

STRONGER TOGETHER

BUSINESS PLAN 2025-2030



KIDDERMINSTER
BUSINESS IMPROVEMENT DISTRICT

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INTRODUCTION

Kidderminster's BID launched during one of the most challenging global periods of our time, yet our town's resilience has shone through. Despite the setbacks caused by the pandemic, the BID team provided unwavering support to businesses and ensured the safety of our visitors. Though the road to recovery has been slow, recent months have brought renewed vibrancy to Kidderminster. The town is evolving, attracting new businesses, hosting more community events, and laying the groundwork for future investments.

While global trends like the rise of online shopping have impacted High Streets everywhere, Kidderminster is embracing change. We're transforming into a dynamic community hub with a blend of retail, residential, office, food & drink, entertainment, and lifestyle spaces. Exciting projects like the development of green spaces, the Town Hall, Magistrates Courts, and the Piano building, along with private investments, are revitalizing vacant buildings and breathing new life into our town.

As we look ahead, there are even more investment opportunities on the horizon. With continued collaboration between public and private sectors, Kidderminster is set to thrive and become a place we can all take pride in. The first five years of the BID have been a journey of progress, overcoming challenges, and delivering tangible results. As Chair, I am immensely proud of what the BID team has achieved, and I am deeply grateful for the support of our BID Board and partners.

Although we are still in a period of transition, over the next five years, the BID remains dedicated to supporting our local businesses and communities. We will deliver projects to drive footfall, increase dwell time and foster a vibrant, safe economy. Every vote is crucial in shaping the future of our town, and I urge every eligible business to support the BID by casting their vote. Together, we can continue building a thriving Kidderminster that we are all proud to call home.

I urge you to vote YES to continue the good work that has been started.



Every vote is crucial in shaping the future of our town, and I urge every eligible business to support the BID by casting their vote. Together, we can continue building a thriving Kidderminster that we are all proud to call home.

Paul Long
Chair, Kidderminster BID
& Director, IceBlue



WHAT IS A BUSINESS IMPROVEMENT DISTRICT (BID)?

A Business Improvement District (BID) allows businesses to collaborate on desired services and improvements, managed through a business plan voted on by levy payers.

With a focus on keeping Kidderminster Town Centre vibrant, safe, clean, and friendly, Kidderminster BID has gained popularity over the past 5 years, enhancing awareness, footfall, spending, and local pride. Services and projects stem from a 2019 consultation with local businesses, led by them to meet their specific needs. The BID's voluntary Board of Directors has effectively executed business plan projects and secured additional funding, maximizing local business investments.



THE IMPORTANCE OF US WORKING TOGETHER

Kidderminster BID aims to keep the town centre vibrant, safe, clean, and friendly, encouraging visitors and helping businesses prosper. Over the last 5 years, the BID has grown in popularity among local businesses, residents, and consumers. It has significantly raised awareness of the town, increased footfall and spending, and fostered a sense of pride.

The services and projects delivered by Kidderminster BID were based on an extensive 2019 consultation with local businesses. The BID, run and led by businesses, responds directly to their needs. The BID's Board of Directors, composed of local business representatives working voluntarily, has diligently delivered business plan projects and sought new funding avenues, adding substantial value to local business investments.

Your BID levy raises around £200,000 pa or £1m over 5 years, alongside additional income. In 2024, Kidderminster BID seeks your continued support. It's time to review our work and build on our successes by formulating a new business plan for the next five years.

Vote "YES" to renew the BID for another five years. If the BID is not continued, all work and achievements detailed will cease from May 2025.

The past five years have seen significant changes in towns across the UK due to evolving shopping habits, further intensified by the pandemic. Kidderminster must continue to adapt and refocus to thrive. To remain competitive and address the ongoing challenges of online retail, Kidderminster Town Centre must offer what consumers want. Supporting your BID is crucial for having a plan and being aspirational for our businesses and town.

Vote "YES" in the Kidderminster BID ballot later this year!



WHAT WILL A 'YES' VOTE MEAN FOR KIDDERMINSTER?

A renewal of the Stronger Together Kidderminster BID for a further 5 years will mean:

- Over £1m of additional investment for Kidderminster Town Centre. This will be supported by the additional income that we raise, as in the BID's first term.
- The continuation of proven projects, events and promotions for BID businesses and the town.
- Supporting partners with the town centre regeneration and ensure businesses benefit.
- Over 400 businesses being given a voice to influence the future development of the town



WHAT IF WE VOTE 'NO'?

