

YES!

TOGETHER WE CAN ACHIEVE MORE

GLOUCESTER BID PROSPECTUS AND BUSINESS PLAN
2017 - 2022

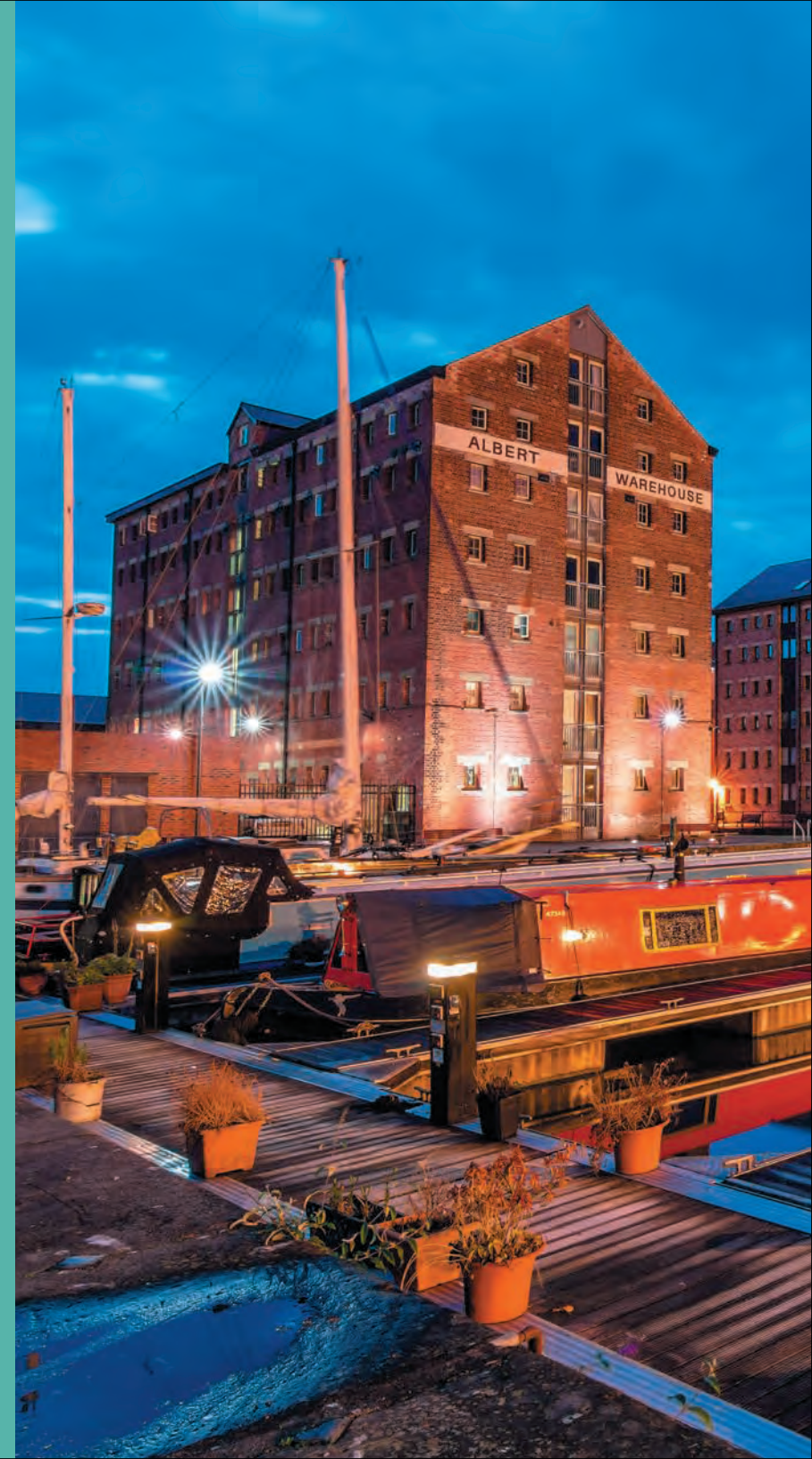
GLOUCESTERBID 



There is a real feeling among business people I speak to that Gloucester is definitely a city on the up - but that there is still much work to do to further improve the environment for businesses in the city. I firmly believe that the proposed Gloucester BID will be a gamechanger in giving us the city we all want.

Nick Brookes
Chairman Gloucester BID Task Group
Owner Knobbly Cob

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WHAT IS A **BID**? BUSINESS IMPROVEMENT DISTRICT

A **BID** is a business-led and business funded body formed to improve a defined commercial area. A Business Improvement District for Gloucester is being proposed which could include your business.

