

## Gloucester's Business Improvement District Board of Directors

### Kieron Bates

Chair, The Fountain Inn

### Chris Nyland

Vice-Chair, Nettl

### Peter White

Vice-Chair, King's Walk Centre

### Owen Acland

Gloucester Quays

### Nick Brookes

Advantage Buying

### Matthew Cass

Cass-Stephens Insurance

### Angela Lovell

The Vine

### Toby Wooldridge

Peppers

### Ian Edwards

(Observer) Head of Place  
Gloucester City Council

If you're interested in taking positive action in helping our City, in representing Gloucester businesses and joining the Board of Volunteer Directors, please get in touch - we'd love to hear from you.

## 2019-2020 Expenditure & 2020-2021 Forecast

	BID YEAR 3 - SPENT (2019 - 2020)	BID YEAR 4 - FORECAST (2020 - 2021)
<b>INCOME</b>		
Carry over from previous year		£73,127
Gloucester BID Levy	£508,154	*£454,500
CPOs Joint Funding (GCC and PCC)	£61,250	£61,250
Sponsorship / Advertising	£ -	
Associate Membership	£ -	£500
Misc.	£3	
<b>TOTAL INCOME</b>	<b>£569,407</b>	<b>£589,377</b>
<i>*this is a forecast at 1.6% BID Levy and 97% income</i>		
<b>EXPENDITURE</b>		
<b>Advertising &amp; Marketing</b>		
Advertising (incl. Radio Global)	£20,402	**£6,000
Website and Marketing	£14,400	£12,000
Print	£5,842	**£10,000
City Dressing - Flags	£25,215	**£20,000
Other (GCC Partnerships)	£5,000	
<b>1. Total Advertising and Marketing Cost</b>	<b>£65,859</b>	<b>£53,000</b>
<b>Safety &amp; Security</b>		
CPOs	£131,680	£148,000
City Safe Management	£5,000	£7,000
City Safe Radio Upgrade	£26,662	
Other - Taxi Marshalls	£5,000	**£5,000
<b>2. Total Safety &amp; Security Cost</b>	<b>£168,342</b>	<b>£160,000</b>
<b>Festivals and Events</b>		
Includes Gloucester Folk Trail, Siege of Gloucester, Country Music, Christmas	£67,782	
Winter in Gloucester***	£ -	£30,000
Gloucester Folk Trail**	£ -	£6,000
Gloucester Shanty Festival & Pirate Walk**	£ -	£4,000
Contribution to Gloucester Tall Ships Festival	£ -	£30,000
Includes contribution to Gloucester Goes Retro & SoMAC, To GCC Events	£45,177	**£40,000
<b>3. Total Festival and Events Cost</b>	<b>£112,959</b>	<b>£110,000</b>
<b>Street Scene</b>		
Planters and Hanging Baskets	£31,287	£26,000
High Street Heritage Action Zone		£10,000
LED Screen and Digital Totems Infrastructure	£18,132	£56,600
<b>4. Total Street Scene Cost</b>	<b>£49,419</b>	<b>£92,600</b>
<b>Business Support</b>		
Gloucester Gift Card and MiRewards Scheme	£20,698	£15,000
ENTE (Purple Flag)	£3,000	**£10,000
Parking Initiative with GCC	£ -	**£5,000
Christmas Parking	£ -	£7,000
<b>5. Total Business Support Cost</b>	<b>£23,698</b>	<b>£37,000</b>
<b>Administrative Costs</b>		
Accountancy Fees	£7,030	£2,000
Bank Charges	£158	£100
Bookkeeping Fees	£1,390	£1,600
Management Charge	£34,634	£50,000
Staff Salaries/Management Contract/Professional Fees	£26,064	£20,000
Telephone and Fax	£60	£72
Insurance	£2,866	£2,886
Office Admin	£201	£ -
Renewals	£3,600	£2,000
Adjustments	£ -	£1,500
Service Fees	£ -	£20,000
<b>6. Total Administrative Costs</b>	<b>£76,003</b>	<b>£100,158</b>
Contingency		£25,000
<b>TOTAL EXPENDITURE</b>	<b>£496,280</b>	<b>£577,758</b>
Overspend/Underspend	<b>£73,127</b>	<b>£11,619</b>

\*\* COVID Restrictions and Income Dependent

\*\*\* Reallocated to Other Projects

# GLOUCESTER BID IS MAKING A DIFFERENCE

August 2020 saw the start of Gloucester BID's fourth year in its current first five year term.



