

# YOUR GLOUCESTER BID

*GLOUCESTER BUSINESS IMPROVEMENT DISTRICT  
SECOND TERM BUSINESS PLAN*  
**2022 - 2027**

GLOUCESTERBID



THE RAVER

## TABLE OF CONTENTS

A MESSAGE FROM GLOUCESTER BID	04
WHAT IS A BID?	06
OUR PRIORITIES	
PRIORITY 1 A SAFER CITY	08
PRIORITY 2 ATTRACTIVE & VIBRANT CITY	11
PRIORITY 3 PROMOTED & SUPPORTED CITY	14
FINANCE	17
GLOUCESTER BID BUDGETS	17
WHAT YOU NEED TO KNOW	20
BID BALLOT	21
LEGAL INFORMATION	22
THE BID AREA	23

*"There's a great team behind the BID who are passionate about the city and passionate about supporting businesses which is important for me as a small business in the city."*

**SANDRA POWELL** THE CANDLE TREE

GLOUCESTERBID



## A MESSAGE FROM THE GLOUCESTER BID BOARD:

Thank you for supporting Gloucester BID over the past 5 years. We hope you will continue to do so at a time where Gloucester's economy and business community needs this inward, local investment the most.

Cities that choose to embrace, manage, and negotiate this change the fastest will be amongst the first to see real, tangible, and effective recovery and re-building; adding to their future stability and prosperity.

Gloucester BID has been your collective voice and championed your visions and priorities since 2017. We are now encouraging and asking you to vote for collaboration, progress and success in Gloucester for a further five years. With your backing, we will continue to provide the projects, the support and ensure your voices are heard, which you need now more than ever.

Since Gloucester BID was established in 2017, we have been working alongside other positive organisations and local authorities throughout this first term. The BID set up and, via Gloucester City Safe, manages the City Protection Officers. It supports a calendar of events to attract and increase footfall, provides pivotal business support and adds physical colour and vibrancy to the city centre through planting, painting and cleansing our streets. Marketing campaigns and materials have been created to ensure Gloucester is seen as the innovative and progressive city which we know it is, fully deserving of its title and proud to be leading the way as the city of Gloucestershire.



## OUR VISION FOR 2022-2027

*Gloucester BID has a clear vision for the future which is the result of a comprehensive consultation with businesses within our proposed BID area.*

Indeed, we hope you agree that by all of us working together, we have all made Gloucester a better place to live, work, study and visit in some form throughout this time. The collective achievements which are outlined within this business plan will continue to form the strong foundations for the upcoming five years, with the focus firmly remaining and continuing to build on our shared long-standing aims and objectives. It is likely that your business model has changed because of current times. We understand that we too, must evolve.

All of what the BID achieves and delivers could not be done without the support of our levy-paying business community, nor without the support and dedication of the voluntary BID Directors and other organisations active within the city. We thank you for your continued support. We would urge you to take some time to consider what is being proposed and to think about your decision, along with the outcome.

Your chance to vote 'YES' is fast approaching and this will be the only thing which gives Gloucester BID its chance to continue to operate and deliver on all its existing and new projects on your behalf. It is highly unlikely that any other organisation will have the capacity, resource, or funds to step forward in the BID's absence which ultimately means the city would feel the impact of this loss of resource and championing.

**Gloucester has so much more to achieve, and with your help we believe that another five years will see Gloucester flourish. With your support, we can continue to build on the successes and achievements of the past five years, and continue to believe in Gloucester and all that it has to offer.**

## WHAT IS A BID?

Gloucester BID is a business led initiative supported by government legislation which gives businesses the power to raise funds locally to be spent locally on improving a defined commercial area. A BID is created when the majority of business ratepayers within that area vote to invest collectively in local improvements. There are now over 320 BIDs across the UK. The BID is independent from local authorities and other statutory agencies and delivers projects over and above the baseline service provided by them.

Gloucester BID first became operational in October 2017 and has now been operating for almost five years. Now it is looking to successfully renew for a second term in 2022. Over the past five years, the BID has invested levy payers' money into Gloucester and the resulting achievements can be found documented over the coming pages.

Our Second Term Consultation started in December 2021 with Gloucester BID setting up an online survey to gain feedback from all levy payers on the

To ensure that Gloucester BID's renewal information reached every levy payer, a letter along with supporting documentation about Gloucester BID's second term and its activities was sent to all business correspondence addresses including head offices where relevant.

This communication encouraged all levy payers to participate in the survey and highlighted more recent BID activities, particularly those undertaken to support businesses during the height of the pandemic.

BID and encourage business owners to shape the business plan for the second term. This ran for two consecutive months. The survey included three key components - reflecting on the previous years, the current landscape and its requirements, and looking towards the future. This gave all levy paying businesses the opportunity to have their say and help shape the coming five years. It also gave us a chance to review what works, what is no longer applicable, how we think the next five years could look and what was most important to you.

