



KIDDERMINSTER
BUSINESS IMPROVEMENT DISTRICT

SUMMARY BUSINESS PLAN
2018 - 2023 | WWW.KIDDERMINSTERBID.CO.UK

Over the past few months, businesses in Kidderminster have been telling the BID Team how they would like to see the town improved. Open business meetings, surveys, one-to-one discussions and presentations have formed a detailed consultation process about the BID's priorities. This document sets out what Kidderminster businesses have said they would like a BID to deliver.

The projects set out overleaf will only go ahead if businesses vote 'yes' to introduce a BID in Kidderminster. This vote will be carried out independently of the BID organisers. You will receive a full copy of the BID Business Plan in May 2018, followed by ballot papers in June 2018.

Your feedback is important to us so please let us have your views and comments on the projects outlined in this plan.

For a BID to be introduced, the vote must meet two conditions:

1. OVER 50% OF BUSINESSES THAT VOTE, MUST VOTE IN FAVOUR OF THE BID
2. OF THE BUSINESSES THAT VOTE, THOSE VOTING YES MUST REPRESENT GREATER TOTAL RATEABLE VALUE THAN THE ONES THAT VOTE NO

There are more than 290 BIDs operating all over the UK, including Worcester, Bilston, Wolverhampton and Birmingham. Businesses have seen tangible differences to their towns and cities as a direct result of the BID been voted into their area.



COMPETING FOR THE FUTURE

We know town centres are facing unprecedented commercial pressure and Kidderminster is no different. From out of town retail and business parks, large scale development and investment in the cities on our door steps, demands on accessibility and a squeeze on spending are dramatically changing the way town centres will need to operate and promote themselves.

Kidderminster BID will be a **business body** that will ensure the town is responding to these challenges. It will ensure Kidderminster is **recognised** and **celebrated** as an attractive destination, **standing out** locally and nationally. The BID is the chance to **shape** Kidderminster's agenda and **collectively act** on the potential you say needs to be realised in the town.

THE FUNDING

BIDs are funded by the businesses within the BID boundary. If businesses vote 'yes' for Kidderminster BID, the levy will raise over £300,000 pa, for five years, to deliver improvements that will directly benefit you.

If the BID vote is successful, all eligible businesses will pay a levy of 1.5% of the rateable value of the business. The following businesses would be exempt from paying the levy:

- Those with a rateable value of less than £5,000
- Those located on Comberton Hill and Horsefair

The table below gives examples of how much the BID levy will be.

Rateable Value	Maximum Annual Levy	Maximum Daily Equivalent Cost
£10,000	£150	£0.41
£25,000	£375	£1.03
£50,000	£750	£2.05
£100,000	£1,500	£4.11
£200,000	£3,000	£8.22

THE BID COMPANY

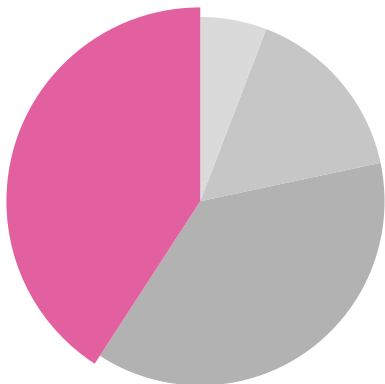
The BID will be run by an independent, not-for-profit company, which will be led by a board elected by businesses paying the levy within the BID area and accountable to all levy payers. Any levy paying business will be able to stand to be elected to the Board of Directors. The Board Director positions will be voluntary and will not be paid.

All of the funding for the BID will be ring-fenced and can only be spent on additional projects and services that you have agreed to in the formal Business Plan.

As an independent, private company, the BID can also seek additional financial contributions and match-funding on projects to ensure local businesses get even better value for money and that we can invest in exciting opportunities for Kidderminster town centre.

The BID will last for five years and in that time it will have to show how it is benefiting your business. This is your opportunity to invest over £1.5 million into Kidderminster and lead the way to securing its future and making the changes businesses want to see. Through a BID, we can respond to the challenges facing the town and seize the opportunity to put Kidderminster back on the map and ensure it is a well marketed destination and a great place to visit, work and live in.

