

LOCAL ECONOMY AND TOURISM

APPENDICES LE1 – LE3

APPENDIX LE1 Comparative survey of local parking schemes

APPENDIX LE2 Comments on local loyalty schemes

APPENDIX LE3 Survey of private and council-led local networks

APPENDIX E1 COMPARATIVE SURVEY OF LOCAL PARKING SCHEMES (DATA)

Lead: Les Davies

(Figures to April 2015)

Short term car parking charges (£)					
	½ hour	1hour	2hour	3hour	4hour
Beaconsfield					
Warwick Road		1.20	1.80	2.40	3.10
Altons, Burkes Road		1.20	1.70	2.20	3.10
Penncroft, Burkes Road		1.20	1.80	2.40	3.10
Burnham					
Summers Road	0.40	0.70	0.90	1.30	
Jennery Lane	0.50	1.00	1.20		
Neville Court			0.30		0.50
Gerrards Cross					
Bulstrode Way		1.20	1.80	2.40	
Packhorse Way		1.20	1.80	3.40	4.20
Station Road		1.20	1.80	2.40	3.10
Farnham Common					
The Broadway	0.40			1.00	
Amersham					
Multi-storey/Station; Sycamore Road; Old Town; Chiltern Avenue; Chiltern Pools		0.60	1.20	1.80	2.40
Civic Centre	Free	0.60	1.20	1.80	
Chalfonts					
Chalfont St Giles; Little Chalfont; Chalfont St Peter		Free	1.20	1.80	2.40
Chesham					
Star Yard; Albany; East Street		0.60	1.20	1.80	2.40
Catlins	10p per 10 minutes	0.60	1.20	1.80	2.40
Bourne End		0.30	0.50	0.80	1.00
Marlow					
Dean Street; Liston Road; Marlow Central; West Street	0.40	0.60	1.20	1.50	2.00
Institute road		0.60	1.20	1.50	2.00
Pound Lane		0.70	1.20	1.50	2.00
Riley Road		1.00	1.20	1.50	2.00

Note: Loyalty schemes implemented by Wycombe District Council and Windsor and Maidenhead Councils offer council tax payers reductions on car parking and other facilities.

APPENDIX LE2 - COMMENTS ON LOCAL LOYALTY SCHEMES

Barry Moxley

Haslemere Travel were part of the first **Savvy** loyalty scheme (weblink) which has been running a scheme in Haslemere in Surrey since 2005. The small village has about 15 businesses signed up. This number has been fairly constant over 10 years, so most believe the scheme works. We pay about £15 per month each. In Haslemere, points can be collected at any of the outlets but can only be redeemed at the same outlet. So travel agency points can only be redeemed at the travel agency. Each business can set their own value on a point. Haslemere Travel give a point for every £500 spent (each point has a notional monetary value therefore of £0.2p). We do not allow customers to convert their points into cash discounts, but they can use them to buy travel books or Lounge Passes. 75 points buys a Lounge Pass (worth about £25).

There are other potential ways of operating, for example setting up a notional monetary value for points, which would apply across all outlets. Points could be gained and redeemed at any outlet. So people could gain points when buying a holiday and use them to buy a coffee or books in another local shop. However, this approach could mean that some outlets would 'lose out' in redeeming points gained elsewhere, essentially giving away items free.

In order to ensure all outlets benefit equally, at the end of the year every outlet would draw up a statement of all points issued and all points redeemed at its outlet. The net balance would be paid into or taken out of a central fund. Any outlet with a positive balance at the end of the year, which would mean it had issued more points than it had redeemed, would pay into the central pool. Any outlet with a negative balance, meaning that it had redeemed more points than it had issued, would receive a payment from the central fund. In this way no outlet is out of pocket.

Whilst this system would be more complicated to agree (the system keeps all of the information so that would not be a problem) it does have the benefit of generating cross selling across outlets in the town and building a local community.

APPENDIX LE3 – BUSINESS DIRECTORIES COVERING BEACONSFIELD

Report by Jacqui Hogan, Co-Creative

General comments:

Businesses should be encouraged to join Bucks Business First. This is the best business directory option and it's free. It also offers a range of other benefits e.g. free meeting room space, albeit in Saunderton and Chesham currently. Streetlife has most of the functionality we need, and is already used for local discussion. Because it gives you info pertinent to your postcode, it feels very local to use. It is also maintained by someone else, making it by far the most cost effective solution.

