

Dear Sir/Madam,

During what is an incredibly challenging time, Gloucester BID is committed to supporting your business and our community. We are working to help ensure a coordinated local response to the recovery of the COVID19 crisis and a swift return to business-as-usual, delivering our future plans for a vibrant Gloucester.

Like many businesses, we have been considering the best way to ensure funds for our continued operation, but to also give consideration to the pressures on our levy payers at this time. Our bills were issued in August 2020 and we did not send reminders of these payments until April 2021, we are grateful for those who have paid their levy.

BID legislation is clear that we must continue to bill as normal, however we understand the difficulty for many of providing payment at this time. Gloucester City Council will work with you, engagement with them will enable setting up payment plans.

We are dedicated to following through on our business plan, continuing to deliver on various sectors and are delivering:

Safer City – the City Protection Officers have been working with the Gloucestershire Police to ensure a safe city throughout the lockdowns, keeping your premises safe. They have been acting as COVID marshals in the BID area and the neighbouring communities too. The CPOs are contactable by any BID members – not just Gloucester City Safe members.

Attractive and Vibrant City – working with the city council we have been making sure that the city centre is clean and ready to welcome visitors and residents back safely. The city has been decorated with hanging baskets and planters this summer and we are working on installing digital signage. We are working with the council and other partners to support and deliver events, when allowed, to encourage footfall back to the city.

Supported and Promoted City – we are working with SoGlos, The Local Answer and Visit Gloucester to promote Gloucester as a destination and a place to shop, enjoy and discover. As well as supporting the businesses in gaining customers with the Gloucester gift card and Mi Rewards Gloucester, we are also offering potential savings with our Business Cost Reduction and have set up monthly networking for the independent businesses.

We hope to continue to support the resilience, innovation and duty of care of our levy payers, in the toughest of circumstances. The last 18 months have been turbulent for all, Gloucester BID is playing its central role in encouraging visitors back to Gloucester.

We are keen to hear the concerns of all our levy payers so that we may help to address them, and to hear of any initiatives you have put in place, so that we can play our part in publicising them to local businesses. We thank you for your continued support for Gloucester BID and wish you all the best over the coming weeks and months.

Gloucester BID