

ONE MAIDSTONE BID TERM TWO YEAR TWO PROGRESS REVIEW

WHAT DO WE DO

One Maidstone is the Business Improvement District (BID) for Maidstone Town Centre, working to support local businesses over the past 7 years, by enhancing the visitor experience, and keeping the town vibrant, safe and welcoming. From events and marketing to street cleaning and safety initiatives, we're here to help Maidstone thrive.

As we move through our second year of the second term, One Maidstone BID remains committed to delivering projects on behalf of the businesses of Maidstone by improving safety, increasing footfall, enhancing the environment, and celebrating all that makes Maidstone unique.

This review will guide you through the progress we've made across the three core sections of our business plan: Maintain, Marketing & Promotions & Signature Events.



PROJECTS DELIVERED IN TERM 2 YEAR 2

MAINTAIN

- Accredited Business Crime Reduction Partnership (BCRP) with 200+ MaidSafe radios, monitoring CCTV 24/7 and ongoing support for businesses with the secure website (DISC).
 - Ambassador patrols across the town, using a QR code system to check into businesses and report incidents
 - Weekly high-visibility patrols in partnership with Kent Police Town Team and Community Protection Officers
- MaidSafe rebranded with a bold new look and clearer messaging—continuing to protect businesses and the public through radio communications with the police and security teams
 - Launched the Safe Spaces Scheme in partnership with Kent Police to offer support for anyone feeling vulnerable in the Town Centre
 - Held Bi-Monthly Retail Security Meetings
 - Introduced Night of Actions where
- the team along with Kent Police engage directly with businesses operating after 5pm to offer support and discuss key issues

 - Introduced new Hospitality and Leisure Meetings to offer direct support to businesses who are operating after 5pm supported by Kent Police, Community Protection, Street Pastors and Urban Blue.
 - Provided deep cleans, seasonal planters, and support for Street Pastors & Urban Blue Bus.



EVENTS



- Launched The Big Book Hunt Oct 2024 and the Hearts of the Town Wellness Trail February 2025
 - Hosted Maidfest 2025, this year with our first locally produced event dedicated to celebrating Maidstone's incredible food, drink, and independent business scene
 - Worked in collaboration with Brachers to host our first Dementia Friendly Workshop for businesses to understand dementia-friendly practices and gain accreditation
- Delivered the Spike (the dinosaur toy) Hunt in collaboration with MBC and Maidstone Museum
 - Sponsored Kent & Medway Food & Drink Awards and supported Pride, Fringe Festival, and Maidstone Cocktail Week
 - Hosted the Maidstone Christmas Lights Switch On 2024 and Light Up Maidstone February 2025
 - Supported partner events including Maidstone Pride with a window display competition, Fun Palaces and Maidstone LitFest
- Organised regular One Maidstone Networking Events for local businesses and Town Centre marketing meetings for collaboration and information sharing

KEEP UP-TO-DATE

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One Maidstone BID

The Mall Management Suite,
Pads Hill, Maidstone, ME15 6AT

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PROJECTS DELIVERED IN TERM TWO YEAR TWO

MARKETING & PROMOTION

- Published seasonal handouts: Summer 2025 What's On & Winter Festive Guide 2024/25
- Ongoing promotion of Town Centre businesses via social media and newsletters
- Run regular competitions including the Easter Giveaway and Advent Campaign
- Launched an upgraded One Maidstone Website with a soon-to-launch Business Directory
- Continued promotion of Town Centre campaigns through print, online, and event marketing
- Partnered with Gullands and Metro Bank to deliver the 2024 High Street Heroes Awards and working towards 2025
- Promoted businesses via the Small Business Saturday Event
- Hold Bi-Monthly Town Centre marketing meetings to share, collaborate and network



WHAT ARE THE PLANS FOR YEAR 3: OCT 2025 – OCT 2026

- Deliver and expand Maidfest 2026, celebrating local food, drink, and independents
- Support Maidstone LitFest, including creative activations like MaidStory and book-themed trails
- Launch a new CRM system to improve business engagement and data management
- To explore offerings of free to attend workshops and training for businesses
- Continue and grow the free Town Centre trails, driving footfall across our boundary
- Support the 2026 Maidstone Business Show, in partnership with Kent Invicta Chamber and Brilliant Businesses
- Enhance the MaidSafe scheme, building on rebrand momentum and onboarding new members
- Extend the Safe Spaces initiative, increasing participation and awareness across the town
- Produce and deliver Fun Palaces 2025, a free community day of workshops and activities
- Deliver and grow the Maidstone Light Up Festival 2025 an all inclusive community event with a wellbeing focus for the month of February and lantern parade on 6th February
- Celebrate and promote Small Business Saturday & High Street Heroes through awards and campaigns
- Continue hospitality and leisure economy meetings, including bi-monthly "Night of Action" visits
- Explore further street scene enhancements, including floral displays and cleansing support
- Provide promotional support for partner-led events like Pride, Fringe Festival, and LitFest
- Maintain strong partnerships with businesses, MBC, police, and the community
- Continue to Lead and host Retail Security Meetings
- Mid Term Review March / April 2026

FINANCE SNAPSHOT

MAIDSTONE BID BUDGET						
INCOME	Year 1	Year 2	Year 3	Year 4	Year 5	TOTAL
BID Levy	£512,966	£518,260	£533,807	£549,821	£566,316	£2,681,170
Additional Income	£24,478	£21,503	£8,000	£8,000	£8,000	£69,981
Carry forward	£59,562					£59,562
Total Income	£597,006	£539,763	£541,807	£557,821	£574,316	£2,810,713

EXPENDITURE						
						TOTAL
Operational costs	£132,674	£102,772	£104,966	£92,165	£91,823	£524,400
Maintain	£295,369	£233,482	£235,392	£239,162	£243,005	£1,246,410
Marketing and Promotions	£148,238	£160,718	£138,787	£147,274	£155,076	£750,093
Signature Events	£50,000	£37,500	£37,500	£37,500	£37,500	£200,000
Set-up and software costs	£0	£0	£0	£0	£20,000	£20,000
Total Expenditure	£626,281	£534,472	£516,645	£516,101	£547,404	£2,740,903
Annual Surplus	£29,275	£5,291	£25,162	£41,720	£26,912	£69,810

Look through our Business Plan Summary Videos to find out more about the work we've previously carried out and our plans for the future.

www.onemaidstonereview.co.uk/videos/



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