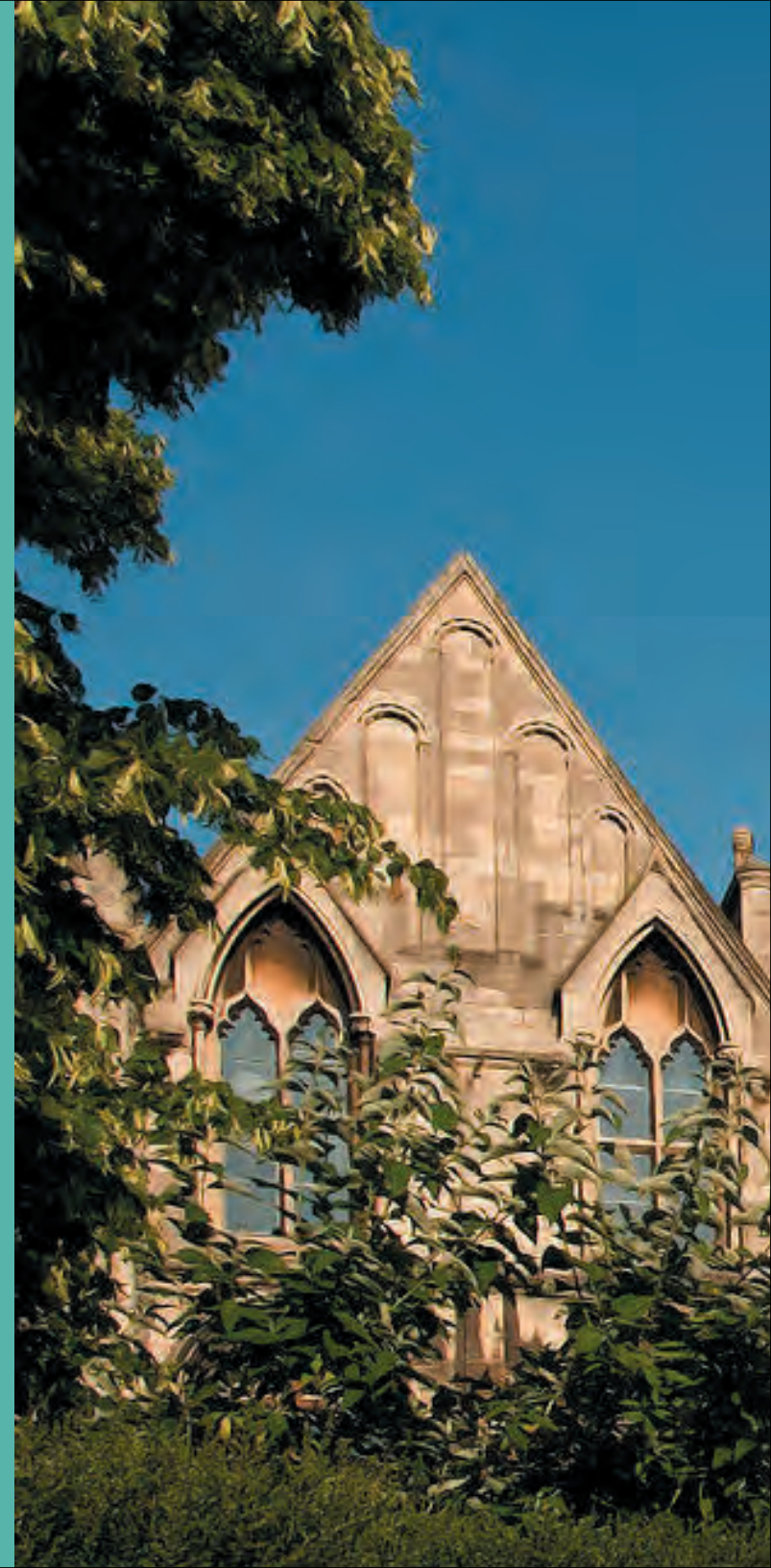
The Gloucester BID task group is a partnership between local businesses and is proposing the creation of a Business Improvement District (BID) in the city. The businesses proposing the Gloucester BID want the City of Gloucester to be perceived as a fun, safe, clean, desirable place to live, work, shop, study and visit.