'BIDs allow businesses to come together and invest in making their towns and cities better and more prosperous. Businesses make their own decisions and invest in precisely what they want and need. They are one of the great economic success stories of the last decade.'

6 **Chris Turner** CEO of British BIDs



Email reminders were issued throughout the consultation phase and many businesses were contacted directly or engaged with us via email or phone. In addition, details of Gloucester BID's second term were:

- Shared via social media.
- Issued in a series of weekly press releases.
- A week takeover of a high street property.
- Mail out of second term proposals to all BID businesses and head offices where appropriate.

All media and direct communications throughout this time were designed with levy payers in mind, to ensure maximum reach to raise awareness and to encourage engagement with the BID.

**100%** BID Levy Payers received postal communications

**100%** BID Levy Payers will receive this ballot paper and link to the business plan

**73%** BID Levy Payers have received multiple email communications\*

\*those who provided us and confirmed use of their email addresses

We have used the results of this survey, together with feedback you have shared with us throughout the previous five years via face to face meetings, business forums, phone calls and via social media, to form the basis of the next five year plan.

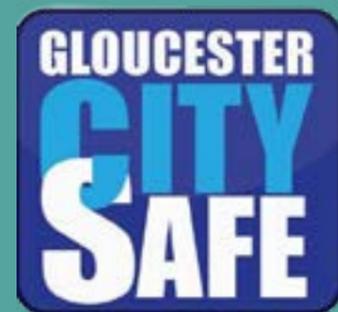
# PRIORITY 1 A SAFER CITY

Ensuring our city is considered a safe and welcoming place which is accessible and inviting to all.

## YOU TOLD US:

Making Gloucester safer needs to remain a key priority for Gloucester BID so that we can create a pleasant trading and visitor environment.

Your ideas help to make Gloucester the destination to live, work, study and visit. Your feedback has shaped and formed this business plan and the projects and services Gloucester BID aims to deliver throughout its second term.



## A SAFER CITY - WHAT WE HAVE DONE:

- Partnership funding of City Protection Officers.
  - They have responded to over 45,000 call outs from businesses.
  - Been on over 39,000 hours of patrol.
- Partnership funding of the Taxi Marshals, who have evolved into the Night Safe Officers.
- Promoting the award-winning DISC system Gloucester City Safe, which now has over 100 members.
- Partnership in gaining Purple Flag status with Gloucester City Council, Gloucestershire Constabulary, PCC Gloucester LVA.
- Updated the Gloucester City Safe Radio System.
- Supported the Street Medics.
- Supported Best Bar None.
- Hosted Retail Crime Awareness forum.

## FEEDBACK FROM SURVEY:

*Tackling anti-social behaviour through working with our statutory partners and businesses to build upon successful schemes such as City Protection Officers, Night Safe Officers, Gloucester City Safe and Street Medics working collaboratively to introduce more safety measures into our city.*

## WE WILL CONTINUE TO:

1. Deliver a team of City Protection Officers, in partnership with Gloucester City Council and the Office of the Police Crime and Commissioner, who are the eyes and ears on the street. A reassuring presence for those in the front line of retail crime, anti-social behaviour, and welfare cases.

2. Work in partnership with Gloucester City Safe promoting Gloucester's Business Crime Reduction Partnership.

3. Deliver and fund in partnership with Gloucester City Council a team of Night Safe Officers who patrol Eastgate Street and the city centre and carry out other core functions, these include from working with the local taxi companies, door staff, street pastors and medics to targeting hotspots and providing advice if they have incidents.

4. Work in partnership to maintain and develop Gloucester's Purple Flag Status.

5. Support in partnership the Street Medics.

## WE WILL ALSO:

1. Ensure that the partnership with Gloucestershire Police and city partners is strengthened and that topics such as anti-social behaviour, street drinking and aggressive begging are addressed and dealt with.

2. Re-introduce an evening and night-time economy accreditation scheme in partnership with Gloucester City Council and Gloucester LVA.



# PRIORITY 2 ATTRACTIVE & VIBRANT CITY

Keeping our city centre looking pleasing and clean. Supporting the animation of our city's spaces through a calendar of footfall driving events. First impressions count. It is also of utmost importance that both residents and businesses alike continue to take pride in their city as a place to live, work and champion.

## ATTRACTIVE CITY - WHAT WE HAVE DONE:

- Installed the summer planters.
  - Over 260 hanging baskets and 230 planters.
- Funded community group planting.
- Maintained the existing planters.
- Worked in partnership with Gloucester City Council to revamp wayfinding signage.
- Worked with local authorities to ensure pre-agreed baselines are met by providers.
- Reported any fly tipping and waste issues to Gloucester City Council.
- Been a consistent voice for the appearance of the city to Gloucester City Council, Gloucestershire County Council and other parties.
- Christmas Window Competition.