If the vote is 'NO,' Kidderminster BID will cease to exist on 01 May 2025, stopping all services it provides. Many services and events will be lost, including:

- Nearly £1million BID levy investment in Town Centre support over the next five years
- Additional funding and services leveraged by the BID (£179K UKSPFF, £4K GSLEP, £50K COVID fund, £8k CLLR funds)
- Lose competitive ground with other BID locations (including proposed ones) Like Birmingham, Solihull, Wolverhampton, Redditch, Dudley
- Website and media activity
- Popular events such as Love Kidderminster, Kiddy Proud, Music Festivals, Halloween trail, Pop Ups, Easter and Christmas Trails, and contributions to other collaborative events such as the Christmas Lights Switch On
- Loss of Business Crime reduction initiatives
- Lose 7 days of security covering 9,360,000 steps (4,680 miles) a year, 14,040 business stops a year, 7,020 business supports and incidents a year, Recovering over £50,000 of stolen goods to businesses
- Business Support which has included Covid-19 aid as well as significant grant income being leveraged to support small businesses.

There is no replacement body that will deliver these services.



LISTENING TO YOU

Since the spring of 2024 we have undertaken a consultation process in Kidderminster Town Centre.

This has included:

- Regular meetings with the BID Board who represent the levy payers
- BID Newsletter sent to all 400+ Levy payers in 2024
- Renewal survey sent to all 400+ levy payers in 2024
- One to One engagement with businesses by the BID Team
- BID Business Workshops in September 2024
- Engagement with National Businesses.
- Ongoing engagement with Wyre Forest Council as a levy payer responsible for 16 hereditaments.
- Ongoing engagement with all levy payers will take place until the ballot

The consultations that have taken place with businesses this year have shown a great deal of satisfaction and support for the existing BID.

In addition to the strong support for themes from the previous business plan, the need to have greater emphasis on increasing footfall and dwell time across the town centre is clear.

Additionally, there is a strong interest in filling vacant units and managing the type of businesses attracted into Kidderminster.

There will be 3 Key Themes:



**Marketing, Promotion
and Events**



Safety and Security



Backing Business

The information you provided has helped us to shape this 5-year business plan reflecting your priorities as outlined in this document.

THE NEXT FIVE YEARS 2025 - 2030

WHAT THE BID WILL DO

Our aim is to deliver initiatives in 3 key areas over 5 years:



**Marketing, Promotion
and Events**



£550,000



Safety and Security



£450,000



Backing Business



£100,000



MARKETING, PROMOTION AND EVENTS

The Next 5 Years

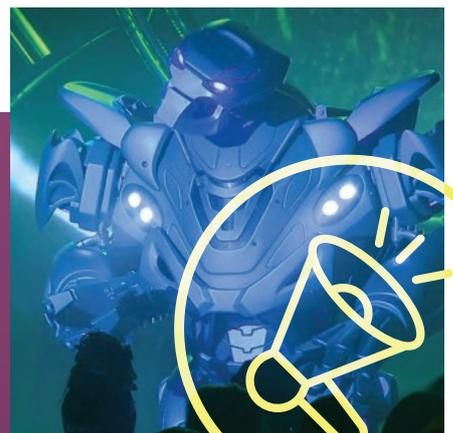
These initiatives and services aim to boost the visibility and appeal of the town centre by organising a diverse range of events and activities, studying shopper and visitor trends, and targeting specific audiences. The goal is to position Kidderminster as a destination not just for our local community, but also for visitors and tourists from farther away.

This focus is crucial for businesses as it generates significant value by increasing footfall, dwell time and spending within the BID area. Our vision is to host more frequent and extended events that energise the town centre. To achieve this, we will collaborate with Wyre Forest District Council to streamline event management and encourage event's organisers to host their own as well.

