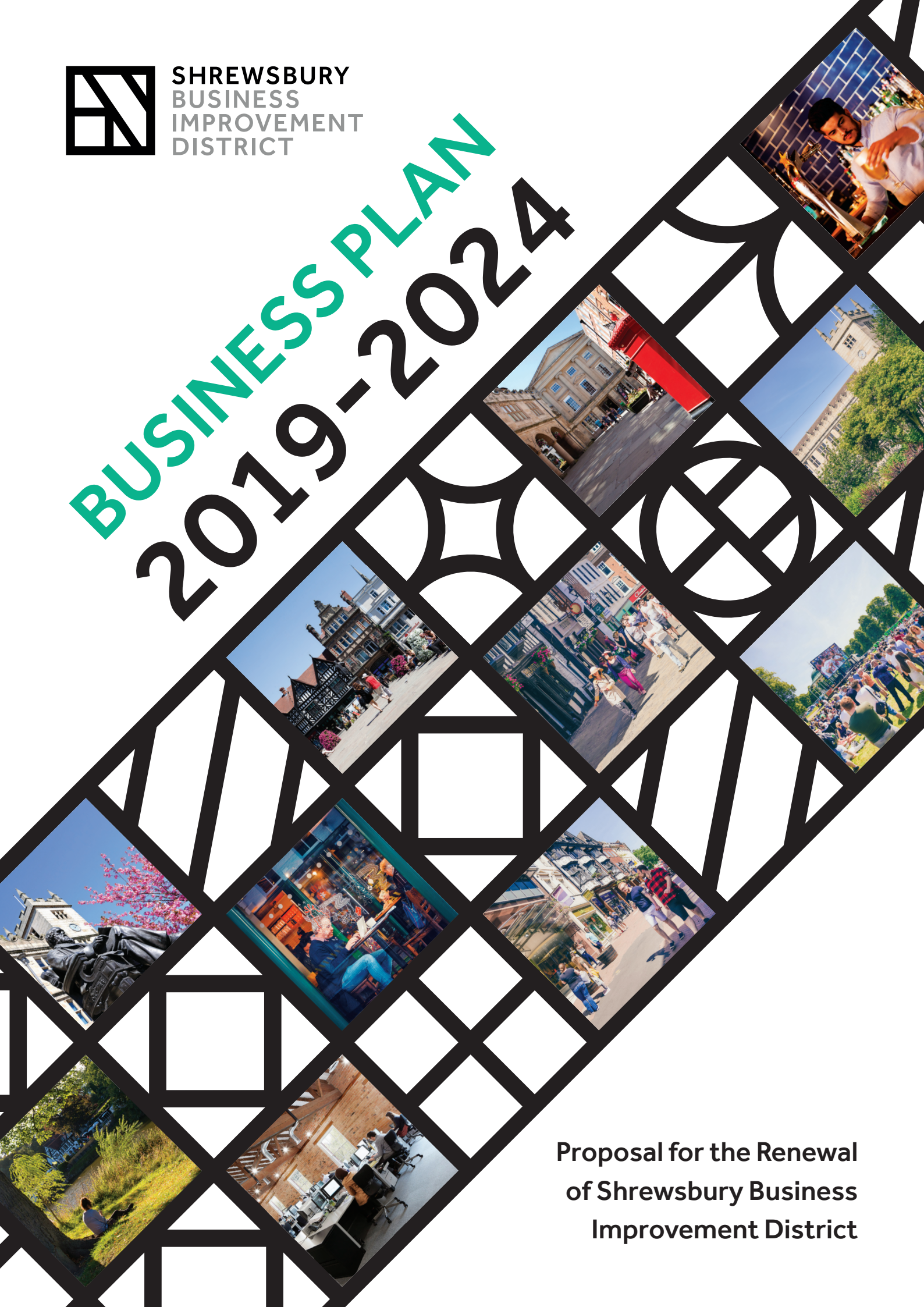




SHREWSBURY
BUSINESS
IMPROVEMENT
DISTRICT

BUSINESS PLAN 2019-2024



Proposal for the Renewal
of Shrewsbury Business
Improvement District

SHREWSBURY BID2

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THE FUTURE OF YOUR BID

As we approach the end of our first five-year term, it's appropriate to reflect on the positive impact our projects and services have had in nurturing a healthier environment for business to flourish.

From stand-out Original Shrewsbury promotional campaigns, to successfully lobbying for significant changes to car parking policy; from the management of award winning safety partnerships, to saving you money through our cost saving initiatives, we have delivered on our promise to give value back to you our levy payers.

The business community has been able to make our collective voice heard and crucially affect town centre policy decisions. Our creation of the Shrewsbury Big Town Plan with local partners is ensuring that business has an important stake in the future of our great town.

I look forward to a second term and all that we can deliver for Shrewsbury together.



Mike Matthews

*Chair of Shrewsbury BID & owner of
The Prince Rupert Hotel*

Through our partnership with levy-paying members and collaborative working with local organisations, Shrewsbury BID has delivered against the aspirations set out by the business community when we began.

Through our recent consultation we've listened to what you want to see more of, the issues which we need to address and shared ideas to make Shrewsbury the very best it can be. We want to continue this work with you. A vote for another five years will mean a further £2 million invested in our town centre.

That will allow us to build on the promotional work of Original Shrewsbury, lobbying on your behalf about important town centre issues, and the development of key services in the town such as Shrewsbury Watch and BID Ambassadors.

Together we are a stronger voice, and we look forward to more shared success.



Seb Slater

Executive Director of Shrewsbury BID

THIS IS SHREWSBURY

"More than ever we need the work of the BID to continue, to ensure that Shrewsbury is professionally promoted and that our collective voice is heard on issues affecting the town."



Gill Gradwell
Cooking Kneads



Shrewsbury is the thriving county town of Shropshire with an enviable mix of independent and national businesses, lush green spaces, all nestled in an island setting, in the embrace of the River Severn. We have an impressive work life balance to offer with our wonderful heritage and natural environment, vibrant creative and commercial scene, and a wealth of educational options. To top it off, we are regularly voted as one of the happiest and best places to live in the West Midlands and the UK.

Shrewsbury BID was established in 2014 with a vision to make Shrewsbury a better place to live, work, visit & invest. During our first term Shrewsbury BID have invested in continual promotion, services and management of the town centre to ensure its prosperity. In the last five years, we've attracted additional above-levy income of £430,000 bringing the total amount invested in our work to over £1.9m.

Shrewsbury BID is now firmly established as a key partner in the management of the town centre and is respected by government and industry partners at local, regional and national levels.

There is much to do and equally a lot to lose, as we seek to influence the agenda and maximise opportunity for business.

This Business Plan sets out our priorities and strategies to manage and promote both the day and evening economies and to ensure that the commercial and educational sectors are supported and nurtured.

We are asking for your support to ensure that Shrewsbury remains and grows as a vibrant and professionally managed destination until 2024.