## FEEDBACK FROM SURVEY:

*“Promoting Gloucester as an attractive destination, both locally, regionally and nationally throughout the year not just in the summer. We will continue to work in partnership with Visit Gloucester, the shopping centres and others to do this. We also appreciate that you would like your business offers to be promoted, so we will prioritise a 'think local' campaign.”*

## VIBRANT CITY - WHAT WE HAVE DONE:

- Funded and supported over 50 events including:
  - Aethelflaed Festival, Winter in Gloucester Events including the Kings Square Maze, Snow Zone on Southgate Street and the Reindeer Trail. City Centre Zip Wire and Bungee Jump.
  - Two Gloucester Tall Ships Festivals and Gloucester Shanty Festival and five Gloucester Goes Retros!
- Founded the Gloucester Folk Trail – annual folk music festival that happens in February.
- Supported City Events such as the Rhythm and Blues Festival, Art in the City and the Lantern Procession.

## FEEDBACK FROM SURVEY:

*Keeping Gloucester clean and attractive is high on businesses priorities and Gloucester BID will continue to monitor the city centre cleansing services provided by Gloucester City Council and Ubico. Gloucester BID will also continue with the installation of the summer planters and work in partnerships to ensure the existing planters are maintained.*



# ATTRACTIVE & VIBRANT CITY

## WE WILL CONTINUE TO:

1. Install the summer planters and hanging baskets.
2. Maintain the existing wooden planters in partnership with Gloucester City Council.
3. Work in partnership with Gloucester City Council to ensure city cleansing and appearance is a priority.
4. Report and support businesses in reporting fly-tipping and graffiti.
5. Partner to deliver footfall driving events to attract visitors, encourage return visitors and promote local businesses by supporting City events such as Gloucester Tall Ships, Gloucester Goes Retro and Bright Nights. Support and deliver in partnership, Gloucester Folk Trail, Gloucester Sea Shanty Festival and Gloucester's Rhythm and Blues Festival.
6. Support the Evening and Night-time economy with our safer city priorities and various promotions.

## WE WILL ALSO:

1. Investigate ways in which Gloucester's creative side can be shown and brought to fruition. This could be in the form of artwork installation or murals, for example. Adding colour to shared or open spaces to reflect Gloucester's art and culture scene will be the aim.
2. Introduce additional hot-spot cleansing that is not delivered by Gloucester City Council. Helping to keep our city centre buildings clean and free of graffiti where and when it crops up.
3. Work in partnership to address the up-keep and maintenance of empty units, street furniture and car parks.
4. Work in partnership to maintain wayfinding tools within our city to enhance the visitor experience.
5. Create a Community Event and Project Funding process to allow community groups and others to apply for funding to support their events in the BID Area.
6. Support Gloucester Quays and Kings Square events.

# PRIORITY 3 PROMOTED & SUPPORTED CITY

Keep promoting what's on in Gloucester and delivering an environment that is compelling for visitors and supportive for local businesses allowing them to thrive is a key focus for us.



## PROMOTED CITY - WHAT WE HAVE DONE:

- Tourism maps.
  - printed and distributed over 15,000 maps.
- Worked in partnership with Visit Gloucester on promoting the city to students and visitors.
- Created a video with local videographers to put together Day Time and Night Time videos of Gloucester.
- Social Media.
  - increase in followers and engagement to 10,000 across platforms.

## FEEDBACK FROM SURVEY:

*Events are important to Gloucester, and you see the footfall drivers, such as Gloucester Goes Retro and Tall Ships, are essential to ensuring Gloucester is seen as a year-round, vibrant destination that appeals to many audiences. Gloucester BID will be continuing to offer support and funding for existing events, plus offering support to new events and event spaces.*

## SUPPORTED CITY - WHAT WE HAVE DONE:

- Launched the new Gloucester Gift Card with over 70 participating businesses.
- Launched the Mi Rewards Loyalty scheme with over 80 participating businesses.
- Supported and promoted Small Business Saturday and Independents Day.
- Launched Octoberfeast week.
- Funded Free Parking at Christmas.
- Been the voice for businesses.
- Distributed and funded in partnership COVID Information support.
- Hosted Monthly Networking.
- E-delivered weekly updates.

