



KIDDERMINSTER

BUSINESS IMPROVEMENT DISTRICT

BUSINESS PLAN

2018 - 2023 | WWW.KIDDERMINSTERBID.CO.UK



“From a policing perspective the BID provides a really exciting opportunity for all businesses taking part to tailor the needs of their community to target the things that matter the most. My local policing team and I remain fully committed to driving down theft, drug abuse, ASB and other issues that affect our town centre. For some of our smaller businesses who often feel the greatest impact, the BID process puts the decision making firmly in your hands to finance a mutually agreed project or service that can make a real difference to not only you as business owners but those who visit our town and bring with them the income required to be sustainable and thrive. We must work together to improve, and you have my word that your local policing team will stand with you shoulder to shoulder and make Kidderminster Town Centre a better, safer place.”

INSPECTOR JAKE WRIGHT, WEST MERCIA POLICE

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"BIDs have helped 100's of towns throughout the country to make significant changes, from the implementation of Town Wardens, improving safety and customer service, to quality events and marketing programmes to drive footfall.

Weavers Wharf is excited about the potential that the BID has to offer in the way of additional events and services to those already provided by the Police and Wyre Forest District Council. This would help our local businesses and the wider community."

JACKIE ROBERTS, MANAGER, WEAVERS WHARF SHOPPING CENTRE



INTRODUCTION

Kidderminster is a great town with a huge amount to offer. Heritage, a central location, national brands and a range of one-off independents. A strong commercial services offer brings business into the town from local areas and further afield. The pubs, restaurants and bars provide a range of culinary experiences which is complemented by hotels and B&Bs, providing somewhere for people to stay.

But we cannot take this for granted. Many businesses in the town have been affected by the challenging economic climate. Lower footfall and competition from the likes of Worcester, Birmingham and Wolverhampton, as well as out of town office and retail parks, are presenting customers and businesses with alternative places to visit and locate a business, whilst concerns over issues such as car parking charges continue to challenge us. Kidderminster competes against many other places who are trying to attract more visitors and customers, increase spend and dwell time, present an enjoyable, professional work environment and fill the empty units in their streets.

A Business Improvement District (BID) can help move us towards achieving Kidderminster's full potential. This business plan sets out how a BID for Kidderminster would operate and, together, what we could achieve through it. **This is your opportunity to shape the future of Kidderminster.**

YOUR BID FOR KIDDERMINSTER

A Business Improvement District (BID) is a partnership in which businesses from a defined area elect to make a collective contribution to the development and improvement of their commercial district. The funds from this contribution are used solely to deliver the plans set out in this document.

YOUR OPPORTUNITY

This is your chance to invest more than **£1.5 million** over five years on projects and priorities that matter to your business through a BID in Kidderminster.

YOUR PRIORITIES

The BID will be dedicated to delivering projects, programmes and services to businesses in Kidderminster Town Centre. You have told us you would like the BID to focus on the following four key priorities:

SAFETY AND SECURITY: £650,000

Working with businesses and other partners on various business crime reduction initiatives to make sure they can get on with their core function of providing services for the customer. Ensuring visitors to the town centre both in the day and evening time feel they are in a welcoming safe and clean place to visit by providing a uniformed Town Ranger team to help reduce business crime and anti-social behaviour.

MARKETING, PROMOTION AND EVENTS: £600,000

Increasing footfall by delivering comprehensive and professionally managed marketing and promotional campaigns, an improved online presence and quality events and entertainment.

ACCESS AND CAR PARKING: £250,000

Creating a pleasant, efficient and accessible town centre environment by tackling concerns on car parking through tailored incentives such as redemption vouchers and improving way-finding provisions in and around the town.

BACKING BUSINESS: £100,000

Providing the support and initiatives businesses need to thrive, increasing local loyalty, reducing business costs and providing businesses with data and information they need to make trading in Kidderminster Town Centre easier.

THESE PROJECTS ARE OVER AND ABOVE THOSE THAT HAVE TO BE PROVIDED BY THE PUBLIC SECTOR THROUGH YOUR BUSINESS RATES.

YOUR COMPANY

The BID will be run as an independent, not-for-profit, company known as Kidderminster Business Improvement District Ltd. It will be controlled and run by businesses that pay the levy, through a Board of Directors that represent the various sectors and stakeholders in the town. The company will have dedicated, full time BID manager to deliver the plan.

YOUR INVESTMENT

Kidderminster BID will be funded by a levy on each eligible business in the defined area with a rateable value of £5,000 and above (businesses below this threshold are exempt but can join voluntarily). Collectively the total fund will exceed more than £325,000 each year to be spent exclusively in the town. The BID will also generate additional funding through voluntary contributions, grants and sponsorships. Please see page 18 for examples of how much this will cost your business.

YOUR DECISION

Businesses will decide whether Kidderminster BID should go ahead by voting in the BID ballot.

YOUR VOTE

An independent and confidential ballot will be held. The BID Ballot will be carried out by Electoral Reform Services (ERS) and ballot papers will be sent to you by **21 June 2018** and you will have until **19 July 2018** to cast your vote via post.



