

THE FUTURE OF YOUR BID

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

From securing £1 Sunday Car Parking, to stand out Original Shrewsbury promotional campaigns; 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.

Through Shrewsbury BID, local businesses have been able to make our collective voice heard and affect town centre policy. Our creation of the Shrewsbury Big Town Plan with key partners is ensuring that the business community has a genuine stake in the future development of our great town.

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

G

Mike Matthews
Chair of Shrewsbury BID & owner of
The Prince Rupert Hotel





In our first term, through our partnership with levypaying members and collaborative working with local organisations, Shrewsbury BID has delivered.

You've told us 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 continuation 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 State



Seb Slater *Executive Director of Shrewsbury BID*

WHAT ISA 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.

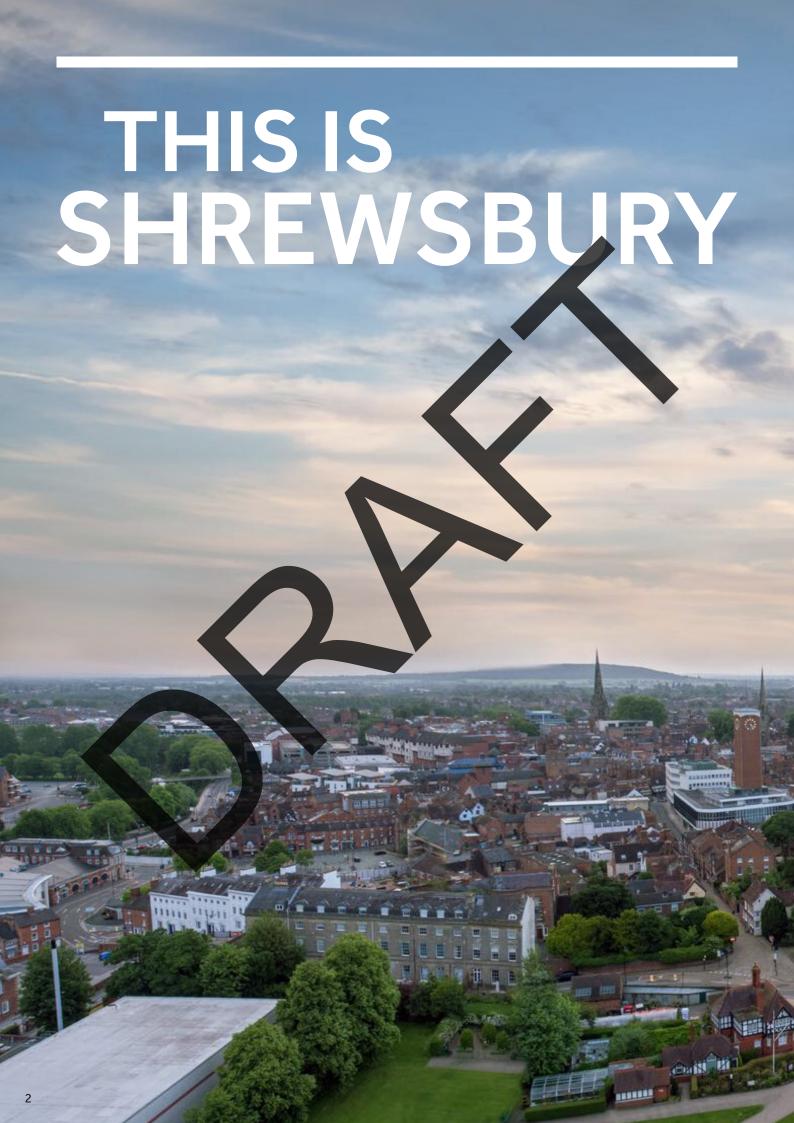
During the term of the BID all businesses defined within this Business Plan will be required to pay the mandatory levy irrespective of whether they cast a vote in the ballot.

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 Callot 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.



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 do business, visit, work and spend time in. 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 apportunity for business.

