

Bath

Business Improvement District

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Forward - WHAT THE BID HAS ACHIEVED IN ITS FIRST 5 YEARS

Journey of success

The Bath Business Improvement District (Bath BID) is an independent, not for profit, business-led initiative voted for by the businesses of Bath in 2011. There are now over 210 Business Improvement Districts in the UK which equates to 75,000 businesses investing over £200m. Business Improvement Districts have been in place since 2005 and are recognised as a successful mechanism for businesses to champion their interests and deliver tangible results in improving the local trading environment.

In its first term, the Bath BID has focussed on three areas of operation. The **Management** of the city centre, with priorities including the cleanliness and the night time economy; the **Promotion** of the city through marketing and events; and finally, **Saving** businesses money, which has been strongly demonstrated through the award winning trade waste scheme in the city.

This renewal proposal builds upon the great success of the first five years of the Bath BID and clearly sets out the projects that will drive Bath forward as one of the most desirable places to visit in the UK. Following extensive consultation with businesses in the city, alongside the strategic direction of 16 representative business leaders who sit on the BID board, the focus for Bath's second BID term will be, Managing and Saving, Welcoming and Promoting and Developing and Innovating.

This proposal sets out the vision for Bath for the next five years and in October 2015 all businesses in the BID area will be invited to endorse this proposal through a positive vote. The continuing success and ambition of the Bath Business Improvement District and its direct impact on your business requires your support in October 2015. *We are asking you to back the BID in Bath.*

Nigel Huxley
Chairman

Andrew Cooper
Chief Executive

Why do we need a BID?

Bath is an ambitious city which is reflected in the makeup of its burgeoning professional business community, world class educational establishments, diverse retail offering and its continual investment into the upkeep of its leisure attractions. Bath is steeped in historical significance and its world heritage status helps to attract 4.8 million day visits a year from UK and overseas visitors. The city relies heavily on tourism for jobs (9,300 are directly linked to tourism) and for spend into the local economy – an estimated £405m is spent by visitors per annum.

On the face of it Bath is a city with a vibrant, prosperous future however, we cannot afford to be complacent. We know from visitor surveys that Bath is operating within a highly competitive environment and its relatively close proximity to other popular destinations (such as Cheltenham and Bristol) means Bath must ensure it safeguards this future by continuing to be a well-managed and attractive destination.

People come to Bath because it is a historic and beautiful city, with lots to offer to both the day tripper and long term visitor, but also because it is clean, safe and welcoming. The Bath BID contributes greatly to the visitor experience ensuring visitors leave with a good impression of the city centre environment and, crucially, that they have a desire to return. Equally, people choose to seek employment, live and locate businesses here in our City for the same reasons.

The Bath BID helps the city achieve its ambitions by providing a resource that guarantees first class city centre management, by stimulating engagement and collaboration among businesses, and by organising and funding events that give a reason for people to return to Bath time and again.

BATH – a World Heritage City

The Bath Business Improvement District (BID) represents over 650 businesses that operate within the city centre and the BID designated area. This covers a broad range of businesses including large and small independent retailers, leisure businesses, professional services and the hospitality sector and this is reflected in the diversity of the business leaders who sit on the Bath BID board.

In its first term the BID's remit has been to provide better city centre management; services which support its businesses, and where appropriate, savings to the levy payers that add value and in many cases pay back the cost of the levy. The BID's core objectives are grouped under the headings Managing, Promoting, and Saving, and all the initiatives it has funded and championed, during its five year term, can be clearly mapped back to the original business plan objectives.

In terms of the bigger picture, the Bath BID has been a linchpin in supporting better collaborative practices in the local business community. Consequently, businesses who actively engage with the Bath BID are inspired to think beyond their own business' activities and work together. Examples of this collaboration can be found across all BID activities, such as the events it manages that include The Great Bath Feast, Christmas lights switch-on, and Bath in Fashion. Also in city initiatives such as Nightwatch and the Your Kindness Can Kill campaign, which addresses the issue of begging in the city. And finally collaboration can be found in the wider marketing of the city where the BID works closely with Bath Tourism Plus to attract funds and to ensure synergies are created across all city marketing campaigns. In addition, the BID has unlocked resource by supporting the Community Payback Scheme where offenders have to undertake hours of community service in the city, working with the probationary service to find jobs to suitably employ offenders and oversee activities.

Business engagement and the number of businesses coming forward to voluntarily take part and support in-kind BID initiatives continues to increase year on year . Currently, 74 businesses outside of the BID catchment area as well as those within it, that are not obliged to pay the levy, are proactively paying into the BID in order to access the BID services, but also as a way to ensure they are an integrated part of the city's business community. The multiplier effect of the BID should not be underestimated in terms of its contribution to the economic prosperity of Bath.

The Bath BID has been acknowledged as an example of good practice by the National BID Association, British BIDs, receiving an award in recognition of its approach and implementation. In every sense the BID has shown best practice, particularly in its prudent financial management and financial transparency approach. While it has been important to show good value and, in many cases, find ways to pay the levy back in real financial terms, it is also equally important to avoid duplication of effort or to cross over into supplying services or activities that are already funded by other organisations in the city, including the council.

The BID Ranger service provides a fast, free and efficient daily service hugely valuable for small businesses and those without in-house resources to take care of general maintenance and issues. It also provides a visible presence on the streets of Bath that is proactively helping to keep the shine on the city on an hour by hour basis. Collaboration with Bath and North East Somerset Council (B&NES) has ensured that the provision of BID Rangers has added services such as deep cleaning the streets, which are over and above the statutory requirements.

The on-going work of the BID's Night Marshals and the Nightwatch scheme has considerably eased pressure on the local emergency services and local businesses to the extent that, of the incidents that occur in the city centre, 80% are handled by the BID with only 20% requiring medical or police attendance. Our approach ensures that Bath's reputation as a safe place to have a night out is maintained and the experience of locals and visitors both during the day and the evening is a pleasant one. The securing of National Purple Flag Accreditation for Bath (from 2011 to 2015) is further testament to the BID's impact in maintaining a positive reputation for the city.

In addition, collaboration with Bath Tourism Plus has been particularly effective, with both organisations working together on joint marketing initiatives such as the three year £1,000,000 marketing campaign funded jointly through the Regional Growth Fund and the Bath BID. The BID's financial contribution unlocked this additional new funding for the city.

The Bath App is another example of a joint project where all businesses can be listed for free and this now has over 1,000,000 sessions. At peak times, such as the Christmas Market and during festivals in the city the BID Rangers have been able to help in a practical and ambassadorial way.

The Bath BID has a common sense principle at the heart of its approach. In every city there are inevitable issues that are not addressed because they are either 'too hard to do' or without a

designated person with a specific remit to take them on. This is where the BID has really come into its own by taking on difficult issues, finding ways to solve them and then effectively implementing change for the good of the business community and the city at large.

While much has been achieved in the first five years there is plenty to be built upon as well as new areas to work on. City centre management is a role that is never fully complete, it is an evolving and ongoing process, and so its objectives change as the needs of Bath and its business landscape inevitably change. Without the BID, funds for vital business services and support, for events and promotion, and for establishing new savings and city development initiatives, would stop and disappear quite literally overnight.