MESSAGE FROM THE TASK GROUP

We are delighted to introduce this Business Plan for the Kidderminster Business Improvement District. During our time as part of the BID Task Group, we have continuously had a strong sense that Kidderminster is at a pivotal point.

Recently we have seen a preferred developer announced for Lion Fields as well as the agreement for the demolition of Crown House, taking us a step closer to redevelopment of these major sites.

Whether we are discussing parking, increasing marketing, bringing in new business or footfall numbers, there is a feeling that town is in need of change and the BID is the vehicle to do so.

We believe that we have built a strong team of people representing both the public and private sector, with a wealth of experience in supporting businesses in this town. We have developed a business plan for the next five years through a process of consultation using surveys, presentations, business meetings and face-to-face discussions. We have tried to assess the needs of all businesses in Kidderminster to ensure we help people across all business sectors benefit from the investment programme we have planned.

Your money will only be used to ensure **“added value”** in those areas identified as vital. This will allow us to continue to have an important part to play in ensuring that we are ready to face the challenges posed in retaining and improving the trading environment in the light of the increased competition from other nearby town and city centres.

As Kidderminster business people we are committed to helping the town achieve it's full potential as a trading and business centre. We believe that the business community now has the opportunity to act collectively in order to attract new ideas and investment and enhance business profitability.

The Kidderminster BID is the best chance we have to make sure we give the business community the opportunity to succeed. Now is the time to act collectively and say **YES** to a BID in Kidderminster and start delivering more for business and creating a successful town centre.

THE KIDDERMINSTER BID TASK GROUP

BUSINESS IMPROVEMENT DISTRICTS EXPLAINED

A Business Improvement District (BID) is a local, democratically elected, private sector led organisation that focuses on delivering the improvements businesses in a defined area want to see. BIDs invest in and deliver projects and priorities to improve the local trading environment, drive down business costs and raise the profile of an area. BIDs are led and controlled by businesses; they are independent, not-for-profit organisations with ring-fenced resources and finances.

BIDs raise their finances principally through a levy. This levy is an investment by businesses in return for projects and services from the BID company – those that invest in the BID company benefit from it.

BIDs operate for five years, in which time they have to demonstrate how they are making a difference. After five years, a renewal ballot must be held to enable the BID to continue.

In order for a BID to be established, a ballot of all eligible businesses in the BID area is held. For the ballot to be successful, two conditions must be met:

1. MORE THAN 50% OF BUSINESSES WHO VOTE MUST VOTE IN FAVOUR OF THE BID BY NUMBER
2. OF THE BUSINESSES THAT DO VOTE, THOSE IN FAVOUR MUST REPRESENT MORE THAN 50% OF THE TOTAL RATEABLE VALUE OF ALL VOTES CAST.

If both these conditions are met, the BID will be established and the BID levy will be mandatory for everyone in the BID area regardless of whether they chose to vote or not.

BIDs offer businesses an opportunity to take control of their own priorities and invest in projects and services that benefit them, their customers, clients, visitors and employees. The BID company monitors results and performance. BIDs are lean organisations, designed to be flexible and agile to respond to local circumstances and areas of priority, as well as carry the credibility and resources to get things done in a cost effective, efficient way.

There are more than 300 BIDs operating all over the UK, including Bilston, Worcester, Wolverhampton and Birmingham. Businesses throughout the country are reporting that Business Improvement Districts are good news for their town centres, boasting not only increases in footfall and trading figures, but more inward investment and better communications between business and local government. Not only that but, 9 out of 10 BIDs that seek re-ballot have been successful, with a higher turnout and a higher vote in favour. This offers a real testament to the ability of BIDs to deliver results that benefit business.



“The BID is a great opportunity for local businesses to work together and really drive the key priorities in the town. It will give additional support to businesses by providing a platform for collaboration and promoting Kidderminster Town Centre to the wider community.”

**LAURA BURBERY, STORE MANAGER OF BOOTS,
KIDDERMINSTER WEAVERS WHARF**

YOUR QUESTIONS ANSWERS

AM I ELIGIBLE TO VOTE?

All businesses with a rateable value of £5,000 or more are eligible to vote in the ballot.

WHY ARE BUSINESSES WITH A RATEABLE VALUE OF £5,000 AND UNDER EXEMPT?

The smallest businesses would pay so little in BID levy that the cost of collecting it would be greater. Those who do not pay, do not get a vote. Exempt businesses can however opt to make voluntary contributions and enjoy all the same benefits.

HOW WILL I KNOW IF THE BID IS DELIVERING THE CONTENTS OF THIS PLAN?

The BID will focus its resources on delivering the four objectives outlined in this plan. The BID will communicate its activity throughout the 5 year term and will be able to report on a variety of different performance indicators, as outlined on page 24. Ultimately, the business plan is binding and any significant or substantial change on what is set out here would need to be put to a vote of the levy payers.

HOW MUCH WILL THIS COST ME?