If we want to create an online community hub ourselves, we should think very carefully about the amount of work involved:

- A good directory has well constructed websites with back-office databases. These take some time to construct, especially the database part
- Good directories have full time paid staff to maintain them. From my experience, volunteers aren't committed enough or knowledgeable enough
- Having worked with clients who have developed business directories, and maintained a 600 person mentoring directory/website myself, the amount of time to maintain is considerable. You have to monitor what people put up, answer their queries, and ensure any community info is current. You'd need at least 1 full time person.
- If we wanted to have reviews as well, this is a lot of additional work if we want it to be functional, legal and safe. Or we buy the bestofbeaconsfield franchise and hope enough businesses will fork out £99 a month (I wouldn't)

1. Bucks Business First (Government funded Local Enterprise Partnership)

- free membership
- website <http://www.bbf.uk.com/>
- A LEP (Local Enterprise Partnership) – Government and Industry funded
- Covers all of Bucks, but not all Beaconsfield businesses are members
- Many entries are incomplete (entries are self managed)
- Entries can contain a lot of info e.g. description
- You need to register to search for businesses
- Focus is business, not community
- 349 businesses listed in Beaconsfield

2. Bucks Chamber of Commerce – membership required (there is no Beaconsfield Chamber)

- annual membership (from £250 pa, according to size of business)
- Bucks Chamber (a member of the Thames Valley Chamber) is part of the UK Chambers of commerce – privately funded
- website www.thamesvalleychamber.co.uk
- Covers Bucks, Berks, Oxon and Wiltshire
- Anyone can search
- Focus is business, not community
- 9 businesses are listed in Beaconsfield (HP9)

3. **thebestofBeaconsfield**

- membership (£99 per month for businesses, other charges may depend on franchisee)
- website <http://www.thebestof.co.uk/local/beaconsfield>
- Franchise based 'community hub' (Beaconsfield franchise is currently available for approx. £8k plus ongoing fees) – privately owned
- Very comprehensive directory that includes reviews along the TripAdvisor model
- Hard to tell how many local businesses are listed, but it looks like a lot, including many who are not actually based in Beaconsfield
 - Focus is business and community
 - Not currently maintained, as franchise has not been owned for many months

4. **Thompson Local**

- free listing (with option to pay more to have an advert, bigger, bolder listing etc)
- website <http://www.thomsonlocal.com/Addfreelisting>
- basic info
- focus is business not community
- probably most business in Beaconsfield are listed

5. **Street Life**

- free to use for discussions and most community groups (small fee to advertise events)
- website - <https://www.streetlife.com/>
- business and community
- nearest option to a community hub
- connects to local politics, police and councils
- you can add recommendations (not like Trip Adviser though)

Others

- *Beaconsfield information online – very basic 'design' – part of Brit Info Net – includes business and community. Looks like it's maintained by volunteers?*
- *Touchlocal – has potential – no Beaconsfield businesses listed – just business*
- *iBegin.com – has potential – not particularly easy to use/get listed – just business*
- *businessmagnet.co.uk – just business*
- *Hiya bucks- basic design – includes business and community – not clear who maintains it – not many businesses listed*
- *Inuklocal – business and community- full of annoying ads – few businesses listed*
- *Business-directory.org.uk*
- *Local Directory*
- *UKSBD*
- *FreeIndex*
- *Yell yellow Pages*
- *Avention (formerly OneSource)*
- *Business Scene – nothing in Beaconsfield*
- *amlooking4*
- *joinedupmarketing*
- *lacartes*

Business Networking groups in Beaconsfield

My impression is that there are enough networking opportunities for those who want to network!

1. IOD Pubhub

- meets 2nd Wednesday? 6:30pm of the month at the Saracens Head
- no membership requirement
- free (apart from your drink)
- website <http://www.iod.com/connecting/events>
- 25+ mix of small and medium businesses

2. Business Biscotti

- meets 4th Thursday 10am at the Beaconsfield Squash & Racketball club
- annual membership £50, which gets you into any Business Biscotti
- attendance £5? For coffee
- website <http://www.businessbiscotti.co.uk/>
- turnout 10-12 mix of lifestyle, sole traders and small businesses

3. Bucks Business First Simply Networking

- quarterly at the Crazy Bear
- website <http://www.bbf.uk.com/>
- attendance fee (£15?)
- up to 20 turnout?

4. Business Conversations

- monthly 2nd Tuesday 10am at Bellhouse Hotel from May
- website <http://www.cocreative.co.uk/business-conversations/>
- free (apart from a drink)
- turnout 1-15

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Others:

- *Round Table - monthly at the White Hart (membership, men under 44 only)*
- *Rotary (Jordans & District) - weekly at Bellhouse Hotel, or Chiltern Woodland Burial Park, Jordans (membership)*
- *4N - no Beaconsfield group - nearest is Millsenden (membership)*
- *Business Scene - nothing in Beaconsfield or nearby (membership)*
- *Rotary (Beaconsfield) - weekly at The Pines Hotel, Burnham (membership)*
- *Business Connexions - nearest meeting is GX (membership)*
- *Meetups - no Beaconsfield groups listed*
- *BNI - nearest meetings is GX (membership)*
- *Athena Beaconsfield – nearest meeting is, GX (membership, women business owners only)*
- *Chamber of Commerce - nearest meetings is HW (membership)*
- *Fore Business - golf & business! Nearest meeting is Ascot (membership)*
- *Cross Reference - nearest meeting is GX*