The past five years have seen us deliver demonstrable change and progress across the range of key issues outlined in our first Business Plan – a plan directly influenced by and developed with businesses within the town.

We have shown effective leadership and influence through growing the town's business voice, leading on strategic projects such as the creation of the **Big Town Plan** and the development of a **new town map** and Wayfinding system. We have lobbied on topics affecting the health of the town centre, from **retention of the swimming pool** in the town centre, to securing **£1 Sunday** car parking in 2015, and negotiating significant improvements to the 2018 car parking strategy.

Over 250 members have used our **cost savings service**, which on average has saved businesses £2,300 on costs such as utilities, telecoms, waste and recycling.

We've provided regular business communications, the **DISC phone app** and **free training and workshops**.

We have helped over 150 businesses through the **Shrewsbury Watch** safety partnership and operated the **award-winning Pub Watch** scheme for the night time economy, further supported by our **BID Ambassadors**. We led on securing the prestigious national **Purple Flag** status for Shrewsbury, three years in a row.

Powerful tourism and visitor marketing has seen us deliver **memorable experiences** animating and promoting the town. Seasonal campaigns with vibrant, high quality materials and imaginative events from the **Nutcracker Trail**, **Evolution Explored** photo exhibition to creating **Wild Cop** and an energised **Darwin Shrewsbury Festival**. The Original Shrewsbury website managed by Shrewsbury BID is now the town's only visitor website and consistently **ranks in the top 3 on Google** for 'Shrewsbury' searches. The website attracts over **900,000 page views** annually and features profiles for BID businesses.

FIVE YEARS OF ACHIEVEMENT



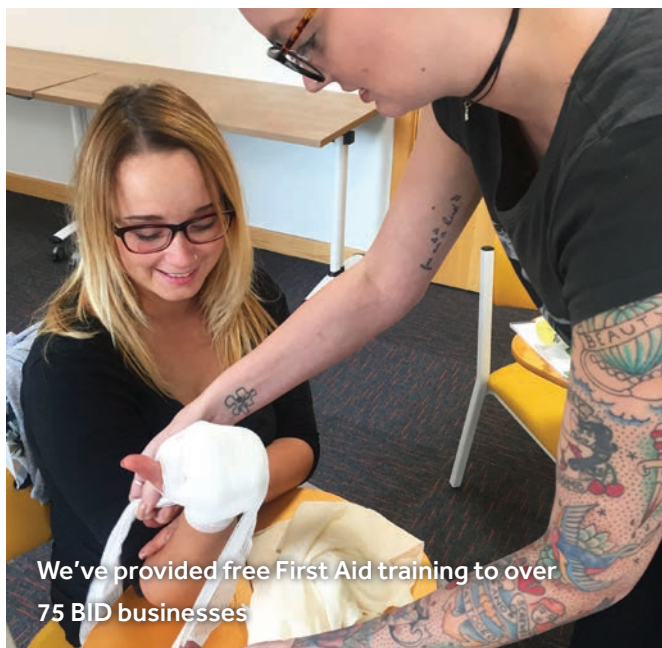
We screened the Royal Wedding at St Alkmunds to drive footfall into the town

"The BID delivers fantastic value for money and it's reassuring to have the BID on your side with the day to day challenges of improving your business."



Alan Lancaster
Owner of Philpotts

SAVING COSTS



We've provided free First Aid training to over 75 BID businesses



250+ businesses

have used our cost savings service, saving on average **£2,300**



£1.9m

invested in the town centre over the past five years



£420,000+

additional above-levy income invested in BID projects



500+

attendees to our free business workshops and training programme



We negotiated a preferred Veolia waste deal saving BID members a total of over **£165,000**

PROMOTING THE TOWN



Sponsored and enhanced the annual Christmas Lights Switch On Event



1,121
pieces of positive
media for Shrewsbury
with total PR value of
£1,264,349



Created seasonal campaigns including the Nutcracker trail and Little Book of Shrewsbury series



20,191+
followers on Original
Shrewsbury social
media channels



Produced 13 professional videos
promoting the town

Half Year Footfall data

Jan - June 2018

Year on Year change*

Shrewsbury	+2%
West Midlands	-2%
UK	-2%
Market Towns	-6%



* Data provided by Springboard Footfall Cameras



Our Press Trips have attracted regional and national coverage for Shrewsbury

Organised the reinvigorated Darwin Shrewsbury festival in February



900,000+

annual page views at Original Shrewsbury, the town's only and top Google ranked visitor website



50+

Original Shrewsbury BID Instagram takeovers for local businesses

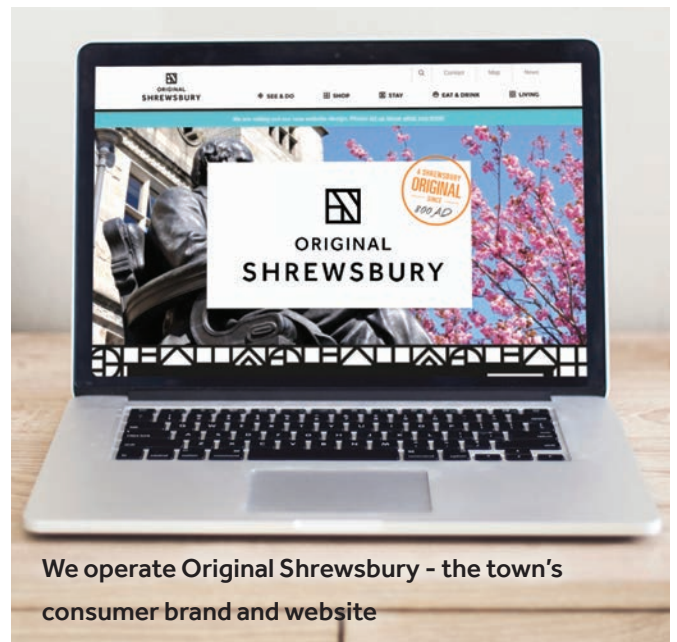


700,000+

views of Original Shrewsbury promotional videos



We brought Wild Animals to Wyle Cop during roadworks



We operate Original Shrewsbury - the town's consumer brand and website

GIVING BUSINESS A VOICE



Car Parking

Secured changes including 1,131 free Sunday spaces & 1,403 free evening spaces. Continue to represent business and customer parking needs



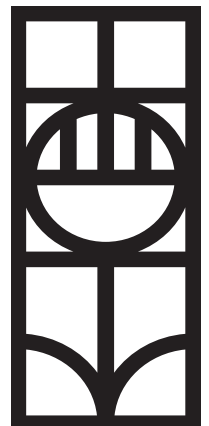
Big Town Plan

We led on the creation of the Big Town Plan, giving businesses a genuine voice in the future of our town



Business Rates

We lobbied Shropshire MPs on on Business Rates Revaluation, and continue to contribute to the national BID Industry voice



IMPROVING ACCESS & SAFETY



Our night time BID Ambassadors provide additional support to the evening economy



Shrewsbury Watch

174 members part of the town radio or DISC app



Purple Flag

awarded 3 years in a row recognising our safe & vibrant night time



BID Ambassadors

800+ hours support provided for the night time economy



New Shrewsbury Night Bus Service



Running Fridays and Saturdays, every hour between 8pm and 2am (excluding 10pm) until the end of December.

