



**WORCESTER
BUSINESS
IMPROVEMENT
DISTRICT**

WHAT IS THE WORCESTER BID?

The Worcester Business Improvement District (BID) is a precisely defined geographical area within Worcester City Centre, where businesses voted to invest collectively in local improvements to enhance their trading environment.

The Worcester BID is one of over 220 BIDs operating in the UK. The purpose of the Worcester BID is to provide a range of new or additional services and projects designed to improve and support the trading environment. These are principally funded via a BID levy charge.

WHEN DID THE BID START AND FOR WHAT DURATION?

The original BID (BID1) commenced on 1st April 2010 for a period of five years ending on 31st March 2015. Between 31st October and 27th November 2014, a postal ballot of eligible business ratepayers in the proposed BID area for BID2 was conducted.

323 businesses voted and of those, 65% voted in favour of the proposed BID by number and 71% by rateable value. BID2 started on 1st April 2015 and runs to 31st March 2020 and further information on BID2, including a copy of our business plan can be found here: www.worcesterbid.com/about-the-bid

WHAT IS A BID LEVY?

The levy charge is payable by business ratepayers and legally this must be collected by the South Worcestershire Revenues and Benefits Shared Service (SWRBSS) on behalf of the Worcester BID. 100% of the funds are then passed to Worcester BID to invest on behalf of the business community, in line with the approved BID Business Plan.

HOW HAS THE BID LEVY LIABILITY BEEN CALCULATED?

The BID levy is charged at 1.5% of the rateable value on all non-domestic properties within the BID area that are listed in the Local Non-Domestic Rating List (2017).

The levy charged for those businesses which pay a full-service charge as a tenant of a shopping centre is 0.75%.

The BID levy is payable for the whole year in April of each year and can be adjusted in line with the annual inflationary/deflationary factor for local non-domestic rate bills as calculated by the Government and conveyed in the BID Business Plan (page 21). This levy rate has once again, not been increased by inflation for 2019/20. To see how your rateable value is calculated, visit www.voa.gov.uk

WHAT ARE THE BID'S KEY ACHIEVEMENTS TO DATE?

The achievements and finances for the year are documented in the annual report available on request by calling 01905 731612 or to download at www.worcesterbid.com. Every BID levy paying business receives a copy of this report as well as ongoing details of the BID and the projects undertaken to date. The 2018/19 Annual Report will be available in summer 2019

WHAT IS THE BID BUDGET IN 2019/20 AND HOW WILL IT BE SPENT?

The projected total revenue to be raised from BID levies in 2019/20 is estimated at £367,000.

In addition, voluntary contributions and grants will be sought to help deliver projects outlined in the BID Business Plan– the BID has received well over £100,000 in voluntary contributions and grants since 2010. This is money being spent in the city centre that without the BID would not be made available.

The following terms apply:

- The annual levy is apportioned on a daily basis where properties are taken out or brought into the rating list.
- No relief will be granted for void or partially empty properties.
- Charitable organisations in receipt of mandatory charitable relief from business rates will receive an 80% allowance.
- Hereditaments with rateable values of £7,500 and below are exempt from the levy and are therefore not part of the BID. They are entitled to pay a voluntary membership and a number of businesses do.



For 2019/20 Worcester BID will continue to work in its five key priority areas:

I. SPREADING THE WORD

- Delivering a marketing strategy which includes campaigns for the city but more importantly all businesses. Campaign themes are: Independents, Food, Business to Business, Night time economy, Summer and Christmas.
- Delivering events – for example, Worcester Foodie Festival.
- The Worc Social - Worcester's very own lifestyle and business magazine, solely featuring BID businesses.
- Visit Worcester - all social media channels are managed and delivered by the BID.
- #Open4Business campaign – Following the successful (and nationally awarded) #Open4Business campaign during the 2014 floods, we will continue to promote Worcester if it suffers a similar fate or for any unforeseen event to encourage people back into the city.

2. SAFER CITY

- City Ambassadors.
- Free membership of CityNet – Worcester's Business Crime Partnership which is endorsed and supported by West Mercia Police.
- Provide subsidised radio hire to all venues.
- Provide access to the DISC App, which is a new and innovative way to report crime and anti-social behaviour.
- Provide training to businesses looking to improve their security or upskill staff.
- Introduce Best Bar None scheme.

3. GETTING OUT AND ABOUT

- Provide discounted parking for BID business employees at selected car parks across the city.
- Collection and dissemination of city centre footfall data to interested businesses.

4. ATTRACTIVE CITY

- Work with City Council and partners to reduce gull numbers, graffiti, trade waste issues.
- A seasonal city centre planting scheme.
- Christmas lights.
- Investigate void unit strategy - Improving the look and interim use of empty units.

5. BETTER TOGETHER

- Business representation, e.g. working with partners on future proofing the city centre and lobbying on behalf of businesses on important issues negatively impacting businesses.
- A training programme offering businesses free or heavily subsidised training courses.
- Access to the BID collective purchasing scheme, where savings can be made on utilities, insurance, advertising and other business costs.
- Promotion of networking opportunities and events.

ENQUIRIES ABOUT PAYMENTS AND ACCOUNTS CAN BE MADE BY CONTACTING:

South Worcestershire Revenues & Benefits Shared Service (SWRBSS)

Civic Centre, Queen Elizabeth Drive
Pershore, WR10 1PT

Email: revenues@southworcestershirerevenues.gov.uk

Telephone: 01386 565306

ENQUIRIES ABOUT WORCESTER BID AND ITS PROJECTS AND SERVICES CAN BE MADE BY VISITING:

Worcester BID

4 Copenhagen Street
Worcester, WR1 2EY

Email: info@worcesterbid.com

Telephone: 01905 731612

Web: www.worcesterbid.com