

**BATH** | Business  
Improvement  
District



# **BATH BID BUSINESS PLAN**

**2021-2026**

# MAKING BATH A BETTER PLACE

**The Bath Business Improvement District (Bath BID) is an independent, not-for-profit business-led company.**

Business Improvement Districts have been in place since 2005 and are recognised as a successful mechanism for businesses to champion their interests, reduce overheads and deliver tangible results in improving the local business environment.



## WORKING FOR THE BUSINESSES OF BATH

The purpose of the Bath BID is to make Bath a better place. Fundamentally, this is about making Bath a great place for business, supporting its businesses to achieve commercial success and inclusive growth.

The Bath BID was created in 2011 to serve its **partnership** of over 680 business properties, working together to **drive efficiency, save money and add value** to business operations.

The third term of the Bath BID will see a continuation of our key purpose and will build on the **excellent foundations** of the last ten years. The Bath BID will provide agile and responsive support to the city in its recovery from the COVID-19 pandemic and **'build back better'**, responding to the challenge of creating increased pride in the city as a place to be enjoyed and accessible to all and where businesses are supported to flourish.

In this way, the Bath BID's vision is that Bath city centre will become one of the most **commercially astute** centres in the UK, supporting **business growth** at the heart of a **resilient and inclusive** community.

We seek to improve our area for the benefit of its users, making the city more **accessible** and **enjoyable** for the residents, workers and visitors, and reflecting the principles at the heart of place management – the process of **making places better**.

“

*The Bath BID is committed to providing the leadership and partnership to bring our vision of a welcoming, smart, connected and successful city to life, and will play its part in a city where businesses, the community, residents, visitors and organisations will all be working together towards making Bath a better place. This will be our key purpose for the next five years. I invite you to back the Bath BID for a successful city.*



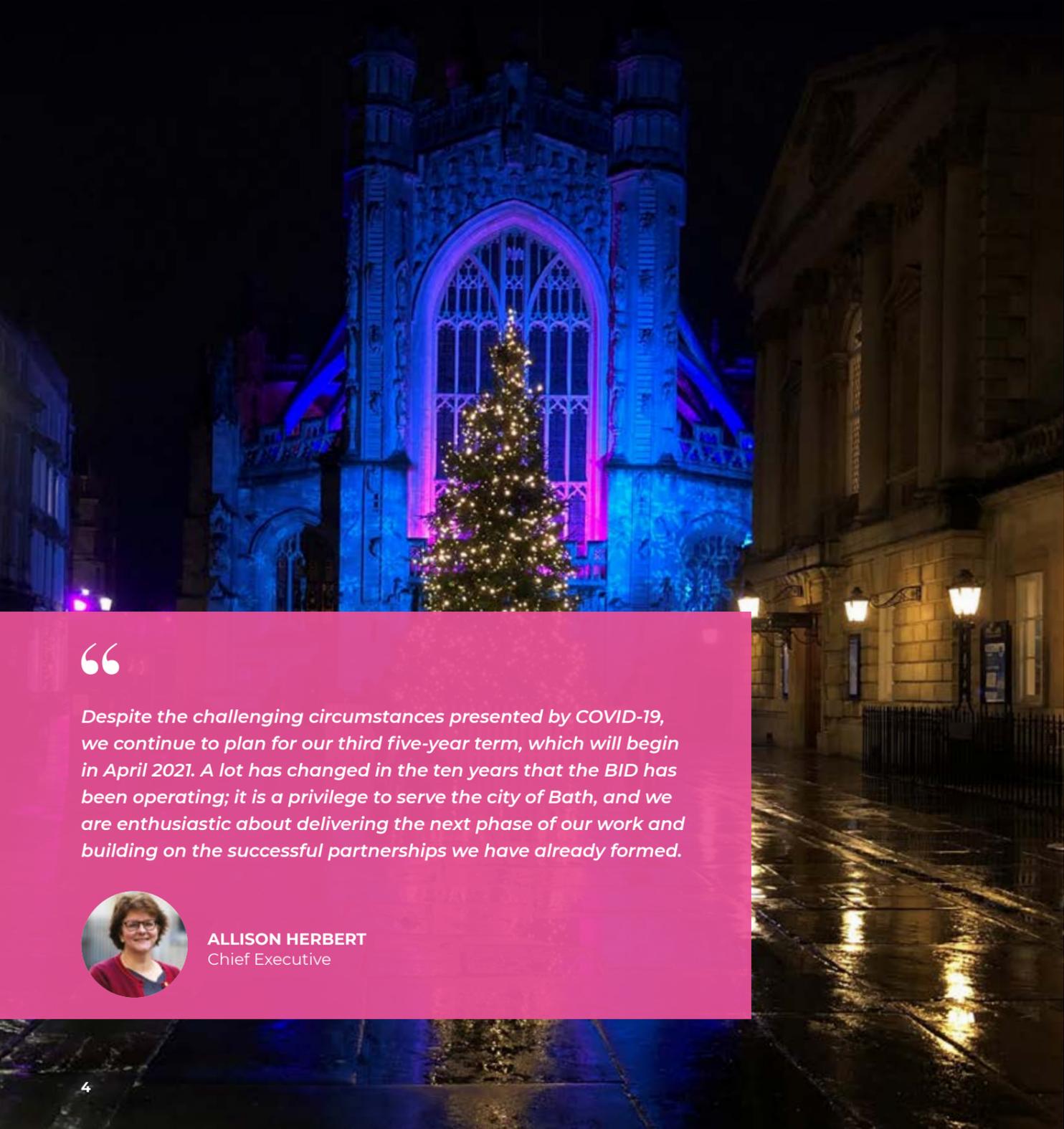
**DAVID HOBDEY**  
Bath BID Chair

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# A JOURNEY OF SUCCESS



“

Despite the challenging circumstances presented by COVID-19, we continue to plan for our third five-year term, which will begin in April 2021. A lot has changed in the ten years that the BID has been operating; it is a privilege to serve the city of Bath, and we are enthusiastic about delivering the next phase of our work and building on the successful partnerships we have already formed.



