



THIS IS
— YOUR —
OPPORTUNITY

SEE SHREWSBURY TOWN CENTRE REALISE ITS POTENTIAL THROUGH A BUSINESS IMPROVEMENT DISTRICT (BID) WITH OVER **£1.6MILLION** INVESTMENT TO SHAPE ITS FUTURE.

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INTRODUCTION

Shrewsbury is a great town with a huge amount to offer. Notable heritage, one-off retailers located along historic alleys and streets, and national retail names and chains. Significant clusters of commercial services bring clients to the town, from local areas and further afield. The pubs, restaurants and bars provide a range of culinary experiences and with a diversity of hotels from budget to boutique, there is an array of accommodation for visitors. And nationally significant events are set alongside a picturesque river and park, which can be enjoyed year-round.

But we cannot sit back. Many businesses in the town have been affected by the challenging economic climate. Lower footfall and competition from the likes of Telford and Chester, as well as out of town office and retail parks, are presenting customers and businesses with alternative places to visit and locate a business, whilst concerns over issues such as car parking charges continue to challenge us. Shrewsbury competes against many other places who are trying to attract more visitors and customers, increase spend and dwell time, present an enjoyable, professional work environment and fill the empty units in their streets.

A Business Improvement District (BID) in Shrewsbury can help us build on our already exceptional offer to deliver a truly great experience for local people and visitors alike. This business plan sets out how a BID for Shrewsbury would operate and, together, what we could achieve through it. The time is right for Shrewsbury to say ‘yes’ to a BID.



A BID FOR SHREWSBURY

A Business Improvement District (BID) is a partnership in which businesses from a defined area elect to make a collective contribution to the development and improvement of their commercial district. The funds from this contribution are used solely to deliver the plans set out in this document.

YOUR OPPORTUNITY

This is your chance to invest £1.6 million over five years on projects and priorities that matter to your business through a BID in Shrewsbury.

YOUR PRIORITIES

The BID will be dedicated to delivering projects, programmes and services to businesses in Shrewsbury Town Centre. You have told us you would like the BID to focus on the following four key priorities:

- **Marketing, Profile and Promotion: £840,000**
Increasing footfall by delivering comprehensive and professionally managed marketing campaigns, an improved online presence and quality events and entertainment.
- **Access and Car Parking: £520,000**
Creating a pleasant, efficient and accessible town centre environment by tackling concerns on car parking through tailored incentives and improving way-finding provisions in and around town.
- **Backing Business: £150,000**
Providing the support and initiatives businesses need to thrive, increasing local loyalty, reducing business costs and providing businesses with data and information they need to make trading in Shrewsbury Town Centre easier.
- **Drive and Direction: £50,000**
Acting as a credible representational voice for business, taking a leading and focused role in the coordination, management and future direction of a prosperous Shrewsbury Town Centre.

YOUR COMPANY

The BID will be run as an independent, not-for-profit, company known as Shrewsbury Business Improvement District Ltd. It will be controlled by the private sector through a board of directors that represent the various businesses and stakeholders in the town. The company will have dedicated, full-time BID manager to deliver the plan.

YOUR INVESTMENT

Shrewsbury BID will be funded by a 1.5% levy on the rateable value of each hereditament within the BID area that has a rateable value of £10,000 or more. Businesses below this threshold will be exempt from paying the levy.

YOUR DECISION

You decide whether Shrewsbury BID should go ahead by voting in the BID ballot.

YOUR VOTE

BID ballot papers will be sent to you by 22nd October 2013 and you will have until 19th November to cast your vote.

For the BID ballot to be successful, two conditions must be met:

1. More than 50% of businesses that vote must do so in favour of the BID;
2. Of the businesses that do vote, those in favour must represent more than 50% of the total rateable value of all votes cast.

If both these conditions are met, the BID will be established and the BID levy will be mandatory for everyone in the BID area.

A MESSAGE FROM THE BID CHAIRMAN

NOW IS THE TIME FOR SHREWSBURY.

Introducing a BID for Shrewsbury Town Centre has been an idea developed by many businesses in the town that wanted to see a step change in how the town is promoted, managed and positioned. Shrewsbury is a wonderful town. It's a lovely place to work and run a business, with a great shopping, hospitality, leisure and heritage.

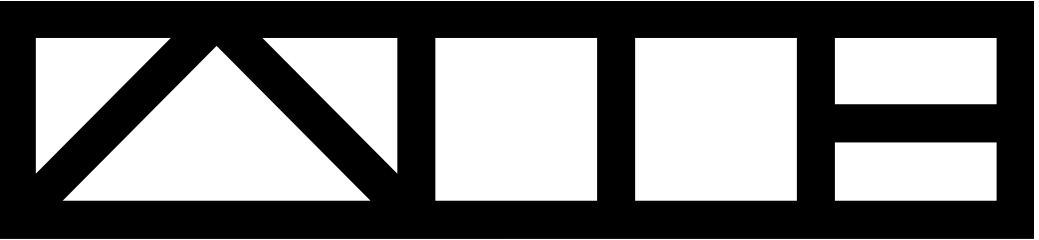
Now more than ever, though, we are competing against other local towns and national destinations and Shrewsbury needs to position itself to stand out against them. We need to attract more footfall, have more vacant units filled and be clever with our resources– for example, saving money on basic business costs.

Shrewsbury BID is a business opportunity. It is an opportunity for us to work together to achieve more. With over £1.6 million to invest over the next five years, this is an opportunity to take control of our own trading environment and promote and manage ourselves in the way we want to see, for our customers, clients and visitors. These recent times have been challenging for us all, independent or national business, large or small. Creating a BID will give us the chance to put the town centre first, stay one step ahead and have our interests represented.

The BID is about making the town a better place to do business, visit, work and spend time in. The projects presented in this business plan offer a way of delivering sustainable activity and in a cost effective way.

Many businesses have already pledged their support to Shrewsbury BID and share our ambitions for a more prosperous, thriving town. Now is the time to act collectively and say 'yes' to a BID in Shrewsbury and start delivering more for business and creating a successful town centre.

MIKE MATTHEWS
MANAGING DIRECTOR, PRINCE RUPERT HOTEL
CHAIR OF SHREWSBURY BID TASK GROUP





“We are town centre solicitors employing many people in our three offices and we want to see the town thrive and ensure it is an accessible, welcoming and interesting place to work in for both our employees and our clients. We believe the BID offers an opportunity for local firms and ultimately provide major benefits to our clients and our employees that we may not otherwise be able to have.”

DIANA PACKWOOD, MANAGING PARTNER
WACE MORGAN SOLICITORS LLP

BUSINESS IMPROVEMENT DISTRICTS EXPLAINED

A Business Improvement District (BID) is a local, democratically elected, private sector led organisation that focuses on delivering the improvements businesses in a defined area want to see. BIDs invest in and deliver projects and priorities to improve the local trading environment, drive down business costs and raise the profile of an area. BIDs are led and controlled by businesses; they are independent, not-for-profit organisations with ring-fenced resources and finances.