**VOTE YES TO KIDDERMINSTER BID TO SEE YOUR
PRIORITIES DELIVERED**



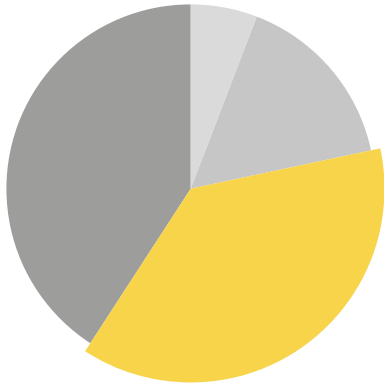
I. SAFETY AND SECURITY

£650,000 OVER 5 YEARS

YOU SAID: "Businesses need help in tackling the issues, including increasing costs, they face with crime and anti-social behaviour to ensure that visitors to Kidderminster see it as a welcoming, safe and clean place to visit"

VOTE YES AND THE BID CAN DELIVER:

- A full-time dedicated team of Town Rangers that will provide a quick response unit to problems which may arise such as anti-social behaviour, cleanliness, and shoplifters, to enhance communication between the police and businesses and create a sense of community within the Town Centre
- The BID will look to promote a safe and enjoyable experience in Kidderminster from day time to the evening. We will work in partnership with the organisations including Wyre Forest District Council, Kidderminster Town Council, Purple Flag initiatives, Kidderminster Pubwatch scheme, Town Centre Shopwatch scheme, Healthy High Streets initiative and CCTV
- We will work closely with West Mercia Police to reduce shoplifting and anti-social behaviour in the town centre through utilising exclusion schemes, providing secure intelligence sharing for all BID businesses who wish to be part of the scheme



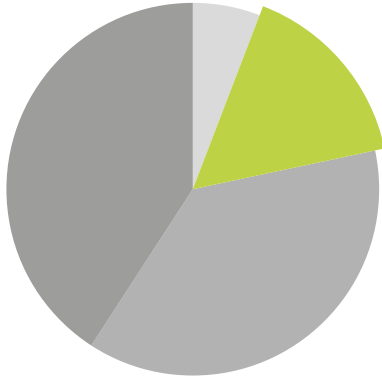
2. MARKETING, PROMOTION AND EVENTS

£600,000 OVER 5 YEARS

YOU SAID: “The town needs increased footfall, we need to reinvigorate our profile and promote the town, making sure people know about its offer. We need new and creative ways of promoting Kidderminster locally and regionally as a location of choice to visit, live and do business”

VOTE YES AND THE BID CAN DELIVER:

- The BID will create an instantly recognisable Kidderminster Town Centre brand, to be used in all BID projects and services. This branding will include the culture, heritage, leisure, independent, and office and commercial offer
- We will plan strategic marketing campaigns that can be delivered consistently over five years, making the best use of TV, radio, print and online resources. The BID will also maximise Kidderminster Town Centre’s presence on social media to provide businesses with the coverage they need to promote their offering
- The BID will contribute more funding to current events and markets so that they become bigger and better. We will also sponsor and become part of current successful events to offer something special to people coming into the Town Centre.
- A voucher or gift card system to publicise offers and give added value to customers or local employees whilst keeping spending in Kidderminster Town Centre
- The BID will also promote Kidderminster to potential investors as a business location. This includes work with both retail and commercial uses that complement our existing offer, through the provision of resources that help to make the case for why Kidderminster is a good place to do business.



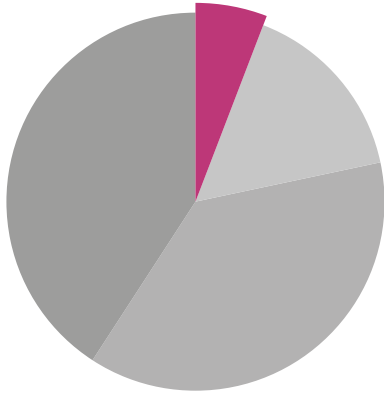
3. ACCESS AND CAR PARKING

£250,000 OVER 5 YEARS

YOU SAID: “Car parking prices and people’s car parking experiences are putting them off coming to the town. We need incentives to bring people here and encourage them to stay longer whilst providing clearer signage so visitors can experience all that Kidderminster has to offer”