From our recent BID survey of all the levy payers (February to May 2015), the majority of businesses value the BID and want it to continue to play its active and pivotal role in the city. The survey highlighted an overwhelming support for the BID to be renewed and it indicated beyond doubt the BID is helping and improving trading conditions for businesses.

There are still more approaches and initiatives where the BID can visibly champion and support city centre businesses and services, as well as work alongside B&NES Council, the emergency services and other organisations that are here to promote, manage and ultimately benefit the city of Bath.

Achievement against business plan 2010

2010 Business Plan	2015 Actual
<p>Rapid Response Team – provide a Street Team focussed on the management and cleansing of the city centre.</p> <p>A team of up to 5 personnel led by a supervisor will deal with ensuring the management and cleansing of the streets are kept to an acceptable standard.</p>	<p>A team of 5 BID Rangers with two electric vehicles and 1 specialised power washing machine which has spent over 700 hours removing chewing gum in the city. Call out responses to the BID Rangers has increased by 45% in the last 12 months and over 4,000 hours have been spent cleaning and improving the city through Community Payback</p>
<p>Waste Management Initiative – to work in partnership with Bath and North East Somerset Council to carry out a review of waste management arrangements in the city centre. To consider how improvements can be made to the existing arrangements including innovative solutions such as a local compacting and business recycling service.</p>	<p>Over 330 businesses now benefiting from an award winning trade waste scheme saving businesses in Bath over £300,000 a year. Innovative solutions such as shared bin areas, working with shopping centres and supporting small businesses has meant we now have a more joined up approach to trade waste. All businesses involved have been issued with seagull proof waste sacks.</p>
<p>Devise and implement an awards scheme for clean and cared for premises within the city centre. An annual awards scheme recognises those who take pride in their premises.</p>	<p>Working with the Bath Chronicle, The BID has supported the Bath Business Awards, Bath Pride Awards and the new Love to Shop awards as a way of celebrating businesses who actively get involved and make a difference. These awards have grown significantly year on year</p>
<p>Safe and secure evening economy. Support the existing day time Bath and District Crime Reduction Partnership whilst enhancing the night time Night watch initiative.</p> <p>The Night watch scheme will incorporate pub watch, Knightwatch Radio, Street Marshals into one scheme managed by the BID Company.</p> <p>The scheme will include state of the art radio technology to support all licenced premises together with street and taxi marshals, an on-site dedicated paramedic service and other projects to support and secure the evening economy</p> <p>The BID will support the ongoing work of the day time partnership with a view to merging</p>	<p>The BID created a new Nightwatch scheme for the evening economy businesses in Bath. This included a Night and Taxi Marshal service on Thursday, Friday and Saturday nights from 10pm to 3am but then extended this to 4am following its continued success. A Digital radio system has been installed in the city's CCTV room that connected the police, Night Marshals, Licenced premises and Street Pastors together – making Bath a far safer place to be at night. The pub watch scheme and old Knightwatch scheme dissolved and one Nightwatch scheme was created. This is chaired by the licensing community and attended by Police, BID, CCTV, landlords and all those involved in the evening economy. This partnership working led to the city being awarded the PURPLE FLAG and the city has maintained this accreditation and built on the</p>

<p>the two initiatives.</p>	<p>success of this project.</p> <p>The radio technology installed has been made available to major events in the city and for use by other organisations.</p>
<p>City Centre Marketing Campaigns – continue and enhance the existing marketing campaigns. Building on the success of the campaigns led by Bath City Centre Management in 2009 and 2010, the BID will continue to co-ordinate targeted seasonal campaigns aimed at driving footfall to the city centre</p>	<p>The BID has created a series of seasonal campaigns for Spring, Autumn and Christmas each year during the BIDs first term. This marketing and branding has not only linked into the city’s seasonal events, it has also been used to leverage further funding by working with Bath Tourism Plus and the Regional Growth Fund. The BIDs marketing ambition was to create a far greater marketing campaign by working with other organisations across the city. This has clearly been achieved</p>
<p>Innovative Marketing Technologies – Use of new and innovative technologies to integrate with any city centre promotion campaigns that drive footfall and boost retail sales. Initiatives will include retail smartphone applications, Twitter and Bluetooth will be investigated alongside the main retail marketing campaigns.</p>	<p>The Bath App is now the most comprehensive source of information for the visitor to the city. Created in a way not to rely on mobile signals, the preloaded data gives accurate guidance by GPS and has had over 1,000,000 sessions. The app. has been made available to all business in the BID area.</p> <p>With the advent of social media, the Bath BID manages a number of social media channels that link into campaign or projects, including Bath BID, Bath In Fashion, The Great Bath Feast, Dress to Impress, Keep Bath Clean and Your Kindness Can Kill. With over 5,000 followers of Bath in Fashion and 3,500 for the Bath BID, these new marketing platforms have been effectively used.</p>
<p>Specialist Events – Initiate and support specialist events for the city centre over and above those already provided.</p> <p>Building on the success of the first ‘Bath in Fashion’ event in 2010, the BID will aim to deliver future events of this type each year. The BID will work closely with other events and marketing personnel in the city centre to ensure a co-ordinated approach with particular focus on encouraging off-season activities in core city centre areas.</p>	<p>Bath In Fashion is now recognised as a well-established event in the city. It brings in over £100,000 of private sector support along with big fashion names. Bath in Fashion now in its 6th year.</p> <p>The Great Bath Feast is in its 4th year and has grown year on year. The event is a collaboration with Bath Tourism Plus, and has provided a marketing and PR vehicle for the autumn period when historically footfall in the city has been lower. The Great Bath Feast has boosted trade in this period, with markets, demonstrations, feast and talks.</p> <p>The BID worked in partnership with B&NES</p>

	<p>Council and the Bath Chronicle to continue the success of the Christmas Lights Switch-on event. This included celebrities John Cleese, John Bishop and Mary Berry along with a full outside broadcast of the BBC's One Show. Last year the event was used to celebrate the digital unwrapping of the oldest department store in Europe (Jolly's) when the store reopened after its refurbishment.</p>
<p>Transport Promotions – working with other to facilitate co-ordinated transport promotions.</p> <p>Supporting and resourcing where possible promotions to make it more appealing and affordable to travel into the city centre.</p>	<p>The BID was successful in working with the Council and First Bus to extend Park and Ride to 7 days a week. In addition to this the BID worked with First Bus to create a discount travel scheme for businesses and their staff in the BID area.</p> <p>Through the regional marketing campaigns Bath BID worked to promote Bath to customers within a 1.5hr drive radius. This has been achieved through a range of marketing and seasonal campaigns.</p>
<p>Collective Procurement Initiative</p> <p>Develop a collective procurement initiative to provide cost savings to businesses within the BID.</p> <p>Companies that are part of the BID have the ability to work together as a community. This has been successfully achieved nationally and even globally throughout many BIDs. It is common that the prices companies pay and service receive for commodities such as paper, energy, PAT testing and recycling will be different from their neighbours. The BID will work to ensure cost reductions are achieved through a joint purchasing power.</p>	<p>Business can now save in the following areas:</p> <ul style="list-style-type: none"> A trade waste scheme which is subsidised by the BID to encourage greater recycling, more frequent collection and each business has seagull proof bags Cost savings on utilities such as gas, electric, telephone and insurance. This is delivered FOC by BCR associates to all BID levy payers. Staff discounted bus travel which includes park and ride Stationery cost savings Cleaning, maintenance and 'handy man jobs' all free to BID levy payers.