BIDs raise their finances principally through a levy. This levy is an investment by businesses in return for projects and services from the BID company - those that invest in the BID company benefit from it. BIDs operate for five years, in which time they have to demonstrate how they are making a difference. After five years, a re-ballot must be held to enable the BID to continue.

In order for a BID to be established, a ballot of all eligible businesses in the BID area is held. For the ballot to be successful, two conditions must be met:

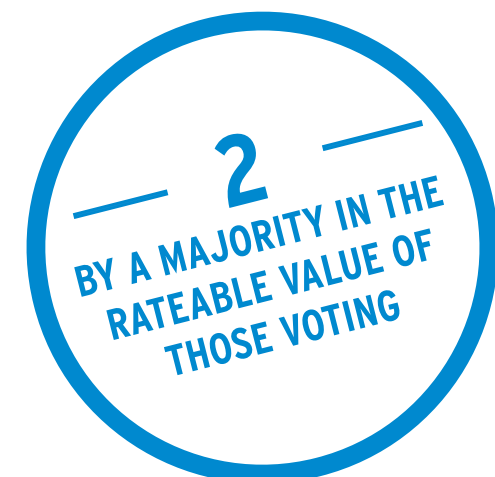
1. More than 50% of businesses who vote must vote in favour of the BID;
2. Of the businesses that do vote, those in favour must represent more than 50% of the total rateable value of all votes cast.

If both these conditions are met the levy will be mandatory on everyone.

BIDs offer businesses an opportunity to take control of their own priorities and invest in projects and services that benefit them, their customers, clients, visitors and employees. The BID company monitors results and performance. BIDs are lean organisations, designed to be flexible and agile to respond to local circumstances and areas of priority, as well as carry the credibility and resources to get things done in a cost effective, efficient way.

There are more than 180 BIDs operating all over the UK, including local places such as Royal Leamington Spa, Worcester, Solihull, Stratford and Rugby, and national destinations such as Bath, Lincoln, Winchester and Durham. What's more, 9 out of 10 BIDs that seek re-ballot are met with business approval, with a higher turnout and a higher vote in favour. This offers a real testament to the ability of BIDs to deliver results that benefit business.

FOR A BID BALLOT TO BE SUCCESSFUL,
IT MUST BE WON ON TWO COUNTS:



YOUR TOWN, YOUR BUSINESS, YOUR PRIORITIES

For the past year, the BID team has consulted with your in many ways to get your views on a BID for Shrewsbury. The BID provides an opportunity to create a company that represents your business and delivers for your town, so we have spent time making sure we listen to your priorities. Our engagement has included:

- 2012 OCT-DEC**
- Feasibility study undertaken and initial feedback from businesses gathered and analysed.
 - BID Task Group formed, representing businesses across the town, to guide the BID's development.

- 2013 JAN-APRIL**
- BID newsletters distributed to businesses, including BID introduction and key BID facts.
 - BID website set up providing key BID information and contact details.
 - Shrewsbury Town Centre postal survey undertaken, seeking business views on town centre performance and how the BID could improve the town.

- MAY-JULY**
- BID newsletters distributed to businesses detailing survey results and notifying business of public meeting details.
 - Business meetings held to look in detail at projects and services the BID could deliver, and to establish priorities.

- AUGUST-SEPTEMBER**
- All consultation consolidated and the Shrewsbury BID Summary Business Plan circulated.
 - Follow-up meetings and presentations held to gather views and ideas on the BID objectives and project proposals.

- OCTOBER**
- The BID Business Plan distributed.

Throughout this consultation we have continued to hold face-to-face meetings, conduct telephone calls and written correspondence, provide presentations and facilitate group discussions with town businesses, public agencies and stakeholders as well as national headquarters, in order to gather input on the development of the Shrewsbury BID.

As a result of this engagement, hundreds of businesses have had their say and have told us what they want to see happen in the town. This business plan sets out your priorities, including:

- The action you want to see taken
- The projects you want to see happen
- The services your business, staff and customers can benefit from
- How the BID will deliver for your business

“M&S has seen BIDs work fantastically in many towns and cities. BIDs have a track record of increasing footfall and championing business priorities. These activities would be so beneficial for Shrewsbury businesses and a BID here could deliver on these and more.”

**MARTIN WOODHOUSE, STORE MANAGER
MARKS AND SPENCER**



COMPETING FOR THE FUTURE

We know town centres are facing unprecedented commercial pressures, including competition from out-of-town retail and business parks, demands on accessibility, and a squeeze on spending. All of these things are dramatically changing the way town centres will need to operate and promote themselves going forward.

Shrewsbury BID will be a business body that ensures the town is responding to these challenges. It will work to make Shrewsbury recognised and celebrated as an attractive destination, standing out locally and nationally. The BID offers the chance to shape Shrewsbury's agenda and collectively act on issues that matter to, and effect, every business.

- THE BID WILL:**
- **Create a quality environment, where people can access the town centre easily and efficiently, by car, on foot or by public transport.**
 - **Increase footfall in the town by enhancing Shrewsbury's profile as a destination town for people to use and visit, and for businesses to work in.**
 - **Ensure the town offers a mix of sectors and services that support each other and that further enhance the town's offer and vitality, from daytime to evening and throughout the year.**

THE BID'S MISSION IS:

“To shape and position Shrewsbury Town Centre as a thriving and prosperous place, taking proactive measures to meet the demands of our town and its users whilst listening, communicating, and working for and alongside the Town Centre business community.”

Shrewsbury BID will be excellently positioned to work strategically with Shropshire Council to make sure the town's services and polices are aligned to bolster the town centre and support this vision and ambition. Discussions have been held and the BID is well placed to kick-start work to make aspects of the town centre's functions more efficient, more business friendly, and more beneficial for customers, to create a positive impact on the town as a whole. Areas you have told us you would like to see the BID play a stronger role are:

- **Car Parking**
- **Destination Marketing**
- **Inward Investment**

The BID can only deliver projects and services that are not covered by business rates - this is a legal requirement. The BID will exercise its muscle to make sure businesses get the best value out of local services and alongside this, the BID is also committed to working with partners and exploring the potential to generate joint solutions to complicated issues in the town.



THE PROJECTS & PRIORITIES



MARKETING, PROFILE AND PROMOTION

OVER 5 YEARS: £840,000

YOU SAID...

"We need to reinvigorate our profile and promote the town, making sure people know about its unique offer. We need new, creative, and engaging ways of putting Shrewsbury on the map - locally, regionally and nationally."

THE BID WILL WORK TO:

Professionally deliver and manage effective, high profile marketing of Shrewsbury Town Centre, ensuring it is known as a vibrant, welcoming and unique place to visit, work and spend time in.

MARKETING AND CAMPAIGNS

Targeted and Managed Marketing

The BID will promote the full extent of the town's offer in a joined-up manner, including the culture, heritage, leisure, independent, and office and commercial offer. By creating marketing campaigns that can be delivered consistently over five years, the BID will build momentum and presence. And by making the best use of TV, radio, print and online resources we can get our message across, locally, regionally and nationally helping to boost trade and activity during the day and night, and all year-round.