**ALLISON HERBERT**  
Chief Executive

**In its first ten years, the Bath BID has successfully managed the city centre, prioritising cleanliness and safety through our Rangers and Marshals, promoting the city via marketing and events, and delivering cost savings for Levy Payer businesses.**

There is much to be proud of in the achievements of the past ten years, but the unprecedented changes over the last 12 months have led us to reflect more carefully on the new areas we should be working on.

City centre management is an evolving and ongoing process; 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 city partnership initiatives, would stop and disappear quite literally overnight and the city would be a much less appealing place to live, work and visit.

In January 2021, all levy paying businesses in the BID area are invited to endorse this business plan through a positive vote.

Working in partnership with you all, alongside other organisations and the community at large, will deliver a hopeful and positive outcome as we emerge from the impacts of COVID-19. We urge you to join us on the next stage of our journey and commit to investing in a shared vision of Bath for the future.

Bath Business Improvement District and its direct impact on your business requires your support in January 2021.

**FOR THE NEXT STEPS IN OUR SHARED JOURNEY OF SUCCESS, WE ARE ASKING YOU TO BACK THE BATH BID.**

## DON'T JUST TAKE OUR WORD FOR IT - THIS IS WHAT OUR LEVY PAYERS SAY

“ The Bath BID are essential in the upkeep in the city and always go above and beyond to help us. Nothing is ever too much trouble, and every member of the Bath BID team I have met has always had a positive attitude and a smile – something I really value, working in customer service.

The work that the BID team do is essential to the city, ranging from the aesthetics to health and safety, and the welfare of those that work in and visit the city. The rapid-response Rangers have helped us with our shared service yard many times over the past year. They make us feel safe in our working environment and the surroundings outside of the store.

It has been an absolute pleasure to have this service and long may it continue.

**SARAH LEARY**, Costa Coffee

“ We have a fantastic relationship with the team at the Bath BID, who offer great value to our business. They bring a sense of community to the city, connecting hundreds of businesses, as well as constantly coming up with innovative ideas to make improvements to the area. This year in particular, they will play a vital role in bringing life and optimism back to Bath as the city reopens.

Over the years, our business has benefited hugely from the Bath BID's Ranger and Trade Waste services. The Rangers always respond swiftly and carry out an excellent job. Roland works tirelessly to make improvements, such as helping us to find a better food waste solution last year.

Thank you to everyone at the Bath BID for your work.

**ANNA JUDSON**, Mokoko Coffee

“ We have received so much support from the Bath BID. The Bath BID team are always at the end of the phone to answer questions we have, they keep Bath clean, and they have a friendly and helpful attitude.

We are always given immediate support if we need the BID's Rangers to clean outside our shop, we received help when there was a shoplifter in our premises, the team installed social distancing stickers outside the shop, and they offered clarity around government regulations during COVID-19 when we were unsure whether we could continue to keep our shop open.

We are so grateful for all the help we get from the Bath BID.

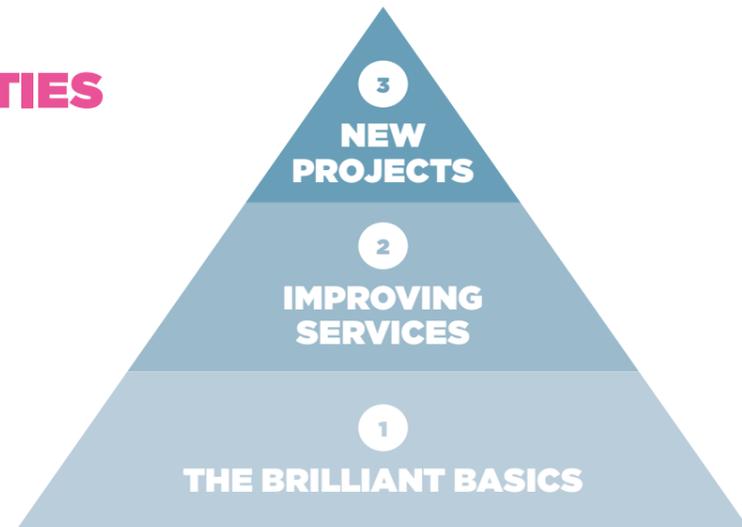
**AMANDA LEWIS**, Neal's Yard Remedies

# OUR KEY PRIORITIES FOR 2021-2026

## OUR AIMS

- To deliver first-class city centre management and improve the public realm.
- To drive positive footfall, encouraging repeat visits and longer stays.
- To create opportunities to save costs and get better results.
- To help tackle environmental issues.
- To make the most of development opportunities.
- To increase the profile of the city as a place to do business, and stimulate engagement and collaboration for those businesses who are already here.
- To improve the experience of people who use the city – residents, workers and visitors.

## OUR PRIORITIES



### 1 TO CONTINUE OUR BRILLIANT BASICS

- Free responsive and planned cleaning (working alongside Bath & North East Somerset Council to boost services to businesses).
- Trade waste discount.
- Provision of business intelligence.
- City promotion, events and campaigns.
- Welcome Ambassadors.

### 2 TO IMPROVE SERVICES

- Trade waste management and cost savings – a new sustainable partnership to include food waste.
- Increase 'Tap to Donate' opportunities to address antisocial and aggressive begging.
- Stronger partnership working with the Council, WECA and organisations responsible for managing physical change and development in the city.
- Develop our Welcome to Bath website, promoting events, special offers and job vacancies.
- Proactive solutions to improve the streetscape and tackle empty shops.