This is a trial service brought to you by Shrewsbury BID and Arriva.

N1
Shrewsbury Night Bus - North Route
via Battlefield, Harlescott, Mount Pleasant, Hubert Way & Ellesmere Rd

N2
Shrewsbury Night Bus - South Route
via Shrewsbury, Meole Brace, Radbrook Green, RSH, Bickton Heath & Gains Park



Park & Ride

Increased customer capacity by 3,600 places during the Christmas trading period



YOUR VIEWS

Shrewsbury BID is focused on delivering projects and services for your benefit so it is important that we understand what is of greatest value to you.

We ran an extensive consultation process during March to May 2018 to communicate with all businesses who will be voting in the renewal ballot.

A consultation document was produced that was distributed in hard copy and digital format. The printed version was distributed to 100% of business voters and was also made available on our website and emailed out.

We followed up on this with direct contact and managed to reach over 65% of voters.

“Shrewsbury BID’s work in developing the new map and wayfinding system is really important to improving the experience for visitors to our town.”



Dilwyn Jones
Owner of Sabrina Boat

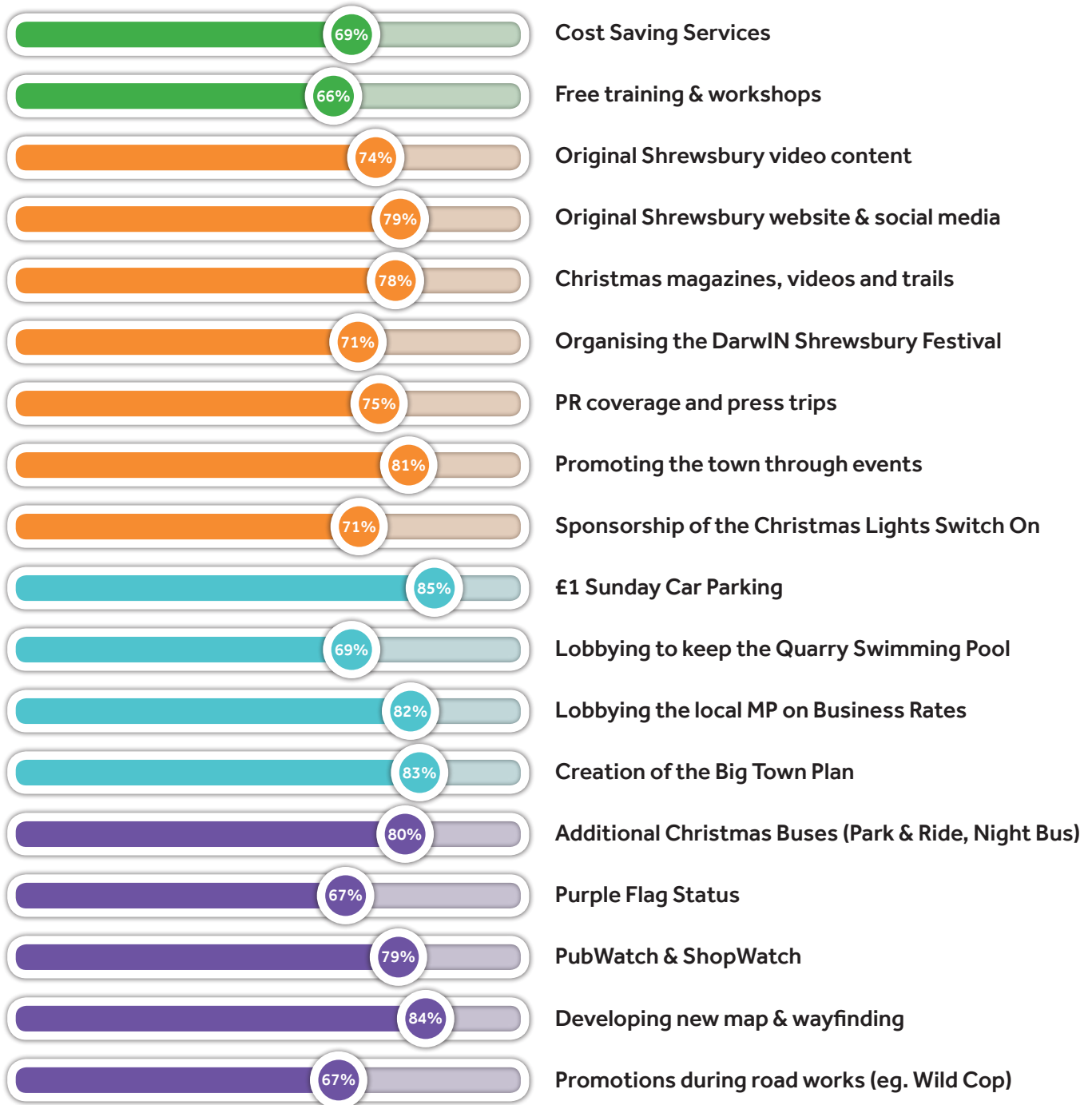


Our BID2 consultation was sent to all businesses who will be voting in the renewal ballot

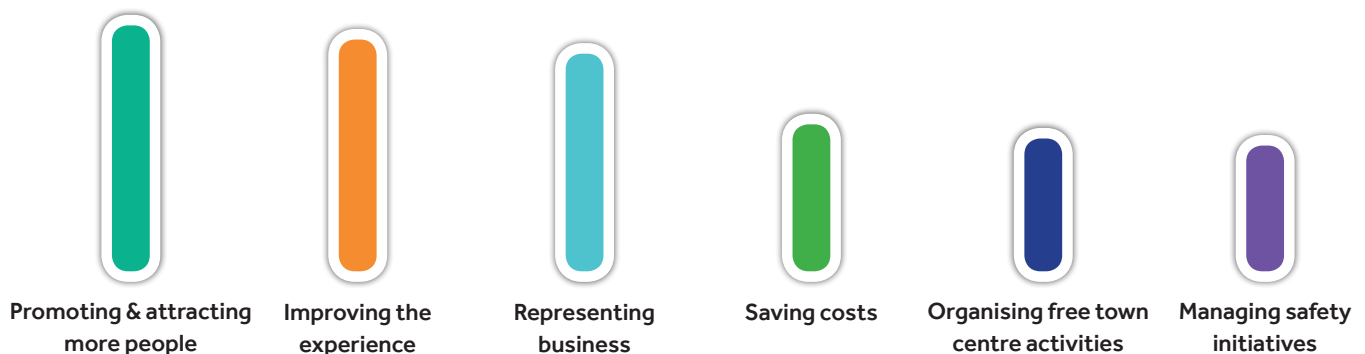



HOW YOU RATED BID1 PROJECTS

During the consultation we asked members to rate project value and future priorities.