The BID will also work to leverage seasonal holiday opportunities. For example, the BID will explore developing a town-wide Christmas campaign, to include businesses, entertainment and special offers, in order to drive activity during this key trading period.

Internet and Social Media

The BID will invest in, manage and promote a 'one-stop' Shrewsbury Town Centre website, containing information on businesses, events, offers and news. We will also manage an active social media presence, using Twitter, Facebook and LinkedIn, develop a phone app and provide regular e-bulletins to customers on specific town promotions and offers.

A Strong, Professional Brand

Work has already been undertaken to create a strong and identifiable brand for the town. The BID will build on this investment and make sure it is utilised throughout marketing, PR and online activity so that Shrewsbury is portrayed in a professional and coordinated manner.

DELIVERING QUALITY EVENTS

Events & Entertainment

The BID will develop arts and music events that build on Shrewsbury's cultural offer, which can be integrated across the town centre so that multiple locations benefit from them and businesses improved footfall and profile. We will also look at developing a bigger fashion event, high-quality seasonal street entertainment, and events that celebrate independents.

ATTRACTING MORE VISITORS

Supporting Tourism

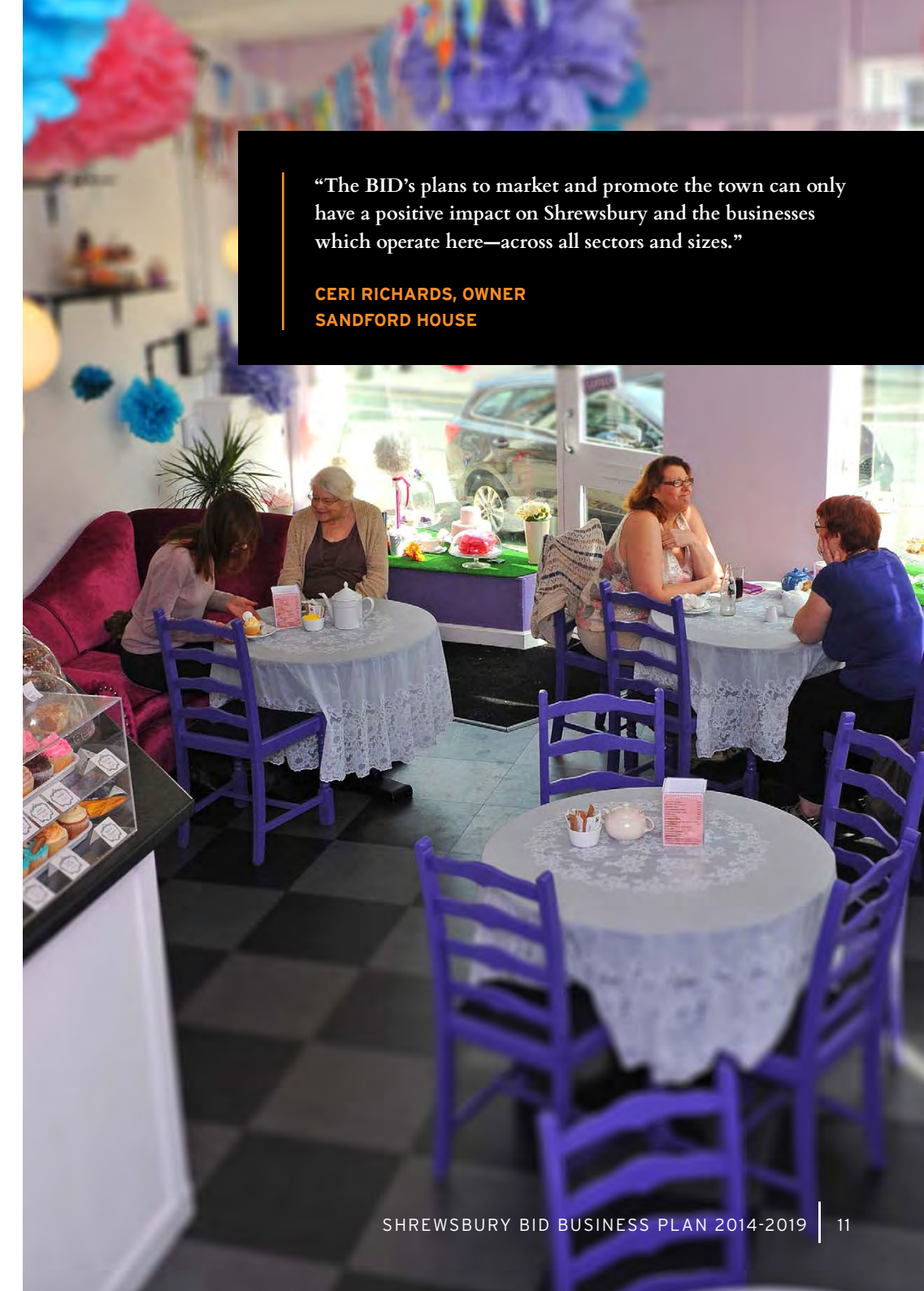
Tourism is important to many businesses. The BID will work with partners to deliver specific marketing strategies to further promote tourism, such as supporting the promotion of group tours and developing opportunities to encourage more press and media visits to the town. We will build alliances with national tourism organisations, and will support partners with existing leverage in this area. The BID will also look at how the town can improve its presence at trade fairs and expos.

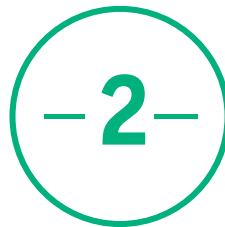
River Activity

The River is regarded as an asset we should be making more of, so the BID will look to work with existing groups to promote this wonderful amenity.

"The BID's plans to market and promote the town can only have a positive impact on Shrewsbury and the businesses which operate here—across all sectors and sizes."

CERI RICHARDS, OWNER
SANDFORD HOUSE





ACCESS AND CAR PARKING

OVER 5 YEARS: £520,000

YOU SAID...

“Car parking prices, and people’s car parking experiences, are putting visitors off coming to the town. We need incentives that bring people here and encourage them to spend more time in Shrewsbury, allowing them to experience the full breadth of what’s on offer.”

THE BID WILL WORK TO:

Create a pleasant, efficient and accessible town centre environment - whether travelling by car, on foot, or on public transport - ensuring people have a positive experience in the town centre.

CAR PARKING

Incentives and Deals

We will work with car parking providers to offer incentives and deals for events, at key times of the trading year and at specific times of the week. We have already started these discussions so that the BID can begin delivering them at the earliest opportunity to ensure people see the town as a cost-effective place to use. We will also support the development of flexible parking payments such as mobile technology, so that parking in Shrewsbury is both easy and economical.

Deals and offers exist already in the town, for both employees and visitors, but businesses and their customers don’t always know about them. Additionally, the BID will help to promote these so that the town makes the most of them.

Experience

People’s experience of car parking is critical to their impressions of any town. The BID will work to improve that experience in Shrewsbury by working with Shropshire Council to tackle concerns around parking management and enforcement and by serving as a liaison with businesses and customers.

