

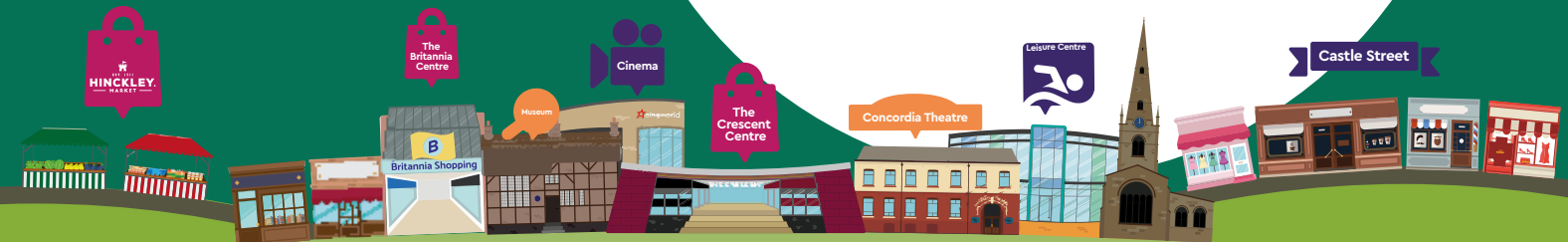


Hinckley BID 4



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As Ever...
**Stronger
Together**





Hinckley BID has been working to promote, enhance and support Hinckley town centre and its businesses since 2008 and plays a major role in ensuring that our town is a desirable place to work, live and enjoy.

Through Hinckley BID, our businesses and the public agencies have invested in continual improvements, promotion, events, business support and place management to drive footfall into the Town centre and ensure its prosperity. At the last count this has equated to over £2.8m of investment.

As the first BID in Leicestershire (there are now 5), and through the past 15 years, we've been here through good and tough times, winning awards and accolades along the way and putting Hinckley firmly on the map. The spirit of collaboration and enterprise is the key to all of this and meant that when the Covid pandemic hit, we were at the centre of support for the business community, swiftly providing communications, access to grants, lobbying nationally for support, and helping to reopen our town using an approach that was acknowledged nationally. As we now endure the challenges of inflation,

businesses once again need all the stability and support that we can bring.

Allied to that, the last decade has seen towns across the UK experiencing a massive change as people's shopping habits and choices alter. Thus, Hinckley Town Centre must and will continue to adapt and refocus in order to thrive.

We know from experience that it's better to shape the future together, ensuring everyone's needs are considered. As ever, Hinckley BID represents your aspirations and your voice.

There is a lot at stake and we know we can be stronger together – so please take the time to read this document and let us know what you would like for the next term of Hinckley BID by filling in the survey on our website www.hinckleybid.co.uk



From the Chair...

Despite everything that COVID could throw at us, you will read in this document that unlike many other BIDs which closed during the pandemic, Hinckley BID remained open throughout, doing everything possible to ensure that our BID businesses received all the financial support on offer from the Government as well as any other advice and assistance. Likewise, they were ready with a marketing campaign for when the lockdown restrictions were eased or lifted. The footfall figures for Hinckley have been ahead of other East Midlands towns as a testament to this.

Although we have lost a few town centre businesses over the past 4 years, Hinckley BID has welcomed 105 new businesses during that period, and even more are opening as I write this.

As the first BID in Leicestershire, Hinckley's success was soon noted by others and Loughborough, Melton Mowbray, Ashby de la Zouch and Leicester City Centre all followed suit.

The crowd pulling and free-of-charge events that Hinckley BID organises does so much to showcase our town centre. As an example, Hinckley BID's 12th Annual Soap Box Derby brought record crowds and many businesses that opened reported near-record takings. Many visitors were heard to say 'we must come back into Hinckley, we didn't realise it has all these great shops and services'.

After 15 years, we do hope that you feel that Hinckley BID has done and is doing what it promises. It is now time to ask for your trust and vote to continue into a 4th term. If you do vote YES, both myself and my Board colleagues who work voluntarily and are unpaid, can assure you that we will listen to all your requests and seek to achieve even more.

The Board would like to thank Steve, Martina, Toni and Hannah for their continued hard work and their belief that our Town Centre businesses do stand head and shoulders above those in similar towns.. Hinckley BID's work, in close cooperation with our valued partners, continues to pull many new visitors and investment into our town centre.

Ian Daniels

Chair, Hinckley Town Centre Partnership



What is a Business Improvement District (BID)?

A Business Improvement District or BID is an arrangement whereby businesses collaborate to decide what services and improvements (in addition to those already provided) they wish to make in their location, how they are going to manage and deliver those improvements, and what they are prepared to pay to make them happen. This information forms a business plan that will be voted upon by all prospective levy payers. If the majority vote YES by both number and rateable value a BID then exists for a maximum of 5 years and must spend the funding raised within the BID area, and in accordance with the agreed business plan. BIDs are governed by an Act of Parliament and must adhere to strict rules. When Hinckley BID first started in 2008 there were 73 BIDs throughout the UK. There are now 323 in operation.

An Investment In Your Business

This document aims to both review the success of the Hinckley BID to date and also offer the opportunity to all in the BID area to secure a fourth term for the BID. A chance to invest over £1 million over the next 5 years to secure the firm foundation we have laid and to build upon it. Together we can continue to improve footfall, increase sales, reduce business costs and not only sustain the town centre, but be aspirational for it and our businesses.

