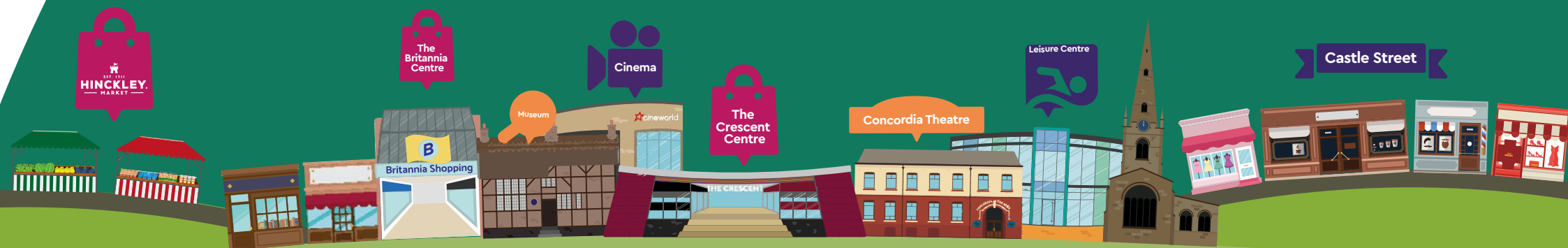


Business Plan 2019–2024





HINCKLEY BID BRINGS YOU

Many gift
ideas on display

Santa's GROTTO

• At Hinckley Leisure Centre •

15, 16, 17 & 21, 22, 23 DECEMBER 2017

10am to 12.30pm - 1pm to 4pm

Entry just £1 per child

Every Child Receives a Gift

Age 3 and Under – **FREE** of Charge



The Hinckley BID has been a valued partner of the Council since its inception in May 2009. During this period Hinckley Town Centre has undergone a major transformation supported by the BID and the businesses that make up its membership. The town has seen over £100m investment in new shops, restaurants, supermarkets and car parking during the tenure of the BID, which has added significant value with its investment in marketing and promoting the town, staging regular events throughout the year and leading an innovative digital programme to support and promote its businesses to shoppers and visitors. It is no coincidence that Hinckley was voted Best Market Town in Leicestershire in the 2017 Tourism Awards.

The Council looks forward to continuing to support the BID in its endeavours to sustain and improve the town centre for all of our shoppers and visitors over the third BID term.

**Bill Cullen – Chief Executive,
Hinckley & Bosworth Borough Council**



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Introduction

The last decade has seen Hinckley BID go from strength to strength demonstrating the effectiveness of a private sector management approach. It is easy to forget the great achievements of the BID and the invaluable role the BID has undoubtedly played in ensuring that Hinckley has weathered the global and national economic recession over the last 10 years. The BID team has fought valiantly against the national trend of up to 40% vacancy in shop units and kept Hinckley's below 10%. It has also consistently battled to maintain healthy footfall figures in the town, which we are now seeing on the rise again.

The first BID term saw the development of a town centre strategy and business community, town centre maps, trails, guides and shopping information, new family events, new businesses investment, effective lobbying and advocacy, partnerships with key local employers, stakeholders and influential decision makers and a town centre embracing new technology.

As a consequence of a very successful first term, you voted to give Hinckley a second term BID, building upon that success as this business plan will show. Hinckley Town Centre has done better than weather the storm, it has kept abreast of and utilised technology with its digital high street theme. The BID has courted visitors and rewarded them with superb, targeted and strategic events and promotions coupled with up to date information, using e-newsletters and social media. Last but definitely not least the BID has not forgotten the needs of you, the businesses and has sought to repay your investment via centralised procurement of services and training courses. We have also proactively advocated on difficult issues, crucial to the smooth running of your businesses and have developed great relationships with local partners and won a position of influence with them. On a more personal note we have always been on hand to listen, inform and sort out issues such as street cleansing and security as well as helping start up and expanding businesses.

I would urge you to take some time to read this business plan and to remember both what you stand to gain with a YES vote again and also what you stand to lose if you do not vote YES. If the BID were to shut down, you would lose not only the services and support the next 5 years can bring but the cumulative effect of the last 10 years of investment. So if you don't VOTE YES for a 3rd term, it is no idle threat to say that all this (and more) will disappear. The Council have already made it clear that they could not afford to fund any or all of these projects.

Without a BID, Hinckley Town Centre would be at a competitive disadvantage. There are now over 300 BIDs across the UK with both Loughborough and Melton having recently renewed theirs and Leicester having established a new one. Nuneaton will soon follow as well.

Please vote YES in the ballot between 18 October and 15 November 2018.

Support the BID, Support Hinckley, Support your Business.

Ian Daniels

Chair, Hinckley Town Centre Partnership Ltd.

What is a BID?

A BID is a formal arrangement where the businesses in an area come together to fund, manage and implement an agreed programme of actions designed to improve the trading environment of the area to the benefit of all the businesses within it. The actions are set out in a business plan that is voted on by all businesses in the area and are in addition to those services already provided by the Councils. In the UK, there are now over 300 BIDs.

All those businesses that would have to pay, vote upon a BID. If the majority vote in favour of Hinckley BID 3, all businesses on the streets listed on page 20 will pay an annual levy, which will be used to deliver the business plan.

For a successful YES vote:

Over 50% of businesses that vote, must vote in favour of Hinckley BID 3.

Of the businesses that vote, those voting YES must represent a greater total rateable value than any that vote NO.

The Last 5 Years in Summary

Hinckley BID was first established in 2009 after a successful BID ballot and has since been overseeing the management of the Town Centre, representing approximately 400 businesses in its first and second terms. The work and success of BIDs has been shown to be cumulative, with each 5-year term building upon and setting a foundation for the next. Hinckley BID has therefore implemented many innovative projects and initiatives unusual for a town of its size. The BID team have worked ceaselessly and successfully to improve the overall trading environment for BID businesses, residents, employees and visitors.





HINCKLEY BID DELIVERS

Hinckley BID has invested nearly £2 million and delivered over 100 successful business initiatives. Hinckley BID is having a significant, positive impact on encouraging footfall and sales in our Town centre. The following pages highlight some of the key achievements.