**Gloucester's Business Improvement District is managed by a volunteer Board of Directors representing Gloucester's businesses across a variety of sizes and sectors.**

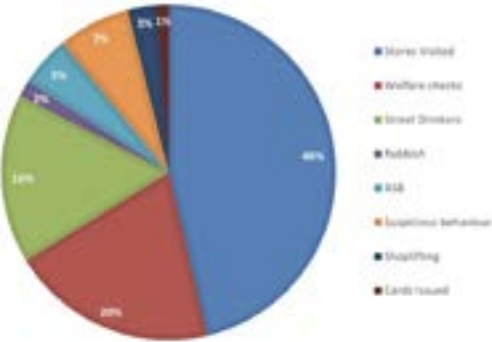
Local businesses control the BID and have a direct say in how the levy collected is spent for the benefit of the businesses and our City. The fund collected is all invested back into Gloucester. During 2020, the BID advertised for and recruited a new, dedicated BID Manager. Impressed with the level and calibre of candidates that applied, the panel appointed Emily. Her knowledge of Gloucester, familiarity and support of the businesses shone through - and we're delighted with all she's doing through these tricky times.



## 1 Safe City

CPOs: To finance the CPOs, the BID funds 50% of the costs, the additional funding is provided to the BID by Gloucestershire's Police and Crime Commissioner 25% and Gloucester City Council 25%. CPOs are tasked and managed by Gloucester City Safe on the BID's behalf. The CPOs have been part of the city since 2017 and their high-visibility and close working with Gloucestershire Police and the PSCOs, enhances the feeling of a safer place. There are monthly reports that get added to the BID website.

In November 2020 the CPO role was expanded a temporary 6 month period to incorporate the role of Covid Marshalls, this was to support businesses within the City who have had to deal with customer issues around the wearing of face coverings and also social distancing. It was quite clear early on in October the City Safe radio traffic was seeing an increase in Covid related incidents within the City, this expansion included the CPOs patrolling Kingsholm, Barton and Tredworth and the outskirts of the City – this funding came from Gloucester City Council for the outskirts of the BID area.



Data collected from August 2019 to July 2020  
All reports are available on the BID website.

## Gloucester City Safe

Gloucester BID, via Gloucester City Safe, funds the management of the CPOs and the running of the program. Gloucester City Safe was launched on 1st May 2014 and is a not-for-profit Business Crime Reduction Partnership (BCRP).

The aim of our scheme is to bring together businesses from the day and night-time economies to reduce crime and anti-social behaviour by working more effectively through coordination and forging strong partnerships between local businesses, local authority and the police, to create a safe and stable business environment. City Safe are members of the National Association of Business Crime Partnerships.

Members of Gloucester City Safe benefit from reduced levels of crime and anti-social behaviour in or near their premises. Membership to City Safe has grown rapidly since its launch and we now have more than 140 members from a variety of businesses in Gloucester and Stroud including shops, pubs, clubs, takeaways and transport services.

The BCRP is a partnership-based approach to preventing crime and disorder. The partnership, at its simplest, is an intelligence gathering and information sharing system that enables the effective prevention of crime and disorder.

## Purple Flag:

Gloucester BID is part of the steering group, led by Gloucester City Council, that has succeeded in getting Purple Flag status for Gloucester. Purple Flag is an accreditation process similar to the Green Flag award for parks and the Blue Flag for beaches. It leads to Purple Flag status for town & city centres that meet or surpass the standards of excellence in managing the evening and night time economy.

The Purple Flag steering group submitted a full renewal application in January 2020 and following a consideration by a panel (Aug 2020), Gloucester retained its Purple Flag status. In theory, we would have had to submit an interim application in January 2021, but due to Covid, it has been deferred and Gloucester retains its Purple Flag until January 2022, when the steering group will submit our application again.

## 2 Attractive City Flowers

We will continue to add colour to Gloucester City Centre in the form of flowering, hanging baskets and planters. This will be going out for tender in the next few months. We love seeing your pictures of the planters.

## Cathedral Quarter

We are working with Gloucester City Council and Historic England on the High Street Heritage Action Zone, which is Westgate Street and includes a few smaller streets. This is to highlight and help with the heritage of the buildings in this area.



There is a great cultural strand to the project which will bring culture to the high street, to re-energise the area.

Please look at the website for more information: [www.cathedralquartergloucester.uk](http://www.cathedralquartergloucester.uk) - we will be organising an online presentation from the lead of this project too.

## Recycling Bins

We are working with Gloucester City Council to introduce more recycling bins to the BID area, like the one found on Southgate Street. We will be making sure that the waste does get recycled.

## Cleanliness

As well as keeping the BID area safe the CPOs report cases of rubbish, fly tipping and waste. 2019/2020 they reported over 300 'rubbish' cases to Amey and the reports were dealt with swiftly. Gloucester City Council have got an excellent cleaning regime in place with Amey and the BID and City Centre team meet regularly to discuss matters. City Centre team meet regularly to discuss matters.

