

Proposed Income and Expenditure 2021-2022



Gloucester Business Improvement District is managed, through Four Gates of Gloucester, by a volunteer board of directors representing various sizes and sectors of business in Gloucester. This means that the local businesses control the BID and have a direct say in how the levy collected is spent for the benefit of the business in the area and the city. The fund collected is ringfenced and invested back into business and Gloucester.

Gloucester BID supports initiatives to help businesses, run and support campaigns and events that promote Gloucester.

Engagement and conversation with our business members are fundamental to our work. We will communicate openly and transparently with and liaise proactively with members. If you do not receive our e-newsletters, please sign up via the QR Code.



Gloucester BID, the board and management team, remain proactive in our outlook and committed to supporting business.

This leaflet will outline how your levy shall be invested in the final year of this BID term.

	ESTIMATED SUMMARY 2020-2021	FORECAST 2021-2022
INCOME		
Carry over from previous year	£73,127.00	£58,716.00
Gloucester BID Levy	£380,148.00*	£454,500.00
CPOs Joint Funding (GCC and PCC)	£61,250.00*	£70,000.00
Associate Membership	£117.00	£500.00
Gift Card Sales	£1,347.00*	£2,000.00
Advertising from digital adverts and flags	£ -	£50,000.00
*Income on 12/07/2021	£515,989.00	£635,716.00
EXPENDITURE		
Advertising & Marketing		
Advertising and Marketing	£17,894.00	£20,000.00
Website and Support	£8,400.00	£12,000.00
Print	£1,050.00	£10,000.00
Flags (on lampposts - Welcome Back Campaign)	£11,200.00	£32,000.00
Other (GCC Support - 2020-2021 Good to Go)	£2,000.00	£5,000.00
1. Advertising and Marketing Total	£40,544.00	£79,000.00
Safety & Security		
City Protection Officers	£125,494.00	£126,000.00
City Safe Management	£6,000.00	£7,000.00
Other Safety (on street medics)	£600.00	£4,000.00
Taxi Marshalls	£600.00	£4,000.00
2. Safety & Security Total	£132,694.00	£141,000.00
Festivals and Events		
Gloucester Goes Retro		£15,000.00
Winter in Gloucester	£30,000.00**	£20,000.00
Gloucester Folk Trail	£1,752.00	£6,000.00
Gloucester Shanty Festival & Pirate Walk	£6,000.00**	
Gloucester Tall Ships Festival	£30,000.00**	£20,000.00
Gloucester Blues	£3,000.00	£3,000.00
Gloucester Art Trail	£2,697.00	£3,000.00
City Events - Contribution to ie GCC Events	£4,627.00	£10,000.00
3. Festival & Events Total	£78,076.00	£77,000.00
Street Scene		
Planters and Hanging Baskets	£22,359.00	£26,000.00
High Street Heritage Action Zone	£7,228.00	£12,772.00
Digital Infrastructure (big screen and totems)	£46,142.00	£43,624.00
Other		£5,000.00
4. Street Scene Total	£75,729.00	£87,396.00
Business Support		
Gloucester Gift Card and MiRewards Scheme	£15,000.00	£15,000.00
Evening and Night Time Economy Support (ie Purple Flag)	£10,000.00**	£10,000.00
Parking Initiative with GCC		£25,000.00***
Christmas Parking	£5,423.00	
Networking	£275.00	£5,000.00
5. Business Support Total	£30,698.00	£55,000.00
Company Management and Administrative Costs		
Accountancy Fees	£2,300.00	£2,300.00
Bank Charges (Xero)	£216.00	£216.00
Bookkeeping Fees	£805.00	£685.00
Professional Fees	£3,250.00	£3,250.00
Management	£44,588.00	£80,000.00
Office and Admin	£6,395.00	£3,298.00
Telephone and Fax	£192.00	£200.00
Insurance	£3,142.00	£2,886.00
Memberships	£1,190.00	£1,190.00
Bid Levy Collection Fees	£12,454.00	£13,635.00
6. Company Management and Administration Total	£74,523.00	£107,660.00
Contingency/Contingency to go towards re ballot in June	£25,000.00	£30,000.00
Repayment of set up loan from GCC		£47,500.00
TOTAL EXPENDITURE SUMMARY/FORECAST	£457,273.00	£624,556.00
Overspend/Underspend	£58,716.00	£11,160.00

** carry over to 2021-2022

*** Income dependant

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In this financial BID year, we will remain reactive to local business needs and deliver and support projects across the city. Gloucester BID works in close partnership and collaborates with organizations, groups, and businesses across the city ensuring a resilient and strong city.

Safer City

- Continue to fund in partnership with Gloucester City Council and Gloucestershire's Police and Crime Commissioner the City Protection Officers (CPOs), who are acting as COVID Marshals.
- Continue to fund Gloucester City Safe's management of the CPOs and support the accredited BCRP, which forges strong partnerships between local businesses, the BID, the local authority, and the Police to create a safe and stable business environment.
- Collaborate with Gloucester City Council and partners on the steering group for Purple Flag Status for the city. Support the re-evaluation for Purple Flag status in January 2022.
- Fund in partnership the Taxi Marshals.

- Fund in partnership the Street Medics.

Attractive and Vibrant City

- Support and fund in partnership footfall driving events such as Gloucester Goes Retro, Winter in Gloucester, and Gloucester Tall Ships.
- Continue to engage and work in partnership with the City Centre Operations Team. Ensuring a cleaning timetable and reporting any 'grot spots'.
- Provide affordable digital advertising space for BID members on the screen in the Transport Hub and totems.
- Provide affordable advertising and promotional space on lamppost flags around the city.

- Explore opportunities to install artwork in the area.
- Support the High Street Heritage Action Zone.
- Promote the guidance for shop frontages, signage, and "kerb" appeal.
- To increase the streetscape flowering.
- Fund dual-purpose bins in the city centre and explore other green and sustainability initiatives.
- Engage with the Invest in Gloucester steering group.
- Offer a range of online webinars with industry specialists.
- Continue to direct BID members to the Business Cost Reduction service.
- Continue regular networking opportunities for Independent Businesses.
- Engage with various city stakeholder meetings.
- Continue to communicate out across multi-channels, news, information, and updates. Proactively engaging with businesses seeking input.
- Commission a series of films for business, promoting retail, hospitality, and leisure.

Promoted and Supported City

- Continue the funding for Gloucester Gift Card, promoting the card as a great way to thank or reward teams and gift, encouraging people to shop and support local. Free to all BID members with no additional costs – sign up via QR code below.
- Continue the funding for Mi Rewards Gloucester, the loyalty program that rewards people for spending locally. Free to all BID members with no additional costs – sign up via QR code below.
- Collaborate with Visit Gloucester and partners on promoting the city to residents and visitors.
- Collaborate with Gloucester Culture Trust on building 'First Fridays' to increase footfall and promote the Evening and Night Time Economy in the city.
- Work with Gloucester City Council to provide an offer of free parking on select days in December and explore new parking initiatives.



Register your business
for Gift Card



Register your business
for MI Rewards