Your Money, Your Say

As central and local government funds diminish, many town centres are deciding to adopt this private sector management model called BIDs, to better implement the wishes and wants of their business community. Hinckley BID is an example of this and is funded by businesses in the area who pay a levy (based upon 1.95% of their rateable value). That money is ring-fenced and can only be spent within the BID area on the ideas agreed and voted upon in the business plan. The levy has nothing to do with normal business rates (these pass straight to the government).

The BID Company

Hinckley BID is managed by the Board of Directors of the Hinckley Town Centre Partnership Ltd, drawn from local large and small businesses in the BID area. It is a private, not for profit, independent company. Any levy payer is eligible to apply to become a member of the BID company. No remuneration is paid to the Board.

The Vote

If you are eligible to pay the levy, you are eligible to vote, so you decide. Of those that vote, if a majority of businesses vote in favour of the BID by number and by total rateable value, the levy will be mandatory on all businesses in the BID area apart from those that are exempt.

What Happens if it is a 'NO' Vote

If you do not vote "YES" then Hinckley BID will simply cease to exist from May 2024. All of the services, projects and additional funding, along with all the marketing, events and promotional activities, including the new improved Hinckley BID website, Radio-Link and DISC system will stop immediately at that time.



How Hinckley BID Benefits Your Business

Much of our time and effort is operational and addresses the services you, our BID levy payers want to see delivered, in addition to those the local authority provide. Hinckley BID will have invested almost £3m delivering business initiatives by the end of this third 5 year term. Your BID is having a significant impact on the profile, marketing and management of our Town Centre. Hinckley BID's fast and detailed response to the challenges of COVID 19 also demonstrated the huge benefits of partnership working.

These advances and benefits will continue along with new projects, but only if businesses vote 'YES' to renew the BID. So please bear in mind if you vote against the BID you stand to lose services and benefits virtually overnight.

DIGITAL HIGH ST

11 GeoSense Footfall Monitors

30 'Retail Radios'
Reporting direct to CCTV, the Police & the BID office

Launch of the DISC anti-theft campaign

Refreshed website
Featuring every BID member, with 10,000 hits per month

2 Repurposing of Wayfinder Kiosks
Marketing screens for our members to promote their services

Contribution to 11 Town Centre CCTV Cameras

Provision of FREE WIFI throughout the town centre

Distribution of the monthly HINCKLEY BIDBUZZ eNewsletter to 14,000+ Homes & Online

MARKETING & PROMOTIONS

Growing our presence & engagement on social media with over... 6000 on Facebook likes & 1200 Instagram followers

Developing & managing our FREE Loyalty Card Scheme Now with over 10,000 holders

PRESS EXPOSURE THROUGH Lutterworth Journal The Hinckley Times Leicester Mercury FOSSE 107 Local Rock Magazine Borough Bulletin BBC East Midlands

EVENTS & VISITOR SERVICES

Over **40** days of 'FREE to attend' events annually

Attracting over **100,000**

THIS INCLUDES



Maintaining the Radio-Link scheme with strategically placed BID radios which have direct links to both **CCTV & the police.**

Assisting any BID business on a daily basis who may have issues of any kind.

Responding to **170+** emails a day plus phone calls and written correspondence

Recently launching the new DISC anti-shoplifting scheme (**100** users signed up already) which is nationally acknowledged to be highly successful in helping to prevent theft of goods from shops and other premises.

This has been very effective in early arrests, tracking down thieves, combatting the theft of goods and preventing antisocial behaviour, including those placed with Pubwatch members.

Providing **FREE** recycling for all independent BID businesses by purchasing this service from the Council



Arrange **FREE** seminars and training for BID members, including:

- Social Media
- e-Commerce
- First Aid
- Marketing courses.

Providing an additional **30** hanging baskets throughout the Town Centre in selected years

BUSINESS SUPPORT

Introduced two special additional BID website features:

PREMISES TO LET



JOB VACANCIES



and all BID Members are welcome to give us relevant details for inclusion at any time.

Representing Members proactively on various Groups including

- The Local Strategic Partnership (LSP)
- LCC's Market Towns Sub-group
- Leicester and Leicestershire Enterprise Partnership (LLEP),
- Town Centre Operations, Car Parks, Markets, Crime, Public Realm & Road Schemes
- CCTV, Tourism, National Railfreight Interchange proposal
- Hinckley Town Centre Public Realm Scheme
- The Heritage Action Zone

The Added Value our BID Brings To Hinckley

The BID works collaboratively with other local partners whenever we can. It is important for businesses to sit around the same table as others who deliver services and seek to positively promote or enhance the Town Centre to maximise the impact and outcomes for the benefit of all. As a result, Hinckley BID has grown to be recognised as a fundamental player in advocating for the interests of both BID members and visitors.

As an example, the Hinckley BID was key in responding to the challenges of COVID.

We:

- Kept businesses updated with all the Rules and Regulations
- Created a Click and Collect scheme, widely promoted through the media
- Sent regular Updates with opportunities such as the Job Support Scheme
- Helped many to complete their grant applications
- Helped many to set-up and sell online
- Developed a number of events to drive footfall back into town once restrictions were eased/lifted
- Created a major bus shelter poster campaign
- Provided a list and sent it to all businesses detailing the various Government Departments they may need to contact
- Worked closely with HBBC to get Hinckley Town Centre up and running again quickly

**Please tell us what
you would like to
see for the next
Five years...**

We want Hinckley not only to continue doing what it does well but to prove itself to be a destination of choice... To get this right, it is important we know what has worked well for you to date, what needs further improvement and what new things we can do to help. It is your ideas and feedback that will form the basis and content of our next BID business plan.

With that in mind we would like to invite you to complete our survey by visiting our website www.hinckleybid.co.uk



Thank you for your support & time.
If you would like further information or have any queries, please contact:

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