



## Proposed Business Improvement District for Gloucester

### Frequently Asked Questions:

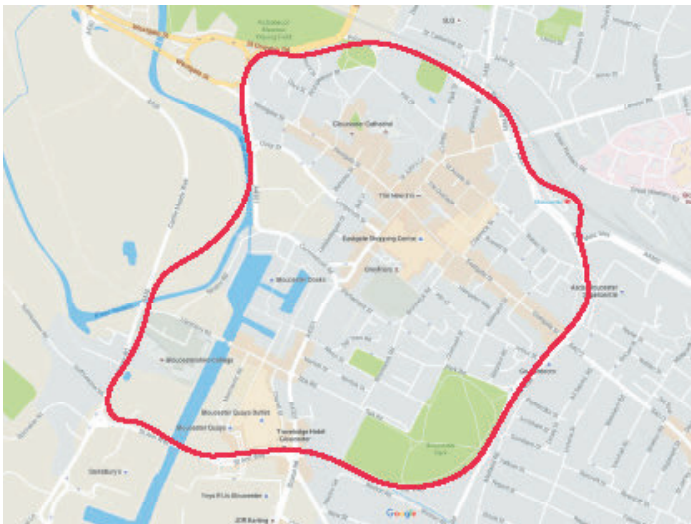
#### How could a Business Improvement District help my business?

The Gloucester BID Board, a collaboration between key businesses and the city council which work together to improve the town, is proposing to create a Business Improvement District (BID). Here, we outline what BIDs have achieved elsewhere and how you could benefit.

#### A reminder of what a BID is

A BID is a business-led and business-funded body set up specifically to improve a defined commercial area. Most BIDs are governed by a Board selected from businesses in the BID area which pay a levy. It means businesses have a genuine voice and decide and direct what they want for the area.

#### What area is being proposed?



#### What has happened elsewhere?

There are well over 200 BIDs already operating across the UK, with the majority focusing on town or city centres and many seeing significant improvements in footfall and increases sales. Here are just some examples of their achievements:

##### Marketing and Promotion

Retail Birmingham developed their major Shop marketing campaign in 2014, which involved high-quality design and branding using outdoor, online, digital, radio and train panel advertising, with an estimated reach of more than one million consumers. This year they are launching 'experiencing the new Birmingham' campaign.

##### Parking incentives

Worcester BID has developed a range of parking offers for BID businesses with car park owners in the city. This enables the businesses to provide discounted rates to staff and subsidised parking to key customers.

##### Further town centre events

Bath BID created a series of major town centre events, including a month-long food festival which attracts more than 100,000 visitors into the town centre area during that time.

##### Public realm improvements

Colmore BID carried out a major public realm improvement scheme within the heart of their area which created a very high-quality new public square.

##### Signage

Newquay BID have developed a major signage and wayfinding project throughout the town in order to greatly improve the visitor experience.

**Further information on Business Improvement Districts are available from the British BIDs website at [www.britishbids.info](http://www.britishbids.info)**

**Find out more and give your views by visiting  
[www.GloucesterBID.org.uk](http://www.GloucesterBID.org.uk) or email [info@gloucesterbid.org.uk](mailto:info@gloucesterbid.org.uk)**



## Proposed Business Improvement District for Gloucester

### So how could my sector benefit?

The activities of the BID would be designed to benefit the entire range of businesses within the centre of Gloucester and we would expect sectors to benefit from the BID as follows:

#### Independent Retailers

District promotional campaigns to highlight the range and quality of speciality independent businesses – both collectively and individually.

The opportunity to participate in a number of new events and projects to raise the profile of your business.

Discount costs on a range of business overheads negotiated on your behalf by the BID.

Access to a range of professional and support services arranged for the town by the BID.

#### National Retailers

Being part of a network of major retailers, enabling you to share and gain in-depth trading insights.

Access to key town performance information, such as footfall data, sales performance, car park occupancy and vacant unit trends.

The ability to collaborate operationally over seasonal trading campaigns, notably Christmas.

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Promotion and marketing of Gloucester to a wider and more targeted regional audience.

#### Leisure Operators

As with the independent retail sector, promotional campaigns to highlight the range and quality of food and drink business both collectively and individually.

The creation of events and projects to directly involve and promote the range of leisure and cultural opportunities in the town.

Work towards specific projects to improve the night-time economy experience and to further energise the 5pm-7pm period.

#### Professional Sector

Additional networking meetings and events aimed specifically at the professional businesses within the town centre.

The ability to promote your services to more than 600 fellow town businesses through regular BID communications, such as newsletters.

Great co-ordinator and interaction with regional bodies, such as the Local Enterprise Partnership.

### So how can I give you my views?

We want the views of as many businesses as possible in helping shape the proposals and would urge you to get in touch with us via the below methods.