GETTING IN AND AROUND TOWN

Signage

Signage and information impacts everyone’s use of a town. Providing quality and up-to-date signage is central to getting people to their location and helping them explore what’s on offer. The BID will revitalise and upgrade signage and wayfinding provision to ensure people know the town and where things are located, whether it’s our independent filled alleys, offices or the town’s key heritage and cultural assets.

As Shrewsbury can be a tricky town to navigate, the BID will work with partners to improve and streamline signage for vehicle users on the way into town as well, so that people know where to park and how to get around. We will also ensure information at car parks, the bus station and train station is up-to-date and relevant.

Transport Partners

The BID will work with public transport providers, such as Park and Ride, bus and train operators to promote better service provision at the right times of the day and night, including for specific events.

FIRST AND LAST IMPRESSIONS

Travel Planning

As part of the BID’s investment in a stronger online presence, we will provide clear travel and transport information to assist people with journey planning. The BID will work with partners to improve the look and feel of key gateways for pedestrians and motorists, so that people have a welcoming and quality experience entering and leaving the town.

Traffic and Movement

The BID will investigate possible solutions to improving traffic issues in town through studies and analysis of movement of vehicles in Shrewsbury, helping to ensure it’s a pleasant experience from the moment you enter town to the moment you leave.

“I think the BID would ensure the Town Centre seriously competes against out-of-town shopping and business parks and tackles access issues- doing both of these are so important for all businesses here.”

JAMES HANDLEY, DIRECTOR
AEDAS ARCHITECTS



“Shrewsbury BID’s planned package of business initiatives, offers the county town excellent value for money for the benefits that will follow. The BID provides a clear message that Shrewsbury is ready for business and that we are determined to improve our already beautiful town, by providing a professional and coordinated approach as to how we do business here.”

**JULIAN SPENCER, OWNER
SPENCER EVANS**



—3—

BACKING BUSINESS

OVER 5 YEARS: £150,000

YOU SAID...

“We need more support and promotion of local business. Creating a stronger local economy would bring more business into town, as well as more customers, and filling our vacant units and office space would be beneficial for everyone.”

THE BID WILL WORK TO:

Provide the support and initiatives businesses need to thrive and reduce business costs, and arm businesses with the local data and information that will make doing business in Shrewsbury Town Centre easier.

DRIVING DOWN COSTS

Saving You Money

Acting as a collective body the BID has the ability to benefit from economies of scale on basic business overheads. The BID can negotiate with trade waste and recycling providers to drive down the costs of these contracts, whilst also maintaining a high standard of service and saving you time. In other BID areas, savings have been used by businesses to offset the BID levy.

Business Rates

We know that business rates are a considerable burden on many businesses in town. BIDs in Rugby and Ealing have recently lobbied for between 10-30% reduction in business rates for their BID members through targeted information gathering, employment of property advisors and working with the VOA. Shrewsbury BID can look to do the same for Shrewsbury businesses.

CHAMPIONING LOCAL BUSINESS

Office Occupancy and Support

Many offices have left town for to business parks, taking away footfall and regular spend. The BID will work with partners to encourage more commercial service business back into town and will investigate ways of working with existing commercial businesses to create the right town environment and offers for their clients and staff.

Local Loyalty Schemes

The BID will develop a loyalty card to reward and provide special offers to local people and staff. This will help to keep customers coming back time and time again, whilst also providing added value to their experience with businesses in town. Voucher schemes, offers and competitions will also be developed to raise businesses’ profile and incentivise people to spend their money locally.

Evening and Sunday Trading

To help make the most of the trading week, the BID will support the town’s evening economy with specific promotions, events and activities. It will also work with businesses to investigate ways to support traders who want to open on a Sunday.

BEING THE FIRST TO KNOW

Welcome Packs

Having welcoming, informative and up-to-date communications about the town centre can help businesses network, get things done and build their local knowledge to pass on to clients and customers. The BID will work with partners to create packs for new and existing businesses, providing a ready-made network of contacts, information and offers for staff and employees.

Data and Information

Being armed with data about the local trading environment is invaluable for businesses. The BID will publish regular ‘business briefings’ which contain information on town centre footfall, car parking, new businesses and town performance, to help track your performance.

Making Connections

The BID will position itself as a conduit of information being able to link you up with the right people or organisations that can assist you. Alongside this, we will proactively provide regular communication and updates on key events in the town, so that businesses can plan ahead, inform staff and tell customers.



DRIVE AND DIRECTION

OVER 5 YEARS: £50,000

YOU SAID...

“We want to influence what happens in our town and how it happens. We want a town that’s well-managed and championed, so that we can be in the best position possible to respond to the challenges businesses in Shrewsbury face.”

THE BID WILL WORK TO:

Act as a credible representational voice for business, taking a leading and focused role in the coordination, management and future direction of a prosperous Shrewsbury Town Centre.

“I really welcome the idea of the BID being able to champion businesses’ interests. I don’t always have the time for meetings and commenting on proposals but if we can have the BID representing us and communicating back on things that affect us, that would be such valuable service.”

DAVID ATKINSON, OWNER
POPPY’S TUDOR TEAROOMS

A REPRESENTATIVE, BUSINESS VOICE

As an elected organisation that will represent the town businesses, the BID will be working with and for you to influence progress on key issues, whether they are affecting your business, your staff or visitors. It will ensure it has a seat at the table on behalf of businesses when decisions are made about the town. As a collective, professional voice the BID will have the ability to gather information and data, and gain access to experts on topics that may affect you, allowing us to get things done and make sure your voice is heard.

MANAGEMENT AND CO-ORDINATION- DAY AND NIGHT

Smart and proactive management of the town will help to improve communications amongst businesses, clients, customers and other town centre stakeholders. The BID will provide a dedicated, professional, full-time, BID management team to monitor the town’s day-to-day activity and keep businesses informed of issues that may affect their operations.

The BID will work for daytime and evening traders. We will support Pubwatch and Shopwatch to ensure the town is a promoted, safe and welcoming place to work, visit and do business, during the day and night, throughout the year.

By professionally managing and presenting the town, the BID will seek to play a key role in helping to improve the business mix by supporting inward investment activities and encouraging businesses to the area.



“Shropshire Council fully supports the Shrewsbury BID plan which aims to promote Shrewsbury town centre as a key place for businesses to grow and prosper and as a place where people can learn, visit and enjoy. There are many opportunities in the near future for the town, including an ambition to welcome a university here, so the BID arrives at the right time and with the right people and partners working together to turn the town’s ambitions into reality.”

CLLR KEITH BARROW
LEADER OF SHROPSHIRE COUNCIL





OUR PLEDGE

THROUGH THE DELIVERY OF THIS BUSINESS PLAN, THE BID COMPANY WILL:

- PROMOTE:** Help Shrewsbury realise its potential through professional marketing campaigns.
- MANAGE:** Coordinate and provide leadership in how the town centre is managed.
- CHAMPION:** Support business and be a credible voice at the decision-making table.
- INVEST:** Year on year, week after week, sustainably invest in your town centre.
- REPRESENT:** Work for and on behalf of over 500 businesses and act to achieve collective benefits.
- PROBLEM SOLVE:** With a ‘can do’ approach, tackle issues that have been left for too long.
- MONITOR PERFORMANCE:** Increase Shrewsbury’s profile and footfall and improve business occupancy rates.
- FOCUS:** Be dedicated to promoting the interests of Shrewsbury Town Centre.
- DELIVER:** Take the idea and deliver it. The BID will do more than just talk about it.