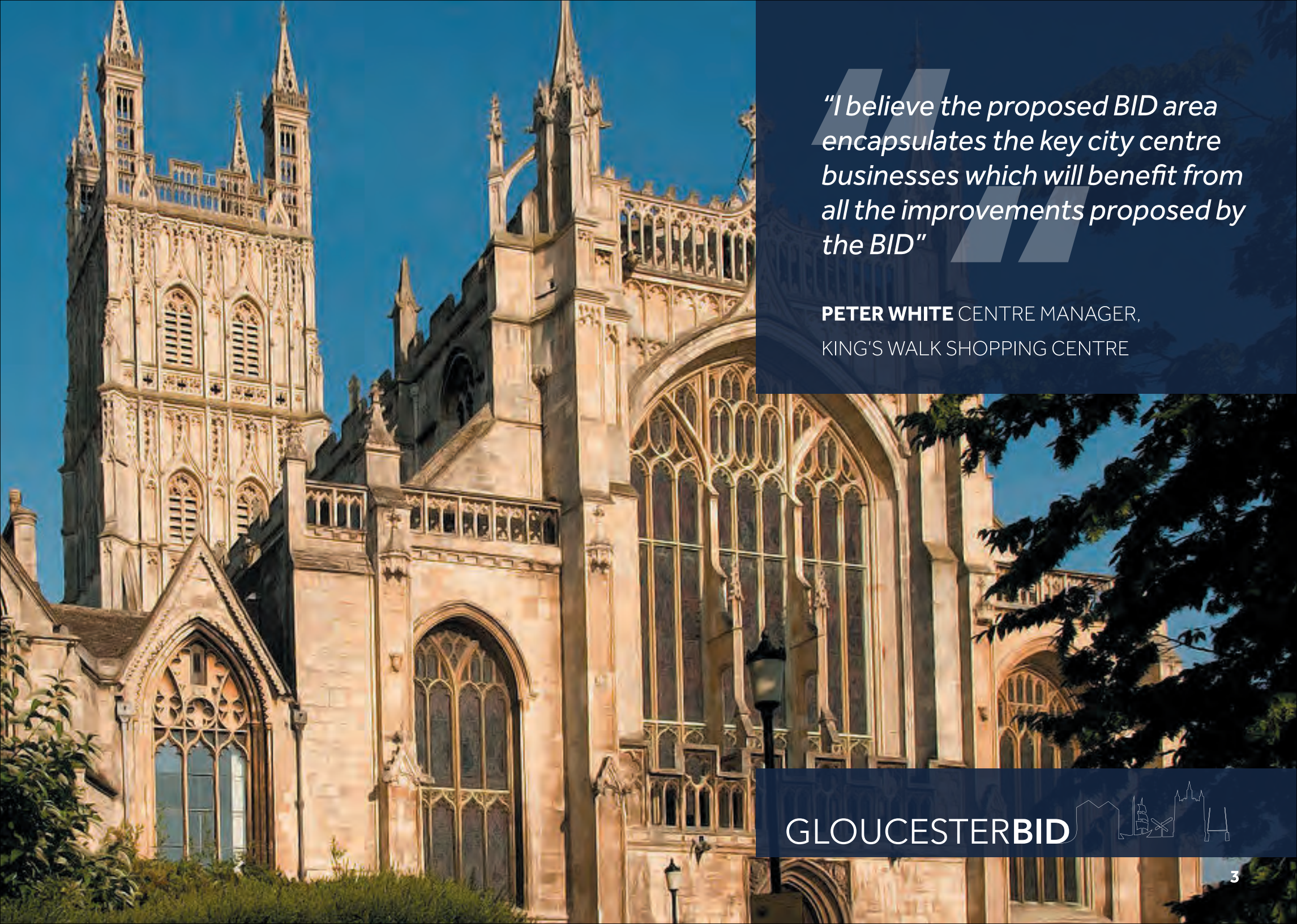
What a BID could do for your business

- Improved safety and security
- Improved street cleanliness
- Physical improvements to BID area
- Area marketing and promotion
- Supporting & promoting events
- Business cost reduction
- Facilitated networking opportunities with neighbouring businesses
- Assistance in dealing with the council, police and other public bodies
- A structured calendar of high quality events

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"I believe the proposed BID area encapsulates the key city centre businesses which will benefit from all the improvements proposed by the BID"

PETER WHITE CENTRE MANAGER,
KING'S WALK SHOPPING CENTRE

GLOUCESTERBID 

*The sands are shifting.
Gloucester is resurgent*
COTSWOLD LIFE

GLOUCESTERBID





A SNAPSHOT OF WHERE WE ARE NOW

All the economic indicators give evidence that Gloucester is a city on the up. A recent article in Cotswold Life magazine stated “the sands are shifting. Gloucester is resurgent” and statistics appear to back this up with Gloucester overtaking Cheltenham in 2015 as a tourist destination.

The regeneration completed so far and that in the pipeline will positively change the face of the city and give more reasons for people to work, visit, shop, invest and study in Gloucester. Already there is an active festival programme, including SoMAC, Gloucester goes Retro, Art in the City and the biennial Tall Ships festival, along with the calendar of events delivered on the

docks by Gloucester Quays, helping to drive footfall. A recent pilot of city wardens by City Safe was universally declared a success. Yet with all this positive news, any of us working in the city will freely admit that there is potential for much more to be done to attract visitors and investment by enhancing the experience for those visiting the city.

If successful the BID proposed for Gloucester, which will initially operate from 2017 to 2022, will seek to address all these needs, and through an investment in excess of £2.4 million during that period, help ensure that the city will continue to grow and prosper.

Through consultation with those managing and owning businesses in the city, it has become evident that there are some key areas where investment over the next five years could make a real difference in ensuring that Gloucester is a more successful, prosperous and pleasant place to trade and to work.