YOUR BALANCE OF PRIORITIES FOR BID2





WHAT WILL BID2 DELIVER?

Our second term will see us building on the strong foundations established over the past five years. Your dedicated BID team will work to provide leadership and representation to champion business within the town and ensure a strong voice on the issues that matter most.

We will enhance the trading environment and experience further, generating tangible value and cost savings for businesses, promoting and supporting those living, working and trading within the town - as well as inspiring new visitors to discover all we have to offer.



“Securing improvements to the visitor experience are vital to keeping Shrewsbury ahead of the competition, and ensuring we grow as an attractive destination for locals and visitors.”



Rachel Williams
Marks and Spencer

WHAT WILL BID2 DELIVER?

PROMOTING & ANIMATING

Over 5 years: £800,000

Fresh campaigns to attract new visitors

We will grow Shrewsbury's profile by developing fresh ideas to excite and attract people to Shrewsbury. Taking ownership of our identity and narrative, we will bring our story to life through high impact, targeted campaigns promoting our personality as a town where independent thinking flourishes: a great place to eat and drink, shop and stay, see and do business.

Building on the strength of Original Shrewsbury's online presence

The Original Shrewsbury website is now the town's top ranked visitor website attracting over 900,000 page views a year, and we have a rapidly growing social media following of over 20,000 people. We will create new opportunities for our members to produce content and showcase their business to Original Shrewsbury followers. Extended profiles for all BID members will allow businesses to directly promote and raise awareness of special events and offers.

Promoting Shrewsbury as the birthplace of Charles Darwin

Through collaborating with the town's educational organisations, we will promote Shrewsbury as a great place to study, celebrating Shrewsbury as the birthplace of Charles Darwin and growing the impact and audience of the Darwin Shrewsbury Festival each February.

New seasonal experiences for families

Inspiring integrated seasonal campaigns, events and activities will attract more visitors and customers into the town centre. These will make sure we're maximising busy periods of the year, and boosting footfall during quieter periods of the year. Local, regional and national advertising will encourage more people to come and experience Shrewsbury for themselves.

Showcasing Shrewsbury through high quality photography and video

We will use authentic photography and video to reflect the town's welcoming and independent nature, generating positive press and social media coverage. We will build loyalty amongst those who live, work or regularly visit Shrewsbury through special promotions and campaigns; and vitally, bringing in fresh people, opportunities and partnerships to showcase Shrewsbury on the national stage.



“The BID and its Original Shrewsbury brand has transformed how the town is promoted and presented to visitors.”



**Kate Gittins
Facilities Manager
The Market Hall**

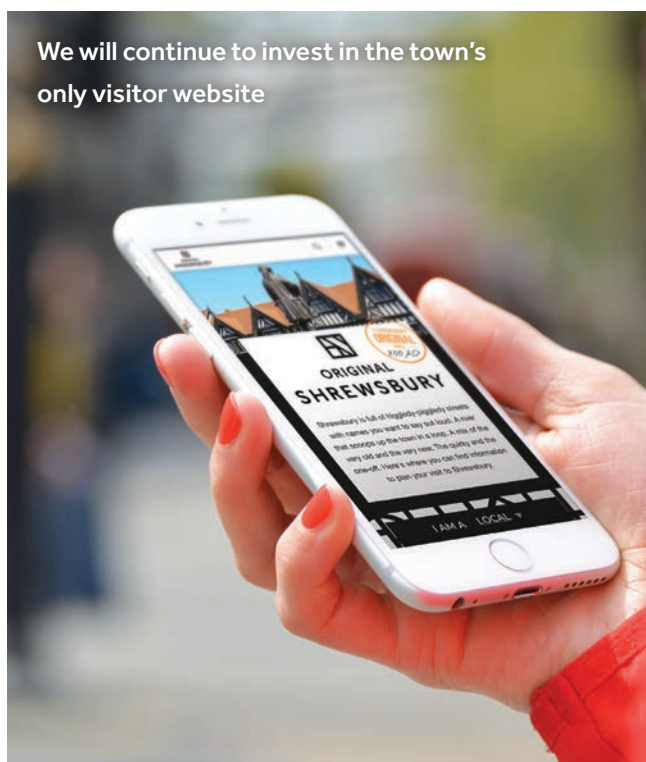


**We will deliver seasonal experiences
for visitors to enjoy in the town centre**

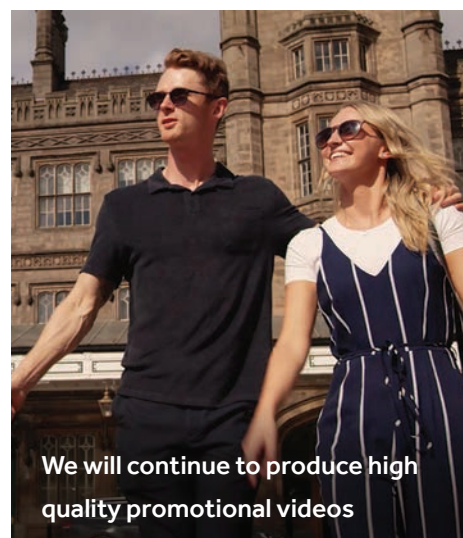
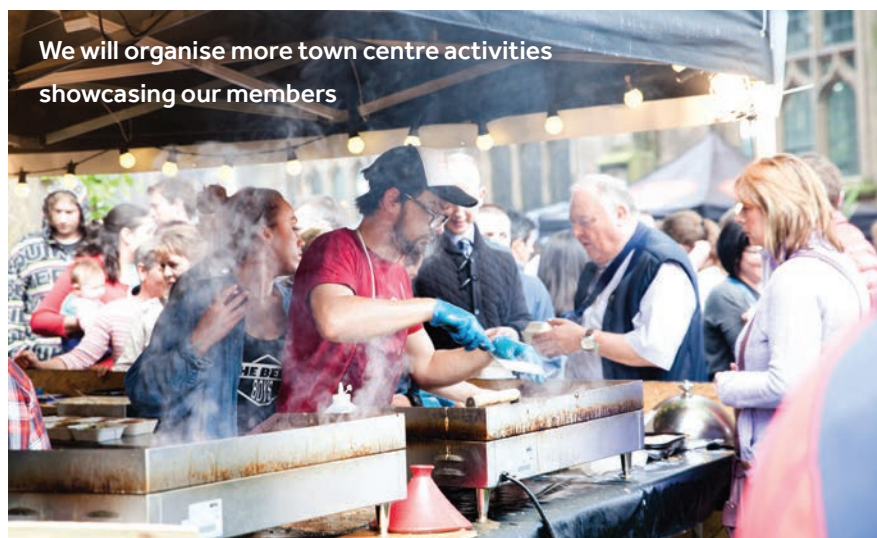
**We will produce stand-out guides to the town such as
the Independents Passport and Christmas Gift Guide**



**We will continue to invest in the town's
only visitor website**



**We will organise more town centre activities
showcasing our members**



**We will continue to produce high
quality promotional videos**

WHAT WILL BID2 DELIVER?