## FEEDBACK FROM SURVEY:

*Strengthening our partnerships so that we can represent businesses' views and 'fight your corner' where you need us to do so. Our statutory partners are keen to hear the business point of view so that they understand your issues and concerns as well as hear your great ideas to make Gloucester a better place for all. The BID is perfectly placed to work with both Councils and the Police to make the most of available resources and maximise impacts.*



*'We value Gloucester BID because it brings the city together and the community closer. We got involved in the Reindeer Trail which increased our footfall with people visiting the store who hadn't visited before.'*

**British Heart Foundation Maria Marlow**

# PROMOTED & SUPPORTED CITY

## WE WILL CONTINUE TO:

1. Offer the opportunity for all businesses to sign up and accept the Gloucester Gift Card and promote the programme.
2. Offer the opportunity for all BID members to be part of the growing national Mi Rewards app.
3. Promote and amplify local businesses and events in the BID area through all media channels.
4. Work in partnership with Gloucester City Council to offer free parking at Christmas.
5. Work in partnership with Visit Gloucester promoting Gloucester as a destination.
6. Support the cost saving service in the city.
7. To be a voice for our members.

## WE WILL ALSO:

1. Develop a data reporting system to keep members up-to-date on footfall, spend and project progress.
2. Design a new business directory, allowing businesses to update us on their offers & events.
3. Work in partnership with Gloucester City Council to deliver a travel initiative.
4. Work in partnership with the University of Gloucestershire and Gloucestershire College to support education and activities in our city.
5. Work in partnership with Visit Gloucester, King's Walk, Eastgate Shopping Centre, and Gloucester Quays on city wide campaigns.
6. Investigate a 'bulk buying' service for our members, looking at bin bags & gull-proof bags.

## FINANCE - THE COST TO YOUR BUSINESS

Gloucester BID is projected to raise circa £410,000 per annum based on 1.5% of the rateable value of all premises with a rateable value of £10,000 or over that sit within the defined, geographical boundary line, accumulating in approximately 545 levy payers.

**The levy rate is 0.1% less than businesses have been billed for the last year of the first BID term.**

This is calculated on the latest ratings list. For the second term there will be a review on annual inflation applied to the levy.

Some typical contributions based on a 1.5% levy:

**SMALLEST BUSINESSES WITH AN RV OF £10,000 PAYS £0.43 PER DAY**

**MEDIUM BUSINESSES WITH AN AVERAGE RV OF £85,000 PAYS £3.49 PER DAY**

**LARGEST BUSINESSES WITH AN AVERAGE RV OF £649,000 PAYS £26.67 PER DAY**

**The current Gloucester BID will cease trading on 30th September 2022 unless you vote 'YES'**

**Voting 'YES' means that this business plan can be delivered and together we can achieve our outlined vision for Gloucester.**

**£2.3m** INVESTED OVER THE LAST 5 YEARS

BUSINESSES SUPPORT THE GLOUCESTER BID **550+**

**72** STREETS INCLUDED IN THE BID AREA

WEBSITE USERS **121,000**

**12** VOLUNTEER DIRECTORS OF THE BOARD

**MEDIA APPEARANCES**

**PUNCHLINE**  
MIL & NEWS RESOURCE FOR GLOUCESTERSHIRE BUSINESSES

In      
**YourArea**

**Gloucestershire Live**

**BBC POINTS WEST**

**BBC RADIO GLOUCESTERSHIRE**

**VISIT GLOUCESTER**

**COTSWOLD LIFE**

**So Glos**

**THE LOCAL ANSWER**

**itv WEST COUNTRY**

**GLOUCESTER BID** 

## GLOUCESTER BID BUDGETS

	2022/23	2023/24	2024/25	2025/26	2026/27
<b>INCOME</b>					
BID Levy*	411,000	418,000	427,000	435,000	444,000
CPO Partnership Contribution and Voluntary Membership	77,500	77,500	77,500	77,500	77,500
<b>TOTAL INCOME</b>	<b>488,500</b>	<b>495,500</b>	<b>504,500</b>	<b>512,500</b>	<b>521,500</b>
<b>SAFER CITY</b>					
City Protection Officers and Management	144,000	144,000	145,000	146,000	147,000
Night Safe Officers	5,000	5,000	5,000	5,000	5,000
Other ie Street Medics	12,000	15,000	16,000	16,000	16,000
<b>TOTAL</b>	<b>161,000</b>	<b>164,000</b>	<b>166,000</b>	<b>167,000</b>	<b>168,000</b>
<b>VIBRANT AND ATTRACTIVE CITY</b>					
Planting	27,000	28,000	28,000	29,000	29,000
Cleansing	15,000	15,000	15,000	15,000	15,000
Events – GCC eg; Tall Ships & Gloucester Goes Retro	55,000	55,000	55,000	55,000	55,000
Events - BID eg; Winter in Gloucester, Gloucester Folk Trail, Shanty Festival & Rhythm & Blues Festival	40,000	40,000	40,000	40,000	40,000
Other ie Community Event Funding	15,000	15,000	16,000	17,000	18,000
<b>TOTAL</b>	<b>152,000</b>	<b>153,000</b>	<b>154,000</b>	<b>156,000</b>	<b>157,000</b>