What businesses said during the consultation

From February to June 2015 all businesses were consulted on the performance of the Bath Business Improvement District over the last 5 years. This was achieved through the following:

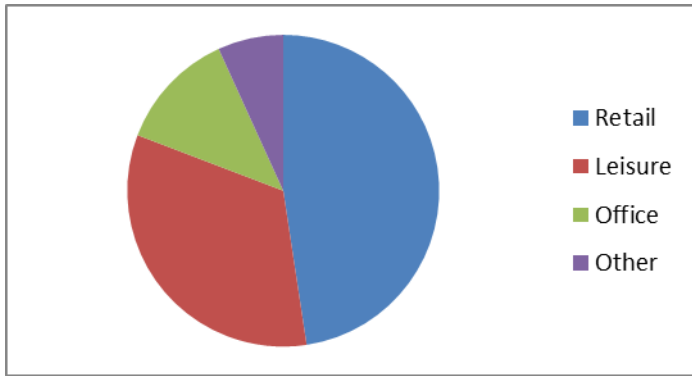
- All 655 businesses were posted a paper copy of the survey (See Appendix 1)
- An online survey was available to all stakeholders in the city
www.bathbid.co.uk/haveyoursay
- There were a number of articles and reminders in the Bath Chronicle(See Appendix 1)
- The Bath BID presented at the SouthWest Business Breakfast and Bath Chronicle Business Breakfast events where over 70 businesses were present (See Appendix 1 at the rear of this report)
- Businesses were visited by the BID team to encourage them to feedback face to face with BID Rangers Jon Raby, Project Manager Les Redwood and Chief Executive Andrew Cooper

Survey summary.

Business were asked to review our current themes and priorities. They were asked to score each theme on a scale of 1 to 4. 1 was 'Essential', 2 was 'Important', 3 was 'Quite Important', 4 was 'Not a priority'. In addition to this, space was allocated for businesses to add their own observations, make comments and put forward ideas.

The numbers:

- There are 655 levy payers in the city. These are business above the levy threshold of £25,000 who pay 1% of the BID levy. These levy payers are made up of 54% retail, 21% office, 19% leisure, 6% other.
- 38% of Businesses responded to the survey
- 47% came from the retail sector 33% from the leisure sector 12% from the office sector and 7% from others businesses
- Business and organisations who are exempt from paying the BID levy also responded
- 27% of businesses made positive comments and suggestions on the Managing section
- 26% of businesses made supportive comments on Promoting and Event
- 20% of businesses commented on the Saving projects
- There were 467 comments received on the new themes



Above: Responses by business sector

The Top 5 areas rated as important to levy payers:

Ranger response and deep cleaning service (average score across all sectors 1.5).

Collaborative working – e.g. through annual marketing campaigns (average score across all sectors 1.6)

Nightwatch – the safety scheme for the night time economy which includes the Night and Taxi Marshals (Average score across all sectors 1.7)

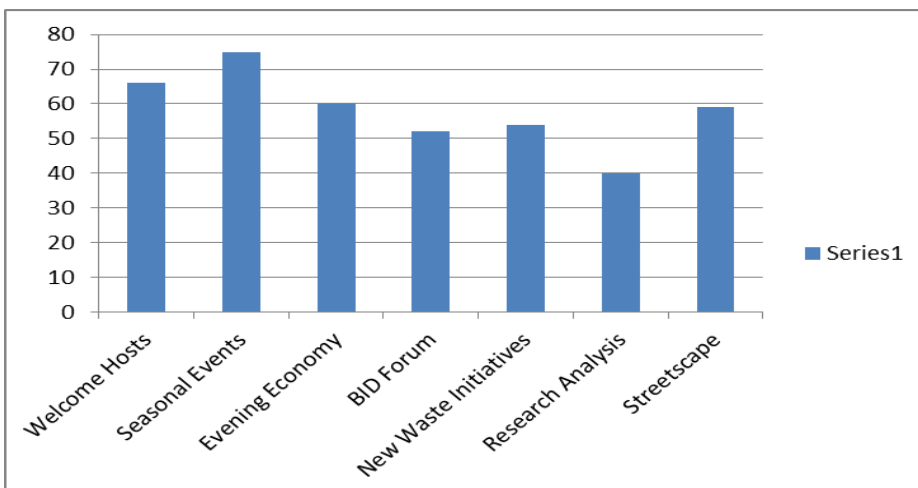
Trade Waste & Recycling scheme (average score across all sectors 1.7)

Events organised by the BID (average score across all sectors 1.5)

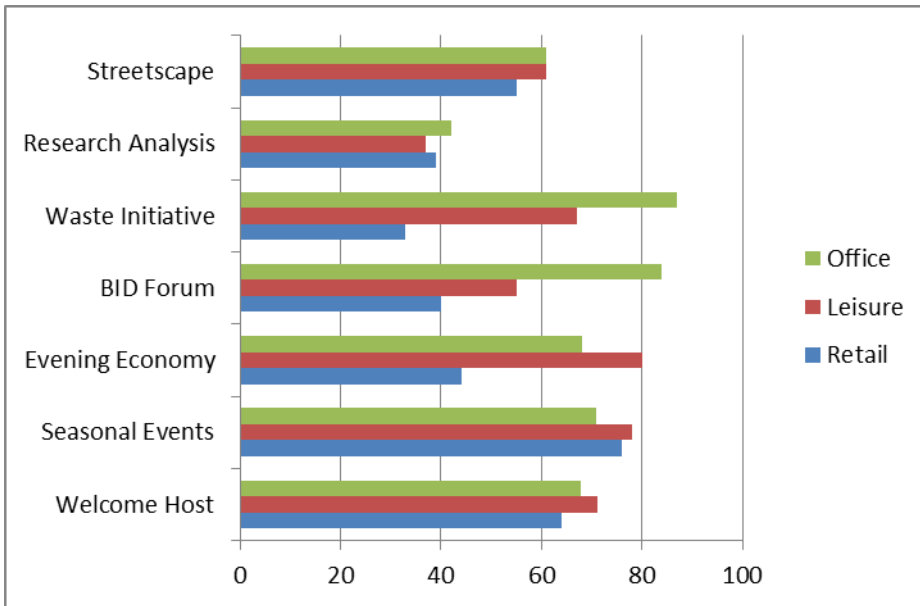
Across all sectors, these existing areas of work were scored high with a strong response that they should continue.

New Themes

The consultation asked businesses to put forward new themes of their own. The responses are shown below:



This graph show the reponse by all sectors in identify the new themes going forward.



The above chart shows the themes as voted for by sector.

There were 25% of the business who responded on line

Businesses were asked if they would vote yes and support the renewal of the Bath BID. An overwhelming 65% stated they would vote in favour.

What the local authority said during the consultation

The local authority were also consulted as part of the survey as they are a major landlord in the city.

Bath and North East Somerset Council welcomed the additional services managed by the BID in relation to deep cleaning and enhancing the standards of cleanliness. Projects such as the trade waste initiative were welcomed in keeping trade waste off the streets and managed more effectively. The trade waste scheme has been key to this success.

The rapid response services provided by the BID Rangers were also recognised as important, dealing with the removal of graffiti and chewing gum throughout the city.

