

Gloucester BID 2017-2022

Together we can achieve more

Term 1: Year 4 August 2020 – July 2021

Businesses with RV of £10,000+ in the BID area are billed 1.6% of their RV annually.

Currently 578 businesses

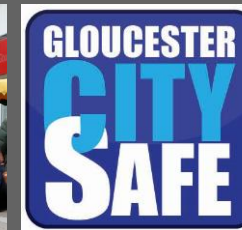


BID Priorities for Term 1

- Safer City
- Attractive and Vibrant City
- Promoted and Supported City

Safer City

- Introduction of City Protection Officers funded in partnership with GCC and OPCC.
- Support Gloucester City Safe who manage the CPOs, promoting City Safe membership.
- Support Gloucester's Purple Flag Status and helping GCC with the application.
- Fund and support Taxi Marshals.



OPCC
Office of the Police &
Crime Commissioner
for Gloucestershire

Gloucester
City Council
Transforming Your City

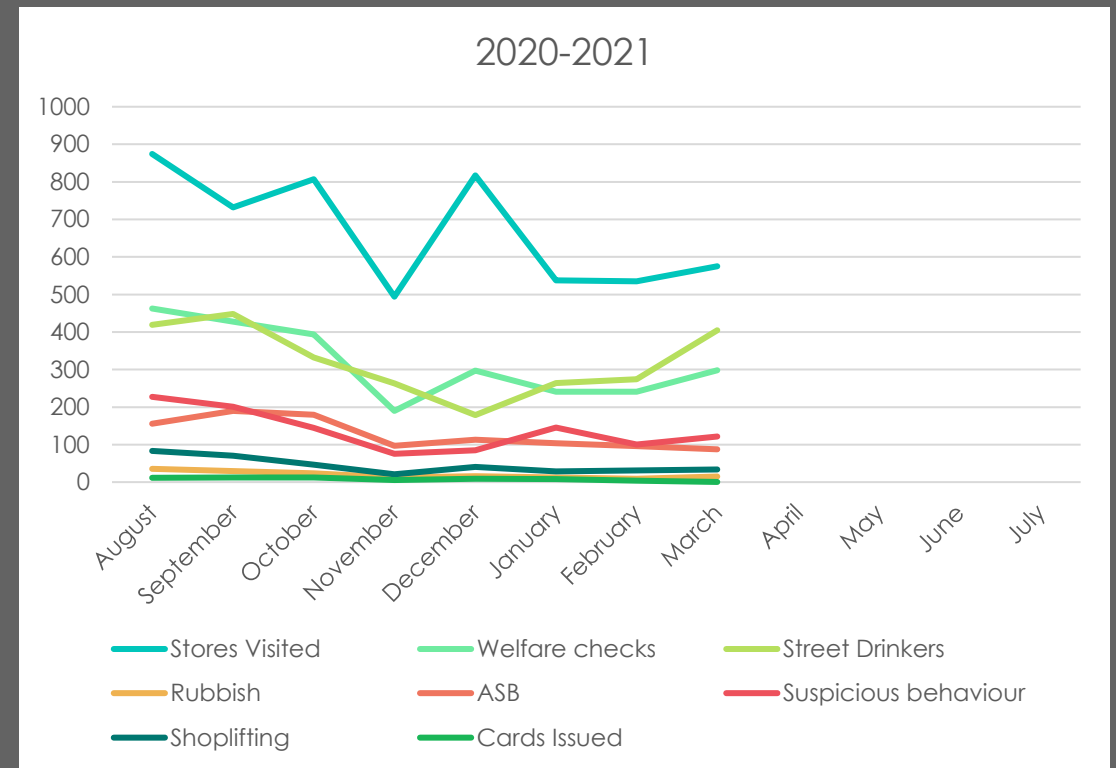
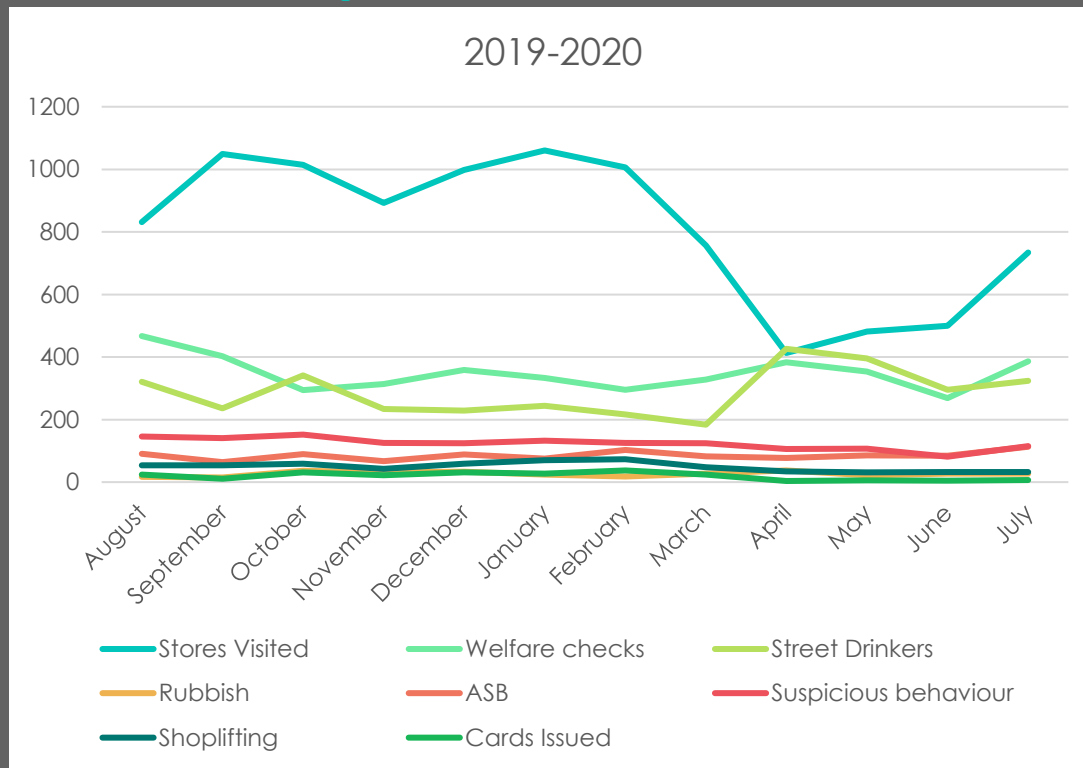


