

SHREWSBURY BID



BUSINESS PLAN

2024-2029

PROPOSAL FOR THE RENEWAL OF SHREWSBURY
BUSINESS IMPROVEMENT DISTRICT





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CAROL GRA

SHREWSBURY BID

THE NEXT 5 YEARS

Coming to the end of our second term, representing almost 10 years of Shrewsbury BID, it's appropriate to look back and reflect on the positive impact of our many projects upon the Shrewsbury business landscape.

From additional town cleaning, crime prevention and the brilliant Shrewsbury Rangers to activities that make the town more welcoming - our town dressing and window displays, wayfinding system and visitor campaigns - we pride ourselves in ensuring maximum value for our levy payers.

During the pandemic, Shrewsbury BID was a vital and valued source of information and played a key role in the reopening and relaunching of the town with our 'Shrewsbury's Open' campaign.

The marketing of our town was virtually non-existent prior to the BID. When we started, back in 2014, businesses told us they wanted Shrewsbury to have a presence to compete with top tier destinations. I think it's fair to say we've done this! You just have to look at how busy and vibrant the town feels at weekends.

Through strong partnership working with local stakeholders, we make sure the business community has a strong and influential voice in matters affecting the town centre, so that we can make a positive contribution to future decision making as the town develops. We get more done by working together!

We look forward to an exciting third term ahead.

Looking forward to our next five years, I'm pleased to confirm that Shrewsbury BID is in a strong position.

During our second term, we have invested over £2.5 million into more than 25 projects which attract people into Shrewsbury, enhance our town centre and represent businesses on the issues that matter most.

We are a powerful and well-respected voice in town, thanks to our public-facing Original Shrewsbury social media, which reached over 6.5 million people last year, and our lobbying work with local partners in support of the local business community.

We have built significant networks over time which enable us to move forwards confidently with key projects as well as respond to issues as they arise. We're proud of the many projects led by Shrewsbury BID that help make our town a great place to visit, work, live, study and invest in.

The future is very bright for Shrewsbury; with our wonderful mix of businesses and welcoming and supportive atmosphere for new enterprise, we're well-placed to thrive. A vote for another five years will mean another £3 million invested into making our town centre even more attractive and resilient.

With Shrewsbury featuring heavily in the national press over the past year, there's a sense that we are finally getting on the map and we are looking forward to helping our business community flourish over the next five years!



Mike Matthews

Chair of Shrewsbury BID
& Owner of The Prince
Rupert Hotel



Seb Slater

Executive Director
of Shrewsbury BID

WELCOME TO SHREWSBURY

There's no doubt about it, it's an exciting time to do business in Shrewsbury. Our town is gaining huge recognition on a national stage, thanks to recent filming and visits from national journalists and influencers. As well as being a haven of independent businesses we continue to attract national brands to Shrewsbury and we are adapting to post-Covid changes, with great opportunities for co-working and working from home.

Shrewsbury is a fabulous place to live and work, with our mix of historic buildings, beautiful green spaces and riverside leisure amenities.

Cultural life is vibrant, with events in music, the arts and theatre - many internationally renowned artists have chosen to make Shrewsbury their home, enriching local life with exhibitions and art fairs. Our food and drink scene is thriving too, with some really interesting and unique businesses moving into town. And we have a busy festivals calendar and wonderful history and ghost tours, boat trips and other themed trails including the new Heritage Trail.

Shrewsbury BID was set up in 2014 to help improve the town centre and make it a more attractive place to do business and be more enticing to investors. Over the past 10 years, we

have played a key role in the place shaping agenda - working with partners to develop the Big Town Plan which is beginning to attract significant external funding into the town. We have invested in marketing and promotion to drive footfall and spend in the town centre. And we have built strong relationships with government and industry partners at local, regional and national level.

In the last five years, for every £1 generated by the levy, we've attracted an additional £1.10 investment into the BID, which maximises our members' investments and brings the total invested into our work during the second term to £2.5m.

This allows us to deliver more and wider-ranging projects - as we gain more experience in undertaking activities which have the most value for businesses.

There are exciting developments on the horizon with government funding now secured to bring forward the Riverside Smithfield development - there is much to look forward to, and Shrewsbury BID expects to play a key role going forward.

This Business Plan sets out the priorities of the business community and our strategies for improving the town centre and its services, as we continue to strive for strong and effective operations and management, communications and reporting. We will always ensure that we do the very best job possible in supporting and nurturing our business community.

“ THE BID PROJECTS HAVE BEEN ABSOLUTELY GREAT AND CREATED A REAL BUZZ AROUND TOWN - AS TRADERS, WE'VE CERTAINLY SEEN THE VALUE OF PROJECTS SUCH AS ORIGINAL SHREWSBURY AND THE SHREWSBURY RANGERS.



ANNA KAYIATOU
DUTCH LIVING





10 YEARS OF SHREWSBURY BID



The past 10 years have seen us deliver on the pledges we have made in previous Business Plans - to enable positive change and tackle issues that matter most to businesses within the town centre.

“ THE BID HAS BECOME A VITAL PART OF THE FABRIC OF SHREWSBURY - THEY LISTEN, THEY RESPOND, THEY ACT DECISIVELY AND IN OUR COLLECTIVE INTEREST.



GILL GRADWELL
COOKING NEEDS



PROMOTING

Shrewsbury BID professionally promotes the town and delivers exciting activities to attract new visitors and customers. We are committed to growing the profile of Shrewsbury to attract visitors and new investment to our wonderful town and have invested over £1 million into projects which promote Shrewsbury during our second term.

“ WE WERE OVERWHELMED BY THE RESPONSE ON ORIGINAL SHREWSBURY SOCIAL MEDIA WHEN WE LAUNCHED AND SAW HUGE INTEREST FROM CUSTOMERS AS A RESULT. IT GAVE US A FLYING LIFT-OFF.