1. Digital High Street

This theme aims to keep Hinckley in the forefront of the technological evolution, enhancing safety and driving trading activity and footfall.

We said we would:

- Make the internet readily available and free to all visitors
- Monitor footfall and individual journeys through intelligent technology
- Give visitors access to live information to help them find their way around
- Contribute to updated CCTV equipment to provide greater public safety

Our Top 4 Most Recent Achievements

1. Free WIFI has been installed throughout Hinckley Town Centre – currently, there are 12,000 unique users who have made 41,872 calls, and growing.

2. We have installed 11 Geosense footfall monitors to cover the whole Town centre providing up to the minute and comparative data and tracking visitor journeys from arrival to departure.

3. Two large 'Wayfinder' touchscreens located in high footfall areas display information about every BID business and show their exact location, as well as details of forthcoming events, a 'live' local bus timetable, the weather and much more.

4. The BID's contribution to CCTV has enabled additional cameras in key areas as well as extended operator monitoring hours.

In 2016 we were presented with a Special Recognition Award for our Digital High Street Initiative by the Minister for Small Businesses at the HMG Department for Culture and Local Government.

Our family business has always worked on the basis of, "get the people into the town and then it is up to us to showcase our offer". The BID helps us to achieve BOTH aims and regularly new faces say, "we came to a recent event and decided that we liked the town so came back to have a longer look around".

Our BID levy is less than the cost of a decent media advert. Without the BID who would promote our town so well? What other organisation would command the positive relationship with and the support of our local authority that the BID does? We support the BID 100%.

Jim Darlaston – Philip James Menswear



2. Business Support

This theme aims to listen to, respond to and support BID levy payers with a range of initiatives and high value services.

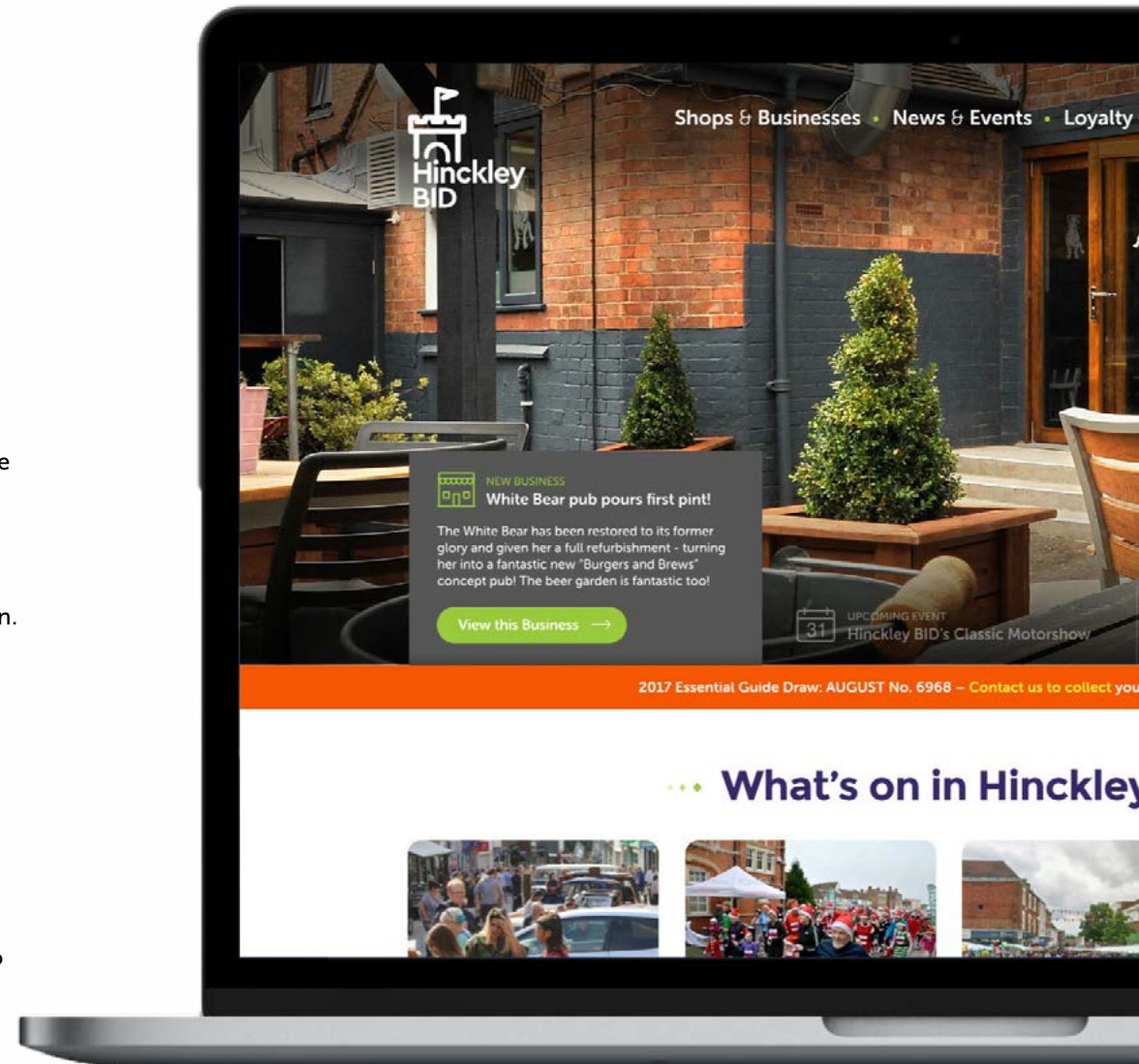
We said we would:

- Be readily available to any BID member on a 24/7 basis no matter what their issue and to find fast solutions
- Promote via social media and regular e-newsletter any new offers, ranges, or services they may introduce
- Provide free recycling to smaller businesses with collections on a weekly basis
- Promote each business through a dedicated page on the Hinckley BID website which now receives 10,000 hits a month

Our Top 4 most recent Achievements

1. We have introduced a free Radio-Link scheme whereby 35 businesses have been issued with a state of the art 2-way radio enabling them to contact CCTV (and alert all other radio-holders) immediately they suffer shoplifting, anti-social behaviour or wish to report an incident. The result of this system and close liaison with the Police and the BID (who monitor all transmissions) has resulted in more criminals being caught.
2. Our monthly e-newsletter to all BID members allows us to advise on details of potential grant-funded training schemes, forthcoming events with which they can theme, 'Best shop window' competitions and any other relevant and useful information.
3. Despite an increase in cost to the BID, we are maintaining our free weekly recycling scheme to 200+ independent shops and businesses – for many the cost saving is greater than their BID levy.
4. The Hinckley BID website has been extremely popular with the public. We are preparing to launch a new website allowing Visitors to browse the website whilst mobile with full support for smartphones and tablet devices such as the iPad. This will ease access to browse and engage with town centre businesses. Each business will have more space to promote their products and services and Visitors will find it far easier to find out about the latest offers from their favourite shops. We want visitors to Hinckley Town Centre to arrive more often and stay engaged for longer, and we want each business to be at the top of the Google page whenever possible.

The new Hinckley BID website will be much more graphic





**FREE
EVENTS**

3. Marketing and Promotion

The Marketing and Promotion theme seeks to raise awareness of our town centre using a wide range of media.

We said we would:

- Promote equally each and every business located in the Hinckley BID area
- Put Hinckley at the forefront of all other nearby towns
- Be proactive in the wide use of Social Media as a communication tool
- Market our low vacancy rate to potential new businesses

Our Top 5 Most Recent Achievements

1. Producing 25,000 copies of a 58 page Annual Town Centre Guide which includes details of every business with its location against a pull-out grid map. Each Guide is entered into monthly prize draw for a BID Member Voucher of the winner's choice.
2. Promoting marketing opportunities within a 50-mile radius including Radio Media, Local Press, Rural Publications and the Borough Bulletin.
3. Preparing and sending a free monthly E-newsletter to a growing number of households (currently 15,300) which contains details of BID member Offers, New businesses, forthcoming events, 'scam' warning messages and more.
4. Promoting the Hinckley BID Loyalty Card scheme, which has reached 6,800 members with 90+ Town Centre businesses making an offer.
5. Building Social Media awareness of Hinckley on Wonderful Hinckley



4. Events and Visitor Services

This theme has the aim of showcasing and adding value to Hinckley's town centre offer by attracting families into the centre for a variety of events.

We said we would – provide family orientated Events in the Town centre which:

- Drive additional family footfall into Hinckley
- Showcase the Town's shops, services and facilities
- Are low user cost, or free to attend
- Grow annually in popularity

Our Top 4 Most Recent Achievements

1. 8th Annual Classic Motorshow on Sunday, Sept 16th, 2018 – 800+ vehicles on show and the visiting crowd was more than 27,000. One well-known company on Regent St reported that his profit on that day alone was more than his annual BID levy.
2. 9th Annual Soap Box Derby on Sunday, July 8th, 2018 brought 40 entries from all over the Midlands and a crowd of 10,000+. Shops reported brisk trade.
3. 8th Annual Pancake Race on Feb 13th– despite the pouring rain nearly 80 competitors took part resulting in an 8-page pull-out in the Hinckley Times.
4. 7th Annual Easter Bunny Hunt – a route is devised to showcase new shops and businesses, the clues attract entrants to them. 584 children accompanied by their families and carer's took part.

Footfall counters estimate the additional footfall into Hinckley through these and all our other events at over 1 million over the past 10 years.

Hinckley BID's submission and a follow up by independent judges making mystery visits resulted in our Award for the 'Best Leicestershire Market Town 2017'.



Adding Value

The BID always aims to work collaboratively with other local partners who deliver services and seek to positively promote or enhance the town centre. We understand the workings of our partner organisations, their limitation, expectations and modes of negotiation. We are therefore well placed to influence and reflect the interests of both BID Members and Visitors Here is a sample of the Boards and Working Groups we represent you at:

- LSP (Local Strategic Partnership)
- Town Centre Car Parks and Parking
- Hinckley and Bosworth Tourism
- Leicestershire Market Towns
- CCTV
- Town Centre Operations
- Markets Development
- Major Projects
- Public Realm and Road Schemes
- Endeavour Tactical Management Group (Town Centre Safety)
- Hinckley Heritage
- Pubwatch
- HBBC CEO's Town Centre Group



In addition, the BID sponsors:

- 50% of the cost of the new Festive Fun Run, shared with HBBC
- Design and 50% of the print cost of the History Trail brochure with HBBC (this encourages people to walk around the town centre to visit all the historical sites pictured and thus pass many businesses)
- The Sand Play area at the annual Snapdragon Festival
- Promoting BID events and our Town centre Businesses regularly on Radio, Newspaper, The Borough Bulletin, Local and Leicestershire magazines
- Making it easy to find all BID businesses through the Touch-screen Wayfinders at Church Walk and in The Crescent
- Each year we make a payment to the CCTV budget, to enable the CCTV crew to monitor for longer hours as needed

What will a YES vote mean for Hinckley?

A renewal of Hinckley BID for a further 5 years will mean:

- 400+ businesses will continue to be supported and serviced by the BID
- £1 million of investment for Hinckley Town Centre
- The continuation of the existing popular projects, events and promotions

What the BID will do...

Our aim is to continue to deliver what we do well and what you said you want us to continue. We will deliver initiatives in four key areas:

Digital High Street

Business Support

Marketing and Promotion

Events and Visitor Services

Our thanks to Hinckley BID whose popular events showcase all that is good about Hinckley Town Centre, we have had more new customers than ever in our 70 years of trading here. They say they love coming to Hinckley, as their own towns create nothing in the way of excitement or free entertainment. This must be good for all Hinckley businesses.

Gayner Johnson – The Lingerie Company





What If You Vote NO?

If businesses decide to vote NO to renewing the BID then all the investment into the Town Centre from the BID will formally end on 30 April 2019. A 'No' vote will mean Hinckley Town Centre losing a great many benefits that the BID brings. Here are just a few;

Lost Investment

Nearly £1million BID levy investment will be lost over the next 5 years as well as the additional funding the BID levers in (£200,000+ additional funding over the past 10 years)

A Loss of Momentum and Success for Hinckley

Hinckley would lose ground with other BID Towns such as Loughborough, Leicester, Melton Mowbray and soon Nuneaton.

Hinckley will Slide Behind the Times

The loss of the new mobile-friendly Hinckley BID website www.hinckleybid.co.uk which aims to achieve 15,000 hits every month. The e-newsletter featuring BID businesses and events to 15,000+ local homes would cease. Free WiFi and the Geosense footfall counters and movement monitoring would no longer be available.

Business Safety and Security will be Compromised

The Radio-Link security system with 35+ handsets would no longer operate. The BID member warnings of local crime as it happens will also be lost.



Events, Marketing and Promotion will Cease

Events will cease such as the Annual Easter Bunny Hunt (2018 – 1000 families) Annual Soap Box Derby (2018 – 10,000+ Visitors) Annual Classic Motorshow (27,000 + visitors) will end, no free Summer of Fun events. The Hinckley Loyalty card scheme would cease (6800+ members. At the same time the Annual Essential 58 page Guide to Hinckley (25,000) would not be produced and the regular marketing and promotion of Hinckley and it's businesses in the printed media, on buses and billboards and on other media would all end.

Business Support will Dwindle

Free recycling for businesses would cease, as would training and business support and information channels. There would be no one to represent business concerns on local partnership decision-making Boards and no one to regularly lobby on matters including parking, business rates, policing, noise and anti-social behaviour, street furniture, flooding, signage and other important matters.

There is NO replacement body that will deliver these services. There is NO Plan B.



So What's New for Hinckley BID 3?

The independent consultation that took place with businesses recently showed a great deal of satisfaction and support for the existing BID and its themes and projects. Respondents were clear that they want more of the same for the next term of the BID. This third term Business Plan acknowledges your feedback and plans to maintain and enhance each theme.

Town Centre Rangers

It is proposed to find a way to introduce uniformed Town Centre "Rangers" whose remit would be to work across a number of themes:

- Be a visual deterrent to law breakers
- Support the police and businesses by attending to issues quickly and helping to gather evidence
- To act as ambassadors and assist visitors in the town centre
- Help with town centre events

Digital High Street

These are projects that ensure that Hinckley stays abreast of and best utilises the technological advancements being made year-on-year as they apply to the trading environment.

The BID survey clearly shows the overall and relative importance of these projects and your wish to see them continue, with particular reference to CCTV and the Geosense footfall counters and town wide Wifi. We recognise that the Wayfinder screens are less immediate for traders but are deemed useful by shoppers, aiding ease of access and empowering them to better understand, appreciate and access our town offer.

The new Hinckley BID website will be a real gem in the BIDs crown and is a prime means of two-way communication. We realise how important the website is to you, the businesses and so we have invested a great deal of time and effort into it's design substantially increasing it's capacity. The website will prove an excellent foundation for the next 5 years of Hinckley BID 3.

We will not only maintain these useful tools but will proactively seek to upgrade them and if necessary explore any new technologies that can help increase footfall and monitor and encourage visitor stay, spend, enjoyment and safety.



FOR 2018 - EVERY MONTH, YOU COULD BE THE WINNER!

This Guide has YOUR unique number that may win you prizes!

On the first day of each month, between December 2018, we will publish one number a £50 voucher for a business listed within the guide.

YOUR UNIQUE NUMBER

Good Luck!

Just go to www.hinckleybid.co.uk to see the winning number and if it is yours, call us on 01455 698494 to claim your prize. Any prizes not claimed within 2 months will be re-drawn.

Prize Winners will be listed on the www.hinckleybid.co.uk website.

Find us on facebook.com/hinckleybid

HINCKLEY BID
76 Castle Street
T: 01455 698494
E: info@hinckleybid.co.uk
www.hinckleybid.co.uk

HINCKLEY BUSINESS IMPROVEMENT DISTRICT

Your Hinckley BID 2018 ESSENTIAL GUIDE
'the route to everything in town'

FREE Monthly Prize Draw throughout 2018
See back cover for details
www.hinckleybid.co.uk



Business Support

The BIDs Free Recycling scheme has been extremely popular, with over 200 businesses benefitting from it. This element of the services we offer can and does repay the investment many businesses make in the BID as a stand alone saving. The BID team has negotiated a new contract for this scheme ensuring it's continuation over the next 5 years, but only if a YES vote is returned for the BID.

Radio-Link has proved an essential tool for businesses in the fight against crime and theft and has empowered them to work in conjunction with CCTV and the police in general to combat the criminal behaviour that not only undermines profitability and security, but also undermines the sense of the town as a safe and welcoming trading environment. We see this project growing in size and success over the next 5 years.

Due to the popularity of the FREE training we have provided for businesses there are plans to continue to develop the IT and technical training into Hinckley BIDs third term, alongside other training initiatives agreed with BID businesses.

We will of course be communicating our progress and feeding back to businesses annually (as before) on how the BID levy is being spent and the successes being achieved. This will be supported by regular Health Check updates on consumer trends and footfall from our Geosense monitors. We will also continue to send out a monthly e-newsletter to BID businesses with this information, as well as invitations to events, opportunities and other offers.



CRIMINALS BEWARE

CCTV & Radio-Link
in operation 24/7



HINCKLEY BID'S *Summer* **OF FUN** • 2018 •

Hinckley BID brings another
FREE Summer of Fun
to the Town Centre for 2018.

ALL FREE EVENTS!

JUL 18	THE LITTLE LIGHTHOUSE Market Place	10:30am - 4:00pm
JUL 25	ROBBIE THE LAND TRAIN Castle Street	10:30am - 4:00pm
	CRAZY GOLF The Crescent	10:30am - 4:00pm
JUL 30	SNAPDRAGON FESTIVAL Argents Mead (Mon - Thurs)	11:00am - 3:00pm
to AUG 3	Hollycroft Park (Friday only)	HBBC & Hinckley BID
AUG 8	DR ZOOLITTLE Castle Street	10:30am - 4:00pm



Marketing and Promotion

No matter how good Hinckley Town Centre is, the importance of getting the positive message "out there" with existing and prospective customers is essential to it's continuing success. In response to this, the Hinckley BID plans to extend and enhance it's efforts with regard to marketing, we are aware that no one approach will fit all of our trading demographics and so we aim to continue with the local marketing and Town Centre Guide which are very popular with visitors to the town as more traditional approaches, but will also support this with the e-newsletter, social media and initiatives such as the popular Loyalty Card scheme.

Whilst we recognise that marketing and promotion is a theme that can be taken for granted we see the impact and positive outcomes from the campaigns we run. This element of our work offers an important support to the individual efforts of traders and allows us to sell Hinckley as an overall destination. The BID will continue to access various forms of media in order to market all that Hinckley has to offer. Obviously, the new Hinckley BID website will also be a conduit for promotion and marketing and will serve as the central hub and heart of information. It will also boost the ratings of individual businesses.



Events – All FREE to Attend

These are projects that get Hinckley in the news, attract, nurture and grow local and visitor attention and increase footfall. They can also serve as a reward for loyal customers and add to Hinckley's "sense of place" in an affirming way. The events are targeted at families to maximise impact and play positively to our trading demographics.

- The annual Easter Bunny Hunt (2018 – 1,000+ families).
- The annual Soap Box Derby (2018 – 10,000+ Visitors).
- The annual Classic Motorshow, the largest town centre motorshow in the UK (2018 – 27,000+ Visitors)
- The annual Hinckley Pancake Race (1,000+ visitors).
- Five annual summer events for children (1,000+ families) plus Treasure Hunts, Santa's Grotto, Festive Fun Run and much more

We also recognise the need for events to stretch beyond the town centre and encompass the margins of the BID area. The BID team, supported by HBBC Town Centre Manager and event team will of course continue to monitor the impact on footfall across the town in relation to our events and feedback trends to businesses via the BID website and e-newsletter.





Adding Value in the 3rd Term

Whilst we do not undertake street cleansing, we will always lobby on behalf of the BID businesses to get the relevant bodies and partners to keep the town attractive and clean, whether this means addressing specific issues or ensuring general cleanliness.

We also aim to extend visitor stay and want to help facilitate a vibrant but safe leisure, food and drink and nighttime economy and will look at promotions to enhance these. The aim will be to market the overall offer that the day time and night time economy currently has and to encourage visitors and local people to visit during the day, evening and night-time, extending and enriching the overall experience of coming to Hinckley.

We intend to continue our support for town centre redevelopment and inward investment projects both reactively, as opportunities and funding become available and proactively, with the establishment and pursuit of a town plan and introduction of a strategy for the development and curation of Hinckley Town Centre. We intend to work closely with our partners, especially the Borough Council to do all we can to support Hinckley's economic growth and investment desirability.

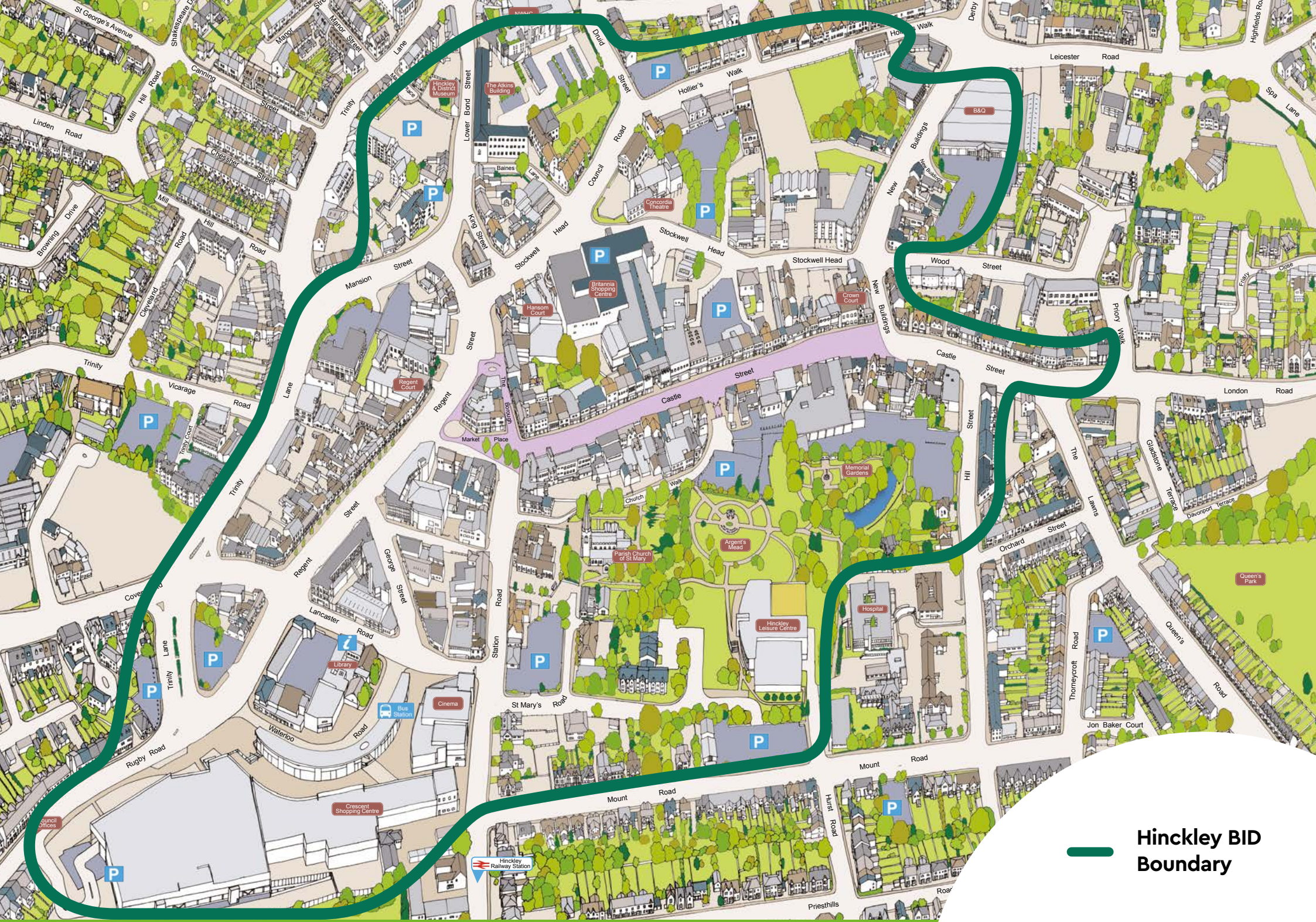




The BID Area

The map below shows the Hinckley BID 3 area, all businesses on the streets (part & whole) shown and listed are included in the BID. If you are unsure as to whether you are included and therefore will be liable for the BID levy, please contact one of the team.

Blockley's Yard	Hansom Court	Regent Street
Brunel Road	Hill Street	Rugby Road
Britannia Centre	King Street	St. Marys Road
Castle Street	Lancaster Road	Station Road
Church Walk	Lower Bond Street	Stockwell Head
Coventry Road	Market Place	The Borough
Council Road	Mansion Street	The Horsefair
Crown Court	Mount Road	Trinity Lane
Druid Street	New Buildings	The Crescent
George Street	Regent Court	Waterloo Road



 **Hinckley BID
Boundary**

What Have We Been Doing So Far?

We have kept our ear to the ground, listened and considered carefully your thoughts and wants for Hinckley Town Centre and a third term for Hinckley BID. In addition to our usual newsletters and daily contact with businesses we have undertaken specific consultation and engagement with regard to renewing the BID that has included:

July 2018: A Factsheet was sent to BID businesses outlining the achievements of the BID over the last 5 years to inform businesses of the work that has been undertaken and successful.

July – September 2018: BID businesses were sent a link to an online consultation survey in order to understand what has been working in Hinckley and to identify new areas of work.

5th September 2018: a workshop was held and BID businesses were invited to come along and hear about potential plans for the BID, to ask questions and to give feedback.

September – October 2018: Face-to-face meetings, emails and phone calls have taken place with the BID team and businesses to discuss the Hinckley BID 3 business plan.

The next steps are:



Oct 2018
Final Business Plan Mailed
to all BID Businesses

...
18th Oct 2018
Postal Ballot Opens

...
15th Nov 2018
Postal Ballot Closes

...
16th Nov 2018
Declaration

The Levy

Every eligible business in the BID area will pay the BID levy (at the same rate as now) which is calculated as 1.95% of its premises rateable value. This will not change throughout the duration of the BID term.

This is an amount that is collected annually by Hinckley & Bosworth Borough Council on behalf of the BID Company.

This income is then ring-fenced and used to fund the projects outlined in this business plan.

The table below shows examples of what you will pay:

Rateable Value of Business	Annual Levy Payable
Under £2,000	Exempt from BID Levy
£2,000	£39
£5,000	£98
£10,000	£195
£20,000	£390
£40,000	£780
£60,000	£1,170
£100,000	£1,950
£250,000	£4,875
£400,000	£7,800
£600,000	£11,700

Hinckley BID 3 will raise approximately £180,000 p.a (£200,000 per annum with additional income)



Voluntary Contributions

The BID in its 3rd term will seek to recruit external businesses to make a voluntary contribution to the BID. They will be able to take advantage of some of the projects and services offered. Voluntary contributors are also entitled to the same rights in the management and governance of the BID Company.

BID Membership

Any BID Levy Payee or equivalent financial contributor can become a member of the BID Company. This enables them to take part in the decision-making process as well as stand for and vote during Board of Director elections.

BID Budget Forecast 2019 – 2024

The budget is subject to internal annual review based on the evaluation of project results.

2019/20	2020/21	2021/22	2022/23	2023/24	5 Year Totals
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Income						
BID Levy	£180,000	£180,000	£180,000	£180,000	£180,000	£900,000
Additional Income	£15,000	£15,000	£15,000	£15,000	£15,000	£75,000
Total Income	£195,000	£195,000	£195,000	£195,000	£195,000	£975,000

Expenditure						
Marketing & Promotion	£40,000	£40,000	£40,000	£40,000	£40,000	£200,000
Events & Visitor Services	£50,000	£50,000	£50,000	£50,000	£50,000	£250,000
Business Support	£35,000	£35,000	£35,000	£35,000	£35,000	£175,000
Digital High Street	£20,000	£20,000	£20,000	£20,000	£20,000	£100,000
Management Costs	£44,000	£44,000	£44,000	£44,000	£44,000	£220,000
Contingency	£6,000	£6,000	£6,000	£6,000	£6,000	£30,000
Total Expenditure	£195,000	£195,000	£195,000	£195,000	£195,000	£975,000
Surplus/Deficit	£0	£0	£0	£0	£0	£0

It has been great to work alongside the BID at so many town events, enabling us to promote the very best of what Hinckley has to offer. Since the BID have been active in the town, the changes are so noticeable. The events organised to encourage more visitors to the town are simply superb! I really have to say The Classic Car Motorshow and the Hinckley Soapbox Derby are two big events that have now become 'not to be missed' by all our visitors - Long may Hinckley have a Hinckley BID!

**Paul Gardner – Chair and Founder of
Hinckley District Past and Present**

Additional Income

In its second term from 2014 – 2019, Hinckley BID generated £80,000 in additional income through outside sponsorship, grants, voluntary and in kind contributions.

Additional income allows BIDs to deliver over and above the projects outlined in the Business Plan and add extra value for businesses that can provide more return at no cost to them.

The BID company has an excellent track record and will of course continue to pursue income from sources external to the BID Levy. This additional income could be generated through the following means:

- Local Enterprise Partnership Funding
- Grant Opportunities
- Voluntary Contributions
- Sponsorship Opportunities

BID Company Structure and Board

BID Board

Hinckley Town Centre Partnership Ltd is a private sector led, not-for-profit company and has, for the last 10 years been governed by a Board comprising of BID levy payers or equivalent voluntary financial contributors, together with other key stakeholders.

Board positions are unpaid and voluntary and include a mix of all sectors of business that operate within the BID area as well as the necessary skills required to navigate the BID through its third term.

All Board positions will be voted on through an election process in Year 1.

Invitations will go out to all BID businesses and voluntary financial contributors to become members of Hinckley BID (a legal requirement). This entitles businesses to be able to stand for Board positions and vote on company business.

The Board structure is shown alongside:

Hinckley BID Team

Hinckley BID team, from May 2019 will comprise of two skilled staff who will be responsible for managing the day-to-day implementation of BID projects. The team have, over the first two BID terms built relationships with BID businesses and communication between businesses and the Board. Moving forward, as before, the BID Director will be the driving force behind securing additional funding for the BID in order to add additional projects and value over the next 5 years.

x3 Representatives from each:

Retail, Professional Services, Retail and Property Owners

x1 Representative from each:

Entertainment and Leisure, Tourism, Food and Drink, Shopping Precinct, Voluntary Sector





x5 Representatives from:

Local Authority

Hinckley Town Centre Partnership Ltd Board

The current Board have been involved in the development of the renewal for the Hinckley BID alongside the Hinckley BID team.

Gary Bird* - Apollo Carpets
Karl Brooks* - Smart Cartridge
Adam Carvell - SFB Accountants
Rev. Malcolm Clarke* - Churches Together
Cllr Maureen Cook - HBBC Councillor
John Coward - HBBC Asst TCM
Bill Cullen* - HBBC Chief Exec
Ian Daniels (Chair)*
Jim Darlaston - Philip James Menswear
Stuart Elliott* - Simply Bathrooms
Helen Harris - LCC Economic Growth Manager
Gayner Johnson* - Johnsons
Emma Maxwell - Police Area Commander
Judy Peatfield* - Concordia Theatre PR
Martina Smullen - BID
Judith Sturley - HBBC
Cllr Miriam Surtees - HBBC Councillor
Kevin Thompson - Kase Hotel & Chair of Pubwatch
Ian Wardle - Leicestershire Police
Steve Wegerif* - BID & Tourism
Phil Wheeler* - Britannia Centre
Rosemary Wright* - Antoinette Designs
Amanda Wright-Kluger* - LCC Councillor

* = Director of HTCP Ltd

x2 Representatives from each:

County Council, Police

Frequently Asked Questions

The BID has been running for 10 years, why can't it just continue?

BIDs last for a maximum of 5 years. Once that term is over the BID is required to review its projects, produce a new Business Plan stating its objectives for the next 5 years and this plan is then voted on by BID businesses that will be required to pay the levy. This is known as a renewal ballot.

Is this just another tax and will it substitute those services that Hinckley & Bosworth Borough Council are responsible for providing?

A BID cannot replace or substitute local authority statutory services i.e. those covered by your business rates. These are; a level of street cleansing and maintenance, highways and roads and emergency services. Hinckley BID can choose to enhance and add to these services using BID levy income.

Hinckley and Bosworth Borough Council have provided baseline statements as part of the BID renewal for both its statutory and discretionary services. This can be viewed on request.

How much will I pay?

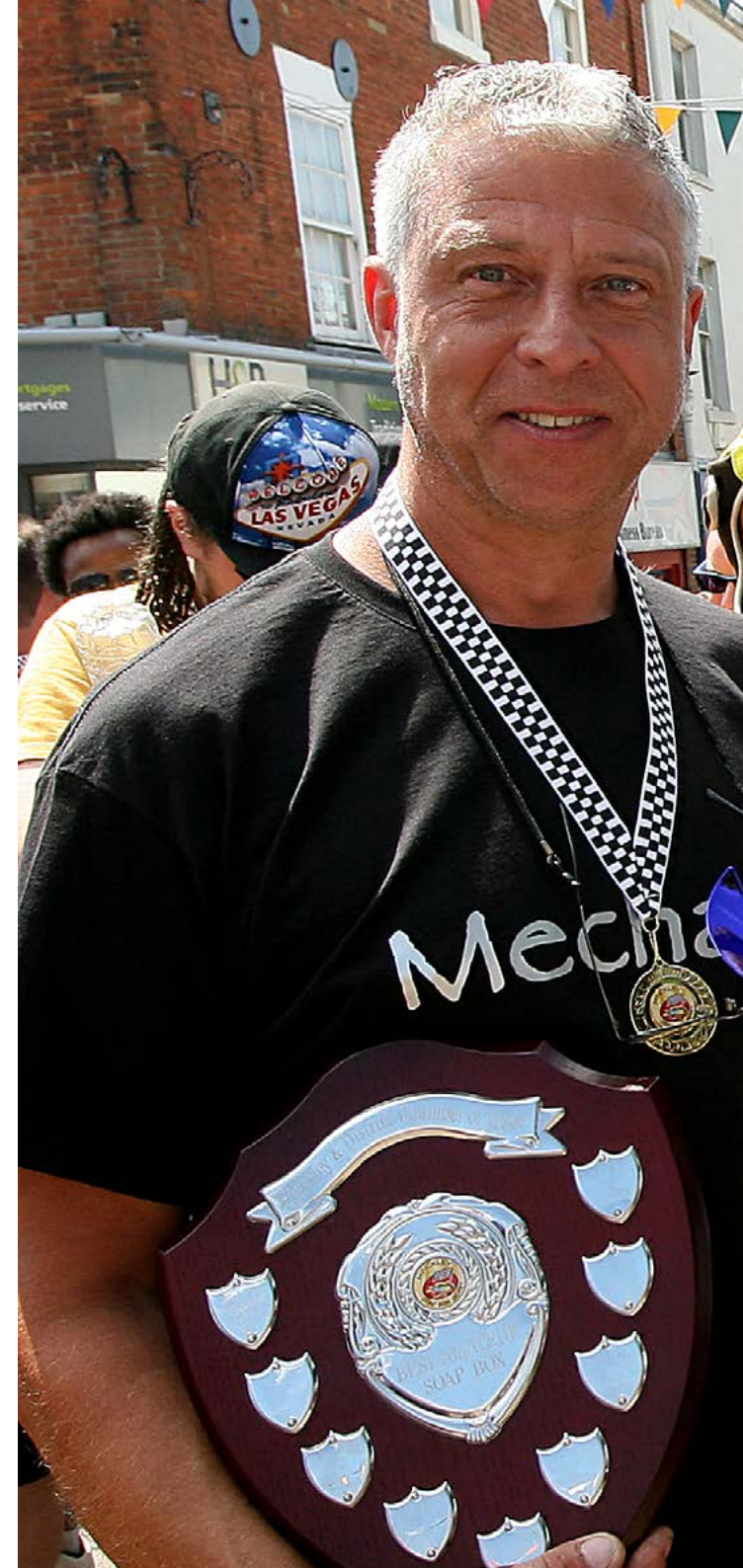
On behalf of Hinckley BID, Hinckley and Bosworth Borough Council will collect a levy from each BID business that be transferred to the BID Company and used to implement the projects laid out in this plan. BID businesses will pay 1.95% of their rateable value. This is collected annually and may be paid in equal installments over the first 4 months.

My business is not a part of the Hinckley BID – can I still be a part of the BID?

Yes, any businesses that are formally exempt from paying the BID levy can contribute voluntarily. If you join the BID in this way, you have exactly the same rights to the governance and management of the company as any other business. To discuss voluntary contributions please contact the BID Team using the contact details on the last page.

When will the 3rd mandate projects begin to be delivered?

The second term of the BID is due to end on 30th April 2019. The third term will then start to be rolled-out from 1st May 2019 and levy bills will be issued. If the renewal ballot is unsuccessful, all BID services will be stopped as of 30 April 2019.





Vote
YES

Hinckley BID Levy Rules & Ballot

Levy Rules

- The BID Regulations of 2004, approved by the Government, sets out the legal framework within which BIDs have to operate, including the way in which the levy is charged and collected, and how the ballot is conducted.
- The term of the Hinckley BID will be for a period of five years.
- The levy rate is fixed and will not be subject to variation by the annual rate of inflation.
- VAT will not be charged on the BID levy.
- The BID levy will be applied to all eligible business ratepayers within the defined area of the Hinckley BID with a rateable value of £2,000 or more.
- The following exemptions to the BID Levy apply.
 - » Those with a rateable value of less than £2,000.
 - » Non-retail charities with no paid staff, trading income arm or facilities.
- The levy will be a fixed rate of 1.95% based on the rateable value per hereditament as at 1st May each year using the most current Non-Domestic Ratings list. It will be updated for any changes in ratepayer appeals, additions, or removals.
- The Levy rate is capped at £15,000 for rateable values of £1m or more.
- The BID levy will be paid by any new ratepayer occupying any existing hereditaments (a business rated property) within the BID area.
- New hereditaments will be charged from the point of occupation based on the rateable value at the time it enters the rating list, even though they did not vote on the initial proposal.
- If a business ratepayer occupies premises for less than one year, the amount of BID levy payable will be calculated on a daily basis.
- Empty properties, those undergoing refurbishment or being demolished will be liable for the BID levy via the registered business ratepayer with no void period.
- The BID levy will not be affected by the small business rate relief scheme, service charges paid to landlords, exemptions, relief or discounts prescribed in the Non-Domestic Rating (Collection and Enforcement) (Local Lists) Regulations 1989 made under the Local Government Finance Act 1988.
- Under the BID Regulations 2004, Hinckley and Bosworth Borough Council is the only organisation that can collect the levy on behalf of the BID Company.
- The levy income will be kept in a separate ring-fenced account and transferred to the BID on a monthly basis.
- Collection and enforcement arrangements will be similar to those for the collection and enforcement of non-domestic business rates with the BID Company responsible for any debt write-off. The BID area and the levy rate cannot be altered without a further ballot.
- The BID projects, costs and timescales can be altered subject to Board approval providing the changes fall within the income and overall objectives of the BID.
- The BID Board will meet at least six times a year. Every levy paying business will be eligible to be a member of the BID Company and vote at any Annual General Meetings.
- The Board will produce a set of annual accounts available to all members.





BID Ballot

- All eligible businesses have the opportunity to vote.
- The ballot will be conducted through an independent, confidential postal vote by Electoral Reform Services, on behalf of Hinckley & Bosworth Borough Council, which is the responsible body as determined by the BID legislation.
- Each eligible business ratepayer will have one vote in respect of each hereditament within the BID area, provided they are listed on the National Non Domestic Rates List for the defined area as provided by Hinckley & Bosworth Borough Council. Organisations occupying more than one hereditament will have more than one vote.
- A proxy vote is available and details will be sent out by Electoral Reform Services.
- Ballot papers will be sent out to the appropriate person/organisation on 18th October 2018, to be returned no later than 5pm on 15th November 2018.
- For the BID to go ahead, two conditions must be met:
 - » More than 50% of businesses that vote must vote in favour.
 - » Of the businesses that vote, the 'yes' votes must represent more than 50% of the total rateable value of all votes cast.

The results of the ballot will be declared on 16th November 2018.

Under the legislation, if the BID is approved, all businesses regardless of how or if they voted will be legally obliged to pay 1.95% levy amount (subject to minimum or maximum level contribution) each year for five years.

Measuring Results

Throughout its two terms, Hinckley BID has kept BID businesses up to date with all BID activity on an annual basis through a year end annual report, newsletters, detail on the Hinckley BID website, face-to-face meetings and surveys.

You as a business will be kept up to date on all the projects that the BID will implement in its third term to demonstrate to you that it is delivering against its objectives. The board will set the key performance indicators (KPIs) and criteria upon which to measure the BID's performance. Examples of the criteria the BID will use include:

- ▶ Footfall Figures
- ▶ Vacancy Levels
- ▶ Car Parking Usage
- ▶ New Business Activity
- ▶ Annual Surveys
- ▶ Business Feedback
- ▶ Consumer Feedback
- ▶ Geosense Findings
- ▶ Monitor Spend Figures
- ▶ Media coverage
- ▶ Website/Social Media Interactions

Get in Touch

For further information, please contact Hinckley BID team using the following contact details:

Steve Wegerif

BID Director

@ steve@hinckleybid.co.uk

Martina Smullen

BID Assistant Manager

@ martina@hinckleybid.co.uk

☎ 01455 698494 (T) / 07709 394841 (M)

www.hinckleybid.co.uk

The Chamber of Trade work closely with the Hinckley BID for the benefit of our Members and all of the Town Centre Businesses. We congratulate the BID team on the entrepreneurial way in which they create very popular events that showcase our Town so superbly well. Their support of individual businesses, whatever their problem or concern is also very welcome. Without the BID, the Town businesses would have less influence on their own future.

**Rosemary W. Wright – President,
Hinckley & District Chamber of Trade**