- More events
- Smarter Marketing
- Car parking offer
- Dedicated Kidderminster Town Centre Website & Social Media

Marketing, Promotion and Events achievements over the past 5 years

- Staged two FREE Kiddy Proud events that were ran across the Town Centre in 2021 and 2022, pulling over 33% more people into the Town Centre.
- Created the Love Kidderminster Family Fun Day, which resulted in an estimated 58% increase in footfall across the town centre, translating to an additional £50,000 Local economic output.
- Created the first-ever FREE Town Centre Music Festival, using local bands and businesses to showcase the wealth of heritage within the community. This was ticketed at 6,700 participants and generated an estimated local economic output of around £100,000.
- Introduced the first ever Town Centre Street Food concept, which drew a crowd of 3,000 to Kidderminster on the evening. Generating an estimated economic output of £50,000.
- Delivered over 20 events across the town centre, including:
 - LoveKidderminster – Pop Ups, Family Fun Day, Music Festival Kiddy Proud
 - Music Festival – Worcester Street, Town Hall, Kidderminster Arts Festival Summer of Fun – Easter Trail, Giant Games in the Park
 - Halloween
 - Christmas – Winter Trail, contribution and co-ordination with collaborative partners with the Lights Switch On event, Shop Windows Regular Seasonal Marketing Campaigns
- Developed an Event Hosting Kit for local businesses and community groups to aid them in running their events. This kit includes banners, tablecloths, gazebos, and more.



SAFETY AND SECURITY

The Next 5 Years

These are projects and services that improve the appearance of the trading environment and make it feel safer, more attractive and more welcoming.

- Improving the look the feel of the town
- Clean and tidy
- Attracting investment
- Reducing crime and Anti-Social Behaviour

Safety & Security achievements over the last 5 years

Kidderminster BID has invested extensively in localised security and rangers who patrol across the Town Centre assisting businesses, recovering stolen items, gathering information, and much more.

We have:

- Reclaimed over £15,000 worth of stolen items each year. Identified and tracked over 65 prolific criminals.
- Reporting over 400 additional offences.
- Respond directly to approximately 8,000 pleas for assistance annually.
- Crime has substantially decreased around the Town Centre following our security operations.
- The BID established and heads a quarterly task force called Cleaner, Safer Kidderminster. It includes Kidderminster Town Council, Wyre Forest District Council, West Mercia Police, Fire Brigade, and other local partners, to address issues or concerns raised by the local community and businesses.
- Established the DISC programme in Kidderminster to assist in reporting of retail crime/ASB. Over 170 offenders have already been identified using the DISC platform, with 110 of them being chronic offenders. We have 220 active users of the system
- A Retail Radio network of 50+ users across the town with the BID funding 12 additional key business and police radios
- Created and managed the Town Centre Security and Outreach Whatsapp Group with over 200 members.
- Regular meetings with the Police & Crime Commissioner to highlight your concerns and issues.



BACKING BUSINESS

The next 5 years

- **Business Support**
- **Business Intelligence**
- **Waste and Recycling Services**

Backing Business achievements over the past 5 years

- Assisted in the establishment of three new enterprises in Kidderminster, the most notable of which being Mikey's Boxing Gym and Top Escape Rooms
- Provided guidance and assistance to over 20 businesses seeking grant financing. This produced £15,000 worth of funding.
- Assisting property developers relocating to the region, including the new owners of Worcester Street 55-65, LCP Weavers Wharf, The Swan Centre Management, and the Planning Director for the Church on Church Street.
- Introducing a grant scheme that targeted empty retail premises for new start-up enterprises.



“

Kidderminster BID has helped us start a new branch in Kidderminster, they are very focused on bringing the town centre back to life by encouraging potential businesses like ours to find a home in the town centre. The Bid support is one of the main reasons we chose Kidderminster for our new site.

Adam Buick
Top Escape Rooms

”



ADDED VALUE



The next 5 years

- Lobbying
- Business Influence
- Bringing Business Community Groups together within the town

Added Value achievements over the past 5 years

Kidderminster BID brings added value by working collaboratively with local partners, maximising the impact and range of services provided, and delivering projects and initiatives that would not be possible without the BID.

This includes:

- The BID was instrumental in obtaining £50,000 Covid Relief funds for town centre resilience and recovery.
- Securing additional grant funding for the Christmas lights, event delivery, and enhancement projects.
- Delivering events and marketing campaigns that bring people back into the town centre, resulting in increased footfall and local spending.
- Regular networking and training opportunities for local businesses.
- Supporting local festivals and events that celebrate Kidderminster's community spirit and heritage.
- Creating a strong, unified voice for businesses when liaising with the council, police, and other stakeholders.



THE BID AREA

- Blackwell Street
- Bridge Street
- Bromsgrove Street
- Bull Ring
- Callows Lane
- Church Street
- Corporation Street
- Coventry Street
- Exchange Street
- Green Street
- High Street
- Lion Square
- Lion Street
- Lower Mill Street
- Market Street
- Marlborough Street
- New Road
- Oxford Street
- Prospect Hill
- Rowland Hill Centre
- Swan Centre
- Vicar Street
- Waterloo Street
- Weavers Wharf
- Worcester Street



The map shows the proposed Kidderminster BID area.