Bath and North East Somerset Council have been a major partner in the Nightwatch scheme and the achievement of the Purple Flag Accreditation. The council has previously given non-statutory funding to Night Marshals which it plans to withdraw but instead has shown its wider support of the BID by removing the levy collection fee for the next term.

The Council considered it a priority that for the city is well-promoted and enlivened with events. They are supportive of Bath in Fashion, Great Bath Feast, Dress to Impress and other events managed by the Bath BID. Their opinion is that events should be spread across the city benefiting all areas. It is recognised that the BID had a role to play in a greater co-ordination of events and encouraging more collaboration with event delivery as had been demonstrated with Bath Tourism Plus and the delivery of The Great Bath Feast.

The BID recognises the role it could play in providing feedback and data for events in the city. In the second term the BID would look to install an event evaluation system for all events across the city using web-based technologies.

The BID acknowledge the local authority's concern for the support and promotion of small and independent traders in the city. The BID has representation on the board for small business as well as a representative for businesses who fall under the levy threshold. This representation will continue and as with the previous BID term, any business within the BID area is eligible to contribute an annual fee to the Bath BID and receive the available services and support. Small

businesses outside the BID area who see the benefit of the BID for their particular needs will be eligible to apply to contribute to the Bath BID.

Finally the BID support supported the council's suggestion of a joined-up business voice through the BID, which is an aspect highlighted strongly by the office and professional sector in the survey.

THEME 1 - Managing and Saving

Continuity of Business As Usual

In response to the BID survey the Bath Business Improvement District will continue to provide the following services to businesses.

A team of BID Rangers will continue to provide a rapid response service to clean doorways, basements, remove graffiti, anti-social mess, algae and bird mess, as well as delivering high-level cleanings, weeding and small maintenance jobs

Deep cleaning the city's streets to remove chewing gum and ingrained dirt, adding a level of cleanliness above the statutory obligations of the local authority and working in partnership with all organisations to raise standards.

Continue to manage the evening economy with a team of Night & Taxi Marshals with medical support to work with all licenced premises, the police and CCTV to keep the city safe and well-managed at night. The Business Improvement District will build on the success of the Purple Flag Accreditation achieved by the city and support a burgeoning evening economy.

To provide a trade waste service that looks holistically at the challenges of disposing of commercial waste in a World Heritage City, while at the same time saving businesses money by working collaboratively. With over 330 businesses benefiting from this scheme, our aim is to grow this further looking at new solutions to address the challenges of food waste disposal and the impact on the seagull population.

To install street pendants and banners that dress the city and support all events across the city animating Bath at critical trading periods. Continue to support the city's aspirations to have an improved system of dressing and animation.

THEME 2 - Welcoming and promoting

Established Events

The Bath BID has created Bath in Fashion, The Great Bath Feast and developed the Christmas lights switch-on, which are important drivers during low footfall. There is a desire to see additional events spread across the city. The BID has also been instrumental in setting up a City Dressing service to support all festivals and animate the city through the use of banners and lighting. The research and feedback recommends that this is further enhanced. The Bath BID will continue to lead and manage established events in the city which includes -

Bath In Fashion – is a spring event that brings together retailers, businesses, museums, celebrated designers, influential editors and fashion writers. Bath in Fashion builds on the city's strong fashion credentials working with the Bath Spa University and a world-class fashion museum. With over 120 businesses engaged and now in its 7th year, this event has become well-established in the city's calendar of events.

Great Bath Feast – an event created in partnership with Bath Tourism Plus to support a gap in the events calendar during October. Now in its 4th year, this event is designed to support the leisure, retail and hospitality sector and a total of 150 businesses have participated each year. The BID will continue to grow this event, building on its success of achieving the accolade of The Bath Life, Event of the Year 2014.

Christmas – to build on the success of working with retailers, businesses and partner organisations including Bath Tourism Plus, Bath and North East Somerset Council, Bath Spa University and the Holburne Museum to ensure a cohesive approach to marketing Christmas in the City. This will include new events, campaigns and innovative ways to launch Christmas in Bath.

New events

To create new events similar to the Green Street Sunday Market that give areas of Bath identity and animation. These additional events will drive footfall around the city.

The Business Improvement District recognises the role it could play in providing feedback and data for all events in the city. The BID would look to install an event evaluation system using web-based technologies.

Campaigns

To continue to market and strengthen the city's national and regional position, through developing existing marketing campaigns alongside a new themes. These will include -

Spring campaign which works in parallel with seasonal events such as Bath in Fashion

Autumn campaigns that enhance the development of the city's Food Festival – The Great Bath Feast.

Evening Economy

A significant opportunity exists to increase footfall within the city from 5pm. This will be achieved by promotion through collaboration with partners and dovetailing the retail and hospitality offer in the city. The campaign will build upon the initiative started by the BID in the summer of 2015 working with the Holburne Museum and other partners. From the consultation it clear that businesses are requesting marketing support, events, parking incentives and campaigns to develop the early evening trading period.

Welcome Programme

The new welcome programme for the city will ensure that visitors, residents and shoppers have an excellent experience when visiting Bath. The objective will be to encourage them to stay longer and spend more money. Welcome host programmes exist around the country but Bath will seek to develop this basic concept further working with volunteer organisations, business, shopping centres and transport arrival points.

THEME 3- Developing and Innovating

Managing the Streetscape of Bath

Bath is a thriving city and this high level of activity impacts on the street management needs of the city. Pedestrian signage, on-street paraphernalia, street trading, busking and transport initiatives all add to its unique vibrancy and yet challenge. Following the recent survey, businesses from all sectors identified this as an aspect requiring more leadership and co-ordination from the Bath BID. Working in partnership with businesses, traders and the local authority, the BID will aim to create a single point of contact for street management issues. This will save time for businesses, speed up responses to incidents and improve the management of the public space.

New Trade Waste Initiative

The Bath BID will continue to explore new trade waste initiatives that not only save businesses money but improve the aesthetics of the streetscape in the city. This will include new solutions for the collection and disposal of food waste; improved collections for glass and reducing the impact of noise, and considering shared collection areas where businesses can work together.