JACK BROOKS
PIECES FOR PLACES



SOCIAL MEDIA

46K followers on Original Shrewsbury social media channels

- 24K followers on Facebook
- 9K followers on Twitter
- 13K follows on Instagram
- Followers have increased by 127% in five years
- Posts reached 6.7M in 2022

ORIGINAL SHREWSBURY WEBSITE

Our digital ‘shop window’ is visited by on average 28K people a month. With 335K visitors last year - that’s an increase of 22% since 2019! As the town’s official visitor website, it received over 738K page views in 2022. This includes 174K for business profiles, 188K views for our events listings and 119K for our features. Now with a fresh new look, it’s the ‘go-to’ destination for people searching for Shrewsbury on the internet and an important channel for promoting businesses and events.



TOWN CENTRE FUN

Our activities such as big screenings of The Coronation and Wimbledon at Shrewsbury Castle, or the Easter egg trail, huge pumpkin, ‘Sofa Sundays’, games and live music in The Square, encourage footfall and repeat visits to town - and make for a lively atmosphere in the town centre.

SPOTLIGHT ON SHREWSBURY

We were pleased to assist with logistics during the filming of BBC One’s Great Expectations and The Apprentice. Our partnership work with Film Shropshire and Visit Shropshire will lead to an even greater spotlight on Shrewsbury in the future, nationally and internationally, with several major projects to follow.





POSITIVE PR

National press trips and influencer coverage has seen a marked increase in coverage of Shrewsbury in the national press in recent years, with pieces in most national newspapers - thanks to our ongoing work with PR agencies and journalists.

TOWN DRESSING

You will have noticed some of our campaigns to make Shrewsbury look its best - from our Christmas trees, hanging baskets, flags and bunting across the town and the flags along High Street to our work with artists for the Mini Mural Trail on Openreach boxes, and vacant window displays.

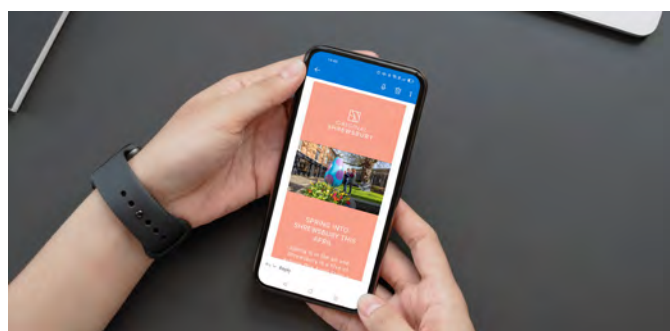


TOWN TRAILS

Our new Shrewsbury Heritage Trail aims to attract visitors to discover our outstanding history. We also launched a Mini Mural trail in 2021, and support the Shrewsbury Arts Trail and the tennis ball trail during the World Tennis Tour event. Working with The Shrewsbury Biscuit Podcast, we have also created audio tours of town.

PHOTOGRAPHY & VIDEO

We work with the best photographers to showcase Shrewsbury in high quality images - including supporting business with assets to use in their own marketing. Our highly successful seasonal videos reach hundreds of thousands of people, including 'Find Magic in Shrewsbury this Christmas' by local filmmaker Aaron Child which attracted nearly 143K views.



ORIGINAL SHREWSBURY NEWSLETTER

Our consumer-facing monthly newsletters highlight seasonally appropriate features and news, new businesses and key events. We have 3.9K subscribers across the UK, a smattering abroad, a 46% open rate, and a 22% click rate.

SUPPORTING

Shrewsbury BID works with partners to continually enhance the attractiveness and safety of the town centre. We have implemented a raft of high profile projects over the past 10 years and are committed to supporting businesses by responding to their concerns and delivering safety, cost saving, training and place improvement projects.

“ I'M PROUD TO HAVE PROVIDED FUNDING TO HELP DEVELOP THE SHREWSBURY RANGERS PROJECT WHICH IS A GREAT EXAMPLE OF COLLABORATIVE WORKING FOR THE BENEFIT OF THE COMMUNITY.



JOHN CAMPION
WEST MERCIA POLICE
AND CRIME COMMISSIONER



SUPPORTING SAFETY

Currently our Shrewsbury Rangers are patrolling the town centre 7 days a week, acting as a visible deterrent to help reduce crime and anti-social behaviour in our town, as well as acting as a reassuring presence to the public. Funding was secured by Shrewsbury BID from Shropshire Council and West Mercia Police & Crime Commissioner's Safer Streets programme. It's a great example of our collaborative approach to town centre improvements. 'Alternative Giving' windows are also in place with the purpose of diverting on-street giving to make begging a less lucrative prospect.

CLEAN AND TIDY SHREWSBURY

Our cleaning and improvement projects enhance the town centre environment, complimenting statutory Shropshire Council services. Shrewsbury BID undertake deep cleans of main town centre streets including pavement jet and steam cleaning, bin restoration, graffiti removal and painting. We work to highlight areas requiring improvements to Shropshire Council, working directly with relevant teams, and as part of the problem solving partnership 'Team Shrewsbury'.



WELCOMING VISITORS

The Original Shrewsbury Ambassadors provide visitors to Shrewsbury with a warm welcome and a wealth of knowledge about the town during weekends in the summer months. We provide them with eye-catching uniforms, maps, guides, information and radios - plus the all-important Ambassadors' handbooks! We also collect feedback from visitors in regular surveys to share with partners.

SHREWSBURY WATCH

Shrewsbury BID manages the town radio scheme, connecting businesses to CCTV control, police, Rangers, and other businesses which contributes to reducing low-level crime and antisocial behaviour in the town centre. We also provide members with access to the DISC information sharing app for Pubwatch and Shopwatch. We're proud of retaining our Purple Flag status as a town – an award that recognises a safe and successful night-time economy.





KEEPING BUSINESSES INFORMED

We pride ourselves on gathering and communicating important information to our businesses in a timely and digestible format - including legislation changes, COVID-19 and flood grant support, project updates and consultations. Nearly 300 email updates have been sent to businesses since April 2019.



VARIETY AND VIBRANCE

The Original Shrewsbury Grant Scheme awards £10K every year to activities that bring variety and vibrance to Shrewsbury town centre, encouraging more footfall, longer dwell time and repeat visits. Recent projects to benefit include: Shrewsbury Piano Day, the John Weaver Dance Festival, Sunday Beer Tour, Secret Artist Sale and Making our Mark workshops.