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

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



As a now well established and connected organisation, 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 Quarry Swimming Pool** within the town, to negotiating **significant improvements** to the car parking strategy, kicked off by introducing **£1 Sunday car parking.**

We have delivered **costs savings** which on average have saved businesses £2,300 and provided support through 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 **Purple Flag** status for Shrewsbury, three years in a row.

Powerful destination 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 Festival. Our Original Shrewsbury website, featuring all our businesses, now attracts over 1 million page views, and we a social media following of over 17,000 people.

FIVE XEARS OF ACKLEVENENT





our free business

500+







£1.9m
invested in the town centre over the past five years

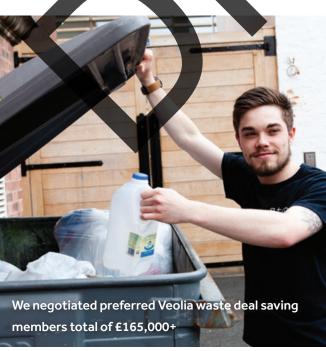
£2,300 savings 250+ members have used our

250+ members have used our cost savings service, saving everage of £2,300



_■■■ £420,000

We have attracted £420,000 additional above-levy income for BID projects





Shrewsbury Watch

is provided as free service to 175+ BID members









1008+

pieces of positive media for Shrewsbury with total PR value of £1,016,612







ver 200 BID businesses featured in our Christmas Gift Guide and Independents Passport distributed o 125,000 people





Shrewsbur promotional videos





19,000+

followers on Original Shrewsbury social media channels





























50+

Original Shrewsbury Instagram takeovers for local businesses







Average Monthly Footfall

Year on Year change Jan - May 2018

Shrewsbury +1.2% West Midlands -3.7% UK -3.4%

Market Towns -6.4%







Purple Flag

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



800+hours

of BID Ambassador support provided for the night time economy













Park & Ride

Funded additional park and ride services in the run up to Christmas

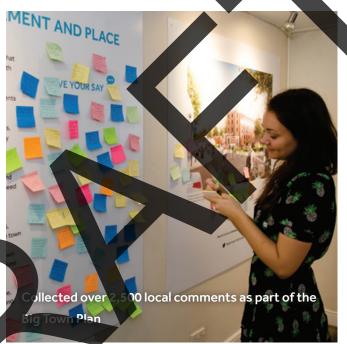


174

Shrewsbury Watch members part of the town radio or DISC app















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.

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

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

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 printer 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.

"West Mercia Police is proud to work with Shrewsbury BID - their commitment to making Shrewsbury a safer place is very much appreciated."