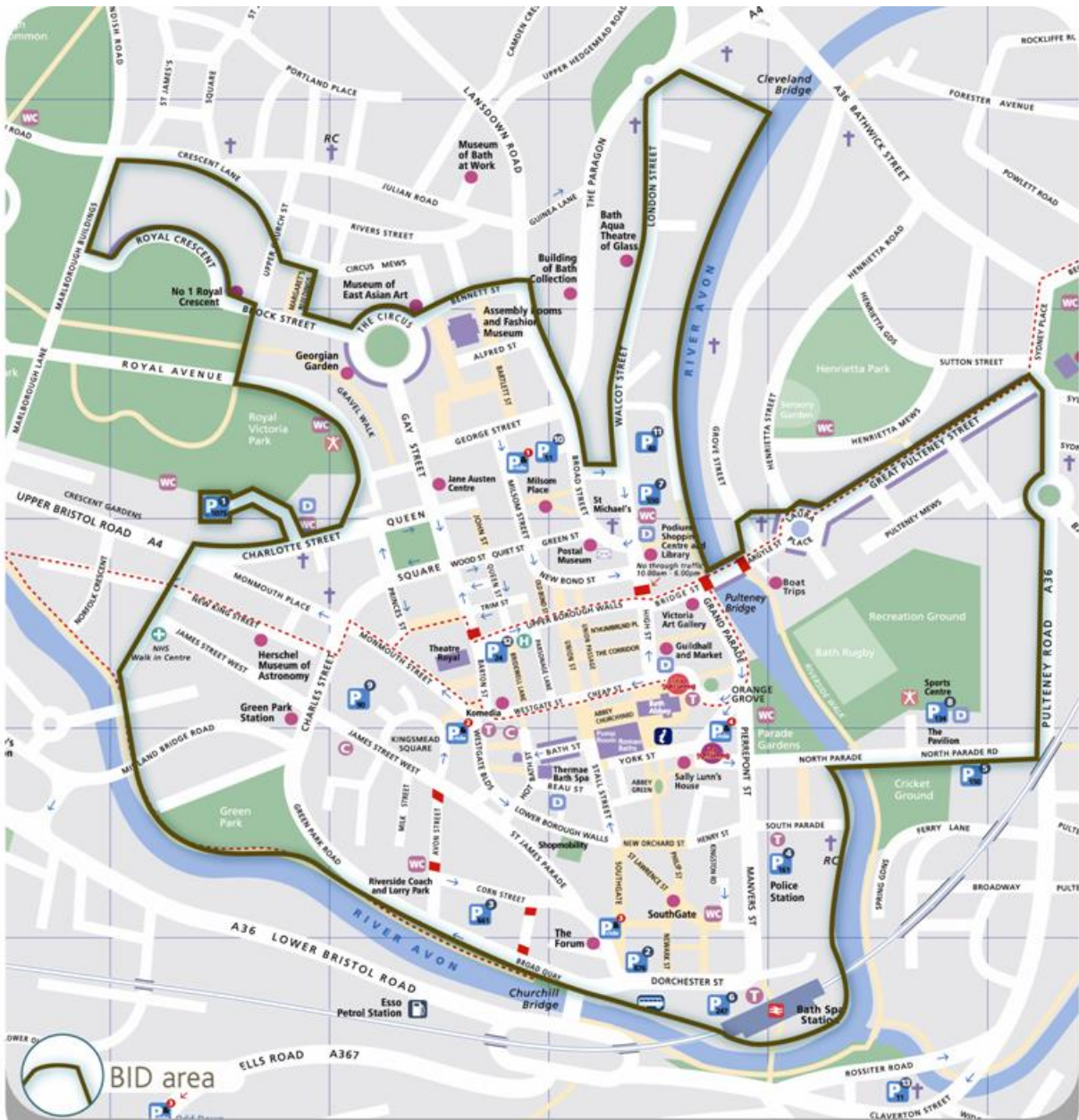
Professional and Creative Sector

Bath has a strong creative and professional sector and these businesses have strongly expressed a desire to meet more frequently. This would enable them to share their expertise and ideas on issue that affect them.

This will achieved through regular breakfast events, forums and meetings. The BID will harness this enthusiasm and engagement to strengthen and enhance the opportunities for businesses.

In addition to this the BID will continue to work with businesses organisations such as the Bath Chronicle, Insider Business and Business West.

THE BID AREA



FINANCE AND BUDGET

Financials and Budget –

- The BID levy has remained at 1% throughout the BID term 2011-2016. The BID Board consciously chose not to inflate the income during this period as it was considered that sufficient income existed to meet the objectives of the Business Plan.
- The BID Board will agree on an annual basis whether the levy will assume a growth rate for inflation of 2% and if so, this will be applied on the 1st April each year.
- Bath and North East Somerset Council will not charge for the levy collection. This will save the BID £190,000 over the life of the BID 2016-2021, increasing the cash flow to deliver projects.
- Management and overhead costs stand at 14%, well below the industry criteria of 20%.
- The BID received in-kind resource not shown in the budget below. This includes space in SouthGate to store vehicles, support from Bath and North East Somerset Council and Bath Tourism Plus, and time given by professionals in the city at no charge. Uniforms are supplied in-kind by Dickies Workwear. Cars are provided to support events from various local dealerships. This equates to over £500,000 in the first term of the Bath BID.
- Additional income received is higher than the industry guidance. Over the last 4 years the BID has generated an additional £490,465 (in 2014/2015 for every £1 of levy 0.37p was generated)
- Contingencies of 5% have been applied to the budget as recommended in the industry guidance.

BATH BID**Income and expenditure account forecast - five years ended 31 March 2021**

	2016/17	2017/18	2018/19	2019/20	2020/21
	£	£	£	£	£
Income					
BID Levy Income 1%	615,000	627,300	639,800	652,600	665,700
Additional Income	100,000	100,000	100,000	100,000	100,000
	<u>715,000</u>	<u>727,300</u>	<u>739,800</u>	<u>752,600</u>	<u>765,700</u>
Expenditure					
Theme 1 - Managing and Saving					
Trade Waste	59,000	59,180	59,350	59,540	59,760
Ranger Services	154,000	157,080	160,250	163,440	166,730
Evening Economy	59,000	59,180	59,350	59,540	59,730
	<u>272,000</u>	<u>275,440</u>	<u>278,950</u>	<u>282,520</u>	<u>286,220</u>
Theme 2 - Welcome and Promoting					
Established Events	100,000	100,000	100,000	100,000	100,000
New Events	20,000	20,000	20,000	20,000	20,000
Marketing	111,500	113,730	115,925	118,190	120,555
Welcome Programme	52,920	53,980	55,050	56,140	57,230
	<u>284,420</u>	<u>287,710</u>	<u>290,975</u>	<u>294,330</u>	<u>297,785</u>
Theme 3 - Developing and Innovating					
Innovation and evolution of place	<u>23,500</u>	<u>23,770</u>	<u>24,025</u>	<u>24,310</u>	<u>24,595</u>
BID Management (less 20%)					
BID Office administration costs	53,460	54,480	55,650	56,740	57,930
Other staff costs (training etc.)	5,000	5,100	5,200	5,300	5,400
Levy Collection Cost	0	0	0	0	0
Rent, IT, stationery and other	33,000	33,700	34,400	35,100	35,800
Audit and professional fees	10,000	10,200	10,400	10,600	10,800
	<u>101,460</u>	<u>103,480</u>	<u>105,650</u>	<u>107,740</u>	<u>109,930</u>
Contingency (minimum 5%)	<u>33,620</u>	<u>36,900</u>	<u>40,200</u>	<u>43,700</u>	<u>47,170</u>
TOTAL EXPENDITURE	<u>715,000</u>	<u>727,300</u>	<u>739,800</u>	<u>752,600</u>	<u>765,700</u>
Surplus/(Deficit)	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>

Assumptions

The is a 2% inflation applied to the BID levy each year

Collection based on 98% collection rate which has been consistently achieved in term 1

(2011-12 - 99.8%, 2012-13 - 99.4%, 2013-14 - 98.4%)

Additional income based on current performance which is 2014-15 £213,151, 2013-14 £119,193, 2012-13 - £60,448 (no Bath in Fashion in this year), 2011-12 - £97,673.