VOTE YES AND THE BID CAN DELIVER:

- The BID will work with car parking providers to offer incentives and deals for events, at key times of the trading year and at specific times of the week
- We will also support the development of flexible parking payments such as mobile technology, so that parking in Kidderminster is both easy and economical
- The BID will also work with the local authority to develop improved transport promotions for employees and commuters working in Kidderminster
- Improved on-street signage linking up the whole town and making it easier for people to find their way to all that Kidderminster has to offer
- Work with public transport providers to ensure better service provision, including for specific events and peak seasonal periods
- Better signage and information at car parks, the train station and on routes in to the town



4. BACKING BUSINESS

£100,000 OVER 5 YEARS

YOU SAID: “We want a town that is well managed and championed, with support and cost savings available for existing businesses as well as attracting new businesses to the town”

VOTE YES AND THE BID CAN DELIVER:

- The BID can help save your business money through negotiating with providers of recycling, trade waste, insurance and banking charges to drive down costs of these contracts, ensuring you don't see any reduction in the high standard of service, and critically, saving you time and money
- Awareness of data about your local trading environment can be instrumental for the running of a successful business. The BID will publish regular 'business environment updates' which will contain information on town centre footfall, car parking, new business openings and town performance, to help you monitor your performance
- The BID will work in conjunction with different agencies and the Local Authority to support new business coming into the town. This will be done through initiatives such as a grants and loans scheme to help attract new retail, food and drink and commercial business, as well as supporting existing businesses that help to improve the image of Kidderminster
- The BID will position itself as a source of information and key contacts to link you with the right people or organisations that can assist you
- The BID will act as an influential lobbying group, working on behalf of the town centre businesses to ensure that your views are heard and represented at the highest level before all relevant agencies

FAQs

WHAT ARE BIDS?

BIDs are an arrangement whereby businesses come together and decide which improvements they feel could be made in their town or city centre, and how they will implement these improvements and what it will cost them. BIDs are financed and controlled by the businesses within the selected area. A BID will deliver additional projects and services to those already provided by public bodies.

WHAT DOES 'ADDITIONAL PROJECTS' MEAN?

A BID is set up to provide additional projects which will benefit business. It cannot duplicate or replicate services that you already pay for through your business rates. A BID is focussed on investing in projects and services that will help businesses and enhance their trading environment, over and above what public bodies already provide.

WHY DO BUSINESSES SUPPORT BIDS?

BIDs have the ability to increase footfall to an area, improve services and drive down business costs. As they can run for up to five years they also give businesses the opportunity to plan. BIDs put the control into the hands of the businesses themselves.

ARE BIDS FAIR?

BIDs allow businesses to manage their local place and prioritise their own projects. All BID funding is raised and controlled by business owners who formally vote on a business plan which is made up of local business ideas gathered through a consultation period.

WHAT HAPPENS AT THE END OF THE BID TERM?

A BID's mandate is for a maximum of five years: a BID wishing to continue beyond that must reaffirm its mandate through re-ballot, based on a new business plan. In the UK 9 out of 10 BIDs that have gone to re-ballot have been successful; a testament to their success.



Crossley Retail Park

Horse Fair

Swan Centre

THE BID AREA

Crossley Retail Park

Horse Fair

Swan Centre

THE BID AREA

CARPET TRADES WAY

MILL STREET

ST MARY'S RINGWAY

LOWER MILL ST

CROWN LANE

EXCHANGE ST

CORPORATION STREET

NEW ROAD

ORCHARD ST

CHURCH STREET

BULL RING

BLACKWELL ST

BLACKWELL STREET

WATERLOO STREET

COVENTRY ST

SO
LION

PROSPECT LANE

PROSPECT HILL

WORCESTER STREET

OXFORD STREET

GREEN STREET

THE RINGWAY

COVENTRY STREET

THE RINGWAY

COMBERTON HILL

LET US HAVE YOUR VIEWS AND COMMENTS
ON THE PROJECTS OUTLINED FOR
KIDDERMINSTER BID IN THE PLAN.

To find out more about Kidderminster BID
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