



Farnham BID Impact Report
Year 2 2025/26
makeitfarnham.co.uk



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Message from the Chair & Vice Chair

As Chair and Vice Chair of Farnham BID, we are incredibly proud to share this Year 2 Impact Report and reflect on what has been another hugely positive year for our wonderful town.

Farnham is a truly special place, home to an amazing mix of independent businesses, hospitality venues, professional services and a community that continues to show incredible resilience, pride and support for one another. Despite the wider economic challenges facing town centres across the country, Farnham continues to thrive because of the people behind it.

Over the last year, the BID has remained focused on supporting businesses, driving footfall and promoting Farnham as a vibrant destination to shop, dine, work and visit. From colourful seasonal campaigns and town-wide events, to the continued success of the Town Rangers and stronger business engagement, we are proud of the positive impact being delivered across the town.

One of the things we value most is the collaboration that exists within Farnham. This report reflects not only the work of the BID team, but the collective effort of businesses, partners, local organisations and stakeholders who all care deeply about the future of our town.

The continued support, feedback and involvement from levy payers is what helps drive new ideas, meaningful activity and positive change. We have also continued to work closely with local authorities, Surrey Police and community partners to ensure business voices are represented and supported as Farnham evolves and grows.

There is a real energy around Farnham and so much to feel optimistic about. Seeing businesses support one another, engage with campaigns and continue to invest in the town is something we are incredibly proud to be part of.

On behalf of the Board, we would like to sincerely thank all levy payers, partners and supporters for your ongoing encouragement and commitment to Farnham. We would also like to recognise the hard work and dedication of the BID team and Town Rangers, whose passion and efforts behind the scenes help make so much of this possible.

We are excited for the year ahead and look forward to continuing to champion everything that makes Farnham such a fantastic place to live, work and visit.

Gemma Mc Bride, Chair
Mark Robson, Vice Chair

A handwritten signature in white ink, appearing to read 'Gemma McBride', with a stylized flourish at the end.

Chair, Farnham BID

Gemma McBride

A handwritten signature in white ink, appearing to read 'mark robson', with a horizontal line underneath.

Vice Chair, Farnham BID

Mark Robson

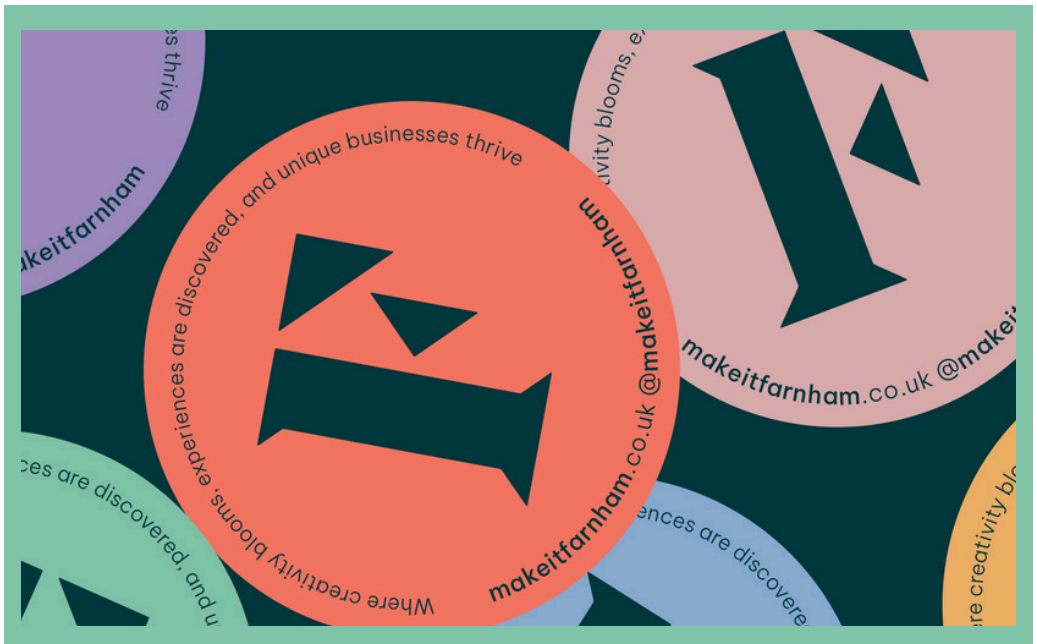
Introduction & Business Insights

In the last year, Farnham BID has focused on delivering activity that supports businesses, enhances the town centre and drives footfall. Alongside visible initiatives across the town, ongoing work continues behind the scenes to support businesses, respond to challenges and represent business interests.

Farnham BID represents a diverse business base across 11 sectors, with approximately 460 levy-paying businesses. While retail and hospitality remain highly visible, the majority of businesses sit within a broad range of service and professional sectors.