SUPPORTING & ENHANCING

Over 5 years: £460,000

Improving the visitor experience

We will deliver projects to improve the walkability of the town centre with the roll out of the new wayfinding system and new town trails to encourage visitors to explore different areas of the town, helping spread footfall and spend.

Enhancing the public realm

Working in association with partners we will improve the streetscape and attractiveness of specific areas of our town centre, including vibrant window vinyls to reduce the impact of vacant units. We will also provide a new clean-up service to BID members where a specific area of the town is in need of urgent attention.

Developing our active and supportive role within Team Shrewsbury

We will continue to manage and operate the award-winning safety partnership Shrewsbury Watch and assist in retaining our coveted Purple Flag accreditation, promoting a safe and vibrant night time economy. An expanded BID Ambassador programme will provide businesses with an extra level of support as well as improving the experience for visitors to the town. We will work with partners to develop and deliver an enhanced strategy for reducing anti-social behaviour in the town centre.

Delivering savings off the bottom line

Delivering cost saving initiatives to our members will remain a strong focus and we will negotiate favourable BID member tariffs with key suppliers and provide a free digital health check service. Free workshops for business owners and sector forums will be hosted on issues affecting business to help share and network ideas and best practice.

“The BID’s commitment to making Shrewsbury a safer place through projects such as Shrewsbury Watch, BID Ambassadors, the Night bus, and Purple Flag award is crucial.”



**Inspector Ed Hancox
West Mercia Police**



We will lobby for improvements to the public realm across Shrewsbury town centre



We will improve the walkability of the town centre ensuring roll out of the wayfinding system

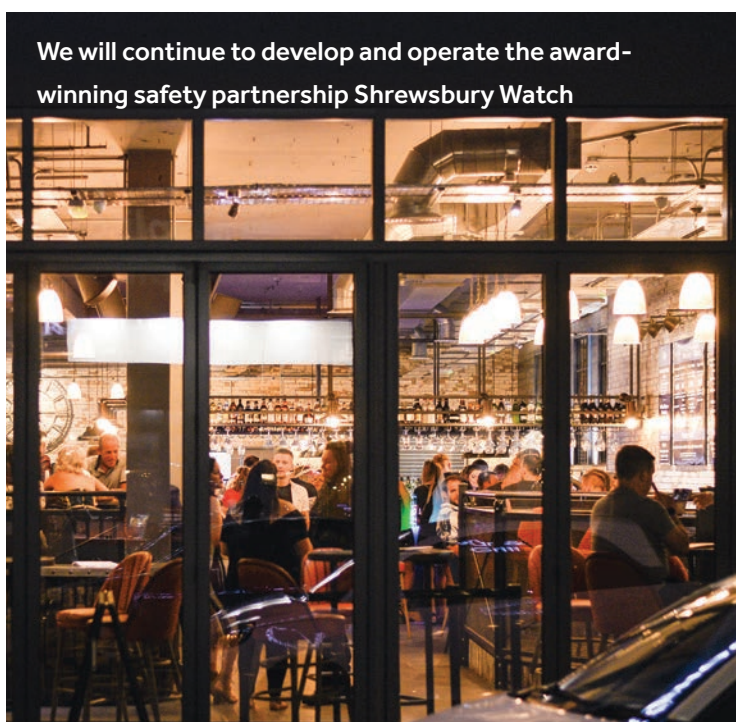
“Footfall is the lifeblood of retail outlets - we’re confident that the BID is the best way to ensure that people can access Shrewsbury’s outstanding offer as easily and efficiently as possible.”



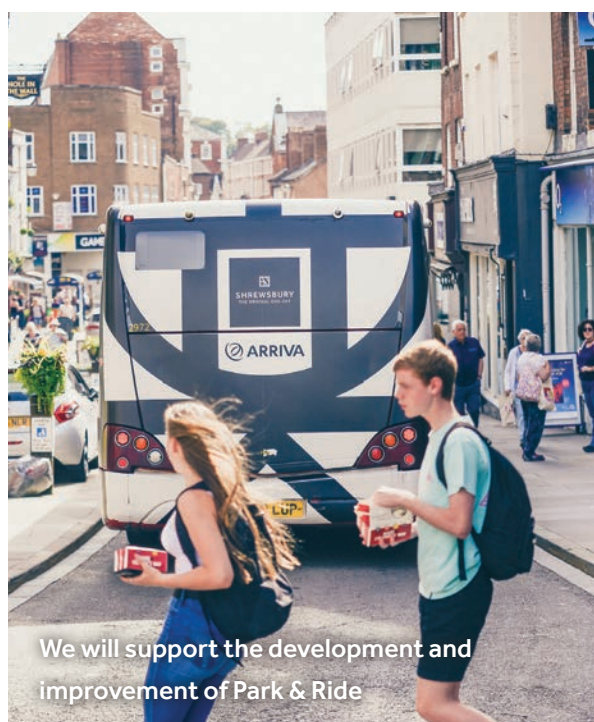
Robert Boutflower
Tanners



We will deliver further cost saving initiatives to businesses



We will continue to develop and operate the award-winning safety partnership Shrewsbury Watch



We will support the development and improvement of Park & Ride

WHAT WILL BID2 DELIVER?

REPRESENTING & INFLUENCING

Influencing local decision making

We are committed to the commercial wellbeing of the town centre. Our mission is to give the business community a voice to influence decision and policy making across local government. This will see us continuing to play an active role at local level and across the wider BID network helping drive change and improvement on national policy affecting members.

Driving the Big Town Plan forward

Through continued collaboration and effective partnerships already established, we will develop town centre policy with proposals to support investment. We will provide leadership and champion the Shrewsbury Big Town Plan in partnership with Shrewsbury Town Council and Shropshire Council.

Monitoring performance

We understand the importance of representing the business community on issues affecting trade, including road works and connectivity; and through monitoring performance across the town centre, including footfall, we can feedback and improve the management and development of the town further.

Car Parking & Access lobbying

We will lobby on behalf of the business community for substantial improvement in car parking and access for our town. The BID will work with partner organisations to ensure any access and traffic system changes are thoroughly investigated and challenged where appropriate.

Over 5 years: £315,000

“Our town centre location makes a real difference to our employees and clients who visit from across the Midlands. We support the work of the BID to promote Shrewsbury not only as a good place to visit, but also a serious commercial centre.”



Dave Parry
Wellmeadow
Consulting



We will provide the business voice when plans are being developed for the town



We will represent business interest in the implementation of the Big Town Plan



We will continue to organise public forums on important issues for the town

“Through the BID, using our collective strength as a business group we can continue to influence key decisions such as retaining the Quarry Swimming Pool in the town centre.”