LISTENING TO YOU

Over the past year we have spoken to 45% of businesses within the proposed BID area. All businesses in the area were offered the opportunity to talk to us through one-to-one meetings, surveys, phone calls and group meetings. This consultation feedback is at the heart of our new five-year business plan to ensure that all businesses profit from a new Gloucester BID.

OUR KEY OBJECTIVES

To help make Gloucester a safe, attractive place to do business, shop, visit, study and invest.

Moving forward, our objectives are to further enhance the city's offering by improving safety and security, by increasing marketing and events to drive footfall, and through working with relevant authorities to improve cleanliness and the physical environment. The BID will support levy paying businesses in the proposed area and look towards achieving cost savings and improved services for its members as well as being the voice of businesses, lobbying hard on behalf of its members. Our vision directly reflects your priorities.

HOW WE LISTENED



GROUP
PRESENTATIONS



EMAILS



FACE TO FACE
MEETINGS



PHONE
CALLS



WEBSITE &
SOCIAL MEDIA
INTERACTIONS



LEAFLETS
& LETTERS



OUR VISION FOR 2017-2022

*The proposed Gloucester
BID has a clear vision for the
future which is the result of a
comprehensive consultation
with businesses within our
proposed BID area.*

GLOUCESTERBID



A SAFE & SECURE CITY

We all want a city that not only is safer but feels safer for all who work, study, visit and shop there. In December 2016, Gloucester BID task Group cooperated with Gloucester City Safe in a pilot scheme to introduce City Wardens.

The pilot met with universal approbation. It is proposed that Gloucester BID will provide funding to support highly visible City Protection Officers. Subject to match funding up to four City Protection Officers will operate in two teams of two, seven days a week and will patrol the whole BID area. They will be linked through radio and cell phones. BID members and BID voluntary members will be able to call for their assistance to incidents.

OVER THE NEXT FIVE YEARS

- ✓ Work with City Safe, Gloucester City Council, the Police and the Police and Crime Commissioner to 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.

CITY SAFE

Gloucester City Safe is a not for profit Business Crime Reduction Partnership and was set up with initial funding from the Police and Crime Commissioner. The idea of the scheme is for local businesses involved in the day and night time economies in Gloucester to work together to reduce crime, disorder and anti-social behaviour which affects those businesses, their staff and customers. The scheme started on 1st May 2014 and the membership has grown significantly as word has spread about the benefits of being part of City Safe. Gloucester BID will be looking to support and extend the benefits of the City Safe scheme.



108 NUMBER OF BUSINESSES
CURRENTLY INVOLVED

NUMBER OF PEOPLE GIVEN
YELLOW CARD WARNINGS **1552**

160 CITY SAFE EXCLUSIONS

REDUCTION IN
BUSINESS CRIME **46%**

85% REDUCTION IN INCIDENTS





IMPROVED STREET CLEANLINESS

Currently in some areas of the proposed BID cleanliness is below acceptable levels.

The BID propose 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
- Introduce 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

PHYSICAL & ENVIRONMENTAL IMPROVEMENTS TO THE BID AREA

From hanging baskets to effective signage linking parts of the city and improvements to the public realm in areas of the city including lower Eastgate Street, Gloucester BID will spend money on making the BID area more attractive. Any improvements made will be in addition to those already supported by the city council and will not be a replacement for current services but will be in addition to those already provided.

The BID will:

- ✓ Work with Gloucestershire County Council and Gloucester City Council to make improvements to lower Eastgate Street to bring it into line with areas such as Kimbrose Triangle
- ✓ Work with Marketing Gloucester to support digital way finding in the city
- ✓ Lobby for improved signage linking the whole city
- ✓ Improved direction signage from motorways and approach roads to the BID area
- ✓ Provide hanging baskets
- ✓ Support and advise businesses on creating kerbside attractive and frontages appropriate to location



A photograph of a man and a woman standing in front of a building with a scalloped awning. The man is wearing a grey shirt and the woman is wearing a blue floral dress. The background shows a street scene with buildings and a yellow awning.

AREA MARKETING & PROMOTION

As business owners and managers, we want locals and visitors to have a perception of Gloucester as a city on the up, and a place where they want to do business, shop, visit, study and invest.

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.

✓ **PROMOTIONAL MATERIALS**

The BID will adopt an integrated marketing strategy, developing copy and material in newspaper advertising, billboards, radio, leaflets, annual reports, newsletters and through our website as appropriate. The BID will look to promote a wide range of sectors, including professional services, restaurants and bars and independent retailers.

✓ **SOCIAL MEDIA AND ONLINE**

A website and social media accounts are established for Gloucester BID and are successful at attracting visitors. It is intended to continue to develop these, and utilise other social media accounts focused on the city to help promote the BID area.

 www.GloucesterBID.org.uk

 facebook.com/GloucesterBID

 [@GloucesterBID](https://twitter.com/GloucesterBID)

*It's the first time I've been
to Gloucester – it's lovely, I'll
definitely come back again*

**VISITOR TO GLOUCESTER
TALL SHIPS EVENT**
RESIDENT WORCESTER



GLOUCESTERBID





SUPPORTING & PROMOTING EVENTS

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 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 and 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.