### 3 TO DELIVER NEW PROJECTS

- Daytime Security Marshals – providing a cost-saving seven-day-a-week security support to all businesses in the city.
- Free training opportunities for staff.
- A new independent business partnership.
- Externally funded projects – seeking investment for the city.
- A programme of campaigns, networking and social activities to build links between different sectors in the city and make Bath a great place to work.

## ACCOUNTABILITY AND REPORTING

- Regular e-newsletters to Levy Payers.
- An Annual General Meeting each year, where nominations and voting for Board Directors are carried out.
- The AGM will include a comprehensive update of the Bath BID, including a review of the full audited accounts for the previous financial year. The full audited accounts will be available at the AGM.
- A spring meeting each year, updating businesses on the work and progress of the Bath BID.
- An annual survey in the autumn to seek feedback on activity and help with planning for the following year.
- Plans for the following year will be sent out with the levy bill each year.
- A full annual report (print or online) will be made available to each Levy Payer. The report will include performance information relating to individual projects and operational delivery.
- Ongoing feedback received is also reported to the Board via a quarterly customer satisfaction score.

# A WELCOMING CITY



# A WELCOMING CITY

## CITY SECURITY

### NIGHTWATCH

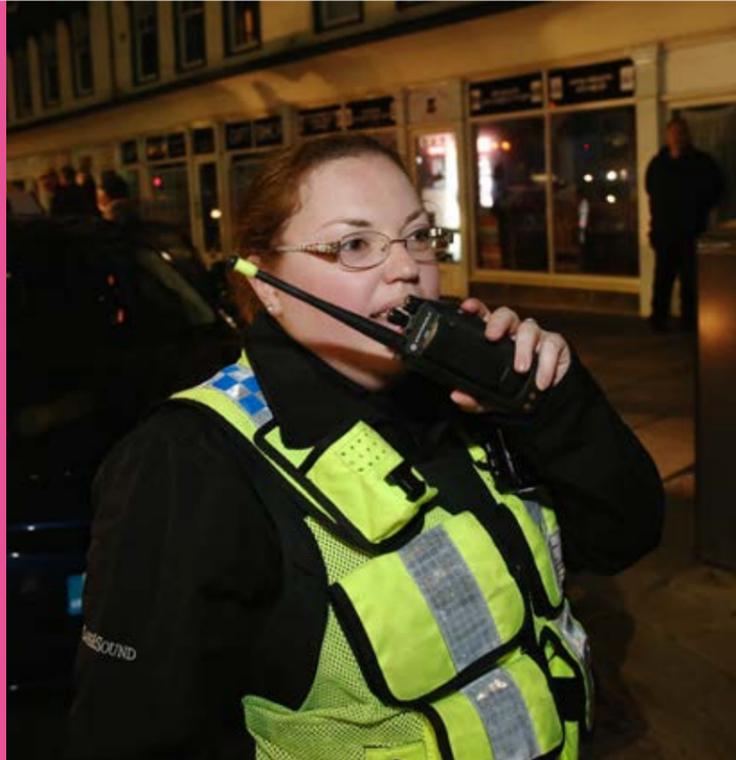
Continuing to manage the evening economy with a team of Night Marshals and a Medic to work with licensed premises, the police and CCTV and maintain a coordinated, welcoming city after dark.

### DAYTIME SECURITY

**New** A new business crime partnership which will provide seven-day-a-week city Marshal cover and a radio link to tackle shop theft and antisocial behaviour. This service will be offered free of charge to Bath BID Levy Payers.

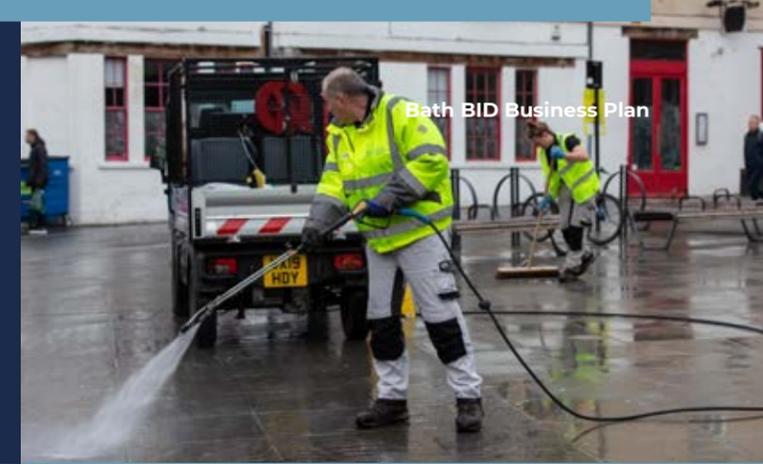
### ROUGH SLEEPING AND BEGGING

Continued partnership work with agencies, charities and other interested parties to support vulnerable people on the streets and proactively manage rough sleeping and begging.



## WELCOME TO BATH

**New** Developing the Welcome to Bath website and campaigns to promote events, discounts and job vacancies for Levy Payers.



## EVENTS

### EVENT SUPPORT

Investing in and supporting events and campaigns in partnership with others, including the Great Bath Feast, to deliver targeted footfall growth.

### PROMOTING LONGER STAYS

Investing in seasonal partnership promotions targeted at longer stays and local/regional visitors using sustainable transport.



## RANGER SERVICES

### RAPID RESPONSE CLEANING

Continuing to provide a free call-out service to clean doorways and basements, remove graffiti, antisocial mess, algae and bird mess, and deliver high-level cleaning and weeding using electric powered vehicles.

### PLANNED DEEP CLEANS

Offering programmed deep cleaning of 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 and provide a reassuringly clean welcome.

### CITY DRESSING

Installing pennants and banners to dress and promote events and attractions in the city.

### MAINTENANCE SERVICE

Offering a free rapid response emergency maintenance service.