VOTING YES FOR SHREWSBURY BID

In order for the BID to be established, it must be democratically voted for.

The BID provides an opportunity to make a real difference to trading in Shrewsbury Town Centre and will mark a step-change across the priorities outlined in this plan. This is a business plan that aims to work for you.

VOTING ‘YES’ TO A BID IN SHREWSBURY MEANS:

- For your investment, the BID will be able to leverage more than £1.6 million over five years to deliver on business priorities for you and the town. The money is spent in a transparent way, according to the priorities of this business plan.
- The BID’s resources and revenue are ring-fenced. Money is spent in Shrewsbury for Shrewsbury.
- Through the BID company, you will have an opportunity to take control of your trading environment and influence change. The BID will represent you and over 500 businesses collectively, to get things done and be a champion for the business community.
- The BID can work to increase footfall, welcome new businesses, manage the town better, monitor its performance and offer a way of competing against out of town business parks, retail parks and growing regional centres, such as Telford and Chester.
- Long standing issues can be tackled, with full time BID staff to take on the concerns that matter to you.
- Instead of just talking about ideas, we will be able to deliver them with a professional, well-resourced and networked company.

VOTING ‘NO’ TO A BID IN SHREWSBURY MEANS:

The town will continue as it is, without a professionally managed, business-led organisation to help improve the drive and performance of Shrewsbury Town Centre. The opportunity to invest over £1.6 million directly into improving the town for businesses will be lost. There will be no sustained opportunity to fight back against the competition and there will be no focused programmes for the town centre, including marketing and promotion campaigns and initiatives, car parking incentives or cost saving schemes.

We know there is a great deal of energy and enthusiasm in the town and people will continue to want Shrewsbury to do better, but the BID offers a chance to actually do better with a clear plan, the right resources and a credible business voice championing the town and its offer.

THIS IS YOUR OPPORTUNITY TO TAKE CONTROL AND VOTE **YES**
FOR A POSITIVE AND FOCUSED BODY TO DELIVER FOR YOU.

THE BID LEVY

Shrewsbury BID will be financed through an additional, annual levy that will be set at 1.5% of the rateable value of the business. The levy will apply to all business rates payers with a rateable value of £10,000 or more.



The projected levy income for year one is £323,000 and over five years will mean over £1.6 million is invested in the projects and services outlined in this proposal, to benefit your business.

The following chart demonstrates the approximate BID levy businesses will pay:

RATEABLE VALUE	MAXIMUM ANNUAL LEVY	MAXIMUM DAILY EQUIVALENT COST
£10,000	£150	41p
£20,000	£300	82p
£50,000	£750	£2.05
£100,000	£1,500	£4.10
£200,000	£3,000	£8.22

The levy is an investment. In return for your investment you benefit from projects and services you would not get without a BID. The BID company will be able tell you what you are receiving for your investment; it will be accountable for every pound it receives or generates.

VOLUNTARY MEMBERSHIP AND ADDITIONAL FINANCE

The BID will also run a voluntary membership scheme for small businesses, with a rateable value of less than £10,000 in the BID area so that they too can benefit from BID projects and services. The BID can also seek voluntary contributions, grants and project match funding to deliver even better value for money for its activities. In addition, the BID will also be able to run commercial services or other income generating activities.

“As a company, the BID levy represents the equivalent of what we would spend every month on advertising. I have no doubt, that the BID will bring massive returns in terms of increased footfall and business. To us, it will be money well spent.”

IAN PEAKE
PEAKES TRAVEL

BID GOVERNANCE AND MANAGEMENT

A new independent, non-for-profit company limited by guarantee will be established to govern the BID and will be known as Shrewsbury Business Improvement District Limited.

This organisation will have a board of directors, directly accountable to BID levy payers for:

- Effective delivery of the projects and services as set out in the BID Business Plan.
- Upholding and promoting the BID’s vision and objectives.

The Board will serve voluntarily and will be composed to reflect the make-up of the town’s businesses and organisations. Shrewsbury BID will have the following board composition:

Independent Retail	3
National Retail	2
Entertainment, Hospitality and Leisure	2
Public Sector	2
Commercial and Office	2
Pubs and Bars	2
Shopping Centres	1
Property	1
Education, Health and Third Sector	1

To ensure continuity, levy paying members of the BID task group will serve as the Shrewsbury BID Board in year one, and thereafter an annual election will be held where any levy paying business will be eligible to stand for BID board director. There will also be three places for co-opted board members to ensure joined-up working.

As a levy payer, you will have a stake in the BID company. You will control what the BID funds are spent on and you can hold the BID company accountable throughout the duration of the five years. The BID company will not be able to make a profit – any surplus must be spent on projects and services agreed by you and the Board of Directors.

The BID will also employ a dedicated, full-time manager to ensure the projects outlined in this business plan are delivered effectively and efficiently. They will be responsible for:

- Being the main contact point between levy payers and the board
- Delivery and management of the BID Business Plan
- Seeking additional financial contributions towards the BID company

If successful at vote, Shrewsbury BID’s term will commence in Spring 2014. It will run for five years and then be required to seek renewal through a new ballot.

SHREWSBURY BID INDICATIVE BUDGET

	2014/2015	2015/2016	2016/2017	2017/2018	2018/2019	5-YEAR TOTALS
INCOME						
BID Levy	£323,000	£323,000	£323,000	£323,000	£323,000	£1,615,000
Voluntary Contributions	£50,000	£50,000	£50,000	£50,000	£50,000	£250,000
Total Income	£373,000	£373,000	£373,000	£373,000	£373,000	£1,865,000
EXPENDITURE						
Projects and Services:						
Marketing, Profile and Promotion	£162,000	£169,500	£169,500	£169,500	£169,500	£840,000
Access and Car Parking	£100,000	£105,000	£105,000	£105,000	£105,000	£520,000
Backing Business	£30,000	£30,000	£30,000	£30,000	£30,000	£150,000
Drive and Direction	£10,000	£10,000	£10,000	£10,000	£10,000	£50,000
Staff	£40,000	£40,000	£40,000	£40,000	£40,000	£200,000
Training	£300	£800	£800	£800	£800	£3,500
Office and IT Support	£7,500	£7,500	£7,500	£7,500	£7,500	£37,500
Insurance	£1,000	£1,000	£1,000	£1,000	£1,000	£5,000
Levy Collection Costs*	£17,000	£4,000	£4,000	£4,000	£4,000	£33,000
Legal	£1,000	£1,000	£1,000	£1,000	£1,000	£5,000
Bank Charges	£200	£200	£200	£200	£200	£1,000
Contingency	£4,000	£4,000	£4,000	£4,000	£4,000	£20,000
TOTAL EXPENDITURE	£373,000	£373,000	£373,000	£373,000	£373,000	£1,865,000

*Levy collection costs are larger in year one to account for the purchase of the necessary software and staff training to service the BID over 5 years. On-going annual costs cover all activity and staff associated with the levy collection.