\*based on 90% levy collection rate

	2022/23	2023/24	2024/25	2025/26	2026/27
<b>SUPPORTED AND PROMOTED CITY</b>					
Gift Card and Mi Rewards	15,000	15,000	15,000	15,000	15,000
Networking and Training	5,000	5,000	5,000	5,000	5,000
Marketing and Advertising	20,000	20,000	22,000	22,000	22,000
Website	12,000	12,000	12,000	12,000	12,000
Other ie City Dressing/Travel initiatives	21,000	24,000	28,000	28,000	28,000
<b>TOTAL</b>	<b>73,000</b>	<b>76,000</b>	<b>82,000</b>	<b>82,000</b>	<b>82,000</b>
<b>OPERATIONAL EXPENSES</b>					
Company Management and admin	82,000	82,000	85,000	85,000	90,000
BID Levy collection (2% of levy collected)	8,220	8,360	8,540	8,700	8,880
Contingency	12,213	12,388	12,613	12,813	13,038
<b>TOTAL</b>	<b>102,433</b>	<b>102,748</b>	<b>106,153</b>	<b>106,513</b>	<b>111,918</b>
<b>TOTAL EXPENDITURE</b>	<b>488,433</b>	<b>495,748</b>	<b>508,153</b>	<b>511,513</b>	<b>518,918</b>

### NOTES ON BUDGET AND LEVY COLLECTION

- The levy collection rate of 90% is based on previous years collection.
- A contingency provision of 2.5% of levy income has been factored into the budget, which if remains unspent will be allocation to BID renewal costs and year 4 projects.
- Company running and management costs include management, staff, office accommodation, IT, telephone & printer, legal, insurance, accounting and audit fees.
- Any surplus levy collected will be spent on projects and services agreed by the Board of Directors.
- All figures are estimates based on project costs. Minor project changes may occur over the term subject to Board approval.
- Gloucester Council will be responsible for collection of the levy on behalf of Gloucester BID. The levy will be kept in a separate ring-fenced account. Collection & enforcement arrangements will be similar to those for the collection & enforcement of non-domestic business rates with Gloucester BID responsible for any debt write-off.

- Through an Operating Agreement/Service Level Agreement with Gloucester City Council a monitoring group will be put in place to monitor the collection of the BID levy over the 5 year term.
- The formation of a BID is enabled by government legislation and regulation (The Business Improvement District Regulations (England) 2004). Consideration has been given to British BIDs Industry Criteria and Guidance Notes for BIDs. Under the legislation, if the BID is approved, all business regardless of how or if they voted will be under obligation to pay the levy each year for five years.
- Gloucester BID are members of the following organisations which represent the BID industry:
  - o The BID Foundation.
  - o British BIDs.
  - o Association of Town Centre Management (ATCM).

## WHAT YOU NEED TO KNOW THE BID LEVY

1) The levy rate to be paid by each hereditament or rateable premises with a rateable value of £10,000 or above will be calculated at 1.5% of its rateable value. Each year the levy will increase in correlation with annual inflation. The first BID levy under the renewed BID will be due on 1st October 2022 with subsequent levies due each year until 30th September 2027. If you would like to know the rateable value of your premises, please refer to your rates bill or check [www.voa.gov.uk](http://www.voa.gov.uk).

2) Under the BID regulations, Gloucester City Council will be responsible for collection of the levy on behalf of Gloucester BID and these arrangements will be formalised in an operating agreement that both parties sign. The levy income will be collected in a single instalment, kept in a separate ring-fenced account, and transferred to Gloucester BID on a regular basis. Gloucester City Council will charge a collection fee for this service of 2% of the total levy due.

3) Collection of the BID levy carries the same enforcement weight as collection of the non-domestic rates.

4) Where a hereditament is untenanted, tenanted, part-occupied or vacant and is undergoing refurbishment or being demolished, the property owner or person responsible for payment of the non-domestic rates will be entitled to vote and is obliged to pay the BID levy with no void period. Hereditaments that are let for non-commercial purposes are also liable for the levy whilst they remain listed on the non-domestic ratings list.

5) Charities and non-profit making organisations will be liable to pay the full levy; the discretionary relief that charities can apply for aligned to their non-domestic rates payment will not apply.

6) The BID levy will not be affected by the small business rate relief scheme and businesses who already pay service charges to landlords will not receive any discount.

7) Exemptions, reliefs, or discounts prescribed in the Non-Domestic Rating (Collection and Enforcement) (Local Lists) Regulations 1989 made under the Local Government Act 1988, will not apply.

8) The BID levy will be calculated using the 2017 Non-Domestic Ratings list for the duration of the BID. The exception to this will be any change of use or physical change to a property including new construction, merger, subdivision, extensions, and refurbishment where the hereditament has no entry in the 2017 list.

