

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 (Licenced Victuallers Association) and Manager of Butlers.
- ✓ Alex Kell of Quayside Wealth Management.
- ✓ Chris Nyland of Nettle 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.

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.**

Jason Smith of Marketing Gloucester is supporting the BID task group and commented *“on behalf of the BID task group and with our consultants CMS we have conducted over 700 one-to-one interviews with businesses in the proposed BID area. The list of actions the BID is aiming to deliver is a direct reflection of what businesses have told us they want”*

A BID is an organisation run by businesses within a specified geographical area with the aim of improving trade and environment for businesses in that area. In the UK and elsewhere BIDs have been successful in delivering extra footfall, business cost reduction, area promotion, improved safety and security, assistance in dealings with local councils to make parking better for visitors and businesses.

Potentially the proposed BID for Gloucester could raise up to £2.5 million to spend on improvements to the City with the opportunity to raise many other millions in match funding. The recent BID consultation has provided results of the top areas of importance to businesses in Gloucester being – crime, cleanliness, marketing.

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 legible 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 Nyland 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 SoMAC, 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.