NEW BUSINESS PROMOTION

We support new member businesses with Instagram takeovers which have with an average reach of 17K and over 400 engagements. New businesses also benefit from introductory posts on Original Shrewsbury social media with an average reach of 30K. This promotion via our well established Original Shrewsbury platform helps businesses to build their brand within the town and reach potential customers as soon as they open.



FREE TRAINING & COST SAVING

We provide regular, free first aid training with 230 spaces taken up since 2019, along with other staff development opportunities, including social media, marketing and retail mentoring. We've made cost saving experts available to BID members to review bills, identify savings and reduce costs. Discounts are also available on waste contracts, Christmas trees and hanging baskets.

RIVER SAFETY

Shrewsbury BID works with partner agencies to take action to improve river safety. Under the Shrewsbury Watch banner, we have initiated an in-venue poster campaign encouraging people to find a safer route. We have released three short videos to encourage safe river use. Shrewsbury Rangers also have a role to play in river safety by patrolling bridges and escalating concerns to appropriate agencies.



REPRESENTING

Shrewsbury BID represents the needs and concerns of our 500+ members - we are a truly business-led partnership and your interests are our interests. Our town works better when we all work together and Shrewsbury BID is able to provide a strong and representative business voice on issues affecting the town centre.

“ SHREWSBURY BID’S PARTNERSHIP WITH FULL FIBRE WILL VASTLY IMPROVE THE CONNECTIVITY AVAILABLE TO OUR BUSINESS AS WELL AS HELPING US MAKE A SIGNIFICANT COST SAVING.



JAMES TANNER
TANNERS WINES

Town centre ‘open as usual’ after hotel hit by bomb scare



Businesses still waiting for more details on support with energy bills



GIVING BUSINESSES A VOICE

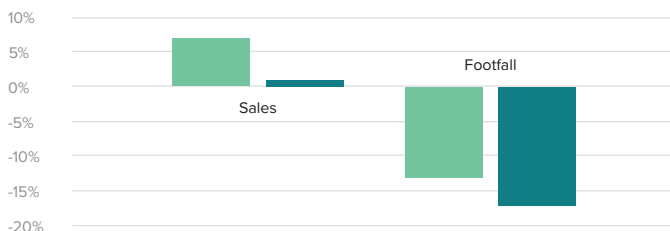
We ensure businesses are strongly represented in discussions with partners and in the local press on issues such as car parking and CCTV, with nearly 300 pieces of local press coverage in 2022 alone. Recently, we lobbied for the discounting and reform of business rates for town centres and the introduction of cheaper bus fares.

LISTENING AND RESPONDING

During the current Pedestrian Friendly Shrewsbury trial, we have collected data and feedback from businesses and shared with our partners. We are also listening to business views and working with partners on the renewal and strengthening of the Shrewsbury Public Space Protection Order to tackle anti-social behaviour in the town centre.



2022 Sales and Footfall vs 2019



Source: Springboard UK and Beauclair Data

Shrewsbury UK

MEASURING FOOTFALL & SALES

We manage two Springboard footfall cameras in the town centre so that we can compare our performance with previous years and national figures. Beauclair retail sales data, which tracks consumer spending by sector and customer origin, is also available on the Shrewsbury Data Hub hosted on the Shrewsbury BID website.

IMPROVING CONNECTIVITY

We have worked with Full Fibre, Shropshire Council and landlords to begin installing a new fibre network in the town centre which will see connectivity and speeds available to town centre businesses dramatically improved.





WAYFINDING

Shrewsbury BID has led on the design of a transformational new wayfinding system to help people navigate our beautifully quirky town with its unique mediaeval street pattern. The 20 new wayfinding totems give a stronger sense of place and make a positive addition to the Shrewsbury streetscape. This was achieved by working with upwards of 20 stakeholders.

BIG TOWN PLAN

Shrewsbury BID gives a strong business voice in this place-shaping partnership alongside Shropshire Council and Shrewsbury Town Council. Current projects include the Shrewsbury Masterplan Vision and Shrewsbury Movement Strategy. The Smithfield Riverside project has recently been awarded £18.7m of government investment from the Levelling Up Fund in 2023 and will help regenerate a significant area of the town centre.



AN EYE FOR SUSTAINABILITY

We supported the set-up of Shrewsbury Cup, the UK's first town centre deposit return scheme, used by 30 local businesses - and also the Shrewsbury Rickshaw service, run by Shropshire Cycle Hub, and new Shrewsbury Cycle Map which reflects our commitment to enabling active travel into and around the town centre.

PROFESSIONAL STANDARDS

Shrewsbury BID has been recognised for its high standards of transparency and responsible governance, following an independent review process. In 2022 we received a national accreditation for Business Improvement Districts - the BID Foundation's Industry Standards.



A community
of practice,
leading
the evolution
of BIDs.



YOUR VIEWS

Shrewsbury BID is committed to 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 February and March 2023 to communicate with all businesses who will be eligible to vote in the renewal ballot.

A printed version of the consultation document was delivered to all eligible voters. A digital version was emailed to our business database and was made available on our website.

We followed up on this with direct contact and had engagement with over 325 businesses.

“ WE REALLY WELCOME BEING GIVEN THE OPPORTUNITY TO COMMENT ON KEY ISSUES AFFECTING OUR TOWN AND TO SEE OUR PRIORITIES REFLECTED IN THE BID’S PROGRAMME OF WORK.