OVER THE NEXT FIVE YEARS

The BID will:

- ✓ Provide support to existing festivals to allow them to expand
- ✓ Support events targeted on specific zones of the BID areas
- ✓ Encourage events which support linkages between docks and gate streets
- ✓ Fund an improved Christmas offering
- ✓ Launch new events to fill in low periods for daytime and evening economies

**UPLIFT IN VISITORS
DUE TO GLOUCESTER
GOES RETRO**

12%

**VISITORS TO
GLOUCESTER
TALL SHIPS FESTIVAL**

120,000

**PEOPLE TAKING
PART IN BEATRIX
POTTER TRAIL**

36,000

**1ST PLACE FOR SCRUMPTY
SCULPTURE TRAIL ON VISIT
ENGLANDS WEBSITE**

1ST

**VISITORS TO
GLOUCESTER QUAYS
VICTORIAN MARKET**

**In 4 days
296,000**

Justin Hudson, Manager of Butlers, Gloucester says he recently surveyed his business to find out how he could benefit from the service that will be offered to all BID Members and Associate Members. He said:

I was amazed and delighted to discover the huge savings that can be made, such as those proposed for Gloucester BID members.

GLOUCESTERBID





BUSINESS COST REDUCTION

Using the power of collective purchasing, Gloucester BID will work to reduce costs and improve services for BID members and Associate Members.

Although not every business can guarantee that they can get reductions, experience in other BID areas such as Bath and Chichester has shown that cost reductions can often easily exceed the small BID levy.

COST REDUCTION SERVICES:

- ✓ **WASTE & RECYCLING** - GENERAL, RECYCLING & WASHROOM HYGIENE
- ✓ **ENERGY** - GAS & ELECTRICITY
- ✓ **TELECOMS** - LINES, CALLS, MOBILES & DATA
- ✓ **INSURANCE** - GENERAL, TAILORED, SPECIALIST & CREDIT
- ✓ **WATER** - REBATES, AUDITS, LEAK DETECTION & BILL REDUCTION
- ✓ **BUSINESS RATES** - REASSESSMENTS, APPEALS & REBATES
- ✓ **VEHICLES** - LEASING & FINANCE
- ✓ **OFFICE** - STATIONERY, PRINT & CONSUMABLES

✓ EXAMPLE 1 | SOCIAL CLUB

SAVED TOTAL OF **£957.58** per annum

MADE UP OF **£620.88** on general waste and **£208.00** on mixed recycling and **£128.70** on washroom an average of **29%**

✓ EXAMPLE 2 | HOTEL

SAVED TOTAL OF **£1636** per annum

MADE UP OF **£226** on electricity and additionally a **£750** saving on telephone calls and a **15%** saving on their line rental – saving another **£600.**

✓ EXAMPLE 3 | BUTLERS

MADE SAVINGS OF **£2225.33** on Electric bills and a **33.9%** insurance costs reduction

✓ EXAMPLE 4 | IFA PRACTICE

SAVED A TOTAL OF **£757** per annum on Electricity Contract, a **40%** saving.

Gloucester businesses working together has been and will always be part of the future success of the city. It can only be a benefit that the BID, driven by Gloucester professionals and business owners are looking to introduce more opportunities to get together with like minded professionals of the city, perhaps attracting some from further afield too.

ALEX KELL
QUAYSIDE WEALTH
MANAGEMENT



GLOUCESTERBID 



FACILITATED NETWORKING OPPORTUNITIES WITH NEIGHBOURING BUSINESSES

A key activity during the first year of the BID term will be the strengthening of Gloucester Chamber of Commerce, as part of the Gloucestershire Chamber Group with the support of Business West. The BID will fund first year membership for city centre businesses as a way to make the Chamber grow quickly and have a means of promoting the issues that affect them.

Gloucester BID will work with Gloucester Chamber of Commerce and Marketing Gloucester to develop a calendar of high quality networking and training events that will provide real benefits to BID members.

The events at Gloucester Quays have been a significant contributor to the growth in trade and footfall over the past few years. When delivered with quality, they turn one-off visitors into regular shoppers who have developed an emotional bond with the city.

MATT BIRD CENTRE MANAGER,
GLOUCESTER QUAYS



The events that take place in the city are vital for driving footfall and dwell time, we have seen events such as the Retro Festival increase our footfall by 10-20%

PETER WHITE CENTRE MANAGER
KING'S WALK SHOPPING



ASSISTANCE IN DEALING WITH THE COUNCIL, POLICE AND OTHER PUBLIC BODIES AND A VOICE FOR BUSINESS

The BID will represent the needs of businesses with the council, police and other public bodies, specifically around the need for continued, sufficient, accessible car parking, dealing with rough sleepers, beggars, anti-social behaviour and ensuring levels of cleanliness are maintained. The BID initial research highlighted these issues are important to the businesses in the town centre and the BID will continue to work in partnership and lobby to ensure these issues and their effects on the local economy are addressed.