- ✓ ALGAE REMOVAL
- ✓ WASTE REMOVAL
- ✓ VACANT SHOP IMPROVEMENT
- ✓ SURFACE WASH
- ✓ SEAGULL PROOF SACKS
- ✓ DEEP CLEANING
- ✓ ANTISOCIAL MESS REMOVAL
- ✓ GRAFFITI REMOVAL
- ✓ FLORAL MANAGEMENT
- ✓ LIGHT MAINTENANCE



## THE CITY STREETS

### AWARD-WINNING FLORAL DISPLAYS

Continuing to invest in floral displays and outdoor planting whilst seeking further sponsorship so that more areas of the city can benefit. Working in partnership with Bath in Bloom volunteers and the B&NES Parks team to get better results.

### STREET FURNITURE

Working in partnership with B&NES' public realm team and other funding partners to maximise opportunities to invest in public realm improvements.

### TRADE WASTE

Building on our hugely successful trade waste partnership, we will be retendering the agreement to make it even better for Levy Payers. The new arrangements for the Bath BID will also provide food waste collection to align with forthcoming new regulations.

## WELCOME AMBASSADORS

- Continuing to expand the number of volunteers and offer a Welcome Ambassador service throughout busier periods of the year.
- Exploring the opportunity for a permanent home for our Welcome Ambassadors.

# A SMART CITY



# A SMART CITY

“ An emerging theme over the last ten years of Bath BID work, only accelerated by COVID-19, has been the ever increasing need to focus investment, merchandising, beacon events and staffing through intelligent data. Whilst the Bath BID has become a national lead in this, our relative expertise only points to how much more we can do for our businesses and partners by applying our data intelligence in the face of such imperatives as green recovery and build back better.



ANDY SALMON  
Bath Spa University



## FOOTFALL DATA

Continuing to provide regular and reliable footfall data to inform the recovery of the city and support growth post-COVID-19.



## BUSINESS INTELLIGENCE

- Continuing to invest in the cutting-edge measurement of demographic, movement and spend.
- Providing bespoke reports to Levy Payers for research and development purposes.

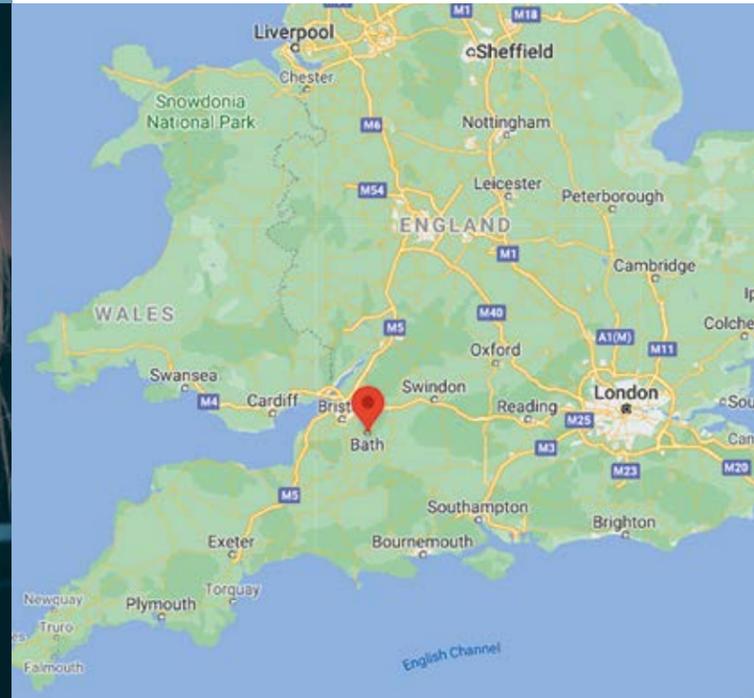
## INFORMED PLACEMAKING

- Supporting Bath's regional and local partners with preparations for long-term city placemaking by making city datasets, business input and BID expertise available for planning activities, funding applications and partnership development work.
- Sharing best practice so the city will be able to grow its green activities and credentials.
- Promoting green campaigns such as Refill Bath and the eCargo bike scheme, which encourage waste reduction, recycling and cleaner air.



## WHAT'S THE IMPACT?

- Providing regular data reports to partners and Levy Payers, to report on the return on investment of events and activities in the city.
- This activity will influence the BID's own investment and support our plans to seek further sponsorship for events in the city.



## LEADING THE WAY

- Making the most of the Bath BID's pioneering work on data insights.
- Sharing data expertise to showcase Bath as a pioneering city.



# A CONNECTED CITY

# A CONNECTED CITY

## PARTNERSHIP

- Improving our partnership working with organisations responsible for managing physical change in the city, including education and skills providers, charitable organisations, residents' and community groups, Bath & North East Somerset Council and WECA.
- New** Establishing a network of BID property owners to engage in wider city planning and provide targeted assistance for empty shops and changes of use.
- New** Developing a new partnership to support independent businesses.



## COLLECTIVE ACTIVITY

- Seeking opportunities for Bath's businesses to work together for mutual benefit.
- New** Developing a programme of campaigns to create stronger links between staff working in offices within the city centre and other businesses, through events, a BID Levy Payer discount card and other social or environmental projects.
- New** Investing in campaigns to encourage businesses to pursue staff wellbeing activities and/or to adopt social purpose as a means of strengthening their appeal to customers or potential employees.
- Providing networking opportunities both via the BID sector and geographical groups or in collaboration with partner organisations such as Bath Life and Business West.
- Continuing to provide sector and geographical meetings for Levy Payers to get together and develop plans and feedback.



## INFLUENCE

- Sharing information about consultations in the city and ensuring that the business voice is heard.
- Making it easy for businesses to participate in local and regional decision-making, particularly around access to the city (parking and transport).

