

BID3 BUSINESS PLAN 2020-25



THE BID HAS ENABLED OVER £4MILLION TO BE INVESTED IN THE CITY. THIS HAS BEEN DIRECTED TO BETTER PROMOTE WORCESTER AS A CULTURAL AND INVITING DESTINATION, IMPROVE THE PUBLIC REALM, DEVELOP INTELLIGENCE PARTNERSHIPS TO CREATE A SAFER ENVIRONMENT, AND PROVIDE SUPPORT, GUIDANCE AND A STRONG VOICE FOR YOU, OUR LEVY-PAYING MEMBERS.

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BACKING THE FUTURE OF YOUR CITY

Message from the CEO and Worcester BID Board of Directors.

As we approach the end of our second five-year term, it's appropriate to reflect on the positive impact our projects and services continue to have in fostering and nurturing a healthier environment for business to flourish. Since 2010, the BID has played a key role in supporting and representing the businesses of Worcester City Centre and our second term was no exception. From stand-out Visit Worcester promotional campaigns, to successfully lobbying against the 'Worcester Woods' development and supporting a 'High Street First' approach to local planning policy; 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.

The BID has enabled the business community to make our collective voice heard and crucially affect city centre policy decisions. The BID's support during the consultation and creation of the City Centre Masterplan ensures that businesses have an important stake in the future of our great city.

Through our partnership with levy-paying members and collaborative working with local organisations, Worcester BID has delivered against the aspirations set out by the business community when we began. Through our recent consultation we've listened to what you want to see more of, the issues which we need to address and shared ideas to make Worcester 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 plus invested in our city centre. That will allow us to build on the promotional work of the Visit Worcester brand, lobby on your behalf regarding important city centre issues, and focus on the continuing development of key services in the city centre such as CityNet and BID Ambassadors. Together we are a stronger voice, and we look forward to more shared success.

We look forward to a third term and all that we can deliver for Worcester together.

Worcester Business Improvement District Board and CEO

Phoebe Dawson

YOUR CITY AND US

Worcester is a beautiful Cathedral and University City with a fascinating history, located in the heart of the West Midlands on the banks of the magnificent River Severn.

We boast a wealth of interesting architecture, top class sports teams and venues, combined with an unrivalled mix of independent boutiques and high street names, and a vibrant programme of events.

Worcester BID was established in 2010 with a vision to make Worcester a better place to shop, eat, play and live.

The past ten years have seen us deliver demonstrable change and progress across the range of key issues outlined in our Business Plan – a plan directly influenced by, and developed with, businesses within the city.

We have shown effective leadership and influence, representing the voice of the businesses during the creation of the Worcester city centre masterplan and tourism strategy.

WE HAVE PROVIDED REGULAR BUSINESS COMMUNICATIONS, WEEKLY FOOTFALL REPORTS, THE DISC PHONE APP AND FREE TRAINING AND WORKSHOPS.





WE HAVE HELPED OVER 169 BUSINESSES DIRECTLY THROUGH OUR OPERATIONAL CITYNET PROJECTS, TRAINING, THROUGH THE CITYNET SAFETY PARTNERSHIP AND FROM THE INTRODUCTION OF THE BEST BAR NONE SCHEME FOR THE NIGHTTIME ECONOMY. THIS WORK IS FURTHER SUPPORTED BY OUR BID AMBASSADORS AND WIDER TEAM.

Powerful tourism and visitor marketing has seen us support and deliver memorable experiences, from the **Worc Food Fest**, **After Worc Feast St** to the **Worcester Motor Festival**.

The BID has delivered seasonal campaigns with vibrant, high quality materials and continues to support imaginative events. Consequently Worcester continues to buck the national trend when it comes to footfall within the city centre.

The BID's recent investment in the Visit Worcester brand has seen the creation of the Visit Worcester website, which was jointly funded by Worcester BID and Worcester City Council and features profiles for all BID businesses.

Worcester BID funds and is responsible for creating all engaging content for the Visit Worcester social media channels.



OVER 250 MEMBERS RECEIVE THE WEEKLY FOOTFALL DATA.

TO DATE IN 2019, 61.7% OF BUSINESSES IN WORCESTER ARE INDEPENDENTS, COMPARED TO A NATIONAL RATE OF 35.9%



20 ALCOHOL LICENSED VENUES HAVE COMMITTED TO BECOMING BEST BAR NONE ACCREDITED IN THE FIRST YEAR WHICH IS 167% OF THE NATIONALLY GIVEN TARGET.



ON AVERAGE THE WORCESTER FOOD FESTIVAL ATTRACTED 67,000 VISITORS ON THE FRIDAY, 95,000 ON THE SATURDAY OF THE EVENT AND 53,000 VISITORS ON THE SUNDAY.