To calculate your annual BID Levy based on a 1.5% charge divide your rateable value (RV) by 100 and multiply by 1.5. For example:

RV £5,000 / 100 x 1.5 = £75 BID Levy

RV £10,000 / 100 x 1.5 = £150 BID Levy

RV £50,000 / 100 x 1.5 = £750 BID Levy

RV £250,000 / 100 x 1.5 = £3,750 BID Levy

WHAT HAPPENS IF I VOTE NO?

If you vote no to a BID in Kidderminster you are saying no to additional equitable and sustainable funding to support the town. Without this investment we will be unable to offer a quality programme of projects, services and events, and you will lose your opportunity to make a difference to the town.

BIDs are becoming more prominent in towns and cities across the UK. The competition is tough.

Doing nothing is no longer an option. We need to harness this opportunity to take control and invest in the future of our city.

IS THIS A WAY FOR THE COUNCIL TO SAVE MONEY?

No. The Kidderminster BID is an independent, private, not-for-profit company. The BID will be formed and managed by the businesses which pay the levy and it will operate solely to deliver projects that are paid for and requested by businesses. The projects and services a BID delivers are new, or in addition to, Council services. Legally, a BID can only deliver over and above existing statutory services and part of the BID's role will be to make sure local public agencies are delivering against these. In order to gauge this, Baseline Statements have been developed showing what the Public Agencies currently provide. **Baseline Statements have been established for:**

- Car Parking and Enforcement
- Highway Maintenance
- Street Lighting and Furniture
- Christmas Lights
- Seasonal Floral Decorations, Parks and Recreational Spaces
- Tourism, Museums and Visitor Centres
- Police
- Community Safety
- CCTV
- Street Trading and Enforcement

ISN'T THIS WHAT I PAY MY BUSINESS RATES FOR?

No. Business rates are a national tax that is set by Central Government, collected by the council, passed on to central Government and then redistributed back to councils. Businesses have little say in how that money is distributed or spent. The BID levy is nothing to do with business rates, it is based on a levy on the rateable value of the business unit and the funds will be kept in a separate bank account to be invested within the BID area. The Local Authority will also contribute to the BID as they both own multiple properties in the BID area and will therefore be treated as any other levy payer.

ISN'T THIS A BAD TIME TO BE INCREASING BUSINESSES OUTGOINGS?

Actually this is a great time to be planning ahead and ensuring our town fulfils its potential. BIDs are not designed to put additional financial pressure on businesses during a time of slow economic growth. Rather, BIDs aim to drive footfall to the town to increase sales and improve your trading environment and save businesses money. BIDs also provide an opportunity for businesses to work together to drive down overheads such as trade waste collection and insurance.

THE BID AREA

The BID area has been carefully defined and shaped through consultation carried out by the BID Team.

The £1.5 million BID fund will only be spent on projects to benefit the businesses within this area, as guided by BID rules and regulations.

The businesses within this boundary will fund and control the BID. If you are unsure whether your business falls within the BID boundary, please get in touch with a member of the BID area.

THE MAP RIGHT SHOWS THE BOUNDARY AREA.



STREETS

BLACKWELL STREET

COVENTRY STREET

MILL STREET

BRIDGE STREET

DUDLEY STREET

NEW ROAD

BROMSGROVE STREET

EXCHANGE STREET

ORCHARD STREET

BULL RING

GEORGE STREET

OXFORD STREET

CALLOWS LANE

GREEN STREET

PROSPECT HILL

CARPET TRADES WAY
Crossley Park

HIGH STREET

SWAN CENTRE

CASTLE ROAD

HORSEFAIR

VICAR STREET

CHURCH STREET

JOSIAH MASON HALL

WATERLOO STREET

CHURCHFIELDS

LION STREET

WEAVERS WHARF

COMBERTON HILL

MARKET STREET

WORCESTER STREET

CORPORATION STREET

MARLBOROUGH STREET



“We need to make our town great again and no one person can do this. If we all work together we can and will make a difference. That is why I support the BID proposal for Kidderminster because with their help we can and will put Kidderminster back on the map”.

CAROL WILLOUGHBY, OWNER, THE TIGERS EYE



**Crossley
Retail Park**

**Swan
Centre**

Horse Fair

HOW DID WE GET TO THIS POINT?

For the past year, the BID team has consulted with you in many ways to get your views on a BID for Kidderminster. The BID provides an opportunity to create a company that represents your business and delivers for your town, so we have spent time making sure we listen to your priorities.

Throughout this consultation we have continued to hold face-to-face meetings, conduct telephone calls and written correspondence, provide presentations and facilitate group discussions with town businesses, public agencies and stakeholders as well as national headquarters, in order to gather input on the development of the Kidderminster BID.

OUR ENGAGEMENT HAS INCLUDED:



"I believe that the BID will be good for Kidderminster as the investment will not only help improve the town through the implementation of proposed projects but should also bring local businesses closer as we develop these initiatives together."

**MARK SEARL, ASSISTANT MANAGER,
BOOTS OPTICIANS KIDDERMINSTER**

JUNE 2017

- Feasibility study undertaken and initial feedback from businesses gathered and analysed.
- BID Task Group meetings to represent businesses across the town, to guide the BID's development.