9) The BID levy will have to be paid by a new rate-payer occupying an existing or new rateable property within the BID area up until the end of the five-year term on 30th September 2027, even if they did not vote on the business plan. Likewise, any new rateable property created during the lifetime of the BID will be obliged to pay the levy.

10) The ratings list will be updated for any changes in ratepayer, additions or removals and liability will be adjusted accordingly. There will be no refunds given for retrospective years but changes in values will be reflected in the next billing period.

11) Services provided by statutory organisations within Gloucester BID that have a correlation to the projects that the BID will deliver have been documented and can be seen at [www.gloucesterbid.uk/second-term/](http://www.gloucesterbid.uk/second-term/) ballot purpose of this is to ensure that Gloucester BID is adding value to current service provision and supporting businesses rather than replacing or duplicating existing

services. An agreement in principle, subject to a successful 'yes' vote, has been reached with Gloucester City Council, Gloucestershire County Council and Gloucestershire Constabulary that these baselines will be reviewed each year and that issues associated with local baselines will be reported through the localism team at Gloucester City Council, Gloucestershire County Council and Gloucestershire Constabulary as appropriate and as and when they occur.

A **'YES'** vote means that the BID can continue delivering services and projects that businesses have said are important to them, as detailed in this Business Plan.

A **'NO'** vote means that none of the projects outlined in the business plan will be delivered and Gloucester BID will cease to exist from 30th September 2022.

There is no Plan B. There are no other alternatives. There are no organisations or groups able to source and ringfence circa £410,000 per annum and re-invest this income.

Gloucester will lose its only business representation. The key aims and objectives as decided by YOU and your fellow business community (as listed in this plan) will not be delivered or undertaken by any statutory bodies.

## THE BID BALLOT

1. The person, organisation or registered company that is listed on the non-domestic ratings list as being responsible for payment of the rates of a property (also referred to in BID regulations as a hereditament) within the BID boundary on the day of the notice of the ballot (18th May 2022) will receive a ballot paper and ballot letter and will be entitled to vote in a secret ballot.

2. For the BID to be approved, two tests need to be met:

- More than 50% of those voting must vote in favour.
- Of the 'yes' votes, they must represent more than 50% of the total rateable value of all votes cast Under the legislation.

if these conditions are fulfilled, payment of a levy of 1.5% of rateable value (increasing with inflation) for five years until 30th September 2027 becomes mandatory for all eligible businesses (those with a rateable value of £10,000 or more within the BID boundary) regardless of how they voted.

3. The ballot will be conducted independently by Gloucester City Council and will be a confidential postal vote. Voters will have until 5pm on the close of the ballot (Thursday 30th June 2022) to return their ballot paper. A proxy vote is available, and details will be sent out with the ballot papers.

4. If a business has more than one rateable property it will receive a ballot paper for each property. Each returned paper counts as one vote.

5. If the BID is approved through both tests being met, it will operate for five years from 1st October 2022 to 30th September 2027, delivering the projects outlined in this business plan.

6. The number of hereditaments liable for the levy is 545 (at the time of writing – April 2022).

7. The results of the ballot will be announced on Friday 1st July 2022.

## SECOND TERM TIMELINE

May 2022 Voting list is prepared to ensure that ballot papers reach the correct recipient.

Formal Notice of Ballot will be issued by Electoral Services of Gloucester City Council on 18th May 2022.

Close of postal ballot on Thursday 30th June at 5pm with result announced on Friday 1st July 2022.

May 2022 Final business plan published and circulated to all named voters of levy paying businesses.

Ballot papers to be despatched by Electoral Services of Gloucester City Council on 30th May 2022 signifying the start of the 28-day postal ballot. Businesses will have until 5pm on Thursday 30th June to return the completed ballot papers.

1st October 2022 If the vote is successful, the second term of Gloucester BID will commence.

## BASELINE STATEMENTS

The BID levy will not fund statutory services provided by the Local Authority, Gloucester City Council or Gloucestershire County Council. The services provided by agencies that have a correlation to the projects that Gloucester BID will deliver have been documented and will continue to be reviewed throughout the BID term. Gloucester BID will monitor these baselines, along with relevant officers from said Local Authority, to ensure that these services are being delivered. Gloucester BID will fund projects and initiatives which are additional to or above the statutory services delivered by the Local Authority.

## ALTERATIONS POLICY

The BID projects, costs, timescales, and budgets can be altered subject to Board approval providing the changes fall within the income of the BID and meet BID objectives. This enables the BID to operate flexibly to respond to changing demands of levy payers, the economic landscape, and potential opportunities. Any change to the BID boundary or increase to the levy rate would require an alteration ballot.