- Inspector Ed Hancox



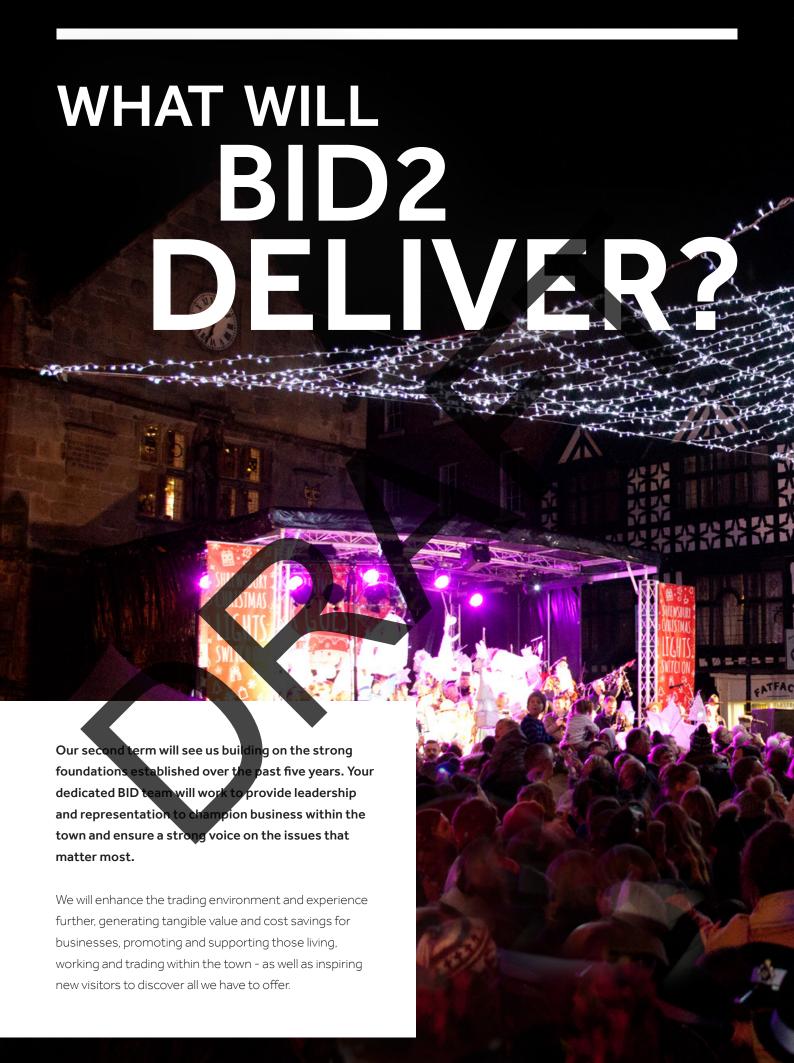




BID 1 PROJECT RATINGS



11





WHAT WILL BID2 DELIVER?

PROMOTING ANIMATING

Fresh ideas 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

Our Original Shrewsbury website is now the town's top ranked website attracting half a million visits a year, and we have a rapidly growing social media following of over 19,000 people. We will create new opportunities for our members to create content and showcase their business to this wide audience. Enhanced business profiles will be rolled out to all BID members which will also allow businesses to promote special events and offers.

Celebrating Shrewsbury as the origin of Independent thinking

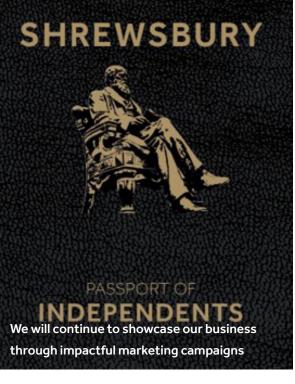
Through collaborating with the town's educational organisations, we will promote Shrewsbury as a 'learned town' and great place to study for all ages, celebrating Shrewsbury as the birthplace of Charles Darwin and growing the impact and engagement with DarwlN Shrewsbury Festival each February.

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. These campaigns will be maximised through social media conversation, print media space, our digital presence and the real 'experience' of being here. Local, regional and national communications will encourage others to come and feel this experience for themselves.

Showcasing Shrewsbury through authentic photography

We will use authentic photography and video to help us 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.



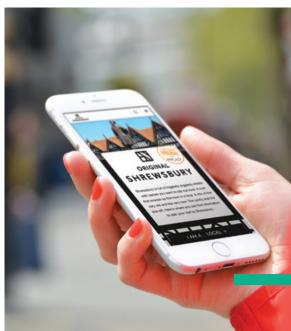
"Without Shrewsbury BID, the town stands to lose £800,000 worth of dedicated marketing activity which brings our businesses to life and people to our businesses."

- Name of quote









WHAT WILL BID2 DELIVER?

ENHANCING SUPPORTING

We will continue to support business through delivering a range of projects which improve the trading environment and the visitor experience.

Improving walkability and the streetscape

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 streetscape

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

Retaining an active role within the Team Shrewsbury Partnership

We will continue to manage and operate the award-winning safety partnership Shrewsbury Watch and assist in retaining our coveted Purple Flag accreditation. Our night time Ambassadors programme will provide members with an extra level of support as well as enhancing the experience for visitors to the town.

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 local suppliers and provide a free digital health check service. Free workshops for business swners and workers, sector breakfast forums will be hosted on issues affecting business to help share and network ideas and best practice.

Reducing the impact of begging

The BID will work with partner organisations and businesses with renewed energy and resources to impact the level of begging, rough sleeping and antisocial behaviour in the town centre.