OCTOBER - NOVEMBER 2017

- BID newsletters distributed to all businesses via post and in person; these included information on introducing the BID, key BID facts and common misconceptions.
- BID website set up providing key BID information and contact details.

DECEMBER 2017 - JANUARY 2018

- Survey undertaken, seeking business views on town centre performance and how the BID could improve the town.
- Letters distributed to businesses inviting them to complete the survey and attend business workshops.
- Business workshops held to look in detail at projects and services the BID could deliver, and to establish priorities.

FEBRUARY 2018

- All consultation consolidated and the Kidderminster BID Business Plan/ Proposal produced.

AS A RESULT OF THIS ENGAGEMENT, BUSINESSES HAVE HAD THEIR SAY AND HAVE TOLD US WHAT THEY WANT TO SEE HAPPEN IN THE TOWN. THIS BUSINESS PLAN SETS OUT YOUR PRIORITIES, INCLUDING:

- The action you want to see taken
- The projects you want to see happen
- The services your business, staff and customers can benefit from
- How the BID will deliver for your business



"I feel that Kidderminster would greatly benefit from becoming a Business Improvement District. The additional funding is necessary to improve safety and security and also drive additional footfall into the town centre. It would help make Kidderminster a better place to work, live and visit"

PHIL HIGGS, DIRECTOR, T.H. BAKER

I. SAFETY AND SECURITY

OVER 5 YEARS: £650,000

INTRODUCTION OF TOWN RANGERS

A full time dedicated team of Town Rangers whose primary role will be to 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 Town Rangers will also be able to welcome people to Kidderminster from the train and bus stations and around the town centre. These Town Rangers will be information points for visitors, trained by the BID Company to ensure they are knowledgeable and passionate about Kidderminster and aware of what is going on in the town centre.

They will also work with businesses and will be the primary contact point on all matters, helping develop and manage all specs from developing business crime reduction measures to getting involvement in marketing and promotions activities.

FEELING SAFE

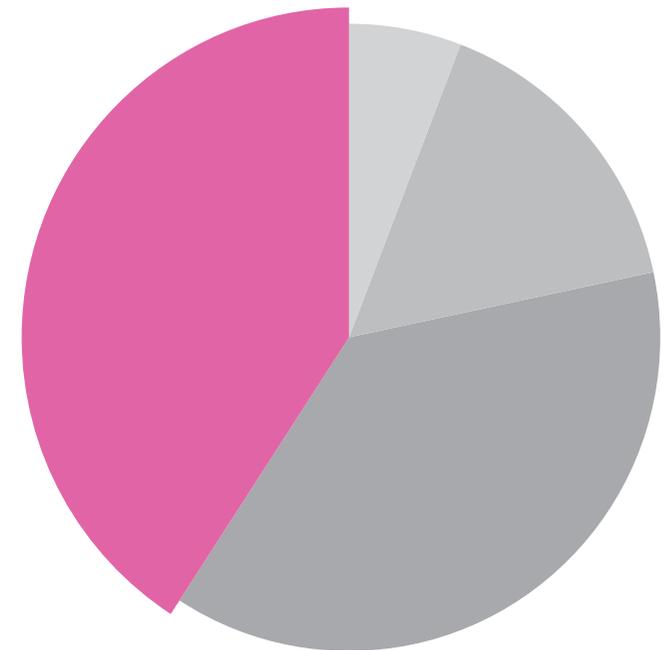
The BID will look to promote a safe and enjoyable experience in Kidderminster from day time to the evening. We will work in partnership with the organisations including Wyre Forest District Council, Kidderminster Town Council, Purple Flag initiatives, Kidderminster Pubwatch scheme, retail radio and CCTV. To ensure there is a link up with the day-time economy around safety, security and street cleansing issues to provide a seamless transition from the day-time economy into the early evening to encourage customers to stay in the town.

ONLINE EXCLUSION SCHEMES

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.

LOOKING BETTER

The BID will explore options to ensure the town centre looks the best it can at all times, working to reduce the time trade waste is on our pavements and that the town is as clean as it can be. This will keep your valued customers coming back time and time again.



2. MARKETING, PROMOTION AND EVENTS

OVER 5 YEARS: £600,000

CREATING AN IDENTITY

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, office and commercial offer. This will then enable us to plan strategic marketing campaigns that can be delivered consistently over five years. The BID will build momentum and presence by making the best use of TV, radio, print and online resources so that we can get our message to customers both within and outside of the BID area. This will help to boost trade and activity during the day and night, and all year round.

INTERNET AND SOCIAL MEDIA

The BID will deliver a comprehensive website containing information on events, offers and news with business directories that can be edited and updated by each business as they wish. You have told us that it is key to your business that customers receive relevant and up to date information. The BID will work to deliver this and really expand and invest in Kidderminster's online presence. The BID will maximise on social media presence to give Kidderminster Town Centre businesses the coverage they deserve by using Twitter, Facebook and LinkedIn, and providing regular e-bulletins to both businesses and existing and potential customers on specific town promotions and offers.