Wider Context

National trends reflect a cautious trading environment, with consumers becoming more selective in their spending. This reinforces the importance of targeted, local activity to support Farnham businesses.



Delivering Against KPIs

Farnham BID continues to deliver against the key priorities set out in the business plan. These guide activity and investment throughout the year, ensuring a focused approach to supporting businesses, promoting the town and enhancing the town centre environment.

This includes:

- Providing a visible, on-the-ground Town Ranger service ensuring a consistent and professional approach to town centre safety
- Exploring and developing initiatives to support accessibility and parking
- Supporting environmental and sustainability initiatives in collaboration with partners
- Delivering marketing and promotional campaigns to increase visibility and footfall
- Providing dedicated BID management and operational delivery



Headline Achievements

- Ongoing Delivery of a Town Ranger service, providing a visible on-street presence to support businesses and visitors
- Delivery of the Christmas campaign, including BID investment towards town centre lighting, alongside interactive installations, including the large scale selfie in Lion and Lamb Yard.
- Support for the Farnham Carnival - sponsorship and security from Rangers support.
- Radio campaign delivered in partnership with Global Radio, promoting Farnham across a targeted regional audience
- Development of the “Make It Farnham” brand and website www.makeitfarnham.co.uk
- Introduction of regular BID newsletters, improving communication with businesses
- Independent business survey delivered, providing insight into trading conditions and business priorities
- Continuous engagement with the Farnham Infrastructure Programme (FIP), representing business interests and supporting communication around town centre works
- Subsidised town centre parking supported during key trading periods -subsidised Christmas parking. (£1 after 1pm)
- Continued partnership working with stakeholders, including Surrey Police and local organisations and councils.



Pillar 1 - Marketing & Promotion

Marketing activity is focused on increasing visibility, promoting Farnham as a destination and encouraging visitors to spend more time in the town. This combines digital promotion with physical, town-wide initiatives.

What we delivered

1. Social Media activity, promoting Farnham businesses, events and town centre activity
2. Collaboration with Pretty Little Farnham to extend reach and engagement.
3. Regular newsletter communications providing updates to BID levy holders
4. Use of town data and insights to inform marketing activity and campaigns
5. Seasonal and targeted campaigns including a dedicated Farnham Christmas jingle.
6. Nutcracker Trail, encouraging footfall across the town.
7. Freshers week activity and offers supporting student engagement with businesses in the town.
8. Brand and digital development, including ongoing development of Make It Farnham platform.
9. Creative and partnership activity including: UCA collaborations delivering creative displays across the town, judged by the Mayor.
10. PR and Editorial coverage including - coverage in the Farnham Herald, Vantage and the Farnham Town Council Christmas Supplement (Circulation both 24,000 homes).

Impact

- Increased visibility for Farnham businesses, stronger engagement and improved footfall, during key seasonal trading periods, supporting town centre performance.

Pillar 2 - Town Centre, Safety & Environment

The Town Rangers continue to provide a visible and consistent presence across Farnham, providing security, responding to incidents and helping to maintain a safe and welcoming environment.

The service operates Monday to Saturday, across core trading hours, with extended coverage on a rota basis (Thursday or Friday currently 12 - 8pm to support later visitors/hospitality). Additional coverage is provided during seasonal periods or key events, reflecting the needs of businesses at peak times.

The Rangers work closely with retailers, town centre businesses, as well as local authorities, providing reassurance and supporting day to day activity across Farnham.

Operational Activity

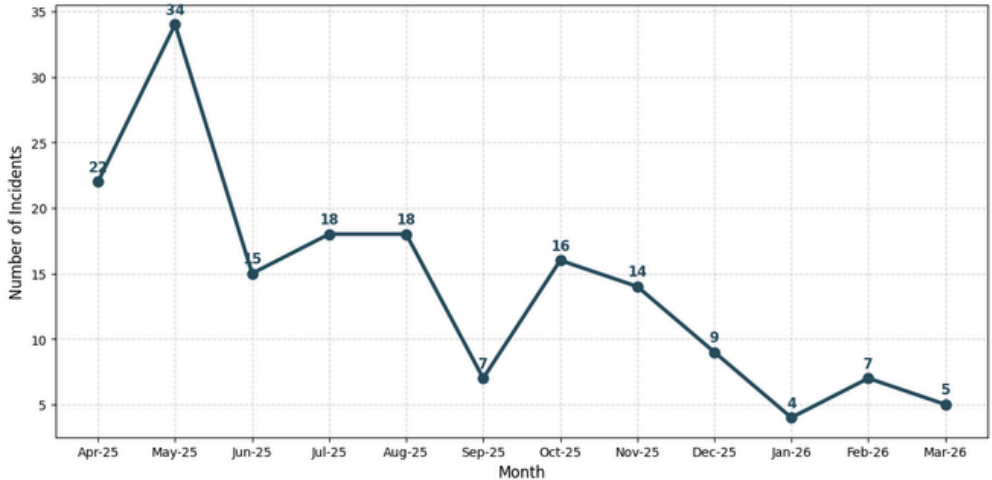
A total of 169 incidents were recorded across Farnham over the last year, with activity concentrated in key areas and involving some repeat issues within the town centre. The majority of incidents related to theft and shoplifting, often involving repeat offenders.