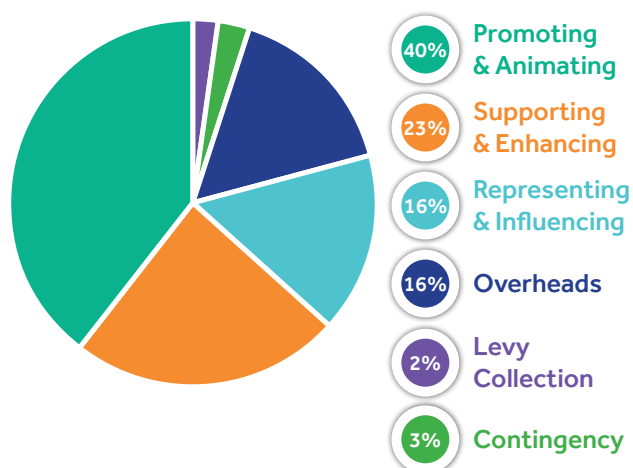
Mike Dalton
STOP Cafe



We will continue to measure and share footfall in the town centre with members

FINANCES

FINANCES							
	Year 1	Year 2	Year 3	Year 4	Year 5	Total	
Levy Income	£317,000	£321,000	£326,000	£330,000	£334,000	£1,628,000	82%
Voluntary Membership	£12,000	£12,000	£13,000	£14,000	£14,000	£65,000	3%
Grants & Sponsorship	£62,000	£62,000	£62,000	£62,000	£62,000	£310,000	15%
Total Income	£391,000	£395,000	£401,000	£406,000	£410,000	£2,003,000	100%
Projects Expenditure							
Promoting & Animating	£157,000	£158,570	£160,156	£161,757	£163,375	£800,858	40%
Supporting & Enhancing	£90,500	£91,405	£92,319	£93,242	£94,175	£461,641	23%
Representing & Influencing	£62,000	£62,620	£63,246	£63,879	£64,517	£316,262	16%
Total Projects	£309,500	£312,595	£315,721	£318,878	£322,067	£1,578,761	
Other Expenditure							
Overheads	£58,000	£59,160	£60,343	£61,550	£62,781	£301,834	15%
Levy Collection	£10,000	£10,000	£10,000	£10,000	£10,000	£50,000	2%
Contingency	£13,500	£13,245	£14,936	£15,572	£15,152	£72,405	4%
Total Expenditure	£391,000	£395,000	£401,000	£406,000	£410,000	£2,003,000	100%

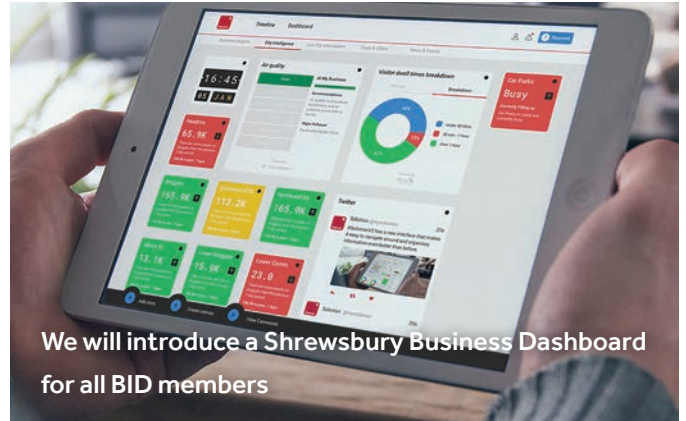


- Based on past performance, an assumed collection rate of 97% has been adopted
- The discretionary annual inflation rate on levy income has been assumed at 2%
- The figures included for voluntary membership and grants and sponsorship income are estimated based on past performance but cannot be guaranteed.
- The annual levy collection charge is £10,000, which equates to 3% of levy income and £20/unit

KEEPING YOU UPDATED



Regular meetings provide an opportunity for members to engage in our activity and services



We will introduce a Shrewsbury Business Dashboard for all BID members

"As a levy paying member I appreciate being kept up to date with the work and results being delivered on our behalf. The BID team are easy to contact with any specific issues and know how to get results quickly."



Andrew Prow
Halon Menswear

An important part of our role is to arm business with the intelligence it needs to stay ahead. We will continue to produce regular newsletters and updates from footfall trends to future transport and access issues. We make it our business to meet your business through one to one meetings, sector breakfast meetings and other forums. This ensures we constantly listen to your views so we can reflect them in our work.

Each year, we produce a transparent and detailed Annual Report to illustrate what has been achieved and what has still to be accomplished. This provides tangible progress reporting and return on investment for every business to see.

We will continue to host and update the BID website and this coming year we will be introducing a Shrewsbury Business Dashboard. We look forward to serving the town centre business community in the years ahead.

We will keep you updated through:

- Email Newsletters and Updates
- Annual Reports and Meetings
- One-to-one Business Meetings
- BID Website and Social Media
- Sector Breakfast Meetings
- Shrewsbury Business Dashboard

MANAGEMENT & GOVERNANCE OF THE BID

The management and governance of the BID will be open and transparent and will be accountable to the levy payers.

The Shrewsbury BID operates as a company limited by guarantee and as such has a Board of Directors made up from BID levy payers. This Board takes responsibility for the strategic and financial management of the BID and will meet on a quarterly basis as a minimum.

The composition of the Board reflects the breakdown of the levy payers across the town.

Alongside the Board there be a variety of short life and/or ongoing working groups that will feed into the Board as and when required.

It is the responsibility of the Board of Directors to ensure good management of the BID. The management team will be a combination of salaried and contracted resource depending on the needs of the business during the term of the BID.

The BID will enter into two legal agreements with Shropshire Council.

A baseline agreement is in place, which sets out the minimum service standards to be delivered by Shropshire Council and Shrewsbury Town Council.

An operating agreement between the BID and Council will define the contractual arrangements for the collection and enforcement of the BID levy collection, which will be carried out by the Council on the BID's behalf. This contractual relationship is in line with the requirements of the BID legislation.

Copies of both agreements are available to be viewed at www.shrewsburybid.co.uk/BID2





LEVY RULES

1. The levy rate will be fixed at 1.5% of rateable value as at 1st April 2019 based on the 2017 Rating List.
2. All new hereditaments entering the Rating List after 1st April 2019 will be levied at 1.5% of the prevailing list at the start of each chargeable year.
3. The levy will be charged annually in advance for each chargeable period from April to March, starting on 1st April 2019 utilising the prevailing values on the 2017 Rating List.
4. New businesses will be charged from the point of occupation based upon the rateable value at the time they enter the rating list.
5. If a business ratepayer occupies the premises for less than one year, the levy paid will be on a daily basis and any appropriate refund will be made.
6. A threshold of £12,000 rateable value will be applied, exempting any business hereditament within the defined BID area falling below this rateable value.
7. The BID levy may increase by an annual inflationary factor of up to 2% (ie. up from 1.5% multiplier to 1.52% in year 2 and so on). The board will be required to decide on whether to apply the inflation factor each year.
8. In the case of an empty or untenanted premises, the property owner (the subsequent eligible ratepayer) will be liable for the BID levy with no void period, and will be entitled to vote in the BID ballot.
9. 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. No other exemptions will apply.
10. VAT will not be charged on the BID levy.
11. The term of the BID will be five years from 1st April 2019 to 31st March 2024.