"We need to make it easier for people to come to Shrewsbury. The experience needs to improve and the BID is our voice for driving this positive change."







WHAT WILL BID2 DELIVER?

REPRESENTING CINFLUENGING

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 in the public realm. 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.

Transport and access lobbying

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









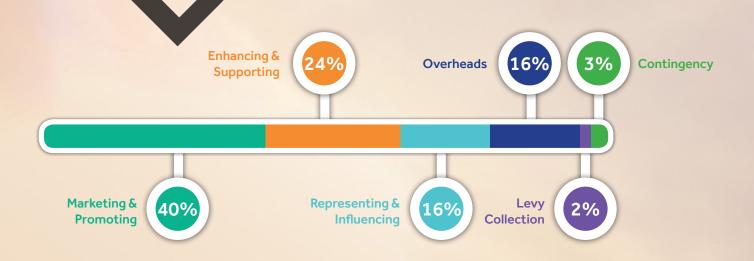






FINANCES

FINANCES							
	Year 1	Year 2	Year 3	Year 4	Year 5	Total	
Levy Income	£323,000	£326,000	£331,000	£336,000	£340,000	£1,656,000	82%
Voluntary Membership	£10,000	£11,000	£12,000	£12,000	£12,000	£57,000	3%
Grants & Sponsorship	£60,000	£60,000	£60,000	£60,000	£60,000	£300,000	15%
Total Income	£393,000	£397,000	£403,000	£408,000	£412,900	£2,013,000	100%
Projects Expenditure							
Promoting & Animating	£155,235	£156,815	£159,185	£161,160	£162,740	£795,135	40%
Enhancing & Supporting	£93,141	£94,089	£95,511	£96,696	£97,644	£477,081	24%
Representing & Influencing	£62,094	£62,726	£63,674	£64,464	265,096	£318,054	16%
Total Projects	£310,470	£313,630	£318,370	£322,320	£325,480	£1,590,270	
Other Expenditure							
Overheads	£60,740	£61,460	£62,540	£63,440	£64,160	£314,840	16%
Levy Collection	£10,000	£10,000	£10,000	£10,000	£10,000	£50,000	2%
Contingency	£11,790	£11,910	£12,090	£12,240	£12,360	£60,390	3%
Total Expenditure	£393,000	1397,000	£403,000	£408,000	£412,000	£2,013,000	100%



KEEPING YOU UPDATED





"As a levy paying member of the BID, it's good to be kept fully up to date with the work and achievements being delivered on our behalf change."

- BID member

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 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
- One to one business meetings
- BID Website and Social Media
- Sector Breakfast Meetings
- Shrewsbury Business Dashboard www.mysolomon.co.uk

MANAGEMENT GOVERNANCE OF THE BAD

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.

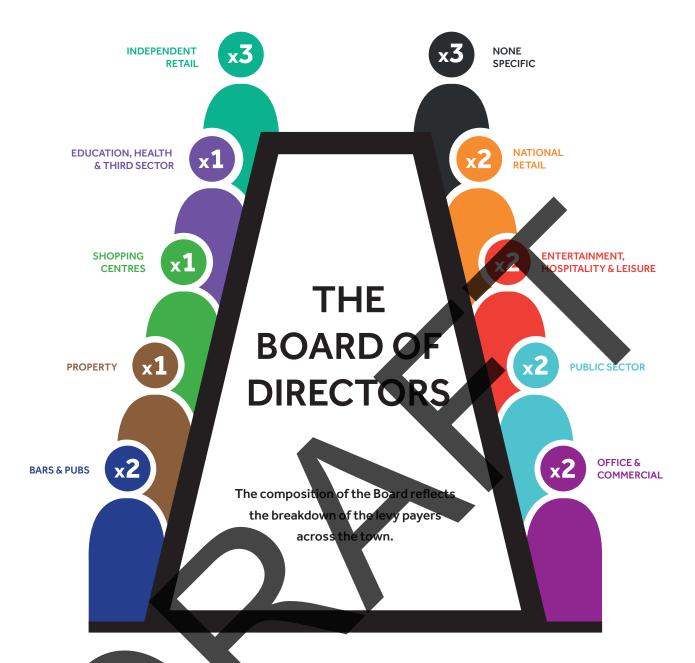
The BID will enterinto two legal agreements with Shrewsbury Council.