“Shrewsbury is a great place to live and visit but business drive and continued improvement is vital for its growth and success. The BID is such an exciting opportunity so although we are exempt from paying the BID levy, I will definitely be making a voluntary contribution to support its plans.”

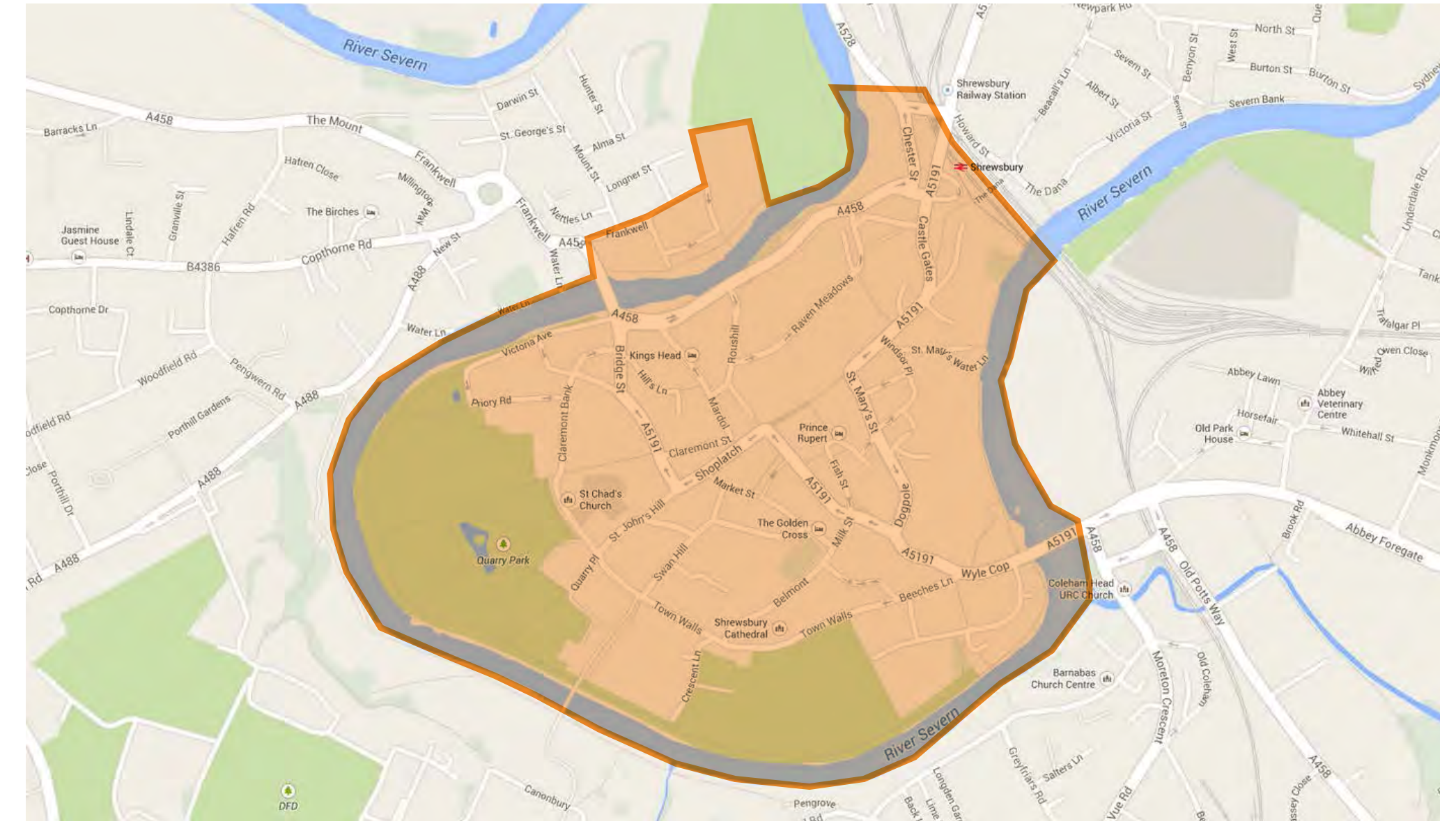
DILWYN JONES
SABRINA BOAT

THE BID OPERATING AREA

The BID will operate and focus on activities within the area outlined on this map. The following list of streets confirms the BID's operating area. The BID will also be able to run commercial services or other income generating activities.

- | | |
|------------------------|----------------------|
| Bank Passage | Meadow Place |
| Barker Street | Milk Street |
| Barracks Passage | Murivance |
| Beeches Lane | Peacock Passage |
| Bellstone | Phoenix Lane |
| Belmont | Pride Hill |
| Belmont Bank | Pride Hill Centre |
| Bowdler's Passage | Princess Street |
| Bridge Street | Priory Road |
| Butcher Row | Quarry Place |
| Caste Gates | Ravens Meadows |
| Castle Street | Roushill |
| Chester Street | Roushill Bank |
| Church Street | Shoplatch |
| Claremont Bank | Smithfield Road |
| Claremont Hill | Spring Gardens |
| Claremont Street | Spring Road |
| College Hill | St Alkmund's Place |
| Compasses Passage | St Austin's Street |
| Coton Hill | St Chad's Terrace |
| Crescent Lane | St John's Hill |
| Cross Hill | St Julian's Crescent |
| Darwin Shopping Centre | St Julian's Friars |
| Dogpole | St Mary's Street |
| English Bridge | St Mary's Place |
| Fish Street | St Mary's Street |
| Frankwell (part) | St Mary's Water Lane |
| Frankwell Quay | Swan Hill |
| Golden Passage | Swan Hill Court |
| Grope Lane | Sydney Avenue |
| High Street | The Square |
| Hills Lane | Town Walls |
| Kings Head Passage | Victoria Avenue |
| Lower Claremont Bank | Victoria Quay |
| Mardol | Windsor Place |
| Mardol Head | Welsh Bridge |
| Market Street | Wyle Cop |

SHREWSBURY BID MAP



THE BENEFITS YOU WILL SEE

The many BIDs now in operation around the UK have demonstrated the diverse benefits you can expect to see if you vote ‘yes’ to a BID in Shrewsbury, and we will work to achieve the same results.

These benefits include:

- Increase in footfall throughout the year
- Initiatives to reduce business costs
- Professional, planned and sustained up-to-date marketing and promotion
- A strong, business-led voice to get things done and solve problems
- A better managed town centre, day and night, with more communications and more information shared amongst businesses



“As businesses we cannot afford to sit still and do nothing. We have to be able to create an environment which is vibrant and with an identity that puts us firmly in our customers’ minds. I believe the BID can do this by focusing on specific activities that will improve footfall in Shrewsbury.”

