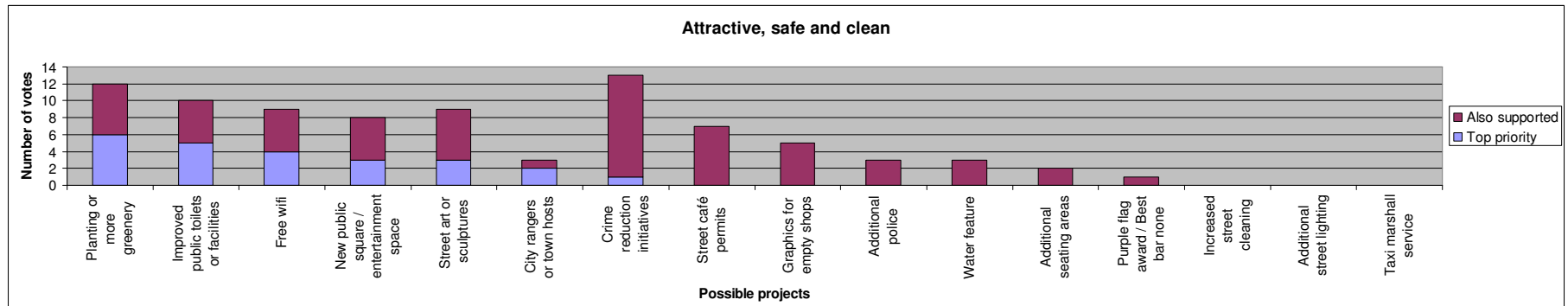
### Top four projects:

- Marketing and raising the profile of Lichfield for shopping
- Parking promotions
- Marketing and raising the profile of Lichfield for heritage
- Different identities for different areas of the city

### Other ideas:

- Cheaper parking
- Pay on exit
- Signage to support more outlying businesses
- More celebration of individual businesses
- Direct marketing further afield

## Attractive, safe and clean - ideas



### Top four projects:

- Planting or more greenery
- Improved public toilets or facilities
- Free wifi
- New public space / entertainment space

### Other ideas:

- Relax red tape around tables and chairs outside businesses
- More planted areas

## Top concerns

- Parking – we need to compete with other towns with offers (Bakewell, Derbyshire etc)
- Toilets are outdated and smelly
- Hanging baskets – are the councils overstaffing the watering
- We need better access for businesses into the city centre – business deliveries get fined and can't access the city – business permits
- Need to make sure we get business-to-business companies on board with BID – not just retail
- Events in the city centre don't always benefit all businesses
- Some businesses may not be on board and may work against us – need to address this
- People thinking that the BID is council run – need to address this

If you came along to the meeting and don't feel your ideas were captured, or would like to add anything else, please email [michelle@lichfieldbid.co.uk](mailto:michelle@lichfieldbid.co.uk)