All businesses on the streets shown and listed opposite are included in the BID.

If you are unsure as to whether you are included and therefore will pay the BID levy, please contact one of the team using the contact details on the last page.



THE BID LEVY

Every eligible business or organisation in the BID area shown on the map on pages 14 and 15 will pay the BID levy which is calculated as 2% 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 only used to fund the priorities included in this business plan.

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 tell you what you are receiving, and it will be accountable for every pound it receives or generates.

Examples of what you will pay:

Rate Value of Premises	Annual Levy Payable
Below £5000	Exempt
£5,000	£100
£10,000	£200
£20,000	£400
£40,000	£800
£60,000	£1,200
£100,000	£2,000
£250,000	£5,000
£500,000	£10,000

If you would like to know exactly how much you would pay, you can find out by visiting <https://www.gov.uk/find-business-rates>. Remember it is 2% of your premises rateable value.

The Kidderminster BID will raise approximately £230,000 per annum from the levy – raising over £1m in 5 years. We will use that income to leverage additional funds from grants and other opportunities as they arise.



Over the past 5 years, Kidderminster Town Council and the BID have worked together on a number of issues of mutual interest, to improve the cleanliness, the safety and the appearance of the Town centre for our residents and businesses. We have also worked together on the Christmas Lights Switch On events to launch the festive shopping season in Kidderminster. The BID has successfully delivered a range of Town Centre events which have increased footfall in the Town Centre.

Hugh Peacock
CEO - Kidderminster Town Council



BID MEMBERSHIP

Any BID levy payer or equivalent financial contributor can become a member of the BID Company. This enables them to take part in the decision-making process, as well as stand for and vote during Board of Director elections.

Voluntary Membership & Additional Income

BIDs across the UK on average generate 20% in additional income over a 5-year term. This could be in the region of £230,000. Kidderminster BID will endeavour to do this through grant funding and other income generating opportunities such as a voluntary membership scheme for businesses outside the boundary area or for those businesses with a rateable value of £5,000 or less.

This will entitle them to all the projects and services outlined in this business plan as well as full rights as members in the management and governance of the BID company. Details and eligibility will be set by the Board.

BUDGET FORECAST

	Yr 1	Yr 2	Yr 3	Yr 4	Yr 5	5 Yr Totals
Income						
BID Levy	£230,000	£230,000	£230,000	£230,000	£230,000	£1,150,000
Additional Income	£46,000	£46,000	£46,000	£46,000	£46,000	£230,000
Total Income	£276,000	£276,000	£276,000	£276,000	£276,000	£1,380,000
Expenditure						
Projects & Services						
Marketing, Promotion & Events	£110,000	£110,000	£110,000	£110,000	£110,000	£550,000
Safety & Security	£90,000	£90,000	£90,000	£90,000	£90,000	£450,000
Backing Business	£20,000	£20,000	£20,000	£20,000	£20,000	£100,000
Management Costs*	£56,000	£56,000	£56,000	£56,000	£56,000	£280,000
Total Expenditure	£276,000	£276,000	£276,000	£276,000	£276,000	£1,380,000

*Includes BID Levy Collection

BID GOVERNANCE AND MANAGEMENT

Kidderminster BID is a private sector led, not-for-profit company and has, for the last 5 years been governed by a Board comprising of BID levy payers or equivalent voluntary financial contributors, together with other key stakeholders.

Board positions are unpaid and voluntary and include a mix of all sectors of business that operate within the BID area as well as the necessary skills required to navigate the BID through its fourth term.

One of the Directors will be voted in as Chair.

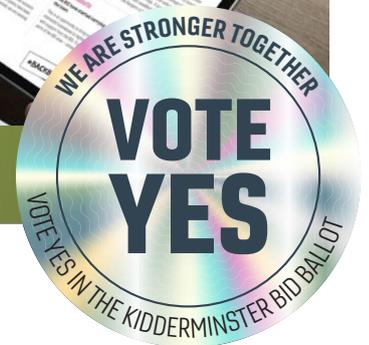
There will be regular updates via newsletters and e-bulletins. The annual reports and accounts will be produced at the end of each year and available to members.

It will be a requirement that Board Members have all the necessary skills and knowledge to successfully drive the operational side of the Kidderminster BID. Levy funds will be strictly monitored by the Board and its external accountants.

The BID will continue to work in partnership with the public sector and other business and interest groups, to deliver this business plan and agreed services. The BID will not replace the existence or services of any of these organisations.

If successful at renewal ballot the new term will commence on 01 May 2025. It will run for five years and will then be required to seek renewal through a new ballot.

In addition to the Directors, invitees to the regular BID Meetings represent: **West Mercia Police, local community groups, levy payers and council officials from both district and town council all having observers rights.**



THE KIDDERMINSTER BID BOARD

The current Board comprises of:



Paul Long



Mark Searl



Tamsin Hancocks



Mark Carter



Nick Hughes



Danny Pardoe



Steve Neeson



Dan Morehead



James Barker

FREQUENTLY ASKED QUESTIONS

The BID has been running for 5 years, why can't it just continue?

Under the Regulations, BIDs last for a maximum of 5 years. Once that term is over, the BID is required to review its projects, produce a new Business Plan stating its objectives for the next 5 years and this plan is then voted on again by BID businesses that will be required to pay the levy.

How much will I pay?

On behalf of Kidderminster BID, Wyre Forest Council will collect a levy from each BID business that will be transferred to the BID Company and used to implement the projects laid out in this plan. BID businesses will pay 2% of the rateable value of business premises.

My business is not involved because I am outside the BID area or exempt from the levy. Can I still be a part of the BID?

Yes, any businesses that are formally exempt from paying the BID levy can contribute voluntarily. If you join the BID in this way, you have exactly the same rights to the governance and management of the company as any other business. Appropriate businesses outside the BID area can also contribute. To discuss voluntary contributions, please contact the BID team using the contact details on the last page.

When will the second term projects begin to be delivered?

The first term of the BID is due to end 30 April 2025. The second term will then start to be rolled out from 1st May 2025 and levy bills will be issued. If the new ballot is unsuccessful, all BID services will end on 1st May 2025.

Is this just another tax and will it substitute those services that Wyre Forest Council are responsible for providing?

A BID cannot replace or substitute local authority statutory services i.e. those covered by your business rates. These include a level of street cleansing and maintenance, highways and roads and emergency services. Kidderminster BID can choose to enhance and add to these services using BID levy income. Wyre Forest Council, the County Council and the Police have provided baseline statements as part of the BID renewal for both their statutory and discretionary services which will apply for the 5 years of the BID. These can be viewed on request or found on the BID website.



The BID had instigated us receiving a grant to improve our cafe, we have bought a state of the art coffee machine and we are getting excellent feedback from our customers on the improved taste and quality of our coffee, which hopefully will attract more customers and continue to grow our business

Also, we have recently had copper taken from our Aircon unit and you helped with the progress of getting the police to actively get involved.

Hasim and Sarah Demir
EAZY LOUNGE



BID LEVY RULES AND BALLOT

- The BID Regulations of 2004, approved by the Government, sets out the legal framework within which BIDs must operate, including the way in which the levy is charged and collected, and how the ballot is conducted.
- The new term of the Kidderminster BID will commence on 01 May 2025 for a period of five years.
- The levy rate is fixed and will not be subject to variation (except for the annual rate of inflation, at the discretion of the Board)
- VAT will not be charged on the BID levy.
- The BID levy will be applied to all eligible business ratepayers within the defined area with a rateable value of £5,000 or more. The following exemptions to the BID Levy apply.
 - Those organisations with a rateable value below £5,000
 - Non-retail charities with no paid staff, trading arm, income or facilities
 - Not-for-profit subscription and entirely volunteer- based organisations
 - Business that fall in the following sectors –industrial, manufacturing, storage and workshops (as defined by VOA)
- The levy will be a fixed rate of 2% based on the rateable value per hereditament as at the chargeable date each year using the most current Non-Domestic Ratings list. It will be updated for any changes in ratepayer appeals, additions, or removals.
- The Levy rate is capped at £15,000 per hereditament, per annum for rateable values of £750,000 or more.
- The BID levy will be paid by any new ratepayer occupying any existing hereditaments (a business rated property) within the BID area.
- New hereditaments will be charged from the point of occupation based on the rateable value at the time it enters the rating list, even though they did not vote on the initial proposal.
- If a business ratepayer occupies premises for less than one year, the amount of BID levy payable will be calculated daily.
- Empty properties, those undergoing refurbishment or being demolished will be liable for the BID levy via the registered business ratepayer with no void period.
- The BID levy will not be affected by the small business rate relief scheme, service charges paid to landlords, exemptions, relief or discounts prescribed in the Non- Domestic Rating (Collection and Enforcement) (Local Lists) Regulations 1989 made under the Local Government Finance Act 1988.
- Where the rateable value changes, including rating list revaluation, and results in a change to the BID Levy amount, this will only come into effect from the next chargeable year and no refunds of the BID levy will be made for previous years.
- Under the BID Regulations 2004, Wyre Forest District Council is the only organisation that can collect the levy on behalf of the BID Company.
- The levy income will be kept in a separate ring-fenced account.
- Collection and enforcement arrangements will be like those for the collection and enforcement of non-domestic business rates with the BID Company responsible for any debt write-off and refund rules. The BID area and the levy rate cannot be altered without a further ballot.
- The BID projects, costs and timescales can be altered subject to Board approval providing the changes fall within the income and overall objectives of the BID.
- The levy rate or boundary area cannot be increased without a full alteration ballot. However, if the BID Company wishes to decrease the levy rate or change those BID Levy rules that they can, during this term, it will do so through a consultation, which will, as a minimum, require it to write to all existing BID levy payers. If more than 25% object in writing, then the proposed course of action or changes will not proceed.
- The BID Board will meet at least six times a year. Every levy paying business will be eligible to be a member of the BID Company.
- The Board will produce a set of annual accounts available.

BID BALLOT

All eligible businesses have the opportunity to vote.

- The ballot will be conducted through an independent, confidential postal vote conducted by the Returning Officer at Wyre Forest District Council which is the responsible body as determined by the BID Legislation.
- Each eligible business ratepayer will have one vote in respect of each hereditament within the BID area, provided it is listed on the National Non-Domestic Rates List for the defined area as provided by Wyre Forest District Council. Organisations occupying more than one eligible hereditament will have more than one vote.
- A proxy vote is available, and details will be sent out by Returning Officer at Wyre Forest District Council.
- Ballot papers will be sent out to the appropriate organisation from 12th November 2024 to be returned no later than 5pm on 12th December 2024
- For the BID to go ahead, two conditions must be met:
 - More than 50% of businesses that vote must vote in favour
 - Of the businesses that vote, the 'yes' votes must represent more than 50% of the total rateable value of all votes cast
- The results of the ballot will be declared on 13th December 2024



“The Kidderminster BID Board is made up of dedicated and hard working business owners from across the Town. I have been able to witness their creative, energetic and focussed commitment to improving Kidderminster first hand and the positive results that this work has achieved is undeniable. They have evolved and elevated established events, brought in new concepts that have seen significant uplifts in footfall and really importantly they are not afraid to give things a go! The BID has brought new energy and a togetherness to Kidderminster that we haven't seen for many years.”

Cllr Dan Morehead
County & District Councillor Bewdley & Rock Division



MEASURING PERFORMANCE

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 BIDs 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



It has been a pleasure working with James and his team at The Kidderminster BID over the past few years, and I have thoroughly enjoyed the experience.

James is highly dedicated to delivering top-quality events for the community of Kidderminster. Both he and his team consistently demonstrate professionalism and possess a deep understanding of what it takes to organize successful events in the town. James pays close attention to detail and is solution-oriented when faced with challenges. I look forward to continuing our collaboration in the years ahead.

Luiz Ferreira
Live Wyre Promotions



BID TESTIMONIALS



“Great to hear that the Kidderminster Bid Team are preparing for re-election moving forward. The team are a real driving force for the greater good of Kidderminster and should be rightly proud of their achievements thus far. They punch well above their respective weight and whether its working around safety and security of the town centre, driving innovative ways to bring new business in, or simply supporting the existing business community they are a real local asset.

The Community & Environment Team from Wyre Forest District Council are proud to work with and support the Kidderminster Bid Team in their re-election process and we wish them well.”

Steve Brant

Head of Community & Environment Services - Wyre Forest District Council

“The BID began at the start of 2020, within weeks the COVID situation came along. The BID, even in its infancy did what they could to support businesses through a very difficult period. They provided support to businesses and assisted with the grants process where applicable.

During this period they were also able to assist in identifying vulnerabilities in terms of locations and people and sign posted to ourselves or the relevant agency.

The BID management and Rangers were instrumental in coordinating various ‘walk-about’s to highlight various concerns and where appropriate putting pressure on the relevant authority to carry out the relevant action to improve a situation.

The BID navigated themselves out of COVID and continued their activity.

The BID assisted our organisation in the administration of town centre partnership meetings and the towns licensees association. Following COVID the long standing retail security scheme within the town dissolved. The BID stepped in and continued in attempting to keep retailers galvanised in terms of security, information and the prevention and detection of retail crime. They continued with a messaging forum and worked closely with the then radio provider to ensure a network was maintained. Throughout their tenure the BID have supported administrative processes of various partnerships.

The BID have ran many successful events and brought a vibrancy to the town. We have partnered with them at events such as Love Kidderminster, Christmas lights switch on amongst others. The events have increased footfall within Kidderminster and given a sense of pride to the town. They have also been instrumental in keeping the town ‘clean’, lots of positive environmental work has been undertaken. Projects such as art work within subways all assist in making the area feel safer and more attractive.

The car parking initiatives have also had multiple benefits, not only does it assist the businesses, it has also contributed to staff working in town knowing they have had a safe space to park during the darker nights. The scheme has also boosted the income to other partners who have ‘let ‘ space for parking meaning their continued ability to provide positive activities of their own, eg KDYT.

They have continued to be present in the town and continued to provide support where they can. Currently the BID are the glue that holds the town partnership together. If the BID were not there, currently there would be no town partnership or group.

Chief Inspector David King

North Worcestershire LPA | West Mercia Police



“Initially at the start of the BID, security had few issues, but as time has gone on it has become much more stable. It certainly makes the retail workers and customers feel more secure knowing and seeing a security presence in the town. Both yourself as BID Manager, Dom and Sam (Security team) and I now work tirelessly to make it all come together and have done a tremendous job going forward.

From my own personal view, I’ve done security/loss prevention over 25 years in many places and Kidderminster is certainly one of the most challenging. From the theft side although it has slightly improved the town is known as easy pickings despite efforts from everyone. I felt it was a shame that the police pulled away from the disc platform as that was a very useful tool to have access to.

There are certain areas I think could be looked at from various councils departments authorities and as we spoke briefly about involvement from myself it’s something I would be prepared to do.

The events that get put on throughout the year certainly pull crowds in and going forward I’m sure it’s what the community of Kidderminster would like to see continue especially as these have gone ahead without, I believe any major issues.

Hopefully bid is re-elected and can go from strength to strength it making Kidderminster a better safer and more cleaner environment for its residents visitors and traders.”

Lee Goodchild
B&M loss prevention team



With the BID there is a lot done behind the scenes particularly with safety and security that isn’t always obvious but has made the Town Centre a safer and more secure place for the businesses and visitors and residents.

The most obvious thing is the many events in the town that the BID has put on in attracting a great increase in footfall into the Town Centre both at Christmas and the festivals and other events over the years.

The parking discounts and other arrangements have also brought many additional visitors into the Town Centre.

It has also been instrumental in bringing some more businesses into the centre.

There can be no doubt that the BID has generated greater involvement of the town’s businesses in the management of the town Centre and It also acts to bring together the interests of the Businesses in the Town to try and ensure that we have as thriving and dynamic a Town Centre as possible in these difficult economic times. If there were no Bid then the town would be less attractive to both new and existing businesses and visitors too.

Nick Hughes
Director 1-2-1 solicitors



“As a Senior Housing Pathway Officer with Wyre Forest District Council, one of my team’s roles is to engage with rough sleepers. We have found that a number of clients rough sleep in town and the information provided by the BID team has been invaluable for us in locating vulnerable individuals. We have worked closely with James Barker in the past to address issues caused by rough sleepers in the town centre and through this we have developed a very good working relationship.”

Scott Campbell
Senior Housing Pathway Officer

“Kidderminster BID has been a huge supporter of local business in the area, whether helping to foster a community spirit by planning and delivering community events such as Love Kidderminster , Kidderminster Music Festival and the Christmas Lights Switch On or supporting groups and individuals to become more sustainable, with hands on support and issuing much needed grants.

The well planned free parking offered to public over the festive period together with co-ordinated support from out reach officers, has made the area feel safer and more accessible, and brought new people/new business to the town.

We have benefited from UKSPF funding that has helped to support and enable both business and community groups to build on their hard work.

Kidderminster BID has supported and promoted litter picking initiatives , community music groups, encouraged/supported workshops to deliver new skills and experiences which in turn has promoted confidence and allowed participants to discover new untapped potential .