Costs of delivering projects through are built into the project headings

* contingency budget exceeds the industry guidance of 5%

BID LEVY RULES

- The term of the BID will be for a period of five years from 1st April 2016, ending 31st March 2021.
- BID levy will be fixed at 1% of rateable value using the 2010 ratings list as at 1st April 2016
- BID levy will be applied to all business ratepayers with a rateable value of £25,000 or more.
- All new hereditaments (rateable business premises) entering the rating list after the 1st April 2016 will be levied at 1% on the prevailing list
- All hereditaments in receipt of mandatory charitable relief will be exempt apart from those who trade as a retail unit, which will be charged at the standard 1% levy
- Shopping centre tenants paying a service charge will receive a discount of 25% on the levy rate
- There will be NO VAT charged on the BID levy.
- When a hereditament is untenanted, the eligible ratepayer will be liable for the BID levy with no void period, except in the case of listed buildings which are exempt.
- The BID Board will agree on an annual basis whether the levy will assume a growth rate for inflation of 2% and if so, this will be applied on the 1st April each year.

Management and Governance

Board structure

The Bath Business Improvement District has a board of 16 business leaders elected each year by those who pay the BID levy. Each board director represents the sector in which they do business. They oversee the running and governance of the BID on a voluntary basis and are voted in at the Annual General Meeting.

We are grateful to the many others who volunteer and give their time freely to support the work of the BID, whether through our working groups, events or day to day activities.

The representatives for 2015 are shown below:

<u>Board Structure</u>	<u>Current representative</u>
1 Property Landlord	SouthGate Bath
2 Property Landlord	St. John's Hospital
3 Property Landlord	Bath and North East Somerset Council
4 Large Retail	Waitrose
5 Large Retail	Marks and Spencer
6 Large Retail	Milsom Place
7 Leisure Sector	The Cork
8 Leisure Sector	Thermae Bath Spa
9 Leisure Sector	McDonalds
10. Small Retail	Specsavers
11. Small Retail	Ellis and Killpartrick
12. Small Retail	Hands Tea Room
13. Office Sector	Barclays Bank
14. Office Sector	The Bath Chronicle
15. Office Sector	Mogers Drewett
16. Non levy paying business	Sally Lunn's

Non-Executive Director

17. Andrew Pitt	London & Bath
18. Louise Fradd	Strategic Director, Bath and North East Somerset Council

Performance measures

The Bath Business Improvement District will maintain a positive and dialogue with the businesses in the BID area through the following ways -

- An Annual General Meeting in September each year, where board director are nominated and voted in. In addition to this it covers a comprehensive update of the Business Improvement District including a review of the full audited accounts for the previous financial year
- A spring meeting informing businesses of the work of the BID
- Regular Business Breakfast events with the Bath Chronicle and other business organisations
- An annual survey with BID levy payers
- Annual survey for those who participate in any BID events, e.g. Great Bath Feast and Bath in Fashion
- An evaluation report is for each event that the BID operates or participates in
- The continued management of the Bath BID database.
- An annual report sent out with the levy bill each year
- A full annual report posted to each levy payer and made available online
- Full audited accounts available at the Annual General Meeting

Legal agreement

Attached to this report are the two documents required within the BID legislation.

The Operating Agreement

The Baseline agreement

Both these documents have been reviewed and updated to reflect the changes that have taken place over the first term and the strong relationships that now exist between the Bath BID and its stakeholders.

What Happens Next

From 2nd to 29th October 2015, businesses will be asked to cast their vote in a formal ballot. To ensure neutrality the ballot will be administered by Bath & NE Somerset Council and will be a secret ballot.

Eligible voters

All defined ratepayers will be entitled to one vote per hereditament. Some businesses will occupy more than one hereditament within an area and therefore will have more than one vote and receive more than one ballot paper.

Ratepayers that have been exempt from paying the BID levy will not be eligible to vote.

It will be possible to appoint a proxy to vote on your behalf. Proxy applications will need to be made to the ballot holder by 5 pm on 19th October 2015.

Steps in the ballot process

Thursday 17th September 2015

Your notice of ballot will be sent out

Friday 2nd October 2015

Your ballot paper will arrive

Thursday 29th October 2015

You will need to cast your vote by 5 pm

Friday 30th October 2015

The ballot result will be announced on the BID website and then notified by post.

A YES vote will establish a BID, the ballot will need to satisfy two tests as follows:

- A majority in number of those voting
- A majority in Rateable Value of those voting

Appendix 1

BATHCHRONICLE @bathchronicle

BATH BID

Putting in its BID for the next 5 years

Liza Jane Olden
Business reporter
01225 432222
ljo@bathchronicle.co.uk

It recently removed 6,000 pieces of chewing gum from a city centre street and can boast the Bath App and the Great Bath Feast among its achievements.

But in less than six months 655 businesses will decide whether or not Bath should keep its Business Improvement District (BID).

According to the Bath BID way back in 2011 if a tourist dropped a pasty outside a shop it stayed there, if someone was struggling after a night out in the city there was no one to help and if a tourist visited the city in the autumn very little was going on.

Fast forward five years and chief executive Andrew Cooper believes the difference the BID has made to the city and more importantly its businesses has been staggering.

"We are not saying it's all us and we should have the credit - far from it. But we have enabled people to work more collaboratively to get things done in the city. We are doing a great job and we want to carry that on. The choice is either we continue with the BID where things get done or we go back to a time where things didn't happen."

In the UK BIDs, of which there are

Bath Business News

Online

Bath BID outlines vision to businesses as it looks to build on 'remarkable success'

April 30, 2015

By Robert Buckland

Bath's Business Improvement District (BID) has been "a remarkable success story", generating 3.5 times more income than predicted when its original business plan was drafted ahead of its 2011 launch.

This message was delivered by chief executive Andrew Cooper to BID levy payers at an event to update them on its progress over the past year and gain feedback on its plans.

The event also gave BID members a chance to question Mr Cooper along with Bath Tourism Plus (BTP) chief executive David James.

Mr Cooper highlighted how collaboration between the BID and BTP was supporting retailers and city centre businesses through events staged in the quieter months for tourism such as Bath in Fashion and Great Bath Feast.

He also said while Bath was below the national average for empty retail units, it was still a problem and the BID was contacting landlords to gain access to empty premises to keep them tidy.

Bid chairman Nigel Huxley said there had been clear evidence over the past 12 months that working in collaboration had brought economic benefits to businesses.

To questions from members Mr James said there was an objective to having "fewer visitors staying longer and spending more".

The event also heard that 70% of BID members supported the BID's latest idea, as reported by *Bath Business News* earlier this month, of introducing "welcome hosts" in Bath.

The BID, which also operates the night marshal and taxi marshal schemes, is seeking the views of its 655 members and other businesses on a range of new initiatives to boost the city centre ahead of a ballot later this year for it to continue in operation.

Joking aside, we're very serious about pushing on



COMMENT

By Andrew Cooper

The story goes that one of our most famous comedians couldn't decide upon his stage name until his wife told him to "stop retching on his laurels and move forward". He changed his name from Jefferson to Laurel creating the most famous comedy double act in history.

As a city, resting on our laurels and past successes is not an option as we move forward to continue to be a competitive and dynamic city. With new developments and new opportunities to invest, visit and shop in our World Heritage city, turning up the noise in terms of marketing, investment and management of the city centre is vital to our long-term economic success.