“

*A welcoming, smart, connected and successful city centre sits at the heart of a thriving community. The role of the Bath BID in supporting and nurturing businesses in the city centre is important now more than ever. It is a privilege to play a role in this as a Director of the Bath BID.*



**TARQUIN MCDONALD**  
Bath Rugby

## COMMUNITY ENGAGEMENT

- Supporting local activities that create links between the community and businesses, such as the Bounce Back Bath Art Competition, Julian House Gift Wrapping project, and the Bath Big Charity Brunch.
- Building on the success of volunteer activities with the Welcome Ambassadors and the Bath in Bloom volunteers to ensure that the city's residents have opportunities to invest in the success of the city.

# A SUCCESSFUL CITY

# A SUCCESSFUL CITY

## PROMOTION

- Promoting the Bath brand and Bath's businesses with collaborative activity and via our social media channels and the Welcome to Bath website.
- Targeted footfall growth through events and coordinated messaging.



“

Amongst many other things, the Bath BID offers a simplified one-stop-shop of support and resources to help drive my business. They provide me with detailed foot flow and customer analysis, allowing me to better align my business and maximise opportunities. They drive additional footfall with the many planned and well-marketed events in and around the city, and of course, they orchestrate the amazing work of the Rangers, who do a fantastic job, delivering a clean and safe environment.

MICHAEL CORR, TK Maxx

## REPRESENTING BATH

Representing Bath nationally and regionally on key business issues to lobby for change, promote the city and to celebrate success.



## INWARD INVESTMENT

Supporting businesses interested in bringing their operations to Bath by providing them with data and insights and sharing connections with other city businesses and potential partners.



## EXTERNAL FUNDING

- Making the most of our funding by seeking out match funding from sponsorship and funding organisations, to bring more investment to the city for new projects.
- Identifying funding opportunities through working with event organisers to support more collective and coordinated activity which draws attention to target areas within the city.
- Seeking investment for innovative solutions to empty shops on the high street in partnership with landlords and Bath & North East Somerset Council.

## SKILLS

With Bath Spa University, the University of Bath and Bath College set to formally become part of the BID, we look forward to working with them to improve business resilience and recruitment, and to create stronger links between training and skills providers and local businesses.



## WORKING TOGETHER

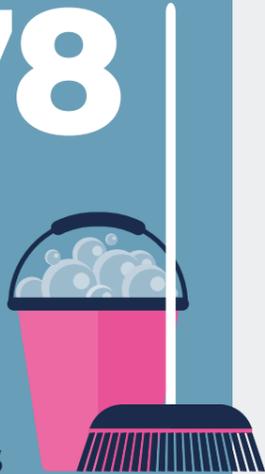
We are confident that together we can go further, continuing to tackle challenging issues with transformative partnership working which will bring long-term benefits to all. The Bath BID will provide the coordination needed to help businesses in Bath achieve commercial success.



# 2019/2020 HIGHLIGHTS

# 3,178

individual tasks completed by the Bath BID Rangers



## NIGHTWATCH

# 39,028

service users

# 186

police callouts prevented



# 80

ambulance callouts prevented

## TRADE WASTE



Over **300** Bath BID Levy Payers took advantage of our SUEZ Trade Waste deal

Investment in clean and tidy trade waste containers for George Street

Typically **25%** lower bills with SUEZ



## WELCOME AMBASSADORS

# 18

volunteers

# 17,445

visitors helped

# 11,311

maps handed out

# 2,662

recommendations made

# 5,945

directions to shops or attractions given

## BATH GIFT CARD

# £40,000

Bath Gift Cards bought

# 220

places to spend the Bath Gift Card

## EVENTS

# 12

major festivals and events supported

**Big Bath Charity Brunch launched**



At the UK finals of Britain in Bloom



# 10 FOOTFALL COUNTERS

Colourful eco-friendly street furniture and planters installed in Union Street



Tap to Donate point in Union Street, raising around £200 per week



# 2020/2021 – OUR RESPONSE TO COVID-19

**The Bath BID has a three-step response to the pandemic emergency, from crisis management to future transformation. As Bath, and the country as a whole, has moved in and out of lockdown regulations, we have remained agile in our response.**

## RESPONDING TO THE EMERGENCY

**Crisis management and emergency communications.**

### BUSINESS SUPPORT

We significantly increased our communications with Levy Payers, sharing updates, working closely with other information providers to ensure clear and consistent messages, and providing emergency support by continuing to be at the end of the phone seven days a week throughout the pandemic. We ran webinars and Zoom meetings to ensure that Bath businesses could put their essential questions to the Council and other business experts.

### PARTNERSHIP WORKING

We stepped up to show leadership in the city and worked in partnership to ensure support was coordinated, and that the city could operate effectively under rapidly changing circumstances.

### PROVIDING INFORMATION TO LOCAL AND NATIONAL GOVERNMENT

We participated in nationwide campaigns lobbying for support to the most impacted sectors, and worked with local and national bodies to promote the hospitality recovery package via the Raise the Bar campaign. We provided our data insights to decision makers to influence support and grant funding for impacted businesses.

## ENVIRONMENTAL SERVICES

The BID Rangers have performed an excellent service throughout the COVID pandemic. In the first few weeks of lockdown, they remained in the city every day to support essential businesses, cleaning outside areas and focussing on public spaces such as benches and bus stops.

## SIGNPOSTING ESSENTIAL BUSINESSES AND TAKEAWAYS

During the first lockdown period, we actively promoted the essential businesses that remained open and restaurants offering takeaways with listings on the Bath BID website.

## REOPENING

**Preparing the city centre for the safe return of business activity.**

## COORDINATION AND COMMUNICATION

We continued our proactive communications as regulations changed and were updated at very short notice. We created a shared reopening plan with different departments of the Council and other regulatory services.

## WELCOME TO BATH WEBSITE

Expanding on our promotional activities from the first lockdown period, the Welcome to Bath website was launched at the beginning of the second lockdown to promote all the ways people could support local from

home, with listings of essential retailers, restaurants offering takeaways and food delivery services, and businesses trading online.