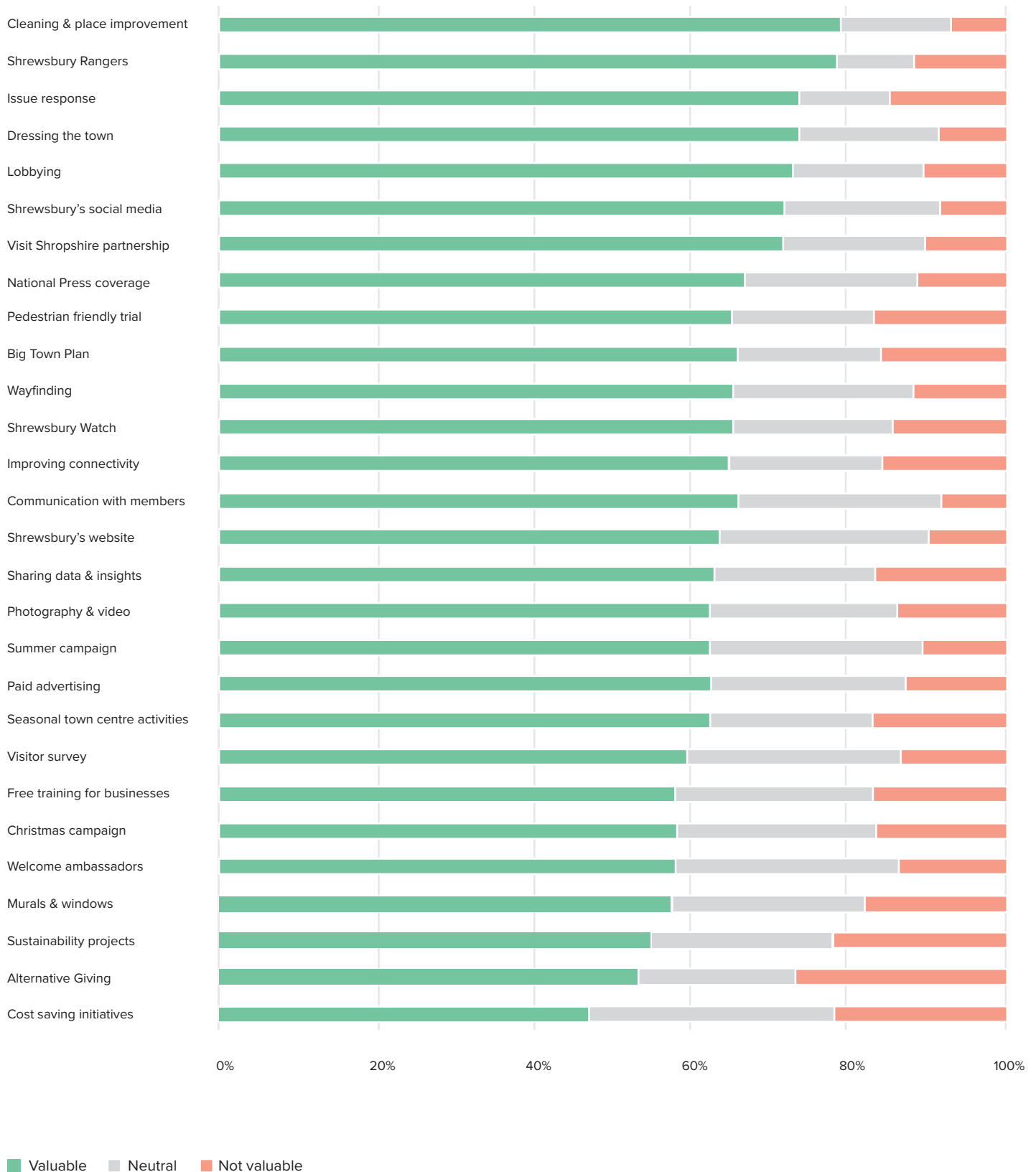


ANTHONY WALTERS
MADDOX & CO WORKSPACE





HOW YOU RATED BID2 PROJECTS



Over 160 business responded to our consultation survey in February and March 2023 and were asked to rate our BID2 projects on a scale of 1-5 with 1 being not very valuable, 5 being very valuable and 3 being neutral. The results of this survey are summarised above.

OUR PRIORITIES FOR BID3



A third term for Shrewsbury BID will see us looking forward and building upon the platform that we have developed over the past 10 years.

Our integrated approach will see us working closely with our members and partners to anticipate problems before they occur - tackling anti-social behaviour in a proactive manner, for example - and working in collaboration with our partners to keep ahead of challenges.

You can expect more exciting and eye-catching projects that enhance the visitor experience. We promise to stay closely in touch with our business community and contribute positively to the trading environment, through professional leadership and representation.

We'll make sure Shrewsbury truly is a place where everyone feels welcome and included.

“ WE FEEL IN SAFE HANDS WITH THE BID AND TRUST THAT IT WILL WORK CLOSELY WITH BUSINESSES TO STAY AHEAD OF THE CURVE - AND SHAPE THE FUTURE OF OUR TOWN FOR THE BENEFIT OF ALL.



JOHN HALL
WRITE HERE



ORIGINAL SHREWSBURY

INVESTMENT OVER FIVE YEARS:

£750,000



“ IT’S BEEN GREAT TO SEE SHREWSBURY PROMOTED AND RECOGNISED ON THE NATIONAL STAGE - MORE OF THE SAME PLEASE!



KATE GITTINS
SHREWSBURY MARKET HALL

WEBSITE, SOCIAL MEDIA & DIGITAL ADVERTISING

We will continue to keep people informed, introducing Shrewsbury to new people and improving the user experience - as well as being the town’s go-to platform for business profiles and What’s On content. We will build on our huge platform of 6.5million views on social media and our expertise in user engagement to further leverage our channels for the benefit of local businesses.

TOWN CENTRE DRESSING

We love making the town a more fun and welcoming place for customers to visit and an attractive place to live and work by making Shrewsbury look its best. And with a raft of successful campaigns behind us, we know what works and how to achieve it - but we’re always open to new ideas!

TOWN CENTRE ACTIVITIES & CAMPAIGNS

We will continue to run activities and campaigns to attract visitors to the town centre and improve the experience for those already here. Supporting local talent, we’ll make sure there’s something for everyone in Shrewsbury. We’ll also be keeping an eye on accessibility and inclusivity, to make sure everyone feels welcome in our town.

VISITOR ECONOMY PARTNERSHIPS

We will collaborate with our partners at Visit Shropshire to grow the visitor economy and run bigger destination marketing projects. It’s not just about the BID delivering projects by ourselves, we’ll work with the most appropriate partner agency to further the town’s UK profile.



SAFER SHREWSBURY

INVESTMENT OVER FIVE YEARS:

£750,000



“ WE’RE DELIGHTED TO SEE THE BID IS COMMITTED TO CONTINUING ITS WORK ON THE SAFETY OF THE TOWN, PARTICULARLY THE CONTINUATION OF THE SHREWSBURY RANGERS TEAM.