INVESTOR MARKETING

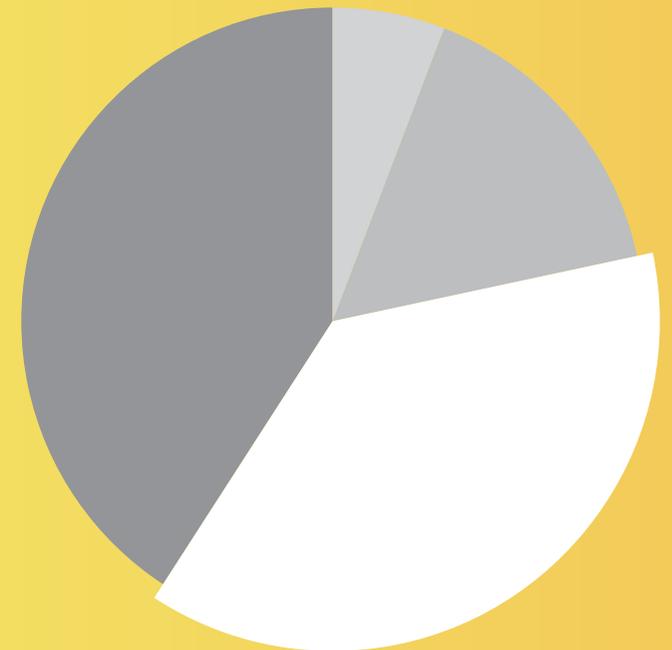
In addition to the consumer marketing that will help to bring in customers the BID will also promote Kidderminster to potential investors as a business location. This includes work with both retail and commercial uses that complement our existing offer, through the provision of resources that help to make the case for why Kidderminster is a good place to do business. We will also encourage creative entrepreneurship and investment, supporting a strong economic future for the next generation.

IMPROVED CURRENT EVENTS AND MARKETS

As advised by you, the BID will pump more funding into current events and markets so that they become bigger and better. The BID will also sponsor and become part of current successful events to offer something really special to people coming into the town centre.

KEEPING SPEND LOCAL

A voucher or gift card system to publicise offers and give added value to customers or local employees spending in Kidderminster Town Centre. Many of you already offer vouchers or discount codes – why not get them all in one place to keep costs down, keep people spending money in Kidderminster and promote what our town has to offer?



3. ACCESS AND CAR PARKING

OVER 5 YEARS: £250,000

CAR PARKING INITIATIVES

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 have already started these discussions so that the BID can begin delivering them at the earliest opportunity to ensure people see the town as a cost effective place to use. We will also support the development of flexible parking payments such as mobile technology, so that parking in Kidderminster is both easy and economical. Work will also be done to explore other car parking initiatives that will encourage customers old and new to come back to Kidderminster to visit, spend and experience what our town has to offer.

HELPING EMPLOYEES

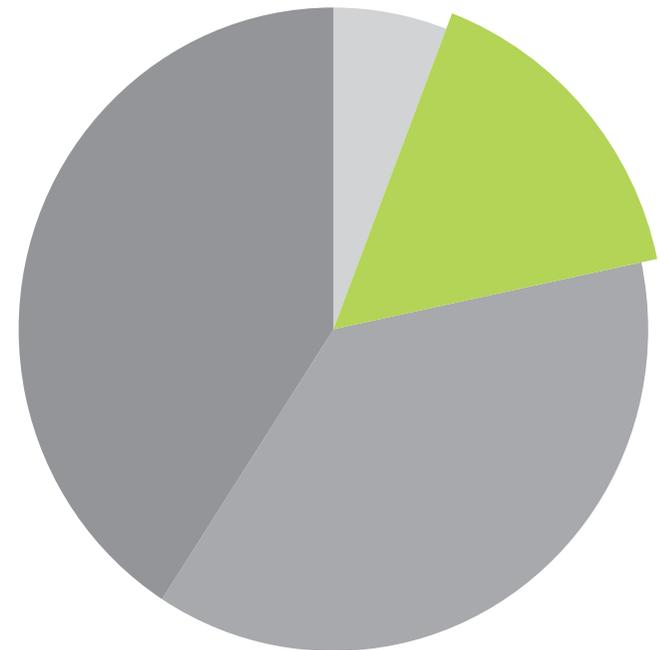
The BID will also work with the local authority to develop improved transport promotions for employees and commuters working in Kidderminster.

BETTER SIGNAGE AND MAPS

Signage and information impacts everyone's use of a town. Providing quality and up-to-date signage is central to getting people to their location and helping them explore what's on offer. Consistent and useful signage will be introduced to make access both to and around the town centre easier, specifically to and from the station and the location of underused car parks, as this has been highlighted as a high priority for businesses. We will also introduce signage and new up to date maps to firstly help navigate the town and secondly publicise the range of shops, cafés and restaurants, particularly in areas such as Horsefair and Comberton Hill.

TRANSPORT

We will work with public transport providers to ensure better service provision, including for specific events and peak seasonal periods. Other initiatives such as 'Free After 3' or 'Alive After 5' which are tactical promotions offering concessions to customers, funded by the BID, working in partnership with transport providers will be investigated.



4. BACKING BUSINESS

OVER 5 YEARS: £100,000

SAVING YOU MONEY

The BID can help save your business money through recycling, trade waste, insurance, banking charges, and negotiating with providers 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. In other BID areas, savings have been used by businesses to offset the BID levy. (See page 25 for examples of this.)

INFORMATION AWARENESS

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.

SUPPORTING NEW BUSINESS

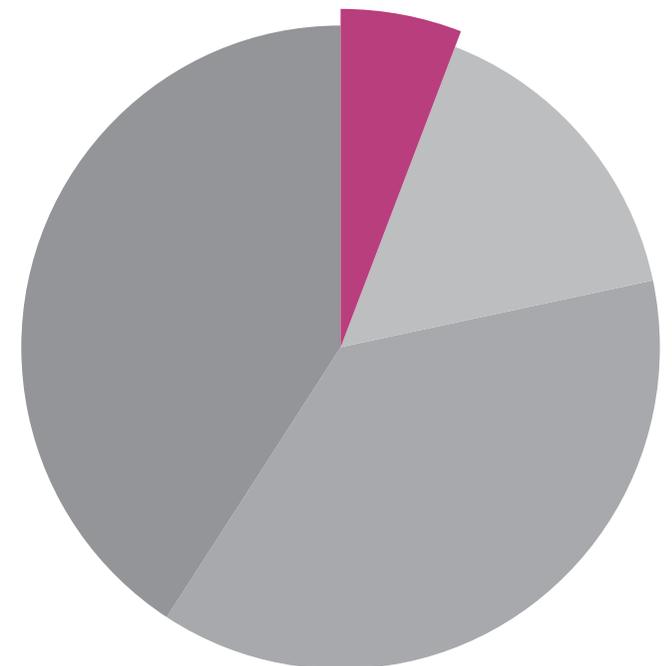
The BID will work in conjunction with different agencies and the Local Authority to support new business coming into the town. This will be done through initiatives such as a grants and loans scheme to help attract new retail, food and drink and commercial business, as well as supporting existing businesses that help to improve the image of Kidderminster.

CONNECTING YOU

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. In conjunction with this, we will pro-actively provide regular communication and updates on key events in the town, so that businesses can plan ahead, inform staff and tell customers.

WORKING FOR 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. This will be your BID, and it will work in your best interest where you need it. In addition to that, the BID will always try and use local suppliers wherever possible so we do our bit to support our town.



THE BID LEVY

Every eligible business or organisation in the BID area shown on the map on page 11 will pay the BID levy which is calculated as 1.5% of the rateable value of its premises. This will not change throughout the duration of the BID term.

The levy will be collected by Wyre Forest District Council on behalf of the BID Company and transferred to the BID Company's bank account.

This income is then ring-fenced and used only to fund the projects included in this business plan.

The table below shows examples of what you will pay.

The levy is an investment. In return for your investment, you benefit from projects and services you would not get without a BID. The BID company will be able to tell you what you are receiving for your investment; it will be accountable for every pound it receives or generates.

VOLUNTARY MEMBERSHIP AND ADDITIONAL FINANCE

The BID will also run a voluntary membership scheme for small businesses, with a rateable value of less than £5,000 in the BID area so that they too can benefit from BID projects and services. The BID can also seek voluntary contributions, grants and project match funding to deliver even better value for money for its activities. In addition, the BID will also be able to run commercial services or other income generating activities.

Rateable Value of Business	Annual Levy Payable
£5,000	£75
£10,000	£150
£20,000	£300
£40,000	£600
£60,000	£900
£100,000	£1,500
£250,000	£3,750
£400,000	£6,000
£600,000	£9,000





"I am delighted to support the proposal for a BID for Kidderminster Town Centre. For me the BID is about giving local businesses and traders the opportunity to take the initiative in developing new ideas to improve the town centre. Having worked in the town centre for over 40 years, the time does now seem right to go for a BID and I am certain that the BID is the way forward for our town centre and its businesses."