## RANGER SERVICES

In preparation for the reopening, the Rangers undertook a street-by-street deep clean, working in partnership with B&NES council.

## KEEP YOUR DISTANCE STICKERS

We worked with the Highways team to coordinate queue management in the city and provided free social distancing stickers to businesses. In the run-up to Christmas, with Bath in tier two, we organised barriers and further stickers to businesses with large queues.

## PREPARING FOR REOPENING WEBINARS

The Bath BID held a series of webinars to support businesses as they prepared to reopen their doors after lockdown.

## OUTDOOR SEATING AND EAT OUT TO HELP OUT

Over the summer, we supported businesses to make the most of the more relaxed regulations about outdoor tables and chairs and promoted the Eat Out to Help Out scheme, which had a positive impact on the food and beverage sectors.

## RECOVERY

**Adjusting to the new normal as people return to the city safely.**

## REDISCOVER BATH

We worked on this joint campaign with Visit Bath, including on film and photography content, to promote visits as the city reopened.

## BOUNCE BACK BATH ART COMPETITION

We worked in conjunction with Minuteman Press Bath and Bounce Back Bath on an art competition to fill the city streets with artwork by local people and encourage people to Rediscover Bath.

## FOOTFALL DATA

We shared regular footfall updates with Levy Payers and the Council and police to help support their business decisions as the city reopened.

## BATH AT CHRISTMAS CAMPAIGN

We worked on a joint festive programme of activity with Visit Bath, Bath Festivals and Bath & North East Somerset Council to encourage people to spend time and money in the city safely over the Christmas period. We responded to the challenge of bringing visitors to the city safely with the Bath Christmas Light Trail, Bath at Christmas Bunting Display, Father Christmas Advent Trail, Welcome to Bath Card and Welcome to Bath Chalet.

## WELCOMING PEOPLE BACK

We launched the events section of our Welcome to Bath website with comprehensive information about Christmas activities. Take-up has been excellent and has proved that this platform offers a useful service to businesses, residents, and visitors to the city.



## THE FACTS

The summer respite with the reopening in Bath went well. By the end of October, despite the absence of international visitors, footfall was regularly hitting over **75%** of the previous year. From our data insights, we can see that VISA spending in venues in Bath picked up well over the summer of 2020 from **£50 million in the spring to £150 million in Q3**, even though online spending stayed fairly constant (**£81 million in Q2 and £97 million in Q3**).

We have provided data insights to the Council's Economic Recovery Board to support them with decision making with improved understanding of the financial impact of COVID-19 on high street businesses.

# THE BATH BID

## SAVING YOU MONEY

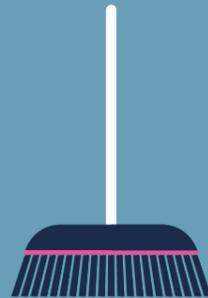
Over the past four years, we have delivered savings to local businesses which outweigh the cost of their levy fees. There are several ways that the Bath BID offers value to Levy Payers, from savings on cleaning and trade waste to initiatives that bring people and spend to the city centre...

### NO CALL-OUT FEE

In 2020, our Rangers completed over 4,000 maintenance and cleaning jobs in the city centre.

**These include:**

- Graffiti removal
- Maintenance work
- Jet washing
- Chewing gum removal



These services will continue into the Bath BID's third term, with Levy Payers able to call upon our Rangers seven days a week.



### HIGH-QUALITY SHARED DATA INSIGHTS

Over the past four years, we have invested in place intelligence, which has been used to measure the impact of events, campaigns and the COVID-19 pandemic on consumer behaviour. We will continue to invest in data in the BID's third term to support businesses as they recover from the impacts of COVID-19.

### TRADE WASTE DISCOUNT

We have delivered thousands of pounds in savings to Levy Payers through our contract with SUEZ. We will be retendering that contract to make sure that our arrangements continue to provide brilliant service, value for money and exemplary environmental credentials.

### BUSINESS SUPPORT INFO DIRECT TO YOUR INBOX

In 2020, we sent over 90 e-newsletters to Levy Payers, offering news and updates, and signposting business support resources. In the BID's third term, we will continue to keep Levy Payers informed.



### 25% DISCOUNT ON LEVY PAYMENT IN YEAR ONE

In year one, the BID levy will be fixed at 0.75% of business' rateable value to support Levy Payers during COVID recovery.



### FREE TRAINING OPPORTUNITIES

We will offer a year-round programme of free training in essential business operational skills to help your business attract and attain quality members of staff.

### FREE PROMOTION FOR YOUR BUSINESS

In November 2020, we launched Welcome to Bath, a hub for events and special offers in the city. In the BID's third term, Levy Payers will be able to take advantage of free listings of events and special offers, encouraging people to spend more time in the city.



### FREE SAFE AND SECURE BATH SCHEME

Our Marshals, radios and support for businesses in the night-time economy have allowed the city to work together so the public could enjoy a safe night out in Bath. New for our third term, we will be implementing seven-day-a-week Marshal cover and radio contact for the city centre to tackle theft and antisocial behaviour, making the city a safer place to spend time.

### SALES DIRECT TO YOUR TILL

From September 2018 to December 2020, over £100,000 worth of Bath Gift Cards were purchased, bringing tens of thousands of pounds of money to businesses in the city. We will continue to sponsor and promote the Bath Gift Card into the Bath BID's third term, with businesses able to sign up to accept the card for free.



### BRINGING MORE SPEND TO THE CITY

The Bath BID's promotions and campaigns, including floral displays, event sponsorship and festive season support, have helped the city secure Gold at the 2019 UK finals of Britain in Bloom, and contributed to over 400,000 visitors to the city during the Christmas period in 2019. We will continue to work with partners around the city on, and invest in, promotions and campaigns to encourage people to stay longer and spend more.