ELISA LEWIS
MARKS & SPENCER

SHREWSBURY RANGERS

Working closely with West Mercia Police, we’ll continue to provide a proactive presence in the town centre to deter anti-social behaviour and crime, as well as providing a friendly face and welcome to customers and businesses alike. We will explore opportunities with Shropshire Council and Shrewsbury Town Council to enhance the scheme further.

CLEANING & PLACE IMPROVEMENT

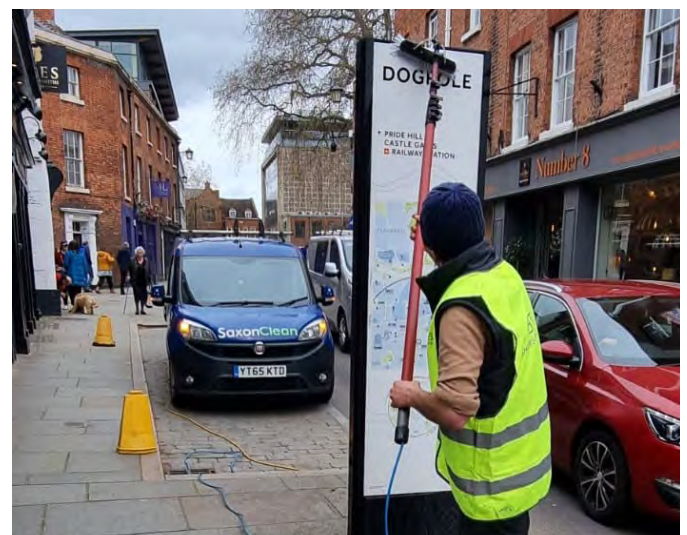
A clean and attractive environment is an essential part of creating a safe town centre. As well as working closely with partners, we will initiate our own projects such as an Annual Spring Clean project to keep our town centre looking its best.

TEAM SHREWSBURY & PURPLE FLAG

Shrewsbury BID will continue to play a key role within the Team Shrewsbury partnership, representing businesses and working together to create a safer Shrewsbury. We will coordinate the Purple Flag programme of continuous improvement to support a safe and vibrant night time economy. We will continue to work to reduce begging through the Alternative Giving scheme.

SHREWSBURY WATCH

Shrewsbury BID manages Pubwatch and Shopwatch, a safety partnership run by members aiming to make Shrewsbury a safer place to live, work, and visit. Members have free access to DISC information sharing app and can hire a radio to connect to the radio system to share real-time safety information between businesses, CCTV, the Police, and Shrewsbury Rangers.



WORK IN SHREWSBURY

INVESTMENT OVER FIVE YEARS:

£450,000



“ WE ARE REALLY PLEASED TO SEE A NEW PROGRAMME OF ACTIVITY FOCUSED ON SUPPORTING PEOPLE WORKING AND STUDYING IN THE TOWN CENTRE.



JO SHARROCK
SHREWSBURY HIGH SCHOOL

CELEBRATING & GROWING ENTERPRISE

Building on the success of our Original Shrewsbury platform, we will create ‘Work in Shrewsbury’ - the ultimate guide to working, studying and setting up a business in Shrewsbury town centre alongside an exclusive incentives programme and initiatives to support recruitment and retention.

We will showcase the amazing companies and sectors already working here - through high quality video, case studies and success stories. We will work closely with partners at Invest in Shropshire to attract new companies, higher skilled and higher value jobs in the town centre, as well as creating demand for new development.

SKILLS AND TRAINING

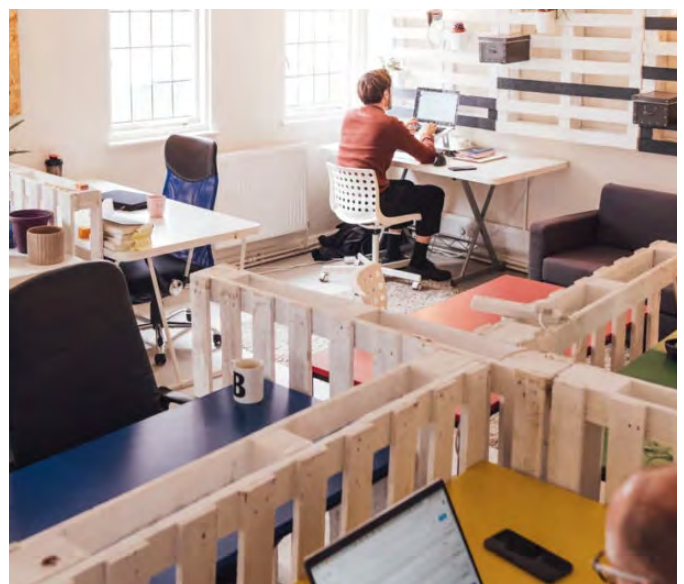
We will provide opportunities for businesses to upskill their workforce through a variety of informal workshops and external training programmes.

STRONG BUSINESS VOICE

We’ll continue to provide a co-ordinated and strong business voice on issues affecting working and doing business in the town centre such as access, car parking and flooding.

A PLACE TO LEARN & GROW

We will continue to work closely with our excellent local education establishments and deepen the connection with the town centre, maximising opportunities for both students and businesses.



FUTURE SHREWSBURY

INVESTMENT OVER FIVE YEARS:

£450,000



“ THROUGH THE BID WE HAVE A STRONG VOICE AND ARE ABLE TO INFLUENCE MATTERS WHICH DIRECTLY AFFECT BUSINESS AND THE FUTURE OF THE TOWN CENTRE.



DARREN TOMKINS
GINDIFFERENT

BIG TOWN PLAN PARTNERSHIP

Working closely with both Shropshire Council and Shrewsbury Town Council, we will continue to play a key role in the place-shaping of Shrewsbury town centre - ensuring businesses have a strong voice on development. We will support and champion the Smithfield Riverside regeneration project following the awarding of £18.7m of levelling-up investment to Shropshire Council in 2023.

GIGABIT FIBRE CONNECTIVITY

We will continue our project with Full Fibre to rollout modern ultra-fast fibre connectivity for businesses across the whole town centre, helping to retain businesses and attract new investment into our historic town centre.

MAXIMISING INVESTMENT INTO SHREWSBURY

We will monitor funding opportunities and look to maximise investment into Shrewsbury town centre; such as match funding for BID projects, grants for businesses or improvements in the wider town centre.