Gloucester LVA
Licensed Victuallers Association



GLOUCESTER
BID

Data from CPO reports



Attractive and Vibrant City

- CPOs reporting fly tipping and liaising with Amey/Urbaser.
- Regular meetings with city centre operations team advising and supporting deep cleans and gum zapping.
- Part funding dual purpose bins with GCC.
- Care for wooden planters and trees.
- Summer installation of planters and hanging baskets.
- Participation of GB Spring Cleans and litter picks.
- Assisting GCC on Empty Shop Windows Project
- Installation of 98 Flagtrax systems on the inner ring road.
- Supporting GCC Great Places Project with the installation of digital screens in the city.
- Introducing new events such as Gloucester Folk Trail, supporting new and established events such as Art in the City, Gloucester Goes Retro and Tall Ships.

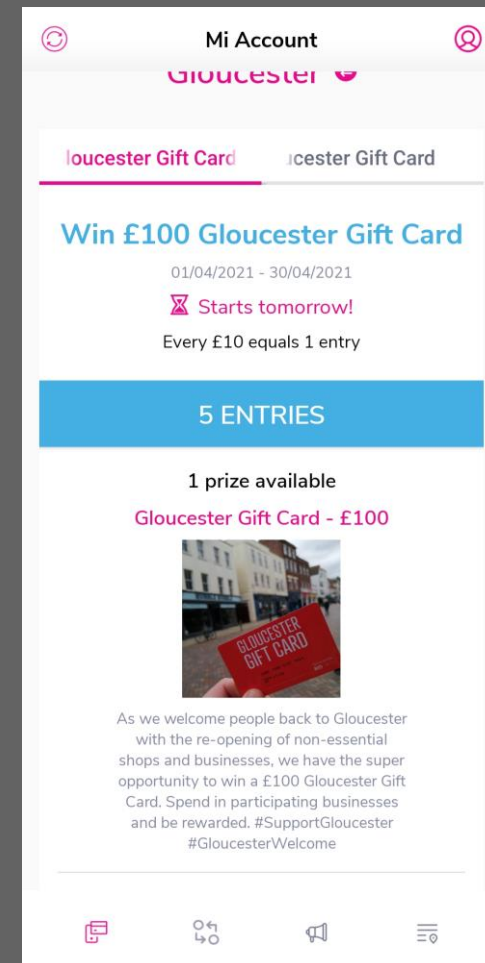
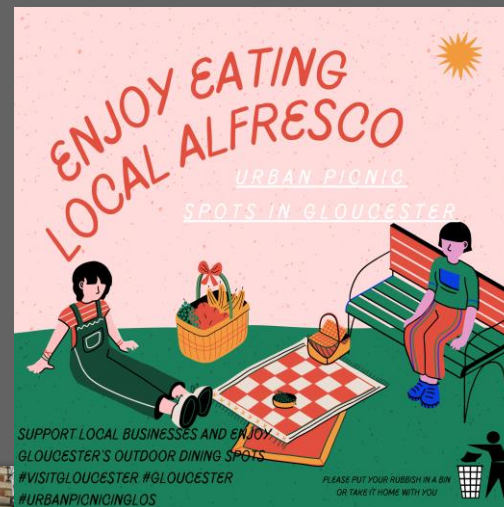


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Promoted and Supported City

- Various advertising and marketing with media partners – previous ones include Global, Reach and current ones with So Glos.
- Supporting DMO with campaigns and place marketing.
- Promoting Small Business Saturday and UK Indie Day
- High social media interaction and number of followers.
- New Art Trail highlighting various heritage and businesses in the city
- Supporting HSHAZ Cathedral Quarter
- Business Cost Reduction – saving businesses money on various bills
- Gloucester Gift Card – 37 business currently accept the card. Free for all in the BID area.
- Mi Rewards Gloucester – over 60 businesses involved. Allowing businesses to reward customers and for the city to gain data of shoppers.
- Stagecoach discount for store staff.



Gloucester BID 2022-2027

Stronger Together

Re-ballot in Spring/Summer 2022

What's next?

Survey to members and partners.



Contact BID Manager
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Follow us on social media and watch our website
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