## GOVERNANCE AND THE MANAGEMENT OF THE BID

Gloucester BID, a not for profit company limited by guarantee set up in 2017 (registered in England and Wales company number 10618116) to oversee Gloucester BID. Gloucester BID will deliver the business plan for the new second term should the BID be supported by a positive ballot result.

The Local Authority, Gloucester City Council, is in full support of Gloucester BID's business proposals for a

second term and has formally approved this business plan in line with the legislation.

The Secretary of State for Communities and Local Government was formally notified of Gloucester BID's intention to hold a ballot on 31st January 2022.

Under its Articles of Association, Gloucester BID has positions on its Board for up to 12 Directors who voluntarily support Gloucester BID; there are currently, at the time of publishing, 10 Directors drawn across Gloucester. The Board also has an observer position, a Gloucester City Council Senior Management Team member.

The Board meet at least 10 times per year.

Gloucester BID currently employs a full time BID Manager, who is responsible to the Board, and a Marketing and Businesses Engagement Lead and both will deliver the projects and services under the proposal of this business plan. The BID is business-led for business benefit and all members will be invited to Annual General Meetings where past and prospective BID activities will be presented. Accounts are independently prepared each year and copies are available on request or can be found online at Companies House.

## REPORTING PROGRESS

Communication is key and Gloucester BID will use a number of channels to communicate back to the business community and seek your opinions on our work.

Our BID Manager can be contacted by either phone or email and we are always open to hearing

your feedback or ideas. We will also issue regular e-newsletters and updates to keep you informed of projects and services. Regular BID Member networking opportunities will also be held.

We want to measure the impact of everything we do to make sure that the money we spend is making an impact in the areas that matter to you.

We want you to see a return on your investment.

We have indicated in this business plan how we will monitor performance for each of our project themes. We will also be checking that we are meeting the objectives outlined in this plan.

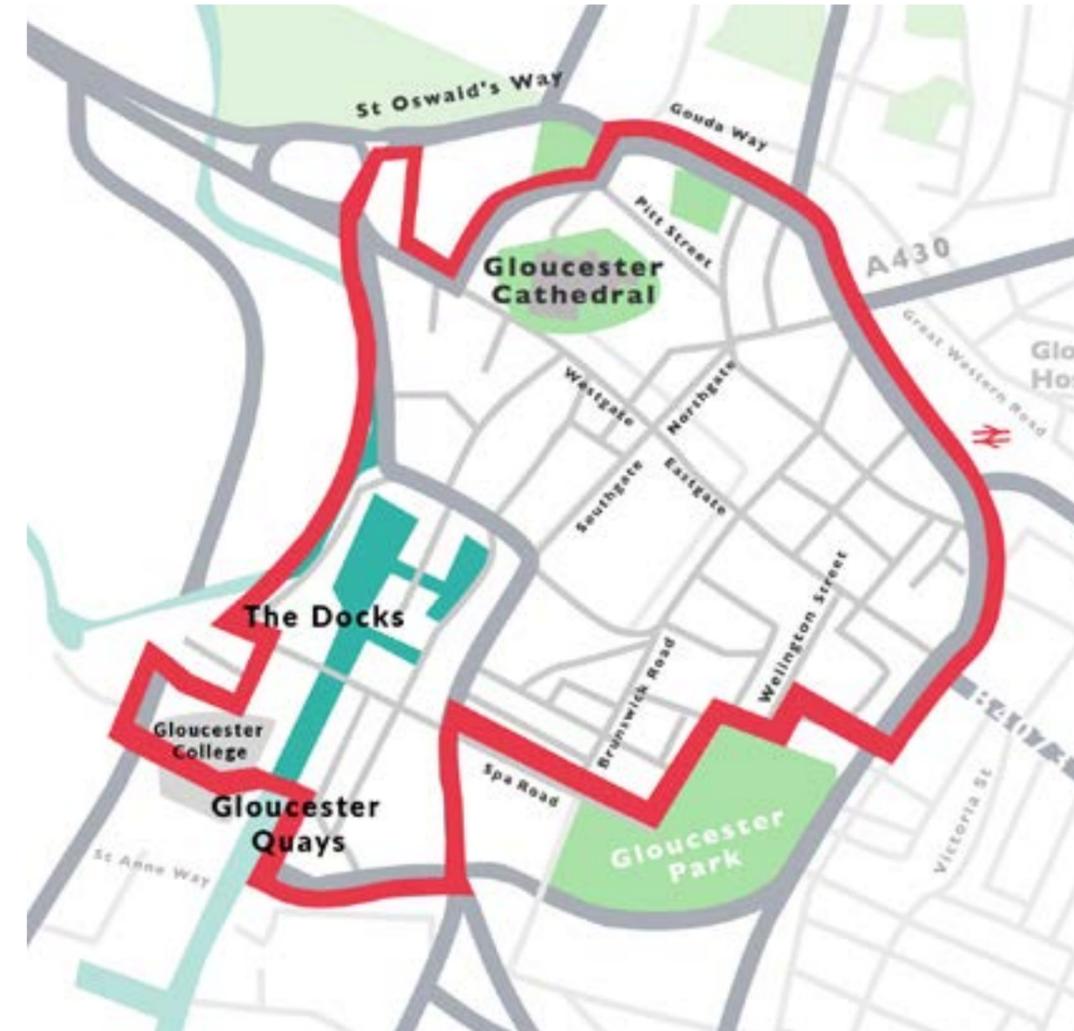
To gauge how we are doing, we will utilise any other third-party information we are able to obtain such as footfall research, occupancy rates, and car park usage figures and a host of marketing data.