The Town Ranger service provides a consistent and visible presence, working closely with businesses, Surrey Police and local partners to respond to incidents and help deter ongoing issues. Targeted deployment has supported the management of activity in known hotspots and enabled a responsive approach to recurring incidents.

Feedback from the BID business survey highlights that town centre safety remains a key priority for levy payers, with the Ranger service providing reassurance and valuable day-to-day support to businesses.

Pillar 2 - Impact

Monthly Incident Trend April 2025 to March 2026



Over the reporting period, incident levels showed a clear downward trend, reducing from a peak of 34 incidents in May 2025 to 4 incidents in January 2026. This represents an 88% decrease, demonstrating a significant improvement in town centre conditions. While minor increases were recorded in February and March 2026, incident levels remained significantly lower than mid-year levels, indicating sustained improvement.

This reduction reflects a combination of factors, including the proactive presence of Town Rangers, partnership working, and wider environmental improvements within the town centre associated with the Farnham Infrastructure Programme (FIP). These changes have contributed to a safer, more stable and better-managed town centre environment.

The Town Ranger service has been central to this improvement, providing a consistent and visible presence across the town centre. Through proactive patrols, direct business engagement and targeted deployment in hotspot areas, the Rangers have played a key role in deterring incidents and supporting a safer day-to-day environment.

Pillar 3 - Business Support & Engagement

Supporting and representing businesses remains an essential role of the BID, ensuring that business needs are reflected in local decision-making and activity.

What we delivered

- Independent business survey, providing insight into trading conditions, challenges and priorities
- Ongoing engagement with businesses across all sectors, supported by regular communication through newsletters and updates
- Targeted one-to-one engagement focusing on key issues and business needs, alongside representation of business interests with stakeholders, local authorities and partners
- Continued involvement in the Farnham infrastructure programme (FIP) attending meetings and representing business concerns

Communication insights:

- Email and newsletters are the preferred communication channel (52% in survey) Businesses value clear, relevant and timely updates
- Direct engagement is valued where appropriate, particularly for specific issues, and is delivered on a targeted basis, alongside wider communication through newsletter and updates. (19%)
- Messaging platforms such as WhatsApp show low preference (2%)
- Social media activity supports the BID Make It Farnham website by directing audiences to business listings, helping to drive traffic & maximise visibility for participating businesses

Pillar 3 - Business Support & Engagement (contd)

Survey Insights:

- Trading conditions remain mixed across businesses.
- Customer numbers are under pressure for many businesses
- Spend per visit is holding up in some sectors, some customers visiting less but spending more
- The survey highlighted that businesses have clear priorities for support, while also recognising that although town centre activity contributes to overall footfall, its impact varies across different sectors, reflecting the diverse nature of Farnham businesses.

Impact

A stronger understanding of business needs, enabling more focused communication and a more responsive, targeted approach to delivery, ensuring BID activity reflects the priorities of Farnham's diverse business space.



Pillar 3 - Business Support & Engagement (contd)

In response to business needs, Farnham BID supported access to a number of training opportunities for local businesses, helping to build skills and improve resilience. This included participation in Waverley Borough Council's business training programme, with sessions covering areas such as social media and digital promotion. A number of Farnham businesses took part, gaining practical guidance to support their online presence.

Businesses were also signposted to the High Street Growth and Innovation Programme, providing further access to training and business support. Farnham businesses engaged with this offer, demonstrating interest in developing skills and adapting to changing trading conditions.

Farnham BID also continues to promote training, funding and business support opportunities through its website and regular communications, ensuring businesses have access to relevant and up-to-date support.

Impact

- Businesses supported in developing digital and marketing skills, particularly social media
- Access to funded support provided additional expertise at no direct cost
- Ongoing promotion of opportunities ensures businesses remain informed and able to access further
- These activities contribute to strengthening overall business capability, helping businesses to adapt and respond to changing conditions.

Overall, this supports the development of a more resilient, confident and adaptable local business community.

Pillar 4 - Access, Travel & Town Experience

Improving access to Farnham and supporting a positive town centre experience remains an important focus for the BID.

What we delivered

- Engagement with partners on infrastructure and town centre works, representing business views and concerns regarding signage and access - visibility of affected businesses.
- Communication of updates relating to roadworks, access changes and disruption
- Monitoring of town centre movement and visitor patterns, using data and insights to inform activity

Support for access related initiatives, including:

- Christmas parking initiatives, supporting access during key periods
- Ongoing representation of business views on parking
- Destination marketing activity, including a targeted radio campaign, designed to drive visitors to Farnham and support footfall, particularly during key trading periods.