## 3 Supported City

"A local gift card programme is a proven way of introducing new customers to your business. It's simple and free to register to accept the card, and you receive your money automatically via the existing Mastercard infrastructure"



We now have over 30 businesses signed up to accept the Gloucester Gift Card. It's free for any business in the BID area to join with no ongoing costs and it processes as a normal

Mastercard transaction. Head to [www.gloucesterbid.uk/gift-card-scheme/](http://www.gloucesterbid.uk/gift-card-scheme/) to read the advantages and to sign up.



## Gloucester Mi Rewards

Over the last year the importance of spending local has been at the forefront of everyone's mind and this platform allows businesses to reward people who spend at participating businesses by entering them into a prize draw.

### Benefits for Businesses;

- Free additional promotion for your business via the Mi Rewards "Spend Local Win Big" website, app and marketing activity.
- Increase loyalty by automatically rewarding your customers every time they spend money with you.
- Understand more about your customers with our built-in dashboards and analytics.
- Simple, straightforward registration, no staff training required, no new hardware.
- Customers automatically receive tailored thank you messages from you every time they visit.
- Completely free for you to join, no payment required and no ongoing costs to participate.
- Join forces with other local businesses to promote the shop local message.

This programme is **now free** for BID businesses to be part of, which is great, one thing that we are after are monthly prizes to entice the shoppers in with. Please head to our website to find out how to sign your business up.

## 4 Transport

We worked with Gloucester City Council on 'Free Parking on a Thursday during December' and was well received. Thank you to all the businesses that displayed the poster and shared on social media. We will be looking at providing the same offer in December 2021.

We are working with Stagecoach to set up a discount for BID members and their staff who use the local Gloucester Stagecoach service. It will be accessed and enabled via the Stagecoach app, please contact us for more information.

## 5 Marketing & Advertising

BID Businesses have the opportunity for advertising to the visitors and people of Gloucester, **at discounted rates**. We have been able to make use of the Big Screen in the Transport Hub, and had the opportunity to facilitate a network of Digital Totems/Signage across the City, for our BID Levy paying businesses to advertise to the City with digital signposting. The pandemic has delayed the installation, but they're happening this year.

## Website & Social

The website has been developed vastly throughout 2020. In March 2020, a nationwide lockdown was imposed and many businesses were forced to close up shop - using our support local initiative, we decided to create a dedicated landing page where Gloucester businesses could submit their information, opening hours and offering to help promote their services during the pandemic. Support Gloucester has been the focus campaign for the last 10 months, with a refresh in November 2020.

In January 2021, we began a range of editorial and advertising support with SoGlos magazine. Carrying the 'Support Gloucester' message further, and supplementing it with articles of interest and features. We will be working with SoGlos on various campaigns over the remaining months of this BID financial year. Visit: [www.supportgloucester.uk](http://www.supportgloucester.uk)

Our city centre business directory now features over 500 businesses and continues to get high volumes of website traffic, ranking on page 1 of Google. The website itself is growing year by year, with more users visiting the website and using our range of business resources, information and events. In early February we launched our new homepage, giving the website a fresh and up to date feel, showcasing our services that are more relevant to the current climate.

Social media has been driven by support local campaigns throughout 2020. We have been promoting businesses week by week, sharing updates on operating hours, click & collect options and how they've been operating during the pandemic. We have also been providing extensive business support information to BID levy payers on furlough schemes, business rates and loans.

## Are you a BID levy payer?

You can now join our Facebook Business Group. Visit: [facebook.com/groups/gloucesterbidbusinessgroup/](https://facebook.com/groups/gloucesterbidbusinessgroup/)

As well as social media, we've sent out regular email campaigns to BID levy payers, updating them with news in the city, support services and driving the Gloucester gift card scheme.

## 6 Events

And after reasons, the usual calendar of events has been put on pause, for obvious reasons, this stopped the BID putting on the usual Winter in Gloucester programme.

February usually sees the Gloucester Folk Trail taking over the city, for a weekend of Music, Art and Morris Dancing. We will still be bringing you a Folk weekend - one that you can enjoy from your sofa, just make sure you've got enough room for a ceilidh!



Other events that the BID supports are being planned for this year, such as Gloucester Tall Ships 2021, we are awaiting more information to see how that will proceed this year and keep you informed. Gloucester Carnival and Gloucester Goes Retro are being planned and we will be supporting football driving events, income depending. This is an ever changing situation, but we will be kept up to date with events

We are also working on a May Day Trail with We Are Destination - if you're interested in being part of this trail please get in touch.

## Networking and Training

We have set up regular networking sessions via zoom this year, on the last Thursday of the month at 6pm. Check out the BID Eventbrite page: [www.eventbrite.co.uk/o/gloucester-business-improvement-district-32306351453](http://www.eventbrite.co.uk/o/gloucester-business-improvement-district-32306351453) We also offer the opportunity for some training. It would be great to know if there is any specific training that you, as a BID member, would like us to provide and host. **Get in touch!**