

Appendix 1

Shrewsbury BID Business Plan Summary

Competing for the Future

We know town centres are facing unprecedented commercial pressure, out of town retail and business parks, demands on accessibility and a squeeze on spending are dramatically changing the way town centres will need to operate and promote themselves.

Shrewsbury BID will be a business body that will ensure the town is responding to these challenges. It will ensure Shrewsbury is recognised and celebrated as an attractive destination, standing out locally and nationally. The BID is the chance to shape Shrewsbury's agenda and collectively act on the potential you say needs to be realised in the town.

The BID's Central Objectives:

- Creating a quality environment, where people can access the town centre easily and efficiently, by car, on foot or by public transport.
- Increasing footfall in the town by enhancing Shrewsbury's profile as a destination town for both people to use and visit, and for businesses to work in.
- Ensuring the town holds a mix of sectors and services which support each other and further enhances the town's offer and vitality, across the day and evening and throughout the year.

This is your opportunity to invest £1.6million into Shrewsbury Town Centre and lead the way to securing its future and making the changes business want to see. Through a BID, we can respond to the challenges facing the Town Centre and seize the opportunity to ensure Shrewsbury is a well marketed destination and a great place to visit, work and live in.

Vote 'Yes' to Shrewsbury BID to see your priorities delivered.

1. Marketing, Profile and Promotion – Over 5 Years: £840,000

You said:

The town needs footfall, 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.

Vote 'Yes' and the BID can deliver.

- Planned and professionally managed marketing and promotion campaigns, focussed on increasing footfall and highlighting Shrewsbury's excellent offer of independents, retail, leisure, hospitality and commercial businesses.
- Investment and upkeep of a quality, dedicated town centre website, active social media presence and a mobile phone app, all aimed at giving businesses up to date coverage and profile.
- TV advertisements to showcase the town's offer and building links with trade press, media and marketing groups.
- High quality events and entertainment, including specific seasonal campaigns, to promote and bring people to the town.
- Tourism is important to many businesses; the BID will work with partners to deliver specific marketing strategies to bolster this function.

2. Access and Car-Parking – Over 5 years: £520,000

You said:

Car parking prices and people's car parking experiences are putting people off coming to the town. We need incentives to bring people here and encourage them to spend more time to experience what's on offer.

Vote 'Yes' and the BID can deliver.

- Introduction of car parking incentives and deals to reduce parking costs and improve people's experience of using them.
- Improved on-street signage linking up the whole town and making it easier for people to find their way to all that Shrewsbury has to offer.
- Work with public transport providers to ensure better service provision, including for specific events and peak seasonal periods.
- Better signage and information at car parks, the bus station, the train station and on routes in to the town.

3. Backing Business– Over 5 years: £150,000

We need the town to support and promote business and our needs. We want to save money where we can and attract new and repeat customers and clients to the town.

You said:

Vote 'Yes' and the BID can deliver.

- Regular communication and information updates so you're the first to know what's happening in the town and can plan accordingly.
- Reduced business costs through centrally negotiating services such as trade waste, recycling and advertising.
- Reward local loyalty with tailored incentives such as a Shrewsbury voucher scheme or a reward card to ensure customers and clients come back time and time again.

4. Direction and Drive – 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, with support available for existing businesses and as well as attracting new businesses to the town.

Vote 'Yes' and the BID can deliver.

- The BID will be an active, strong, lobby group. Collaborating with partners and championing your interests, it will take a lead in driving the direction of the town in the way you want to see it realised.
- The BID will work with partners to promote and manage activities to ensure the town is safe and welcoming during the day and at night.
- With a town centre focus, the BID will work in partnership to drive investment, encourage businesses into the area and provide support to help businesses thrive.

The Funding

BIDs are funded by the businesses within the BID boundary. If businesses vote 'yes' for Shrewsbury BID, the levy will raise over £320,000 pa, for five years, to deliver improvements that will directly benefit you.

If the BID vote is successful, all eligible businesses will pay a levy of 1.5% of the rateable value of the business. Small businesses, with a rateable value of less than £10,000, will be exempt from paying. The table below gives examples of how much the BID levy will be.

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 BID Company

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. Local Authorities will have representation on the Board.

The BID will also employ a dedicated, full-time manager to ensure the projects outlined in this business plan are delivered effectively and efficiently. The BID Manager will be the main liaison point between the BID Board of Directors and the businesses. 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.

The Indicative BID 5 Year Budget

	<u>2014/15</u>	<u>2015/16</u>	<u>2016/17</u>	<u>2017/18</u>	<u>2018/19</u>	<u>5 Year Totals</u>
Income						
BID Levy	323000	323000	323000	323000	323000	1615000
Voluntary Contributions*	50000	50000	50000	50000	50000	250000
Total Income	373000	373000	373000	373000	373000	1865000

* Voluntary contributions are unconfirmed but allow for businesses outside of the BID boundary to opt in plus sponsorship, in-kind support etc.

BID company overheads tend to be in the region of 15-20% of BID revenue and it is planned that Shrewsbury BID will not exceed this general average. Overheads include staff, office accommodation, IT, insurance, legal support, levy collection costs, etc. Shrewsbury BID will also seek to generate voluntary contributions and 'in kind' support to meet overhead expenditure enabling the BID company to allocate levy revenue to projects and services.