ANN DITELLA, OWNER
PORTERHOUSE

With over £300 million being generated via more than 180 UK BIDs, there are many examples of BIDs delivering for local businesses. Here are some examples of how other towns and cities have delivered results with their BIDs:

SOLIHULL BID

In two years Solihull BID have issued 30,000 of the Business Exchange (BE) employee privilege cards and profiled more than 150 town centre businesses, boosting trading by up to 10% for participating retailers. They have built a customer database of thousands of email addresses through which they deliver regular business offers and news. Coupled with specific concentrated marketing initiatives and events, the BID/s marketing efforts have reached over five million people during 2012-2013.

“We get 30-40 BE cards presented each week. It’s a great success and definitely brings new and more people in. One promotion brought 50 customers in as a direct result. It encourages people to spend more as well. The BID has been brilliant for us.”

LYDIA, MANAGER, ASPIRE FASHION, JEWELLERY AND GIFTS, SOLIHULL

WORCESTER BID

Investing in helping businesses cut costs, the Worcester has negotiated hundreds of employee-only car parking spaces, which offer a reduced flat day rate or monthly rate to local workers. It has also led collective negotiations to help business save money on business costs, such as trade waste and recycling.

“We were delighted with the amount we saved through the BID led scheme and it was a simple process. To us it was a no brainer to proceed as it offsets our BID levy almost 9 times over each year!”

ANDREW GORMLEY, HAZELTON MOUNTFORD LTD. WORCESTER

WINCHESTER BID

The Winchester BID spent £400,000 on marketing the city to visitors and businesses, which has encouraged footfall to increase by 16.6% Additionally, the vacant unit rate has dropped to nearly 10% below the national average in 2012.

“Winchester BID’s promotion of the city as a vibrant, cultured place has been a key factor in increasing footfall. Without it, Winchester could easily fall behind nearby towns and cities in the competition for visitors.”

PAUL LEWIS, OWNER, YOUR LIFE YOUR STYLE, WINCHESTER

MEASURING PERFORMANCE AND REPORTING BACK TO YOU

Shrewsbury BID will need to show it is delivering against its objectives and delivering for your business. The board will set the key performance indicators (KPIs) and criteria upon which to measure the BID’s performance. Examples of the criteria the BID will use include:

TOWN PERFORMANCE DATA

- Footfall figures
- Occupancy rates
- Car parking
- New business activity

ANNUAL SURVEYS

- Business feedback
- Consumer feedback

VALUE FOR MONEY AND TOWN PROFILE MEASUREMENTS

- Media coverage
- Website and social media visits and interaction
- Service take up rates and cost saving initiatives calculated

These activities will be carried out at appropriately regular intervals and will be reported back to you through the following channels:

- Annual Meetings
- Group Forums and Briefings
- Direct Communications (for example: e-bulletins, letters and face-to-face meetings)





THE BID BALLOT AND USING YOUR VOTE

The BID ballot will be conducted through a confidential postal vote. Ballot papers will be sent to all eligible voters by 22nd October 2013.

You will have until 5pm on 18th November 2013 to vote. The result will be announced on 20th November 2013. Each eligible business ratepayer, with a rateable value of £10,000 or more, will have a vote, provided they are listed on the National Non Domestic Rates List for the defined BID area on 10th September 2013 as provided by Shropshire Council.

Each person entitled to vote will have one vote in respect of each hereditament within the Shrewsbury BID area where business rates are payable. A proxy vote is available and details will be sent out with ballot papers.

For the BID to proceed, the vote must meet two conditions:

1. Over 50% of businesses that vote must vote in favour of the BID.
2. Of the businesses that vote yes, they must represent greater total rateable value those that vote no.

BID RULES

The BID legislation of 2004 sets out the rules and regulations under which the BID ballot must be carried out, and the framework under which the BID must operate. This document can be found on the Shrewsbury BID website. The key points are:

BID CREATION AND THE BID BALLOT

- Each eligible business ratepayer within the defined area will have one vote, provided they are listed on the National Non-Domestic Rates list as provided by Shropshire Council on 10th September 2013.
- None of the costs incurred through the development of the BID, before the formal ballot, will be recovered through the BID levy.

THE BID LEVY AND WHO CONTRIBUTES

- The BID levy rate will be fixed at 1.5% for the full term of the BID (five years) and will not be subject to inflation or alterations.
- The BID levy will be applied to all businesses within the defined area with a rateable value exceeding £10,000, provided they are listed on the National Non-Domestic Rates list as provided by Shropshire Council.
- Non-retail charities with no trading income, arm or facilities, not-for-profit subscription and volunteer-based organisations will be exempt from paying the BID levy.
- New businesses will be charged from the point of occupation based upon the rateable value at the time they enter the rating list.
- If a business ratepayer occupies the premises for less than one year, the levy paid will be on a daily basis.
- Vacant properties, undergoing refurbishment or being demolished will be liable to pay the BID levy by the property owner or registered business ratepayer.
- The BID levy will not be affected by small business rate relief scheme, service charges paid to landlords, exemption relief or discount periods in the non-domestic rate regulations 1989 made under the local government Finance act 1988.
- VAT will not be charged on the BID levy.

BID OPERATIONS AND MANAGEMENT

- Shropshire Council is the only authorised body able to collect the BID levy on behalf of the BID Company.
- Collection and enforcement regulations will be in line with those applied to non-domestic business rates, with the BID Board of Directors responsible for any debt write-off.
- The BID funding will be kept in a separate BID account and transferred to the BID company.
- BID projects, costs and timescales may be altered by the Board of Directors, provided they remain in line with the overall BID objectives.
- The BID Board of Directors will meet at least six times a year. Every levy paying business will be eligible to be a member of the BID Company and vote at general annual general meetings.
- The BID Company will produce a set of annual accounts made available to all company members.
- BID staff will be appointed through the BID company and will work with the appropriate agencies to deliver the programme of projects.
- The BID will last five years. At the end of the five years, a ballot must be held if businesses wish to continue with the BID.

“Shrewsbury Town Council is extremely supportive of proposals to develop a BID for the town centre. We see significant opportunities for us to work together to identify additional ways we can add value and, both as a levy paying organisation and as a partner, we share the BID’s ambition to see businesses thrive and for more people to visit and spend time here.”

CLLR ALAN MOSLEY
LEADER OF SHREWSBURY TOWN COUNCIL

YOUR QUESTIONS ANSWERED

AM I ELIGIBLE TO VOTE?

All businesses with a rateable value of £10,000 or more are eligible to vote in the ballot.

ISN'T THIS WHAT I PAY MY BUSINESS RATES FOR?

No. Business rates are collected by Shropshire Council and then re-distributed at a national level. Shropshire Council spends the allocated funding on services that are both statutory and discretionary. Businesses have very little say on which these services are.

BIDs are different. The money is collected locally, ring-fenced and controlled and managed by you. It can then only be spent on projects you have agreed to within the BID area. The BID levy does not pay for anything covered in your business rates. You know exactly how much you pay and you know exactly what it is being spent on.

AREN'T BIDS JUST A WAY OF LOCAL AUTHORITIES SAVING MONEY, NOW MORE THAN EVER?