YOUR BID TEAM



Seb Slater
Executive Director



Aleks Vladimirov
Partnerships Manager



Emma Molyneux
Projects Co-ordinator

THE BOARD

Membership of the BID Board at the time of publishing this business plan includes:

Mike Matthews, Chairman – The Prince Rupert Hotel
John Hall, Deputy Chairman – Write Here! Ltd
Helen Ball – Shrewsbury Town Council
Tina Boyle – Acoustic Boutique
Gemma Davies – Shropshire Council
Trish Donovan – Vinterior
Alessio Dyfnallt – Cooper Green Pooks
James Handley – AHR Architects
James Hitchin – The Alb and Pubwatch

Neil Jacques – Tesco and Shopwatch
Nicholas Johnson – Hokum
Dilwyn Jones – Sabrina Boat
Paul Kirkbright – University Centre Shrewsbury
Kevin Lockwood – Darwin and Pride Hill Shopping Centres
John Major – Majors
Emily Periam – The Armoury
Ann Tudor – Claremont Accounting
Rachel Williams – Marks and Spencer

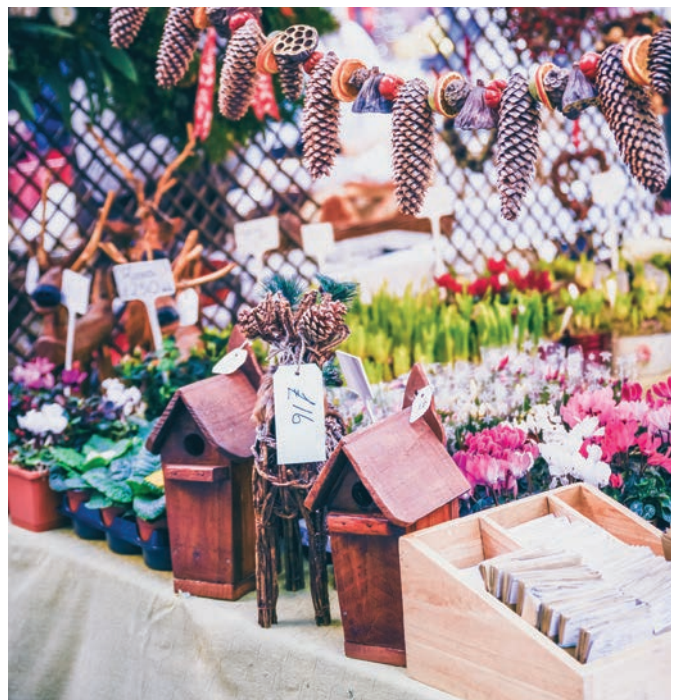
INDUSTRY PARTNERS

We recognise the benefit of keeping up to date with industry knowledge and best practice through a variety of industry partners including:



**THE BID
FOUNDATION**





WHAT IS A BID?

A BID is a Business Improvement District that enables coordinated investment in the management and marketing of a commercial area.

Governed by legislation to ensure fairness and transparency, a BID is created for a five year period following a successful ballot.

During the term of the BID all businesses defined within this Business Plan will be required to pay the mandatory levy irrespective of whether they cast a vote in the ballot.

The current term of the Shrewsbury BID runs until 31st March 2019.

This renewal business plan seeks to establish agreement to a second term that would run from 1st April 2019 to 31st March 2024.

The ballot will run from 27th September 2018 to 25th October 2018 and require a positive majority to succeed and continue with the BID for a further five years.



There are now over 300 BIDs in the UK including Chester, Bath, Aberystwyth, Oswestry, Stafford & Leamington Spa.

LOTS TO LOSE WITHOUT THE BID

Shrewsbury BID operates within a fixed term of five years until March 2019.

In the event of a NO vote, the projects and services currently delivered by the BID and detailed within this business plan would not be taken forward.



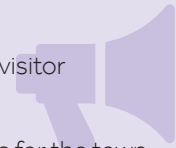
“Without the BID, Shrewsbury would lose £800,000 worth of dedicated marketing activity which would be a big step backwards for our town.”



Des Walker
Pomona Grocery

Promoting:

- **No** Original Shrewsbury dedicated visitor website for the town
- **No** Original Shrewsbury social media for the town
- **No** printed promotional materials such as Independents Passport promoting businesses
- **No** more town centre animations such as Wyle Cop, Wimbledon Screening, Royal Wedding



Representing:

- **No** co-ordinated BID business voice for local lobbying and representation
- **No** national representation and best practice exchange through the wider BID industry
- **No** ringfenced BID local investment fund totalling £2m over the five years



Saving:

- **No** BID cost savings project and services
- **No** BID waste tariff with Veolia
- **No** more BID discounts towards Christmas Trees and Hanging Baskets for businesses
- **No** more free training programmes such as First Aid for businesses