In our first three years the Bath BID has done much to improve the

city centre from delivering extremely effective cleaning to organising hugely popular events as well as putting in place a range of partnerships that offer tangible savings for all businesses within the city, but we can't stand still. Adapting to the new demands and needs of the businesses environment is critical.

Securing Purple Flag status again is hugely significant. Bath's night-time economy is thriving and of huge value to the city. The Purple Flag award judges said "Bath continues to demonstrate innovation and best practice in the city. Standards have been improved upon."

The Pop up Savings Shop taking place in North Parade Passage this week is a new concept supporting businesses from all sectors in saving money both from their bottom line and for employees.

This year over a week-long Bath in Fashion event has seen unprecedented sign up from retailers and businesses looking to be part of the staggering international line-up. Bath in Fashion will showcase an eclectic mix of celebrated designers, influential editors, fashion writers and style pundits to celebrate and champion the ever-changing, all-encompassing world of fashion.

The Bath BID will continue to be a catalyst for change and improvement, delivering a high value of return for businesses. As we develop new and ambitious projects, working collaboratively for collective good is our priority for a city that is in no way resting on its past success.



Comments are closed.

Thursday February 12, 2015
www.bathchronicle.co.uk

How Bath BID helped me...

what's on:
Thursday 12 February & Friday 13 February
 Bath BID Pop Up Savings Shop
 Come and meet us. We'll have the light refreshments and find out how we can help you. (Bath BID office, 21 Bath in Fashion events)
Thursday 19 February
 Bath Life Awards 2015
 Why are you nominated for the award and what are you doing to win it? (Bath BID office, 21 Bath in Fashion events)
Thu - 27th March
 Bath in Fashion 2015
 Featuring a catwalk, our city-wide car festival event and our BID office for more details.
 @bathchronicle

BID Ranger service expands to meet firms' rising demand

Our BID rangers and their electric vehicles have been a regular sight on the streets of Bath since 2011.

They provide a responsive service to meet the needs of businesses across the city responding to emergency cleaning requests as well as managing a programme of daily cleaning.

The BID services are in daily demand and to continue their work we have purchased a second battery electric vehicle complete with specialist cleaning equipment.

It is a small but vital vehicle that is getting around Bath's city centre without getting in the way of other vehicles. BID rangers respond to call out in minutes.

It is a proven fleet vehicle which carries its own water supply as well as a range of cleaning products. The rangers can safely carry equipment and remove waste more efficiently.

It also has a jacking arm that lifts bins which can be used to clean up litter.

This work our team in partnership with our key suppliers has been busy managing a temporary Kings Arms at the Haulton to help active businesses within the BID levy payers maximize the money savings whilst the BID has got in place, helping local

Chief Executive of the Bath BID, Andrew Cooper explains in this sponsored page how his team is working to help Bath businesses

Bath Business Improvement District

Businesses have had a choice to stop in their tracks and time to do so before it closed on Friday, you will find our friendly team on hand to provide advice.

Finally, we are gearing up for the next year of Bath in Fashion which takes place next month. Bath in Fashion showcases an eclectic mix of celebrated designers and influential fashion writers.

It is an excellent opportunity to get your business noticed. If you are not taking part or aren't already there then it's time to do so for promoting the BID better to more firms.

Twitter: @bathbid

contact us

The Bath BID Company office is open Monday to Friday from 9am to 5pm with a BID manager on call on Saturday mornings.

The Bath BID Company
 Third Floor
 21 Bath Street
 Bath BA1 1DW
 01225 430640
 www.bathbid.co.uk | @bathbid

SouthWestBusiness

Connecting the region's business leaders .co.uk

Fate of Bath BID (Business Improvement District) in the hands of 655 city firms

21-April-2015 by Bath Chronicle



It recently removed 6,000 pieces of chewing gum from a city centre street and can boast the Bath App and the Great Bath Feast among its achievements.

But in less than six months 655 businesses will decide whether or not Bath should keep its Business Improvement District (BID).

According to the Bath BID way back in 2011 if a tourist dropped a pasty outside a shop it stayed there, if someone was struggling after a night out in the city there was no one to help and if a tourist visited the city in the autumn very little was going on.

Fast forward five years and chief executive Andrew Cooper believes the difference the BID has made to the city and more importantly its businesses has been staggering.

"Not only did they jet wash the steps and the basement, they went beyond the call of duty, cleaning, sweeping, weeding, fallen leaves and rubbish that was blocking the drain cover."

"A fantastic job well done on a task which we had largely been ignoring, as it was just not high enough up our long list of priorities."

"The BID Rangers team is an asset to our city and a major benefit of being a BID Levy payer."

SOUTHWESTBUSINESSNEWS (ONLINE) LAUNCH BREAKFAST
9th JUNE 2015



The BID Survey

Bath Business Improvement District

PLEASE RETURN COMPLETED SURVEY BY 27th MARCH 2015

Over 700 businesses now contribute to the Bath BID

The Bath BID has attracted over 3.5 times more additional income than the business plan predicted

A saving of £200,000 a year for businesses on our Trade Waste Scheme

The Great Bath Feast had over 150 businesses involved and a 100% increase in sponsorship

Over 800 hours of deep cleaning and chipping and gully removal

YOUR VOICE YOUR CHOICE

Renewal Consultation for 2016 - 2021

PLEASE ENTER YOUR CONTACT DETAILS

NAME _____

JOB TITLE _____

EMAIL _____

TELEPHONE _____

ORGANISATION _____

ADDRESS _____

We conform to the Data Protection Act, details collected through this survey will remain confidential and will not be passed to third party

THE STORY SO FAR...

The Bath BID Company is an independent, not for profit, business led initiative voted for by the businesses of Bath and introduced in 2011. Over 655 businesses now contribute to the Bath BID through the levy and via significant voluntary contributions. There are nearly 200 Business Improvement Districts in the UK which equates to over 74,000 businesses investing over £195m. BIDs have been in place in the UK since 2004 and are recognised as a successful mechanism for businesses to champion their interests and deliver tangible results.

WHO REPRESENTS MY INTERESTS?

The Bath BID has a board of 16 directors who represent the sector in which they do business. They oversee the running and governance of the BID on a voluntary basis and are voted in at the Annual General Meeting. We are grateful to the many other volunteer experts who give their time freely to support the Bath BID, whether through working groups, events or day to day activities.

For more information visit: www.bathbid.co.uk

AWARDS:

Purple Flag accreditation, a nationally recognised award for a well-managed evening economy and Nightwatch programme - 2014

Bath Life Winner Event of the Year 2013 - for Bath In Fashion

Bath Chronicle Contribution to the Community Award - for the work of the BID Rangers

British BIDS National Innovation award - for the Trade Waste and recycling scheme.

YOUR VOICE YOUR CHOICE TO INFLUENCE OUR FUTURE DIRECTION

The Bath Business Improvement District (The Bath BID) has demonstrated a credible contribution to the success of the city in recent years, endorsed by industry awards achieved for its high profile events, cleaning and trade waste initiatives. With a track record of making things happen, our purpose is to support the commercial wellbeing of over 655 businesses, as well as helping to shape Bath's future prosperity.

As we near the end of our first five year term, we are now seeking your feedback and suggestions to assist us in preparing our proposal for 2016-2021. We want to ensure that we are addressing the issues that make a difference not only to your business, but to the city as a whole.

Please take a few minutes to complete this survey and let us have your view.