We are very aware that even with all of this hard work, no one can produce all of the desired results overnight and with this in mind, we need a clear sustained path going forward, therefore we are really hoping that Kidderminster BID are able to stay doing all of this vital work for some time to come and that any re election application from them is successful.”

Katherine Jezukiewicz
Community Engagement, Coppice Community Pathways and St Peters Community Church



“Prior to 3 years ago, I hadn’t really heard much of the BID. The town is more vibrant and much busier as a result of the BIDs input, the events are fantastic and add so much to the local economy.

Our town centre has been going downhill for quite some time, it now feels like the energy and passion is coming back.

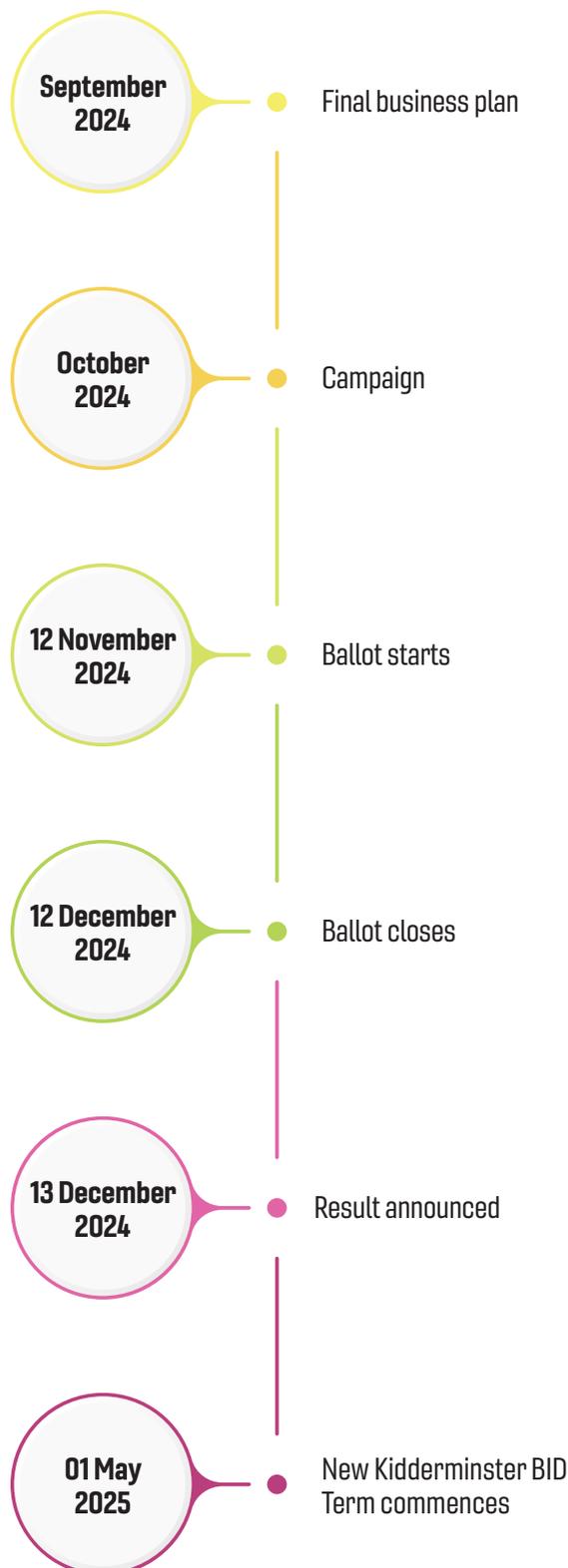
Finally, as a local Councillor, the support the BID gave me in organising my local community event was fantastic and I Couldn’t of done it without the team.

They are always on hand to discuss any ideas or plans to help and benefit the local area and economy.”

Cllr Tony A Muir
Councillor for St Georges & St Oswalds, Kidderminster



THE NEXT STEPS



If you vote YES for the Kidderminster BID, you will be saying YES to investing circa £1m in the town over the next 5 years.

There are currently over 340 BIDs across the UK raising a total of over £120m for their areas.



GET IN TOUCH

To discuss any aspect of this Business Plan/Proposal, please contact:

James Barker

Kidderminster BID Manager

Tel: 07842 894198

Email: james@kidderminsterbid.co.uk

Or Visit www.kidderminsterbid.co.uk

Kidderminster BID is an independent not-for-profit company, limited by guarantee. It is governed by a voluntary board of directors who represent a cross-sector of the town's business community.