CLLR HELEN DYKE, TOWN CENTRES MEMBER CHAMPION,
WYRE FOREST DISTRICT COUNCIL

BID INDICATIVE INCOME AND EXPENDITURE - 2018-2023

	2018/19	2019/20	2020/21	2021/22	2022/23	5 YEAR TOTALS
INCOME						
BID Levy	£326,000	£326,000	£326,000	£326,000	£326,000	£1,630,000
Additional Income	£65,200	£65,200	£65,200	£65,200	£65,200	£326,000
TOTAL INCOME	£391,200	£391,200	£391,200	£391,200	£391,200	£1,956,000
EXPENDITURE						
Safety & Security	£130,000	£130,000	£130,000	£130,000	£130,000	£650,000
Marketing, Promotions & Events	£120,000	£120,000	£120,000	£120,000	£120,000	£600,000
Access & Car Parking	£50,000	£50,000	£50,000	£50,000	£50,000	£250,000
Backing Business	£20,000	£20,000	£20,000	£20,000	£20,000	£100,000
Staff	£40,000	£40,000	£40,000	£40,000	£40,000	£200,000
Training	£500	£500	£500	£500	£500	£2,500
Office & IT Support	£7,500	£7,500	£7,500	£7,500	£7,500	£37,500
Insurance	£1,200	£1,200	£1,200	£1,200	£1,200	£6,000
Levy Collection Costs	£6,500	£6,500	£6,500	£6,500	£6,500	£32,500
Professional Fees	£1,000	£1,000	£1,000	£1,000	£1,000	£5,000
Bank Charges	£400	£400	£400	£400	£400	£2,000
Contingency	£14,100	£14,100	£14,100	£14,100	£14,100	£70,500
TOTAL EXPENDITURE	£391,200	£391,200	£391,200	£391,200	£391,200	£1,956,000
Surplus/Deficit	0	0	0	0	0	0

BID RULES EXPLAINED

The BID legislation of 2004 sets out the rules and regulations under which the BID ballot must be carried out, and the framework under which the BID must operate. Key points are:

BID CREATION AND THE BID BALLOT

- Each eligible business ratepayer within the defined area will have one vote, provided they are listed on the National Non-Domestic Rates list as provided by Wyre Forest District Council on 01 January 2018.
- None of the costs incurred through the development of the BID, before the formal ballot, will be recovered through the BID levy.

THE BID LEVY AND WHO CONTRIBUTES

- The BID levy rate will be fixed for the full term of the BID (five years) and will not be subject to inflation or alterations.
- The BID levy will be applied to all eligible businesses within the defined area provided they are listed on the National Non-Domestic rates list as provided by Wyre Forest District Council on the 'Chargeable Date' each year. The 'Chargeable Date' will be 1st April annually. The following exemptions will apply:
 - Those organisations with a rateable value below £5,000
 - Non-retail charities with no trading income, arm or facilities, not-for-profit subscription and volunteer-based organisations will be exempt from paying the BID levy
 - Those organisations on Comberton Hill and Horsefair
- New businesses will be charged from the point of occupation based upon the rateable value at the time they enter the rating list.
- If a business ratepayer occupies the premises for less than one year, the levy paid will be on a daily basis.
- Vacant properties, or those undergoing refurbishment or being demolished will be liable to pay the BID levy by the property owner or registered business ratepayer.
- The BID levy will not be affected by the small business rate relief scheme, service charges paid to landlords, exemption relief or discount periods in the non-domestic rate regulations 1989 made under the Local Government Finance Act 1988.
- VAT will not be charged on the BID levy.

BID OPERATIONS AND MANAGEMENT

- Wyre Forest District Council is the only authorised body able to collect the BID levy on behalf of the BID Company.
- Collection and enforcement regulations will be in line with those applied to non-domestic business rates, with the BID Board of Directors responsible for any debt write-off.
- The BID funding will be kept in a separate BID account and transferred to the BID Company.
- BID projects, costs and timescales may be altered by the BID Board of Directors, provided they remain in line with the overall BID objectives.
- The BID Board of Directors will meet at least six times a year. Every levy paying business will be eligible to be a member of the BID Company and to vote at general annual general meetings.
- The BID Company will produce a set of annual accounts made available to all company members.
- BID staff will be appointed and work with the appropriate agencies to deliver the programme of projects.
- The BID will last five years. At the end of the five years, a ballot must be held if businesses wish to continue with the BID.

BID GOVERNANCE AND MANAGEMENT

A new independent, non-for-profit company limited by guarantee will be established to govern the BID and will be known as Kidderminster Business Improvement District Limited.

This organisation will have a Board of Directors, directly accountable to BID levy payers for:

- Effective delivery of the projects and services as set out in the BID Business Plan.
- Upholding and promoting the BID's vision and objectives.

The Board will serve voluntarily and would typically be composed to reflect the make-up of the town's businesses and organisations. Kidderminster BID will have the following board composition:



INDEPENDENT RETAIL X3



NATIONAL RETAIL X2 / ENTERTAINMENT X2 / HOSPITALITY & LEISURE X2 /
PUBLIC SECTOR X2 / COMMERCIAL & OFFICE X2 / PUBS & BARS X2



SHOPPING CENTRES X1 / PROPERTY X1 / EDUCATION, HEALTH & THIRD SECTOR X1



"Wyre Forest District Council is extremely supportive of the proposals to develop a BID for Kidderminster Town Centre and has been a keen supporter right from the start. We see significant opportunities for the Council to work with the BID company and the businesses within the BID boundary, to drive more footfall into the town and encourage more people to visit and spend time here and the BID proposal will complement the Council's regeneration plans for the town centre."

**GLLR IAN HARDIMAN, DEPUTY LEADER AND
CABINET MEMBER FOR PLANNING AND ECONOMIC
REGENERATION - WYRE FOREST DISTRICT COUNCIL**

To ensure continuity, levy paying members of the BID Task Group will serve as the Kidderminster BID Board in year one, and thereafter an annual election will be held where any levy paying business will be eligible to stand for BID board director. There will also be three places for co-opted board members to ensure joined-up working.