Most importantly, we will be asking you how we are doing. Intermittent surveys of BID levy-payers will take place to invite your feedback and to ensure that businesses feel they are getting value for money.

Gloucester BID will also provide an annual summary newsletter which will review the year to date which will be received alongside your annual bill.

## BID AREA

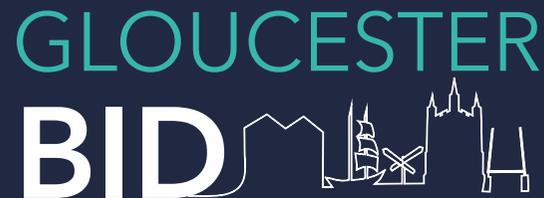
Gloucester BID operates within the definitive boundary shown on the map below which includes the following streets, either in whole or in part. Please note that the street list is not exhaustive and should be viewed alongside the boundary map which shows the parameters of the BID boundary:



- |                       |                         |
|-----------------------|-------------------------|
| ALBERT STREET         | LOWER QUAY STREET       |
| ALBION STREET         | MARKET PARADE           |
| ARCHDEACON STREET     | MARYLONE                |
| ARTHUR STREET         | MERCHANTS' ROAD         |
| BAKER STREET          | MILLERS GREEN           |
| BARBICAN ROAD         | MONTPELLIER             |
| BARRACK SQUARE        | MONTPELLIER MEWS        |
| BEARLAND              | NETTLETON ROAD          |
| BELL LANE             | NORFOLK STREET          |
| BERKELEY STREET       | NORTHGATE STREET        |
| BLACKFRIARS           | OLD TRAM ROAD           |
| BRUNSWICK ROAD        | PARK ROAD               |
| BRUNSWICK SQUARE      | PARK STREET (PART)      |
| BRUTON WAY            | PARLIAMENT STREET       |
| BULL LANE             | PITT STREET             |
| CHILLINGWORTH MEWS    | PRINCE STREET           |
| CHURCH STREET         | QUAY STREET             |
| CLARENCE STREET       | RUSSELL STREET          |
| COLLEGE COURT         | SEVERN ROAD (PART)      |
| COLLEGE GREEN         | SOUTHGATE STREET (PART) |
| COLLEGE STREET        | SPA ROAD                |
| COMMERCIAL ROAD       | SPREAD EAGLE ROAD       |
| CROSS KEYS LANE       | ST ALDATE STREET        |
| EASTGATE STREET       | ST ANN WAY (PART)       |
| FRIAR'S ORCHARD       | ST JOHN'S LANE          |
| GREYFRIARS            | ST MARY'S SQUARE        |
| HAMPDEN WAY           | ST MARY'S STREET        |
| HARE LANE             | ST MICHAELS SQUARE      |
| KILN CLOSE            | STATION ROAD            |
| KING'S BARTON STREET  | THE DOCKS               |
| KING'S SQUARE         | UPPER QUAY STREET       |
| LADYBELLEGATE STREET  | WELLINGTON STREET       |
| LLANTHONY ROAD (PART) | WESTGATE STREET         |
| LONGSMITH STREET      | WORCESTER STREET        |

## NO BID MEANS:

- ❌ No City Protection Officers and Night Safe Officers.
- ❌ No investment into BID led and pre-existing BID funded events.
- ❌ No annual financial support or in kind offering to any new or existing events in the calendar.
- ❌ No floral displays, dressing and other projects that improve the city's environment.
- ❌ No organisation to represent your interests or ensure your voice is heard.
- ❌ No Gloucester Gift Card.
- ❌ No Mi Rewards.
- ❌ No representation of the business community at a local, regional, or national level.
- ❌ No Gloucester BID.



We are always here for **you** and your **business** and would love for you to be involved over the coming **five years**, to find out more, including future directorship opportunities, please do get in touch:

Gloucester BID Manager  
2 Friar's Court, College Street, Gloucester, GL1 2NE

[info@gloucesterbid.org.uk](mailto:info@gloucesterbid.org.uk) | [www.gloucesterbid.uk](http://www.gloucesterbid.uk)

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