No. Baseline services provisions must be set out by all public bodies providing statutory services. Legally, a BID can only deliver over and above existing services and part of the BID's role will be to make sure local public agencies are delivering against these statements. Statements have been established for:

- Car parking and enforcement
- Highway maintenance
- Street lighting and furniture
- Christmas lights
- Seasonal floral decorations, parks and recreational spaces
- Tourism, museums and visitor centres
- Police
- Community safety
- CCTV
- Street trading and enforcement

These are available on the BID website, shrewsburybid.co.uk.

Shropshire Council, Shrewsbury Town Council, and other public bodies in Shrewsbury will be levy payers also and the BID will work with them and seek further match-funding on projects where possible.

Businesses see BIDs as ways of enhancing and improving issues that wouldn't otherwise be dealt with, which is why more and more locations are adopting the model, and even more so in these difficult economic times.

HOW WILL I KNOW IF THE BID IS DELIVERING THE CONTENTS OF THIS PLAN?

The BID will focus its resources on delivering the four objectives outlined in this plan. The BID will communicate its activity regularly and will be able to report on a variety of different performance indicators, as outlined on page 25. Ultimately, the business plan is binding and any significant or substantial change on what is set out here would need to be put to a vote of the levy payers.

ISN'T THIS A BAD TIME TO BE ASKING BUSINESSES FOR MONEY?

On the contrary, it's a good time to be planning ahead. We know we have a great town, with top quality businesses and a unique leisure and heritage offer. You have told us there is a huge amount of potential to be realised in Shrewsbury, so we want that potential met. The BID is a vehicle by which we can make this happen.

BIDs are not designed to put additional financial pressure on businesses during a time of slow economic growth. Rather, BIDs aim to drive footfall to the town to increase sales and improve your trading environment and save businesses money. Businesses know how to deliver this best, which is why BIDs have an ever-growing track record of improving trading environments and bringing more customers into an area.

WHAT OTHER LOCATIONS ARE DOING THIS?

There are many examples of BIDs and their businesses gaining from voting 'yes' to a BID. Winchester, Stratford, Royal Leamington Spa, Durham, Guildford, Worcester, Lincoln, Bath and Rugby are a few who have benefited from BIDs being set up for their towns or cities.

See page 20 or shrewsburybid.co.uk for some more examples of other BID's activities.

“A BID for Shrewsbury is hugely positive. It gives us, as a business community, the opportunity to deliver these projects and also to have them managed and promoted, for us all to benefit from.”

KEVIN LOCKWOOD, CENTRE MANAGER
PRIDE HILL, RIVERSIDE AND DARWIN SHOPPING CENTRES





BID CONTACTS AND ACKNOWLEDGEMENTS

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Tim Smith	Shropshire Council
Helen Ball	Shrewsbury Town Council
Philip Freeman	Safer Shrewsbury
Michael Connor	Shrewsbury Tourism Association
Mo Aswat	The Mosaic Partnership

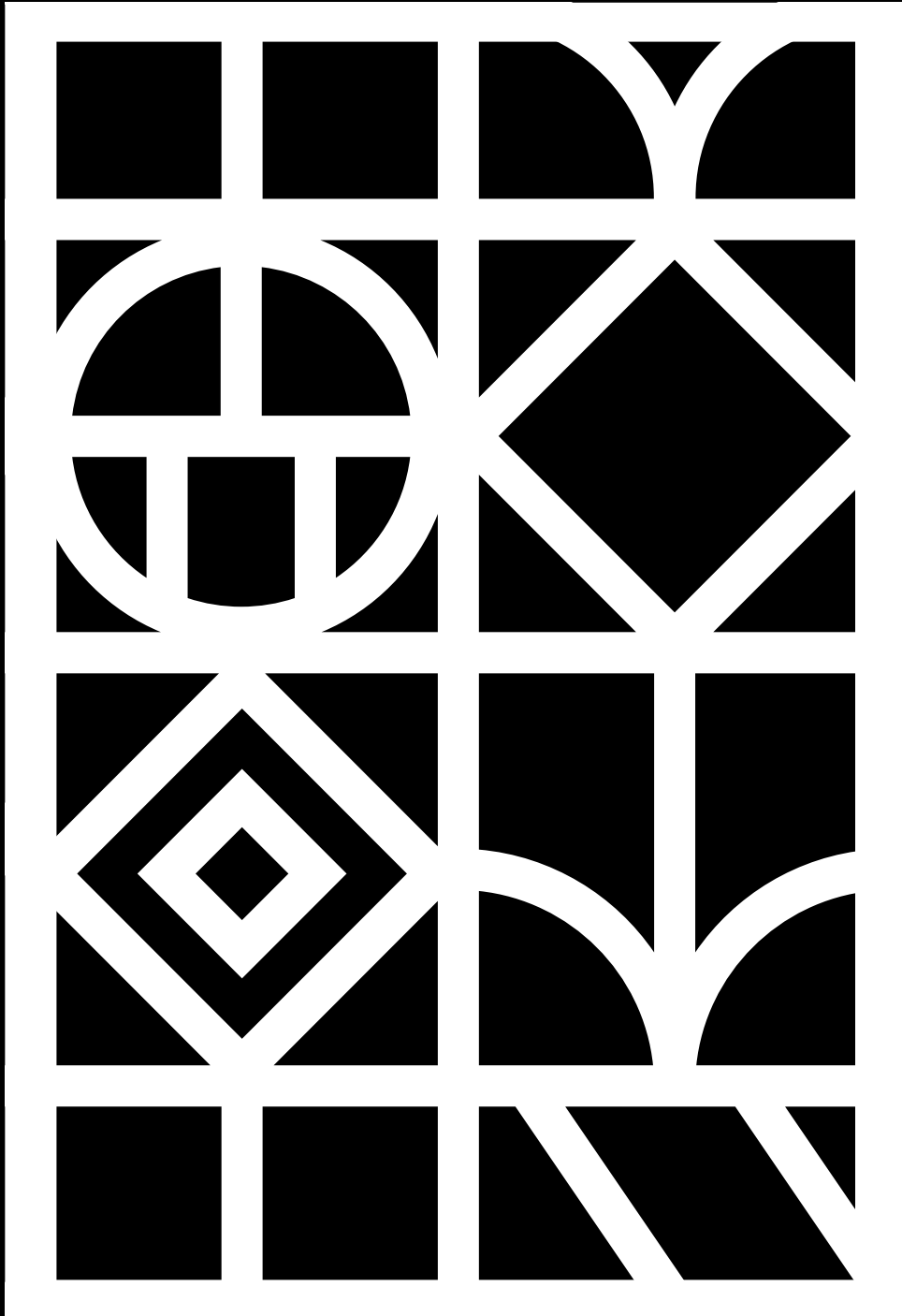
THE BID TEAM WOULD LIKE TO THANK THE FOLLOWING FOR THEIR HELP IN DEVELOPING THIS PLAN:

Shop in the Loop
Shrewsbury Shopping
Shropshire Council
Shrewsbury Business Chamber
Shrewsbury Folk Festival
Shrewsbury Town Council
Shrewsbury Tourism Association
The Mosaic Partnership



Vote **YES** to a BID in Shrewsbury to see over **£1.6 million** invested in Shrewsbury Town Centre.





SHREWSBURYBID.CO.UK