*The South West Business Crime Centre are proud to be supporting the Bath BID in creating a new business crime reduction partnership for the city as part of the Bath BID's third term. Our experiences working with BIDs across the country, including Bristol and Salisbury, show that when businesses and the police work together, positive results can be achieved. We will assist the BID in developing a data compliant network that will attain the national standard for business crime reduction partnerships, recognised by major retailers to be essential for their participation. We look forward to supporting the BID and all Levy Payers to create a safer and more secure city.*

**ANDREW SHARMAN**  
Founder of The South West Business Crime Centre

## WE ARE STRONGER TOGETHER

# THE BATH BID BOARD

**For the third term of the Bath BID, the Board will continue where possible to have representation across geography and business type with expertise in one of the four areas of activity: A Welcoming City, A Smart City, A Connected City, and A Successful City. Where practicable, the Board will also reflect the city's economy, drawing from our key sectors: hotels, office, retail, food and drink, leisure and culture, and property owners.**

Up to two spaces will be made available on the Board for non-Levy Payers who bring expertise which will help the BID to deliver its objectives, and Board Directors may be voted in by the Board during the year if their expertise or sector knowledge is required before the next AGM.

The Chief Executive will automatically be a Director on the Board.

There are currently 17 Board Directors, representing the diverse interests of city centre businesses.



**DAVID HOBDEY**  
CHAIR  
St. John's Foundation

“  
Working with businesses across the city centre, I am acutely aware of the issues they face and how valuable the Bath BID is in supporting them. I am proud to play a part in this in my role as a Board Director.  
”

**ALLAN LLOYD**  
CSquared



**GUY HENDERSON**  
SouthGate Bath



**DINE ROMERO**  
Bath & North East Somerset Council



**PAUL ROBERTSON**  
Sainsbury's



**PETER KYERE**  
Primark



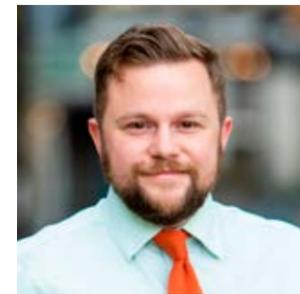
**ELLIE LEIPER**  
The Grapes



**SIMON HALL**  
Hotel Indigo Bath



**TARQUIN MCDONALD**  
Bath Rugby



**JAMES HUGHES**  
Loake



**JOHN PEARCE**  
Mallory Jewellers



**MIKE KILLPARTRICK**  
Ellis and Killpartrick



**NICHOLAS WYLDE**  
Wylde Jewellers



**RICHARD GODFREY**  
Rocketmakers



**ALLAN LLOYD**  
CSquared



**MAEVE ENGLAND**  
Mogers Drewett



**ANDY SALMON**  
Bath Spa University



**DAVID TRETHEWEY**  
Bath & North East Somerset Council

# THE BATH BID TEAM

The Bath BID team is at the heart of our core service delivery. Led by Chief Executive Allison Herbert, our team is dedicated to improving our city for the benefit of businesses.



**LIZ REES**  
Accountant

**EMILY MCKAY**  
Head of Communications and Marketing

**TONY MURPHY**  
Ranger

**ALLISON HERBERT**  
Chief Executive

**ROLAND RUSSELL**  
Environmental Education Enforcement Officer

**NICK BISHOP**  
Office Manager

**NEAL ROLINSON**  
Ranger

**ALAN RUSSELL**  
Ranger

**TILLEY SHERIDAN**  
Office and Welcome Coordinator

**JENNY ADAMS**  
Ranger

# BID AREA

The Bath BID represents over 680 business properties that operate within the city centre in the BID designated area, as shown on the map.

The BID's initiatives in the city are funded by the Levy Payers who pool their resources via an annual contribution based on their rateable value. As well as Levy Payers, the Bath BID also works with several smaller businesses in the city who choose to participate. These are known as Voluntary Levy Payers. For Bath BID's third term, the boundary will remain as it has been for the last ten years.



# WHAT IS A BID?

**A Business Improvement District (BID) is a business-led and business-funded body formed to improve a defined commercial area.**

In each BID's designated commercial area, a levy is charged on all business rate payers in addition to the business rates bill. This levy is used to develop projects which will benefit businesses in the local area.

There is no limit on what projects or services can be provided through a BID. The only requirement is that all services should be additional to those provided by local authorities. Improvements may include, but are not limited to, extra safety/security, cleansing and environmental measures.

## THE BENEFITS OF BIDS ARE WIDE-RANGING AND INCLUDE:

- Businesses decide and direct what they want in their area.
- Businesses are represented and have a voice in issues affecting their trading area.
- BID levy money is ringfenced for use only in the BID area.

- Increased footfall and spend.
- Improved staff retention.
- Reduced business costs.
- Enhanced marketing and promotion.
- Looking at infrastructure, pollution, and movement.
- Guidance in place-shaping vision activities.
- Facilitated networking opportunities with neighbouring businesses.
- Assistance in dealing with the Council, police, and other public bodies.

BIDs work together nationally through several partnerships. The Bath BID is an active member of the BID Foundation, which includes membership of the Institute of Place Management. These two organisations meet regularly with government ministers and provide an effective channel for our sector with central government.



# BID RULES

**The BID process is governed by government legislation and regulations. As such, once a majority vote has been achieved, the BID levy becomes mandatory on all defined ratepayers.**

## BID TERM

The term of the BID will be for a period of five years from 1st April 2021, ending 31st March 2026.

## THE BID RATEABLE VALUE

For the purposes of calculating the BID levy, the rateable value will be that shown in the 2017 Valuation List as at 1st April 2021. All new hereditaments entering the list after 1st April 2021 will be charged at the prevailing list at that time.

## THE BID LEVY PERCENTAGE

BID levy will be applied to all business ratepayers with a rateable value of £25,000 or more. In year one, BID levy will be fixed at 0.75% of rateable value. In years two, three, four and five, BID levy will be fixed at 1.05% of rateable value using the 2017 ratings list as at 1st April 2021 in year one. However, the Board will have the discretion to also discount the levy rate in year two, if it is deemed necessary due to ongoing COVID ramifications.