BUDGET & GOVERNANCE

✓ LEVY RULES

The BID levy will remain at 1.5% of rateable value, which will be calculated as at the selected “chargeable day” (1st July annually). The BID levy will be chargeable to all non-domestic properties or hereditaments that have a rateable value of £10,000 and over. The current ratings list indicates that there are nearly 600 businesses that will receive a BID levy. The BID levy may be increased each year from year two 2017/2018, by a fixed rate of 0.05% of rateable value. This would mean that by year five 2021/2022, the maximum levy rate would be 1.70%.

The BID Board will assess if any increase is appropriate each year, giving careful consideration to the economic environment. There will be no VAT charged on the levy.

The levy will be charged annually in advance for each chargeable period, to be August to July each year, starting in August 2017.

If, during the term, the rateable value assigned to a property or hereditament falls below £10,000 for whatever reason, the hereditament will be exempt from the levy from the next chargeable period. If, during the term, a property or hereditament with a rateable value which had previously been below the £10,000 threshold is assigned a rateable value which is above £10,000, the hereditament will be liable for the levy.

Unoccupied premises will be charged the full levy with the exception of properties left empty due to administration or liquidation. The owners of untenanted properties or hereditaments will be liable for payment of the levy. New premises constructed during the term will pay a levy based on the rateable value at the time of occupation.

Where property is split or merged, the levy will be based on the new rateable values issued at the time of the change. Gloucester City Council will be responsible for collection of the levy. Collection and enforcement arrangements will be similar to those for the collection and enforcement of non-domestic business rates with the BID Company Board responsible for any debt write off. Gloucester City Council will be running the ballot and will send those responsible for properties or hereditaments, subject to the BID, a ballot paper before 2nd June 2017. Prior to this date Gloucester BID will have completed a canvass process to identify a voter list which will be used for the purposes of the ballot.

Each property or hereditament subject to the BID will be entitled to one vote in respect of the proposal in a 28 day postal ballot. This will commence on 2nd June 2017 and close at 5pm, 29th June 2017. Ballot papers received after 5pm 29th June 2017, will not be counted.

✓ BUDGET GOVERNANCE

In order for the proposal to be successful at ballot the result will need to meet, as a minimum, two independent criteria which are: (a) of those ballots returned by the close, those voting in favour must exceed those voting against it, and (b) of those ballot papers returned by the close, the total rateable value of those properties or hereditaments which vote in favour, must exceed the total of those voting against. The result of the ballot will be announced as soon as possible, if successful the BID will commence delivery of services on 1st October 2017 until 30 September 2022.

✓ GOVERNANCE

Gloucester BID is managed by Gloucester BID Limited a not for profit organisation, limited by guarantee. The Board will be made up of representatives of levy paying businesses who will be elected annually. Additional members may be co-opted, as required. Each year, the Board members will elect a Chair and Vice Chair from its private sector members. The Board will continue as a nominated body and will include all Directors of the Company.

It will have responsibility for financial arrangements, contractual obligations, human resources, standards and compliance and strategic direction. Provided that the BID is meeting its overall objectives, the Board shall have the ability to vary service delivery and expenditure allocation according to the changing needs of levy payers. However, any change to the BID boundary or to the levy rate proposals would require an alteration ballot. An Operating Agreement, which includes Gloucester City Council's baseline service statement, will be in place by commencement of the new BID term.

Notice of the intention to hold a ballot was given to the Secretary of State and the required British BIDs registration form has been completed. The Company will provide copies of statutory accounts and financial statements to the Billing Authority annually. The Company will provide financial monitoring reports to the Billing Authority on a quarterly basis and meet with them to discuss levy collection and financial management issues.

GLOUCESTER BID BUDGETS

	2017/18	2018/19	2019/20	2020/21	2021/22	TOTALS
INCOME						
Levy Income	450,000	452,250	454,500	456,750	463,601	2,277,101
Committed external match funding	35,000	35,000	35,000	35,000	35,000	175,000
TOTAL	485,000	487,250	489,500	491,750	498,601	2,452,101
EXPENDITURE						TOTALS
Operating Costs	20,000	19,500	19,500	19,500	24,601	103,101
Safety and Security	105,000	105,000	105,000	105,000	105,000	525,000
Clean City	30,000	30,000	30,000	30,000	30,000	150,000
Advertising & Marketing	66,000	66,000	65,000	66,000	66,000	329,000
Business Support and Networking Events	26,500	26,500	26,500	26,500	26,500	132,500
Street Scene - Public Realm	72,500	78,500	78,500	78,500	84,500	392,500
Footfall Driving Events	120,000	115,000	120,000	120,000	120,000	595,000
Contingency	45,000	45,000	45,000	45,000	45,000	225,000
TOTAL	485,000	485,500	489,500	490,500	501,601	2,452,101

VIEWS FROM THE BOARD



NICK BROOKES
(CHAIR) KNOBBLY COB
& BCR CONSULTANT

"I firmly believe that the proposed Gloucester BID will be a gamechanger in giving us the city we all want."



JUSTIN HUDSON
(VICE CHAIR) LVA CHAIR
& BUTLERS

"I absolutely think a BID for Gloucester City is the currently missing ingredient that is requisite for Gloucester's renaissance. The proposed BID will allow Businesses in Gloucester to be the architects of our own City's destiny, we will hold autonomy on OUR City Centre working for ourselves and our City. VOTE YES!!! Let's be a part of the solution and make this CITY quite simply Amazing!"



KIERON BATES
MANAGER, RENE GROUP

"As manager of the Rene Group I believe that the proposals outlined by the Gloucester BID will have a real impact on the entire evening economy of Gloucester city - by enabling the people that are actually at the coal face help decide where funds are spent which will benefit not only the businesses but the visitors and the people of Gloucester, to provide a better and safer environment in which to socialise."



MATTHEW BIRD
GLOUCESTER QUAYS

"The events at Gloucester Quays have been a significant contributor to the growth in trade and footfall over the past few years. When delivered with quality, they turn one-off visitors into regular shoppers who have developed an emotional bond with the city. We are certain that a co-ordinated calendar of events across the city can deliver further improvements to footfall, benefitting businesses across the entire BID area."



NICK BISHOP
PARTNER, PITT
GODDEN & TAYLOR

"As a professional working in Gloucester, I believe that the Gloucester BID proposals will help make the city more attractive to outside investors as well as attract further investment from those already established within the BID."



MATTHEW CASS
CASS-STEPHENS
INSURANCE

"The BID will be a great way for businesses in the city to have a powerful voice and drive change"



ALEX KELL
QUAYSIDE WEALTH
MANAGEMENT

"I believe the BID will offer great opportunities for the City. As a business owner located on Brunswick Square we likely have different needs and desires than other areas of the City, having representatives from all sectors in all areas of the City should ensure one collective group working together to help continue the positive path Gloucester City is already on. A collection of business owners supporting business owners, backed by business owners, what could be better?"



CHRIS NYLAND
NETTL

"The BID is a fantastic way for Gloucester businesses to take direct ownership in the continued progression and improvement of our City. Business owners can take direct responsibility for ensuring the momentum with the development and progression we have enjoyed in recent years by delivering on a number of tangible projects that speaking to people affected have told us they want to see."



CHRISTOPHER PRICE
PARTNER (SOLICITOR),
TAYNTONS

"I have lived and worked in Gloucester all my life and I am proud of the City. The current and future projects for Gloucester make it a very exciting place to be. As a business owner, the Gloucester BID gives us an opportunity to be involved in specific projects that will improve the City Centre for us and our clients. It will make the City Centre a more attractive prospect to invest in. Business owners will be directly involved in the legacy and have a real influence on how the area can be improved and looked after for future generations."



JASON ROBINSON
MANAGER, EASTGATE
SHOPPING CENTRE

"I am in support of the BID as I believe it is a realistic and achievable way to help to re-energise our city. With the help and support of local businesses we can provide additional events and services that will otherwise be unavailable. Gloucester has so much to offer, but it currently undersells itself. With the levy funding channelled in the correct way, with the direction of local business, I'm sure that the BID will impact on the vitality of the area."



IVAN TAYLOR
TRUSCOTS &
FOURGATES

"A BID is great for our City because it's the first time businesses themselves are able to direct the funding back into positive initiatives that only business can achieve. The businesses within the City know the areas which need the greatest care."



ELLA TRELOAR
MANAGER,
MARKS AND SPENCER

"Gloucester BID will really benefit us as a National Retailer by enabling us to collaborate more efficiently as a City. Gloucester BID will also act as a support in promoting and marketing Gloucester to a wider audience and will ensure we are part of a network giving us the ability to gain insight and share trading knowledge and experience."