YOUR PRIORITIES:
The three key delivery priorities, outlined by you and developed from 2015 are: New waste M&M&E; the city centre, how we PROMOTE the city centre and finally how we work collaboratively to SPEND money for businesses. The survey reviews these three areas and also provides a section for you to add your own observations and ideas.

OUR CURRENT THEMES & PRIORITIES ARE:

MANAGING:
 Issue 1 - a priority in the medium term
 Over cleaning the city streets to remove chewing gum and engraving etc, adding a level of cleanliness above the statutory obligations of the local authority and working in partnership to raise standards.
 A BID Ranger rapid response service to clean: Benches, litter, graffiti, anti-social mess, algae, bird mess, high level cleaning, window and street maintenance jobs.
 The Highstreet Scheme - working with over 30 businesses in the city and the provision of the BID Night and Day Market services (Tues Sat 10pm-4am), keeping the city safe and managed at night.
 Management of the city dressing scheme ensuring banners are installed, creating a vibrant ambience in the city centre.
 Management of campaigns such as 'Your Kindness Can Help', a multi-agency campaign to address issues of homelessness and begging in Bath.
 Bath Christmas Lights switch on event and tactical festive marketing for the city.
 Working with partner organisations such as Bath Tourism Plus and the local authority to market and strengthen the city's national and regional position.

YOUR COMMENT:

PROGRAMMING:
 Issue 1 - a priority in the medium term
 Annual regional and local city centre press/postcard advertising & marketing campaigns, including a central government investment with BID match funding to create a £1,200,000 investment for Bath.
 The development and management of the Official Bath App
 The creation and management of Bath in Fashion - a Spring fashion event
 Access to Impregno - a late night shopping event - Autumn
 Creation and development of the Great Bath Feast - a nationally promoted food themed event to raise Bath's profile as Christmas.
 Open Street Sunday Markets - from May-October
 Bath Christmas Lights switch on event and tactical festive marketing for the city.
 Working with partner organisations such as Bath Tourism Plus and the local authority to market and strengthen the city's national and regional position.

YOUR COMMENT:

SAVINGS:
 Issue 1 - a priority in the medium term
 A subsidised trade waste scheme saving businesses in Bath over £300 per annum.
 FREE Soggett Proof waste sacks to all BID levy paying businesses.
 Litterbox review, which last provides an average saving to each business of 27% on their overheads.
 A Free Bath Street sweep discount for employees - The Bath BID Corporate Travel Club.
 Stationary savings scheme for city business.

YOUR COMMENT:

THE WAY AHEAD:
YOUR CHANCE TO CHOOSE HOW YOUR MONEY IS SPENT.
The BID continues to make its governance, by encouraging collaboration, taking ownership of problems, proactively managing and marketing the city. It is a true catalyst for change in every sense and businesses have been positive about the combination of established projects for the BID term 2016-2021. However, you may wish to put forward some initiatives which would offer an even greater result on treatment and improve your trading environment.
 PLEASE tick any of the new initiatives below that you would like to see delivered on the next BID term
 WELCOME HOSTS
 Bath has over 5.5m visitors a year and is one of the most visited places in the UK. One of the challenges is ensuring that visitors to the city have an excellent experience and enjoy their time in the city. BID spent more money. To the end, a number of BID across the UK has demonstrated effective ways on the street to guide visitors. We want to increase this concept further to meet the needs of businesses in Bath by creating what would be a small selected team with a much larger volunteer workforce, managed by the BID.

YOUR COMMENT:

BATH BID FORUM
The Bath BID works with many organisations to promote Bath as a great place to do business, advocating the need to attract business, aiding their move to Bath and thereby retaining a wide range of jobs to support the economy. By supporting this, a strong collective business voice could be developed further to influence new business and address any operational concerns.
YOUR COMMENT:

RESEARCH ANALYSIS
With increasing competitiveness for businesses throughout the UK some businesses have requested more consumer research on city footfall and spend in order to gauge performance and benchmark against competitor cities. To ensure regular measured and accurate information, further investment would be required.
YOUR COMMENT:

SEASONAL EVENTS & ANIMATION
The Bath BID has created and developed Bath in Fashion, the Great Bath Feast and the Christmas Lights switch on which are important drivers during low footfall, there may wish to be a desire to see additional events in the future. The BID has also been instrumental in setting up an event city dressing service to support all festivals and animate the city, through the use of banners, lighting etc. This could be further developed.
YOUR COMMENT:

NEW WASTE INITIATIVES
Building on the success of the trade waste project, the Bath BID could explore the use and reuse of office waste of recycling food waste. This would save businesses money and help the energy directly back into the city for use in vehicle powered by the BID.
YOUR COMMENT:

STREET SCAPE
Building on the success of the trade waste Bath is a thriving city and potential for signage, on-street paraphernalia, street trading, building and transport solutions all add to its vibrancy and flow. This may be an area where you would wish to see more involvement by the Bath BID, working in partnership with other organisations to develop and drive positive change.
YOUR COMMENT:

YOUR NEW THEMES
Perhaps you have a theme you would like to suggest?
YOUR COMMENT:

COMMENTS OR SUGGESTIONS:

OUR BID BOUNDARY
The current BID boundary is shown below and it is our intention to retain this boundary for the next BID term. Do you think the boundary should change?
 Yes No

YOUR COMMENT:

YOUR BID LEVY
The Bath BID represents approximately 655 businesses and generates an annual investment of £400,000 ring fenced for the City Centre. We are just proud of the additional cash and in-kind contributions, over £200,000 per annum, that we receive from people who fully support and see the benefit of the Bath BID.
Our aim is to keep overheads low, whilst achieving our goals for the city, as well as making additional savings for our levy payers. It is our intention to maintain the BID levy at 1% which will continue to provide a valuable investment for the city.

YOUR COMMENT:

YOUR VOTE
In principle, will you support the Bath BID for a second five year term by voting YES in the renewal ballot in October 2017?
 Yes No

COMMENT:

I would not be the person voting - please contact

NAME:
EMAIL:
JOB TITLE:
TELEPHONE:

ANDREW & THE BATH BID TEAM THANK YOU FOR COMPLETING OUR CONSULTATION SURVEY - YOUR VIEWS REALLY COUNT

HOW TO RESPOND
1. Complete the survey and arrange for collection by any of our BID Ranger team by 25th March 2015
2. Complete and return the survey to the address below
3. Visit bathbid.co.uk/haveyoursay and complete the survey online by 30th March 2015
4. Discuss in person with Andrew Cooper, please contact the Bath BID office.

Mr Andrew Cooper, Chief Executive
The Bath BID Company, Third Floor, 21 Stall Street, Bath, BA1 1GF
Telephone: 01225 430640
Email: andrew.cooper@bathbid.co.uk

Have Your Say Renewal Consultation 2016-2021

Over 600 hours of dog cleaning and chewing gum removal

The Bath BID has attracted over 15 times more additional income than the business plan projection

A saving of £200,000 a year for businesses under Bath Waste Scheme

Over 700 businesses have contributed to the Bath BID

The Great Bath Feast had over 150 businesses involved and a 100% increase in sponsorship

Over 700 businesses have contributed to the Bath BID

Step 1 Of 4
25%

PLEASE ENTER YOUR CONTACT DETAILS

YOUR NAME:

JOB TITLE:

EMAIL: