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- Enter the event code BID2020
- Let's all start with a poll question....





Horsham BID

Welcome

Horsham Business Improvement District

REVIVE 
& **THRIVE**

Launch



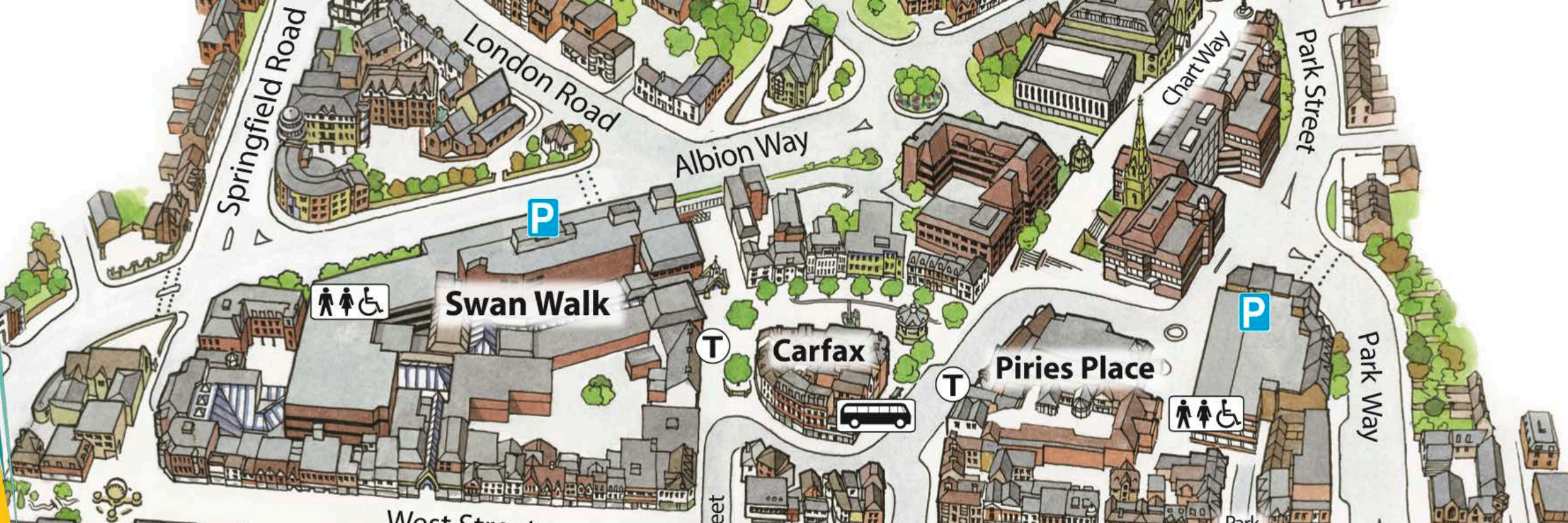
Horsham BID Steering Group

- **Willie Hamilton**, Chair HBID
- **Simon Pringle** CEO, Red River Software
- **Ben Hewson**, Independent
- **Garry Mortimer-Cook**, Town Centre Manager of HDC
- **Adam Walker**, Director of Crickmay Surveyors
- **Dale Jannels**, CEO of Impact Specialist Finance
- **Pedro Martins**, GM of Cote
- **Gill Buchanan**, Centre Manager of Swan Walk
- **Clare Mangan**, Head of Economic Development HDC
- **Dominic Wakefield**, MD of Wakefields Jewellers
- **Alan Johnson**, GM Waitrose
- **Amanda Matthews-Bruce**, GM John Lewis



Horsham

BID



Business-led and business-funded private company for the purpose of improving a defined area where the local businesses work together on new PROJECTS and SERVICES

BIDs were first established in the 1960s in USA

Legislation for BIDs in England in 2003

320 BIDs in the UK

Business Improvement Districts...

Business-Funded

A BID is funded through a levy based on the rateable value of your business property.

Business-Led

Most BIDs are governed by a board made up of BID levy payers representing the BID area

Business Plan

The levy, all exemptions, operation costs, governance, reporting, and measuring success, is all set out in the BID Business Plan

Why is a BID Important?



Democratically elected voice for LOCAL
business



Declining investment from Public & Private
Sectors



Declining standards and variety



Businesses can take matters into their own
hands

What can a BID do?

Delivering specific operational projects with targeted outcomes

- Infrastructure
- Signage
- Enhancing security
- Additional street cleaning
- Greening activities
- Business cost reduction
- Managing resources
- Networking
- Digital development
- Promotion & Events
- Training activities
- Night time economy

Delivering less tangible benefits

- Businesses decide and direct the projects important to their success
- BID levy money is ring-fenced for use only in the BID area
- Additional investment in the area
- Improved staff retention
- Access to expertise
- **Businesses are represented and become stakeholders in the area**

How could BID income be spent?



Marketing –
to each other,
to local
interested
parties and to
potential new
businesses



Training –
social
media, first
aid, etc.



Environment
– roads,
verges,
barriers,
signage



Security –
CCTV, crime
reduction,
mobile
security



Representation



What else?



Transport –
car parking,
sustainability



Connectivity

What are the Benefits?

It is an investment, not a tax

A better, safer, cleaner trading environment

Improved profile of the area

Reduced business overheads

Improved staff morale

Influence Public Sector services

What can't the BID do?

- A BID cannot replace council services
- A BID can enhance current services or provide new services
- A set of baseline agreements determine what is provided by the local authority
- Typically these will cover:
 - Neighborhood Services
 - Highways maintenance
 - Street Lighting
 - Food & Safety
 - Trading Standards
 - Sport & Physical Activity
 - CCTV
 - Licensing
 - Policing
 - Library services
 - Street Cleaning

Myth busting?

- I've been told that the BID levy is 10% of my business rates
 - If I vote no I don't have to pay
 - If you don't vote its counted as a 'yes'
 - The BID will only be doing what the council should be
 - The BID will know how everyone votes so they can rig it
 - The council don't have to pay
-
- Full list of myth busting can be found:
reviveandthrive.co.uk/bid-mythbusting/

How will it work?

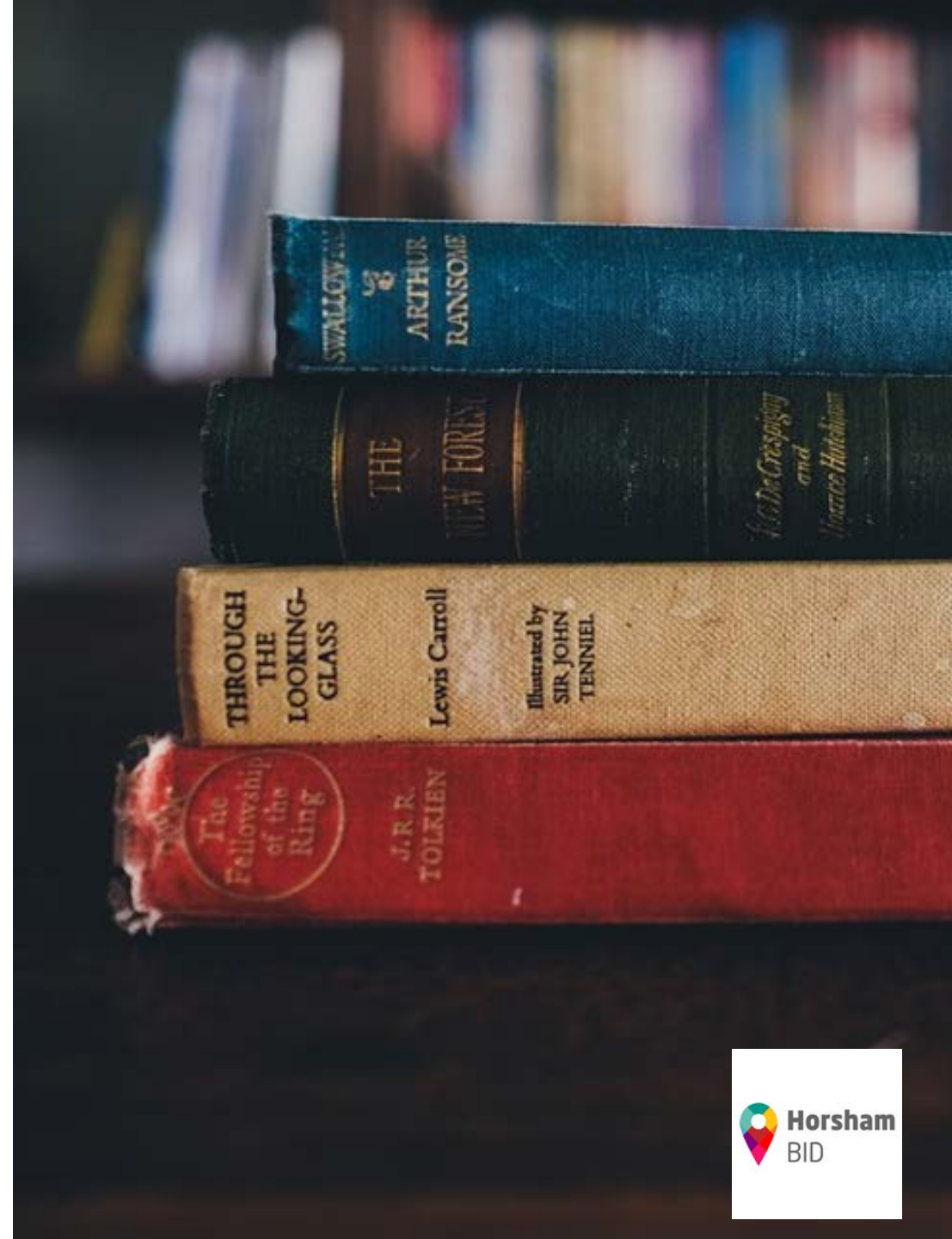
- Talk to businesses
- Write a proposal
- Businesses vote on it
- The BID lasts for 5 years
- Run by a wholly new entity driven by positive change
- Accountable to its members

What happens next?

- Consultations
- Business meetings
- Surveys
- Business planning
- Timetable for 2020/21

How can I find out more?

- **Get involved** – come to meetings
- **Talk to us** – contact details on next slide
- **Talk to others** – see what businesses in other BID areas think and talk to your neighbors
- **Research** – www.reviveandthrive.co.uk
- **Online** – www.horshambid.co.uk



Get in Touch

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Or

Feel free to contact any of the current Steering Group Members, all contact details are on the website: www.horshambid.co.uk



Horsham BID

Thank you