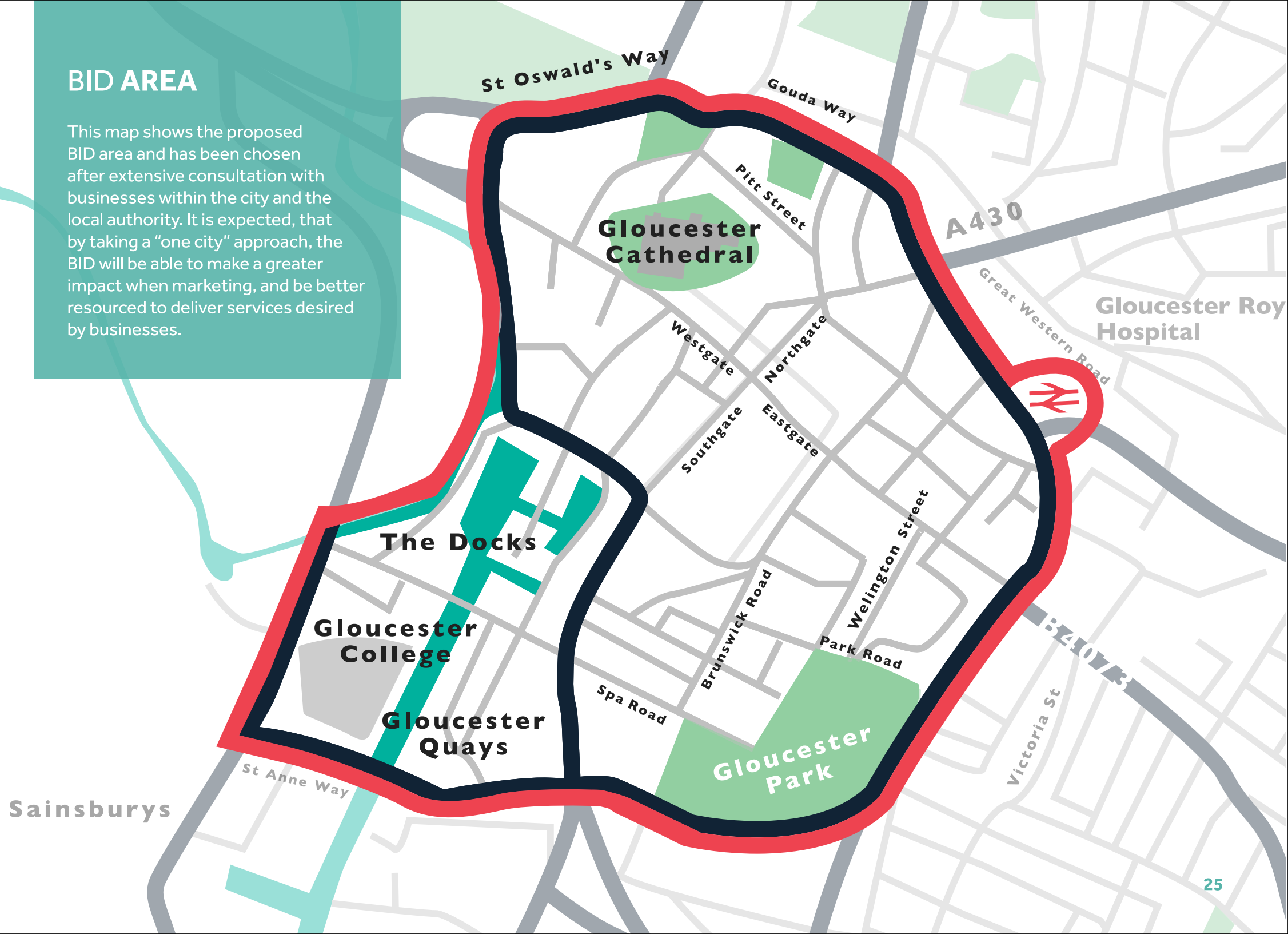
PETER WHITE
CHAMBER & KINGS
WALK CENTRE

"The events that take place in the city are vital for driving footfall and dwell time, we have seen events such as the Retro Festival increase our footfall by 10-20%"



BID AREA

This map shows the proposed BID area and has been chosen after extensive consultation with businesses within the city and the local authority. It is expected, that by taking a "one city" approach, the BID will be able to make a greater impact when marketing, and be better resourced to deliver services desired by businesses.



EVERY VOTE MAKES A DIFFERENCE

A VOTE YES WILL MEAN

- ✓ Improved safety and security with BID funded protection officers patrolling your area
- ✓ Improved environment to streets and ambience
- ✓ More marketing of the city
- ✓ More events to drive footfall
- ✓ A strong independent voice supporting your business
- ✓ Potential savings on bills

CASTING YOUR VOTE COULDN'T BE EASIER

The Gloucester BID postal ballot will open for votes on 2nd June 2017 and close at 5pm on 29th June 2017. Ballot papers received after 5pm on 29th June 2017, will not be counted.

If eligible, we'll send you a ballot paper before the 5pm 29th of June 2017. All you need do is cast your vote and return it before the closing date.

HOW WILL THE VOTE BE DECIDED?

The BID Proposal for 2017 to 2022 will be approved if two independent criteria are met:

- The majority of those voting in the ballot are in favour
- The total rateable value of those properties or hereditaments which vote in favour must exceed the total of those voting against

RETURN YOUR VOTE

COURIER

contact jason@gloucesterbid.org.uk to arrange for your ballot to be collected or telephone 01452 207020

BALLOT BOX

Submit your vote in person at the ballot located at either;
Tourist Information Centre, Southgate Street, GL1 2DB &
City Council Offices, Herbert Warehouse, The Docks, GL1 2EQ