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

In operating agreement between the BID and Council will define the contractual arrangements for the collection and enforcement of the BID levy collection, which 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**





LEVYRULES

- The levy rate will be fixed at 1.5% of rateable value as at 1st April 2019 based on the 2017 Rating List.
- All new hereditaments entering the Bating List after 1st April 2019 will be levied at 1.5% of the prevailing list at the start of each chargeable year.
- 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.
- 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.
- 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.
- 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.
- Non-retail charities with no trading income, arm or facilities, notfor-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 SlaterExecutive Director



Aleks Vladimirov
Partnerships Manager



Emma Molyneaux
Projects Co-ordinator

THE BOARD

Mike Matthews, Chairman – The Prince Rupert Hotel
John Half, Deputy Chairman – Write Here! Ltd

Kevin Lookwood – Darwin and Pride Hill Shopping Centres
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
Paul Kirkbright – University Centre Shrewsbury
Dilwyn Jones – Sabrina Boat
John Major – Majors
Emily Periam – The Armoury
Ann Tudor – Claremont Accounting
Rachel Williams – Marks and Spencer

Industry partners



















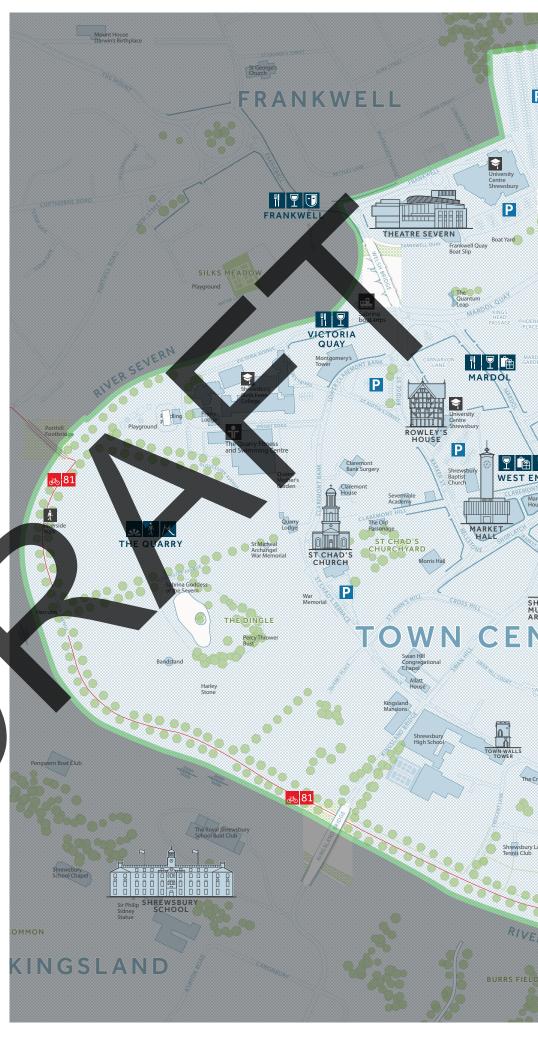




BIDAREA

Abbey Foregate (Part) Bank Passage Barker Street Barracks Passage Beeches Lane Bellstone Belmont Belmont Bank Bowdler's Passage Bridge Street Butcher Row Caste Gates Castle Street Chester Street Church Street Claremont Bank Claremont Hill Claremont Street College Hill Compasses Passage Coton Hill 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 Passag Phoenix Lan Pride Hill Pride Hill Centre Princess Street Roushill Roushill Bank Shoplatch Smithfield Road Spring Gardens Spring Road Alkmund's Place in's Stree St Jo St Julian St Julian's Friars St Mary's Street 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 Windsor Place

Welsh Bridge 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