Who is the BID task group?

Besides the Chairman Nick Brooks, the rest of the task group, who are leading on investigating and developing the BID, represent an impressive cross section of City businesses. Those involved include:

- Kieron Bates of the Café Rene Group.
- Matthew Bird who is Centre Manager of Gloucester Quays.
- Nick Bishop a partner of PGT Accountants.
- Matthew Cass from Cass-Stephens Insurances Ltd.
- Justin Hudson Chair of the LVA (Licensed Victuallers Association) and Manager of Butlers.
- Alex Kell of Quayside Wealth Management.
- Chris Nyland of Nettl of Gloucester.
- Christopher Price Partner at Tayntons Solicitors.
- Jason Robinson Chair of City Safe and Manager of the Eastgate Shopping Centre.
- Peter White Part of the Governing Board of Gloucester Chamber of Commerce & Manager of Kings Walk Shopping Centre.
- Ivan Taylor ‘Believe in Gloucester’ award winner who owns Truscott’s Jewellers, involved with Four Gates of Gloucester and the House of the Tailor of Gloucester Museum.
- Ella Treloar who is the manager of Marks & Spencer.

The BID task group have been supported through this process by Gloucester City council and Marketing Gloucester’s Jason Smith who with his team has led on the operational development of the BID.

What area will it cover?

The proposed BID area covers the City centre, the Docks and Quays. Please see the map below for the Proposed Area.

This map is purely for illustration purposes.

PROMISING TO DELIVER A SAFER, CLEANER & EVEN MORE SUCCESSFUL CITY

The Gloucester Business Improvement District (BID) being proposed by a board of local business people will bring huge benefits to businesses operating in the City.

Find out more or contact: www.GloucesterBID.org.uk | info@gloucesterbid.org.uk
Promising to deliver a safer, cleaner & even more successful City -
“a direct reflection of what businesses have told us they want”

Nick Brookes, Chairman of the BID task group and local
business owner believes that the BID proposal will
be supported by businesses
saying “already we are
showing that over 90% of
businesses surveyed are
very supportive of a BID for
Gloucester”.

Based on feedback from businesses
within the BID Area, some of the things
the BID is promising to bring in include:
- A safer City, with City Protection Officers, patrolling
  Gloucester’s streets night and day.
- A Cleaner City.
- Better signage and street environment.
- New and improved events to drive football.
- Extra marketing for businesses in the BID area.
- Saving money on recycling & waste.
- A strong voice for business in the Gloucester BID area,
  lobbying on parking and other issues.

From listening to what businesses in Gloucester would like to see
from a BID, the BID Task Group will be tackling these issues.

Safety and security
In December 2016, the Gloucester BID Task Group cooperated
with Gloucester City Safe in a pilot scheme to introduce City
Wardens. The pilot was heralded as a great success. It is
proposed that Gloucester BID will provide funding to support
highly visible City Protection Officers. They will patrol the City be
linked through radio and cell phones and will have real powers
to ensure that the City is perceived as a safer place to be. BID
members and BID voluntary members will be able to call for
their assistance to incidents.

Over The Next Five Years the BID will aim to:
- Work with City Safe, Gloucester City Council, the Police
  and the Police and Crime Commissioner fund and deliver
  City Protection Officers.
- Support efforts to implement legislation to improve
  safety and security in the BID area.
- Look to extend the impact and support of City Safe.
- Support enforcement of the collective exclusion scheme.

A Clean and pleasant environment
The BID proposes to tackle ‘cleanliness’ and the overall
appearance of the City by looking at things from hanging
baskets to signage. A trial with a “Clean Squad” service for BID
members and BID voluntary members, will be set up with a
successful BID and the proposal of City Protection Officers.

The BID proposes to tackle this to support the night
time and daytime economy in the following ways:
- Monitor and feedback on the existing street cleaning to
  ensure that the job is being done as it should be.
- Trial a subsidised “Clean Squad” service for BID members
  and BID voluntary members. If there is rubbish dumped
  outside your property it can be reported via a newly
  established hotline and removed.
- Use group purchasing power of the BID to provide higher
  quality and lower priced commercial waste services.
- Use proposed City Protection Officers to report when
  levels of cleanliness are below standard or specific
  incidents for example fly tipping.

Saving money on recycling and waste
Many BIDs around the country have been successful in reducing
the cost of recycling, insurance and so-on for their members.

Business that are eligible to vote for the BID are those of and
above a rateable value of £10,000, only if a business’ rateable
value is above this threshold will they be expected to contribute
to the planned 1.5% levy. The BID will look to react to these
opportunities to promote the city centre in a positive light and
will make comment on issues that clearly affect the business
community.

There is the opportunity for those outside the BID area to
contribute to the Gloucester BID also. BID levy money is ring
fenced for use only in the BID area – unlike business rates which
are paid in to and redistributed by government.

Voting opens in June and will run for 4 weeks.

A Voice for businesses on parking and
other issues
The BID will be a strong voice, representing the needs of
businesses with the council, police and other public bodies,
specifically around the need for continued, sufficient, accessible
car parking, dealing with anti-social behaviour and ensuring levels
of cleanliness are maintained. The BID will continue to work in
partnership and lobby to ensure these issues and their effects on
the local economy are addressed.

What will it cost?
In order to make the BID happen there is a small levy being
charged, which Chris Nylund of Nettl claims offers remarkable
value for money saying “many businesses in the BID area will only
be paying a very small amount which works out about the same
to the cost of buying one cappuccino or pint of beer a week. For all
the benefits the BID is looking to bring to the area I can’t see why
anyone wouldn’t want to contribute - it’s more how much will it
cost our businesses if it doesn’t happen!”

These benefits are ones that the BID task group are keen to bring
into the city of Gloucester.

More footfall and more trade through festivals and marketing
The events and festivals in Gloucester are rapidly developing a
reputation regionally and nationally and are established favourites
locally. Over the last few years numerous events have added
vibrancy – boosting reputation and footfall for the whole City.
Research across the UK has shown that people need a tangible
experience to entice them back to the high street. Events like such as
SalAMAC, Gloucester Tall Ships festival, Gloucester Goes Retro, Art
in The City and the Gloucester Quays’ calendar of events are doing
just that.

Gloucester BID propose to expand upon their success with the
delivery of a structured calendar of high quality events to build on
and compliment those already taking place in the City. The BID will
aim to support existing festivals to allow them to expand, support
events targeted on specific zones of the BID areas, events which
support linkages between docks and gate streets, investigate and
fund an improved Christmas offering and investigate launching
new events to fill in low periods for daytime and evening
economies.

Gloucester BID board plan to build a platform to promote activities
across the whole City centre, using traditional, outdoor, digital,
print, broadcast and social media, this will include promoting
events, the leisure and evening economy and assisting in raising
the profile of large projects that benefit the wider business
community, locally and nationally.