Impact

Improved awareness of access and travel changes, support for businesses during disruption and a continued focus on enhancing the overall visitor experience and encouraging visits and footfall into the town.

BID Funding & Spend

The BID is funded by the annual levy, which is re-invested in activity that supports businesses, enhances the town centre, and drives footfall. During 2025/2026 a total of £308,880.46 was received through the BID Levy. The following provides a transparent breakdown of how BID levy funds have been invested across key priority areas.

Marketing, Promotions & Communication

General Marketing Activity – £34,254.94

- Professional photography: £500
- Promotional & campaign materials: £11,541.57
- Pretty Little Farnham marketing: £1,200
- Business survey: £5,500
- Mailchimp subscription: £112.61
- Brand development & marketing campaign: £15,400.76

Seasonal Campaigns & Events

Christmas Campaigns & Activity – £27,819

- Christmas lights/interactive station (and installation):
£12,500 Farnham Town Council
- Marketing & advertising: £7,993
- Council Christmas brochure advert: £3,150
- Farnham Herald advert: £450
- Vantage magazine: £395 advert
- Global Radio campaign: £3,998
- Nutcracker Trail/Props & Delivery £3,636
- Visual merchandising & engagement: £3,690
- Window vinyls: £3,340 - 11 Businesses engaged.
- Student involvement: £350

Bid Funding and Spend (Continued)

Digital, IT & Data – £21,635.28

- Website content development: £3,000
- Website improvements & updates: £10,230
- BID Website Update (Lynx Digital): £30
- Place Informatics (footfall data): £3,222 (7% discount)
- IT support & systems: £5,153.28

Town Centre & Security

Town Centre Safety & Security – £61,097.63

Delivery of Town Rangers service, managed by SWL including 2 rangers, training, & service delivery across town centre. Rangers are trained in security awareness & conflict management enabling them to respond effectively to incidents, de-escalate situations and provide reassurance to businesses.

Staffing & Employment

Staffing & Employment - £60,726.19

- Salaries: £46,763.45
- Pensions: £3,159.27
- NI & PAYE: £10,803.47

This total covers three part-time roles including a Marketing Manager position that has since concluded, with responsibilities absorbed across the BID team and supplemented by external freelance support if and when required. The BID Manager and Business Support and Finance Co-ordinator roles remain part time.

Governance & Compliance

Governance & Compliance – £7,583.48

- Contracts & HR support: £3,179
- Accounting & payroll: £2,381
- British BIDs membership: £610
- Insurance: £1,366.48
- ICO data protection: £47

Events, Engagement & Sponsorships

Events, Engagement & Sponsorships - £5,990

- ATCM conference: £95
- AGM & hospitality: £825
- Business networking: £70
- Farnham Carnival: £3,000
- Rugby/Football Club/Champions Parade Support: £2,000

Total Spend & BID Levy

- Total Spend £219,106.52
- Levy Income Received £308,880.46
- Waverley council collection & billing service 6% (approx 19k).
- Funds carried forward into 2026/7: £89,773.94
- Levy income is received at different stages through the financial year. The carried forward figure above includes income received later in the BID year and supports ongoing projects, campaign activity and operational commitments across 2026/2027.
- Estimated outstanding 2025/26 liabilities of approximately £500 remain payable in 2026/27 and are not included above.

Important Updates - AGM

Save the Date: Farnham BID AGM
Wednesday 10 June 2026 - 6.30pm – Online



Join us for an update on BID activity, and plans for the year ahead.

Register to attend via Eventbrite

Please scan the scancode above or the link below.

<https://www.eventbrite.com/e/farnham-bid-agm-2026-tickets-1988985144108>

Stay Connected

To ensure we are communicating with the right people within your business, please provide the relevant decision-maker and contact details. We welcome hearing from businesses and are happy to arrange one-to-one visits where helpful.

General Enquiries info@farnhambid.co.uk.

Marketing & Social Media marketing@farnhambid.co.uk

Please email us and we will come back to you

Monthly Newsletter & Updates

Sign up for Updates and stay informed with BID news, football insights, Farnham data and opportunities.

To join our mailing list email marketing@farnhambid.co.uk.

Farnham BID continues to support businesses, enhance the town centre and ensure Farnham remains a vibrant and welcoming place to work, visit and live.

Follow us at @makeitfarnham

[www. makeitfarnham.co.uk](http://www.makeitfarnham.co.uk)

Report prepared by Janie Elliott-Dunn

Farnham BID Manager

Financial Figures provided by

Chaz Pound Business Support & Finance Co-ordinator