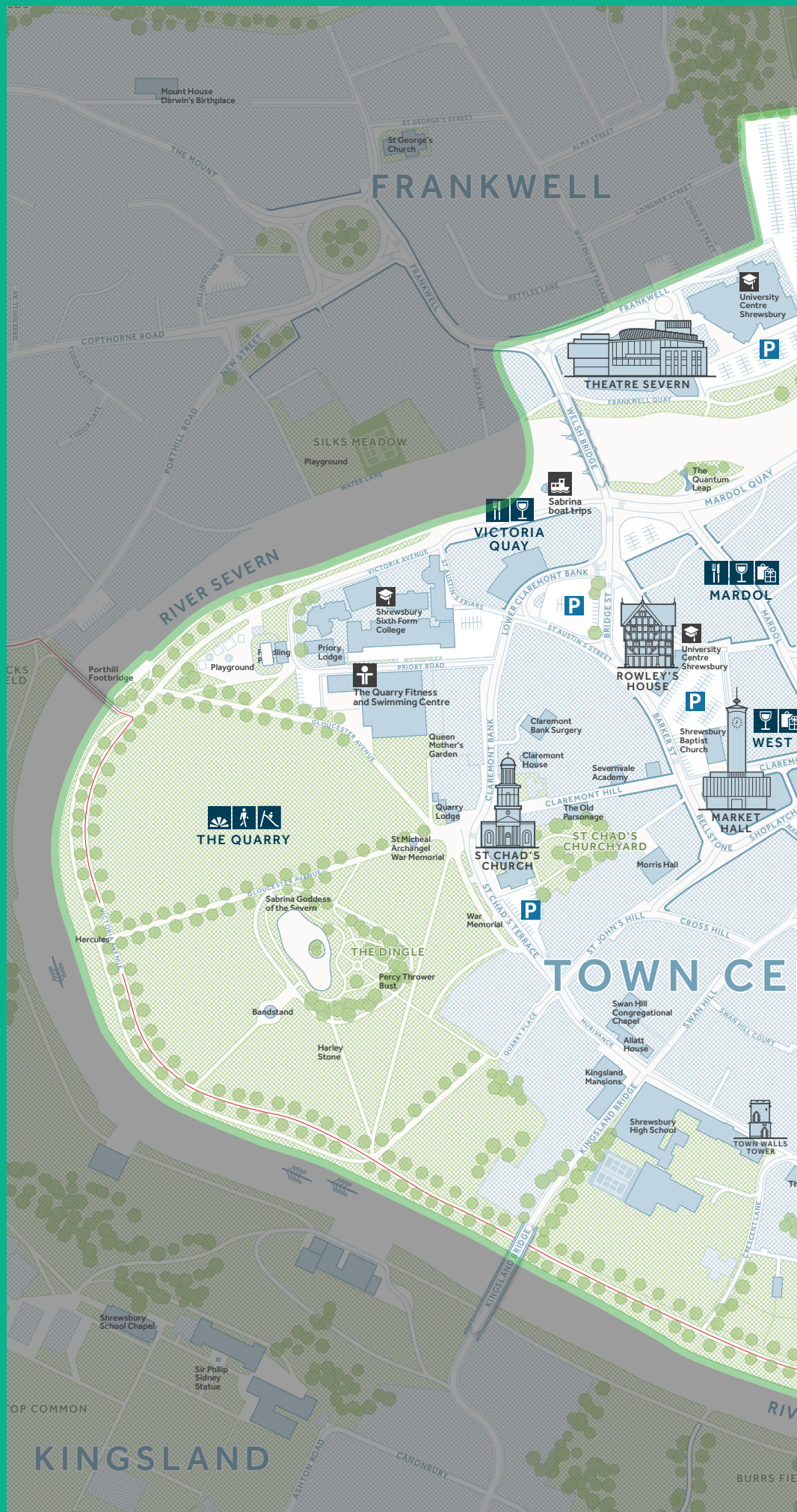
Supporting:

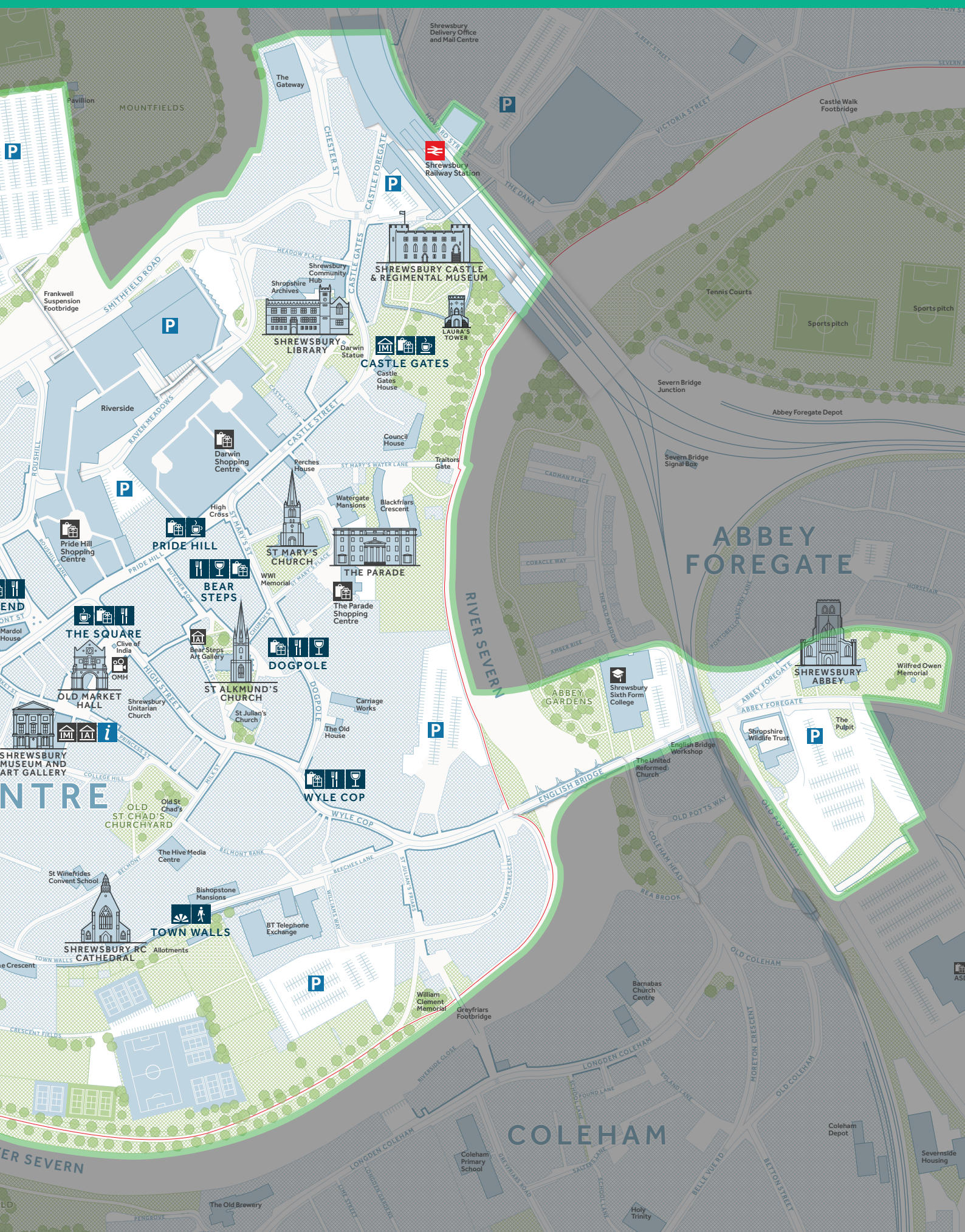
- **No** free access to Pubwatch, Shopwatch or DISC
- **No** more BID Ambassadors supporting the evening economy
- **No** Purple Flag renewal support
- **No** more additional Park & Ride during Christmas



BID AREA

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





Vote YES to secure £2m additional investment into Shrewsbury Town Centre over the next five years

27TH SEPTEMBER 2018 – 25TH OCTOBER 2018

A postal ballot of all defined business ratepayers in the BID area will take place from 27th September 2018 to 25th October 2018.

The result will be announced on 26th October 2018.

The BID ballot will be successful if the following two tests are met:

1. A simple majority by number of those voting must vote in favour
2. Those voting in favour must represent the majority of rateable value of those voting

Shrewsbury BID

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