As a levy payer, you will have a stake in the BID Company. You will control what the BID funds are spent on and you can hold the BID Company accountable throughout the duration of the five years. The BID company will not be able to make a profit – any surplus must be spent on projects and services agreed by you and the Board of Directors.

The BID will also employ a dedicated, full-time manager to ensure the projects outlined in this business plan are delivered effectively and efficiently. They will be responsible for:

- Being the main contact point between levy payers and the board
- Delivery and management of the BID Business Plan
- Seeking additional financial contributions towards the BID Company

If successful at vote, Kidderminster BID's term will commence in formally in Autumn 2018. It will run for five years and then be required to seek renewal through a new ballot.



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MEASURING PERFORMANCE AND REPORTING BACK

Kidderminster BID will need to show it is delivering against its objectives and for your business. The Board will set the key performance indicators (KPIs) and criteria upon which to measure the BID's performance. Examples of the criteria the BID will use include:

TOWN PERFORMANCE DATA

- Footfall Figures
- Occupancy Rates
- Car Parking
- New Business Activity
- General & Business Crime Data

ANNUAL SURVEYS

- Business Feedback
- Consumer Feedback

VALUE FOR MONEY AND TOWN PROFILE MEASUREMENTS

- Media Coverage
- Website and Social Media Visits and Interaction
- Business Cost Reductions

These activities will be carried out at appropriate regular intervals and will be reported back to you via:

- Direct Communications (for example: e-bulletins, letters and face-to-face meetings)
- Group Forums and Briefings
- Annual Meetings
- Annual Reports



"I have lived in the West Midlands for over 20 years, living locally to Kidderminster Town, I am passionate about its heritage and importance as not only an area key to Tourism but also the need to have a viable shopping destination which is both clean and safe to shop in.

I have worked in Retail for over 30 years and have held several Store Manager Roles across the Midlands. I have worked with different BID's across a number of different Towns, and therefore have had first-hand experience of the value they can add."

LESLEY PRICE, STORE MANAGER, MARKS & SPENCER

WHAT HAVE OTHER BID AREAS ACHIEVED?

The many BIDs now in operation around the UK have demonstrated the diverse benefits you can expect to see if you vote 'yes' to a BID in Kidderminster. We will work to achieve the same successful results.

These benefits include:

- Increase in footfall throughout the year
- Initiatives to reduce business costs
- Professional, planned and sustained up-to-date marketing and promotion
- A strong, business-led voice to get things done and solve problems
- A better managed town centre, day and night, with more communications and more information shared amongst businesses



With over £320 million being generated via more than 300 UK BIDs, there are many examples of BIDs delivering for local businesses. Here are some examples of how other towns and cities in the UK have delivered results with their BIDs:

COLMORE BUSINESS IMPROVEMENT DISTRICT

Record number of visitors attended the Colmore Business Improvement District (CBD) Food Festival with 26,000 people attending the fourth annual festival which showcased 24 of CBD's food and drink venues.

Isaacs Contemporary Indian Dining was one of four establishments that have moved into CBD in the last year and made their debut at the festival this year, reaping immediate benefits - reporting an increase of 30% in covers over the course of the weekend.

BEDFORD BUSINESS IMPROVEMENT DISTRICT

Bedford Town Centre Gift Vouchers are a unique gift alternative from BedfordBID, and are redeemable at over 270 town centre businesses including restaurants and retailers. Sales to date £709k; 272 participating businesses and 91% redemption.

WESTSIDE BUSINESS IMPROVEMENT DISTRICT

Warden team is an integral part of the Broad Street provision. The team members offer a friendly welcome to thousands of visitors, making them feel safe and secure. In a year the team have offered assistance 24,882 times, responded to an average of 2,074 requests per month (38% increase on last year's figures) and each Warden deals with an average of 479 requests per week.

SWINDON BUSINESS IMPROVEMENT DISTRICT

In their first term Swindon BID (In Swindon) reduced Car Parking Fees to £2 for four hours in the three multi-storey car parks.

They also achieved savings of 20-45% for businesses off their annual bills through the BID's procurement project.

CONTACT INFORMATION

To discuss any aspect of this proposal, please contact:

KEVIN BROWNELL
Project Manager

📧 KEVIN@THEMOSAICPARTNERSHIP.CO.UK

☎ 07496 718580

Let us know if you would like to talk to any members of the BID Task Group.

FINAL THOUGHTS

Throughout the last few months, each business has had the opportunity to tell us what really matters to them and communicate their vision for Kidderminster. We believe that this business plan reflects these aspirations and offers value for money.

BIDs have a proven track record of improving towns and putting control into the hands of businesses. This is a unique opportunity to invest in Kidderminster and your business.

Kidderminster is a great place to live, shop and relax. By investing a relatively small amount individually, collectively we create an even brighter future for Kidderminster and for its businesses.

KEY DATES

