



IMPORTANT NOTICE: A Business Improvement District for Gloucester is being proposed which could include your business.

The Gloucester BID task group is a partnership between local business and is investigating the creation of a Business Improvement District (BID) in Gloucester. This is the first of a series of updates giving information on how this will benefit businesses in the BID area. The Gloucester BID task group are looking for your views on the proposal so please contact us by email info@GloucesterBID.org.uk register online and Find out more information by going to

www.gloucesterBID.org.uk

Frequently Asked Questions

What is a BID (Business Improvement District)?

A bid is a business-led and business funded body formed to improve a defined commercial area.

What could a BID do for your business in Gloucester?

- Increase footfall
- Area marketing and promotion
- More events
- Physical improvements to BID area
- Improve street cleanliness
- Improve safety and security
- Improve reputation for the City of Gloucester
- Business cost reduction
- Improve staff retention
- Improve property value
- Facilitate networking opportunities with neighbouring businesses
- Assistance in dealing with the Council, Police and other public bodies
- Other ideas, decided on by the businesses in Gloucester – let us know!

How does a BID operate?

Businesses decide and direct what they want for the area

Businesses are represented and have a voice in issues effecting the area
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.

Is there support for a BID in Gloucester?

Initial responses from surveys sent out to businesses indicate that business owners and managers would welcome the benefits a BID could bring to Gloucester.

What type of projects are being considered?

- Additional events to drive footfall
- Marketing Campaigns promoting Gloucester
- Public Realm Improvements – signs, additional pedestrian areas, seating, hanging baskets ect
- Schemes to support safety and security in the BID area
- Additional street cleaning and maintenance throughout the whole area of the BID.

How much money can the BID raise for the projects?

Following consultation with Businesses, the largest area currently being considered by the BID task group would generate approximately £500,000 per year or £2.5 million over a five-year period through BID levy contributions. Other BIDs around the country have been successful in generating additional funding from public bodies which have increased money reinvested in the BID area.

How are BIDs funded and set up?

A Bid is funded by businesses within the BID area paying a small proportion of their business rateable value towards the BID. 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. A BID can only be formed following proper consultation and a ballot in which businesses vote on a business plan.



How much is it going to cost my business?

Relatively little. For example, in Gloucester a 1.5% levy rate is being considered which would equate to about the cost of a cup of coffee a week most businesses. At the 1.5% rate a small business with a rateable value of £10,000 would pay £150 per year and a large business with a rateable value of £150,000 would pay £2,250 per year.

Would all businesses be due to pay the levy?

In principle yes, although an exemption level is being considered which would mean that businesses with a rateable value of under £10,000 would not be liable to pay the levy. A lower level is also being considered for businesses within managed shopping areas which already pay significant management charges.

How does the ballot work?

- Run on behalf of the BID proposer by the council or outsourced to a third party
- All businesses in BID area due to pay the LEVY have minimum of 28 days to vote
- For the BID to proceed the ballot must be won on two counts – a straight majority and a majority of rateable value
- There is no minimum turnout threshold.

Shouldn't the council be paying for this?

The BID will undertake projects over and above anything currently happening or planned in Gloucester and will agree a base level service agreement with the city council to ensure that the money raised by the BID will not be used to replace what the council is currently paying for.

When could the BID happen?

The BID task group are looking to have a business plan completed by the beginning of February 2017 which would be voted upon by all eligible businesses in the BID area early Summer 2017, with the BID fully established by Autumn 2017 subject to a positive business vote.

How long does a BID last?

The Maximum term for any BID is five years, which is the length of time proposed for Gloucester BID, generating a potential £2.5 million to be reinvested into supporting business in the BID area.

What area would be covered?

The feedback from businesses has suggested that the whole of the city centre should be included in the BID area.

Map below shows the largest area being considered for a BID - more information available at

gloucesterbid.org.uk/which-areas-will-be-covered