## BID EXEMPTIONS

Any hereditament with a rateable value of £24,999 or less will be exempt from paying the BID levy. Hereditaments in receipt of mandatory charitable relief with a rateable value less than £45,001 will be exempt, apart from those listed on the Non-Domestic Rates (Valuation) List as a 'Shop and Premises'. Telecommunications masts are also exempt.

## BID LEVY DISCOUNTS

Hereditaments which are educational establishments for young people under the age of 18 with a rateable value greater than £45,000 which are in receipt of mandatory charitable relief will be granted an 80% discount. Shopping centre tenants paying a service charge will receive a discount of 25% on the levy rate.

## NEW PROPERTIES ENTERING THE VALUATION LIST

All new hereditaments (rateable business premises) entering the rating list after 1st April 2021 will be levied at the appropriate percentage on the prevailing list.

## VAT

There will be no VAT charged on the BID levy.

## BID LEVY REDUCTIONS FOR EMPTY PREMISES

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.

## LIABILITY FOR THE BID LEVY

Liability for the BID levy will fall upon the ratepayer for the property. If the property is empty, liability will fall upon the person or organisation entitled to possession of the property in accordance with National Non-Domestic Rate regulations.

## BID AREA

The BID area is indicated by the pink line on the map found on page 35.

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*When we were deciding to open The Grapes in Bath, a key factor in our decision to invest in Bath was the support available from the Bath BID. We have been impressed with the dedication of the BID's team of Rangers, Marshals and Welcome Ambassadors, whose hard work has made an impact in our first two years.*



**ELLIE LEIPER**  
The Grapes

# FIVE-YEAR BUDGET

Based on our previous experience, we are confident that the Bath BID will be able to finance services in line with our proposals for the 2021–2026 term.

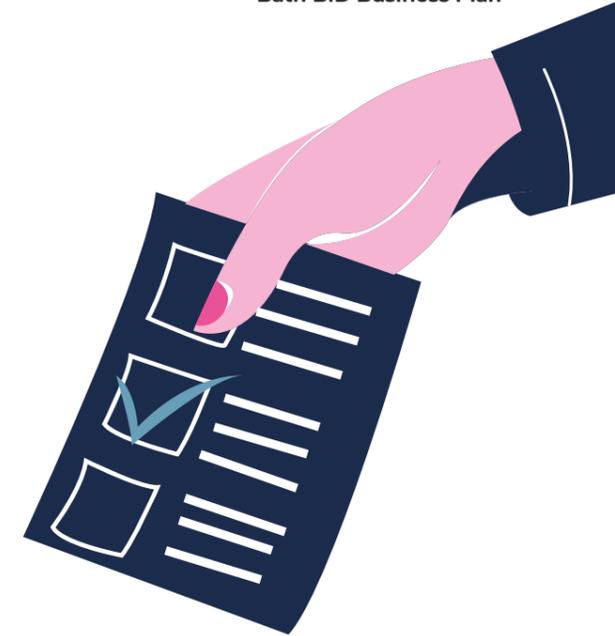
The BID levy income is lower in year one, as the levy will be set at 0.75% of business' rateable value to acknowledge the financial challenges presented by the 2020/2021 financial year.

Our financial forecast will need to remain flexible to enable the organisation to respond to changes of use in the city centre.

Savings made due to reduced activity during the 2020/2021 financial year have been shown as Additional Income in 2021/2022, and will partially offset the 25% reduction in levy rates in that year.

£	2021	2022	2023	2024	2025
<b>Income</b>					
BID Levy Income	£428,790	£635,618	£635,618	£635,618	£635,618
Additional Income	£140,691	£34,691	£35,691	£35,691	£35,691
Forecast External Funding	£15,000	£30,000	£70,000	£50,000	£15,000
<b>Total Income</b>	<b>£584,481</b>	<b>£700,309</b>	<b>£741,309</b>	<b>£721,309</b>	<b>£686,309</b>
<b>Expenditure</b>					
A Welcoming City	£320,937	£355,816	£362,894	£363,613	£370,656
A Smart City	£47,164	£48,707	£50,262	£53,092	£53,414
A Connected City	£39,338	£40,095	£40,867	£41,654	£42,458
A Successful City	£73,262	£103,127	£104,010	£104,910	£105,828
Externally Funded Project Spend	£15,000	£30,000	£70,000	£50,000	£15,000
BID Overheads	£84,863	£89,177	£90,720	£94,294	£98,900
Contingency	£3,916	£33,386	£22,557	£13,745	£53
<b>Total Expenditure</b>	<b>£584,481</b>	<b>£700,309</b>	<b>£741,309</b>	<b>£721,309</b>	<b>£686,309</b>
<b>Surplus/(Deficit)</b>	£0	£0	£0	£0	£0

# HOW TO VOTE



Here are the simple steps that you need to follow to vote for the Bath BID:

**1** You should receive one ballot paper for each property that you are eligible to vote for by post. If you do not receive your ballot paper, please email [info@bathbid.co.uk](mailto:info@bathbid.co.uk).

**2** Please check that each ballot paper has its own return envelope.

**3** Complete the ballot paper by putting a cross (X) beside your choice to retain the Bath BID for a further five years or not.

**4** In block capitals, write your name and position in your business, and sign your ballot paper.

**5** Each ballot paper must be returned in its own separate envelope.

**6** Return your completed ballot paper(s) by post, in the pre-paid envelope provided.

**BATH** | Business  
Improvement  
District

**bathbid.co.uk**  
**info@bathbid.co.uk**

**Company Number:**

06642936

**Registered Office Address:**

Third Floor, 21 Stall Street, Bath, BA1 1QF

The Bath BID (Business Improvement District) Company