DATA & SHREWSBURY DATA HUB

We will develop the Shrewsbury Data Hub further to provide deeper insights for businesses and partners, supporting better data-led decision making in the town centre.

SUSTAINABLE TOWN CENTRE

We will provide leadership in supporting a sustainable town centre economy and provide opportunities for businesses to upskill in this area.



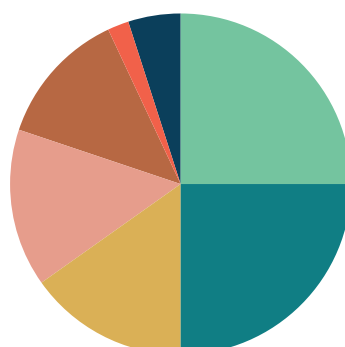
FINANCES

	Year 1	Year 2	Year 3	Year 4	Year 5	Total	%
Levy Income	£299,000	£313,950	£329,648	£346,130	£363,436	£1,652,164	55%
Voluntary Membership	£36,000	£37,800	£39,690	£41,675	£43,758	£198,923	7%
Project Match Funding	£230,000	£230,000	£230,000	£230,000	£230,000	£1,150,000	38%
Total Income	£565,000	£581,750	£599,338	£617,804	£637,195	£3,001,086	100%

Expenditure

Original Shrewsbury	£141,250	£145,438	£149,834	£154,451	£159,299	£750,272	25%
Safer Shrewsbury	£141,250	£145,438	£149,834	£154,451	£159,299	£750,272	25%
Work in Shrewsbury	£84,750	£87,263	£89,901	£92,671	£95,579	£450,163	15%
Future Shrewsbury	£84,750	£87,263	£89,901	£92,671	£95,579	£450,163	15%
Overheads	£73,450	£75,628	£77,914	£80,315	£82,835	£390,141	13%
Levy Collection	£12,000	£12,000	£12,000	£12,000	£12,000	£60,000	2%
Contingency	£27,550	£28,723	£29,954	£31,246	£32,604	£150,076	5%
Total Expenditure	£565,000	£581,750	£599,338	£617,804	£637,195	£3,001,086	100%

Original Shrewsbury	25%
Safer Shrewsbury	25%
Work in Shrewsbury	15%
Future Shrewsbury	15%
Overheads	13%
Levy Collection	2%
Contingency	5%



FINANCE NOTES

- Based on past performance, an assumed collection rate of 98% has been adopted
- The discretionary annual inflation rate on levy income has been modelled at the maximum 5% although this could be less, subject to the decision annually by the Shrewsbury BID Board
- 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 £12,000, which equates to 3.5% of levy income and £24/unit

KEEPING YOU UPDATED

An important part of our role is to give businesses the information and intelligence they need to stay ahead. We will continue to send regular newsletters and updates from footfall and spend 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 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 regularly update the BID website and in April 2023 we have launched the Shrewsbury Dashboard which includes a wealth of data available to businesses.

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 Meetings and Forums
- The Shrewsbury Data Hub

“ AS A MEMBER OF SHREWSBURY BID, I FEEL WELL INFORMED ABOUT THE WORK AND OUTCOMES BEING ACCOMPLISHED ON OUR BEHALF. I APPRECIATE HOW THE TEAM STAY IN CONTACT AND THEIR QUICK RESPONSE TIME TO ANY QUERIES OR CONCERNS WE MAY HAVE.



JENETTE HADLEY
LAKELAND



MANAGEMENT & GOVERNANCE

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

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 will be a variety of working groups that will report into the Board.

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.

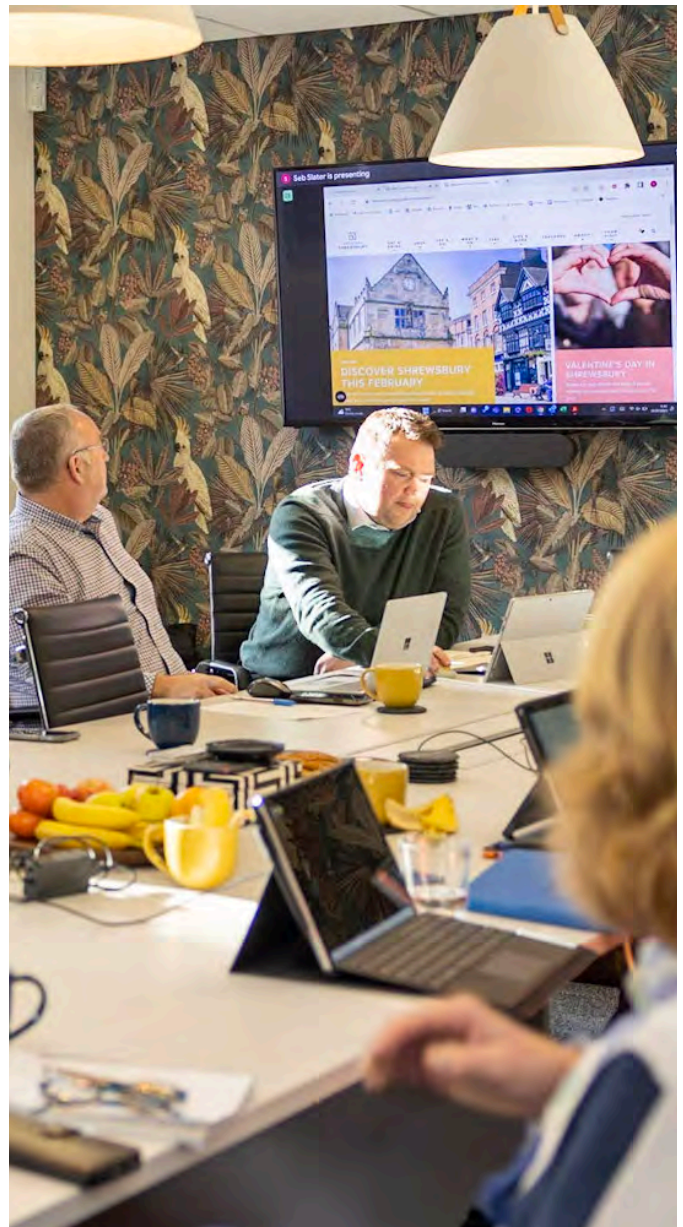
The BID will enter into two legal agreements with Shropshire Council.

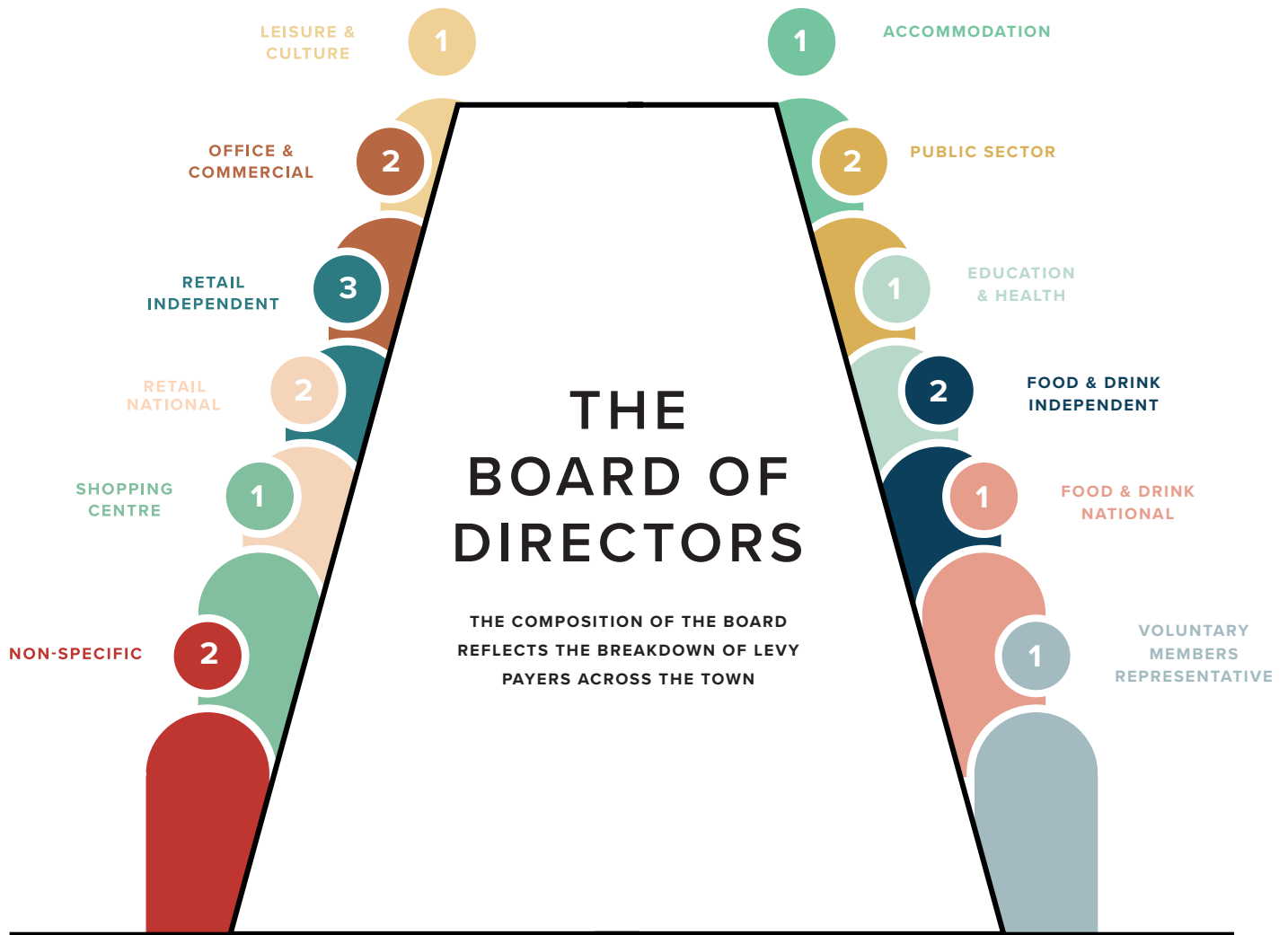
A baseline agreement is in place, which sets out the minimum service standards to be delivered by Shropshire Council and Shrewsbury Town Council.

An operating agreement between the BID and Shropshire 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 shrewsburybid.co.uk/BID3.





LEVY RULES

1. The levy rate will be fixed at 1.58% of rateable value as at 1st April 2024 based on the 2023 Rating List.
2. All new hereditaments entering the Rating List after 1st April 2024 will be levied at 1.58% 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 2024 utilising the prevailing values on the 2023 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 5% (ie. up from 1.58% multiplier to 1.63% in year 2 and so on). The board will be required to decide on whether to apply the inflation factor and at what level 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 will be exempt from paying the BID levy. No other exemptions will apply.
10. VAT will not be charged on the BID levy.



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 2024.

This renewal business plan seeks to establish agreement to a third term that would run from 1st April 2024 to 31st March 2029.

The ballot will run from 8th June 2023 to 6th July 2023 and require a positive majority to succeed and continue with the BID for a further five years.

There are over 300 BIDs operating in the UK including Chester, Bath, Worcester, Aberystwyth, Oswestry, Stafford and Leamington Spa.



SHREWSBURY BID

LOTS TO LOSE WITHOUT THE BID

Shrewsbury BID operates within a fixed term of five years until March 2024. 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 SHREWSBURY BID, THE BUSINESS COMMUNITY WOULD LOSE ITS ABILITY TO INFLUENCE IMPORTANT DECISIONS AFFECTING BUSINESS, AS WELL AS LOSE ALL THE MARKETING AND PROMOTIONAL ACTIVITIES IT DOES TO BRING PEOPLE INTO THE TOWN.



MARK EDWARDS
PREGO

PROMOTING

- No official town website which received over 738K page views in 2022
- No Original Shrewsbury social media with annual reach over 6.7M
- No town dressing, such as bunting, High Street flags and filling vacant windows
- No campaigns designed to bring people to the town and visit your business, such as activations, seasonal campaigns
- No representation for Shrewsbury with partners such as Visit Shropshire and Film Shropshire
- No dedicated PR activity for Shrewsbury in the local and national press

REPRESENTING

- No co-ordinated business voice on issues such as access, car parking and town centre redevelopment
- No ringfenced BID local investment fund totalling £3m over the five years
- No Shrewsbury Data Hub including footfall and sales figures shared with businesses
- No business leadership on the roll out of gigabit broadband in the town centre



SUPPORTING

- No free access to Pubwatch and Shopwatch
- No Shrewsbury Rangers
- No Purple Flag safety activity
- No free training, including first aid
- No informative emails about flooding, business support grants, project updates, or consultations
- No co-ordinated response to issues on behalf of businesses, for example COVID-19 and flooding

OUR BID TEAM



Seb Slater
Executive Director



Emma Molyneux
Project Coordinator



**Stephanie
Mansell-Jones**
Business Liaison



Imy King
Original Shrewsbury
Content

THE BOARD

Mike Matthews
Chair

The Prince Rupert Hotel

Catherine Armstrong

Shrewsbury Colleges Group

Helen Ball

Shrewsbury Town Council

Mark Barrow

Shropshire Council

Tina Boyle

Acoustic Boutique

James Handley

Big Town Plan

James Hitchin

The Alb and Pubwatch

Jonathan Soden

The Soden Collection

Neil Jacques

Tesco and Shopwatch

Dilwyn Jones

Sabrina Boat

Kevin Lockwood
Deputy Chair

Darwin Centre

Darren Tomkins

Gindifferent

Ann Tudor
Finance Lead

Claremont Accounting

BID FOUNDATION ACCREDITED

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



Institute of Place Management



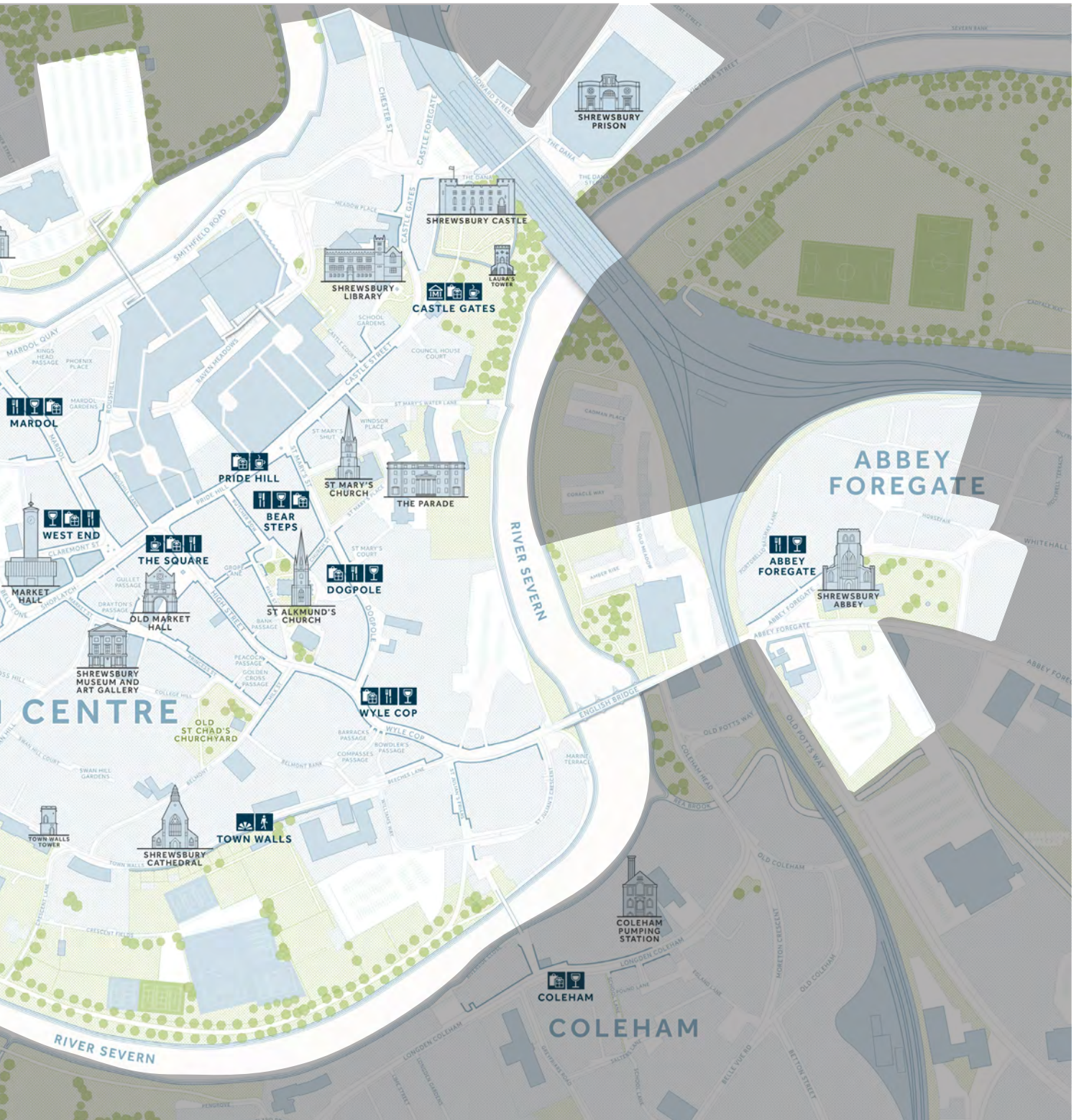
association of town & city management



BID AREA

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





VOTE YES TO SECURE £3M ADDITIONAL INVESTMENT INTO SHREWSBURY TOWN CENTRE OVER THE NEXT FIVE YEARS.

A POSTAL BALLOT OF ALL DEFINED BUSINESS RATEPAYERS
IN THE BID AREA WILL TAKE PLACE FROM

8TH JUNE 2023 TO 6TH JULY 2023.

THE RESULT WILL BE ANNOUNCED ON 7TH JULY 2023.

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

The ballot will be run by an impartial third party body instructed by Shropshire
Council in line with BID ballot legislation.

Shrewsbury BID
Windsor House, Windsor Place
Shrewsbury SY1 2BY

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