WORCESTER IS BUCKING THE TREND!
2019 QUARTERLY SPRINGBOARD NATIONAL EMPTY UNITS SURVEY SHOWS NATIONAL TOWN CENTRE VACANCY RATE AT 10.4%, WEST MIDLANDS VACANCY RATE AT 10.3% WITH WORCESTER FARING MUCH BETTER AT JUST 7.8%.



£5.5M

SAVING FOR 2,000+ BID BUSINESS
EMPLOYEES THAT HAVE TAKEN
ADVANTAGE OF THE DISCOUNTED
CAR PARKING SCHEMES

SUCCESSFUL LOBBYING
ON BEHALF OF CITY
CENTRE BUSINESSES
AGAINST THE PROPOSED
DEVELOPMENT OF
WORCESTER WOODS
RETAIL PARK.



THE SHARED RADIO
SYSTEM SUPPLIED
BY WORCESTER
CITYNET
SERVICES OVER
140 MEMBERS
RANGING FROM
RETAILERS,
LICENSED VENUES,
SECURITY TEAMS,
POLICE AND CCTV
SUITES.



YEAR END 2018 SAW UK HIGH
STREET VISITOR NUMBERS
DROP BY -3.2% ON AVERAGE.
WORCESTER BUCKED THE
TREND, ENJOYING A RISE
OF 0.3% COMPARED TO THE
PREVIOUS YEAR.
VISITOR NUMBERS PEAKED AT
NEARLY 2.4 MILLION DURING
DECEMBER 2018.



HOW YOU RATED OUR PROJECTS



PROMOTING WORCESTER THROUGH CITY CENTRE EVENTS 84%



WORCESTER CITY AMBASSADORS 72%

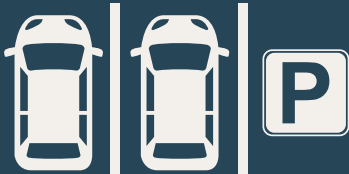
LOBBYING LOCAL PARTNERS AND MP ON KEY ISSUES AFFECTING THE CITY CENTRE 74%

SUMMER IN WORCESTER CAMPAIGN 82%

CAR PARK INCENTIVES FOR BID BUSINESS EMPLOYEES 78%

FREE TRAINING AND WORKSHOPS 71%

ENGAGEMENT WITH CITY CENTRE STAKEHOLDERS ON KEY ISSUES AND DECISIONS 79%



VISIT WORCESTER SOCIAL MEDIA 80%

PR 82%

COST SAVINGS SERVICES 75%

CHRISTMAS LIGHTS ON SUITABLE STREETS NOT COVERED BY THE COUNCIL 83%

WORCESTER OPEN4BUSINESS 78%

COACH TOURISM DRIVER INCENTIVES, MEET AND GREET SERVICE 71%





**CHRISTMAS IN
WORCESTER
CAMPAIGN
85%**

FOR A DELICIOUS CHRISTMAS.



**FOOTFALL
DATA
66%**

**SPOT CLEANING
ON STREET 85%**

**VISIT
WORCESTER
VIDEO
CONTENT
73%**



THE
WORC
SOCIAL
FEB-APR
ISSUES

**THE SOCIAL
85%**



**CITYNET
RADIO
AND APP
65%**



**A VISIBLE PRESENCE
ON STREET 80%**



**DEVELOPING
NEW MAP AND
WAYFINDING/
SIGNAGE
86%**

**UNDERCOVER
STORE DETECTIVE
65%**

**THE LITTLE
BOOK OF
INDEPENDENTS
69%**



**CITY
DRESSING
85%**



**SUPPORTING
EFFORTS TO
REDUCE GULL
NUMBERS
81%**

BID3 FOR WORCESTER

Worcester 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 April to May 2019 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 printed 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 over 55% of businesses responded.

OUR THIRD TERM WILL SEE US BUILDING ON THE STRONG FOUNDATIONS ESTABLISHED OVER THE PAST TEN YEARS.

Your dedicated BID team will work to provide leadership and representation, to champion business within the city, and ensure a strong voice on the issues that matter most.

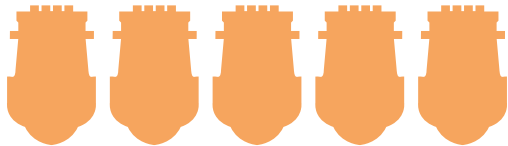
We will enhance the trading environment and experience further, generating tangible value and cost savings for businesses, promoting and supporting those living, working, and trading within the city - as well as inspiring new visitors to discover all we have to offer. We will cover this under:

- Promoting Worcester
- Enhancing Worcester
- Supporting Worcester

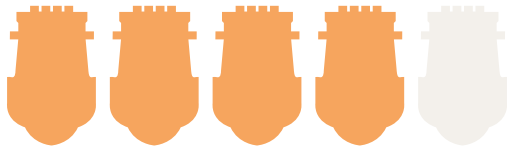
There is no replacement body that will deliver the objectives, projects and services outlined in this proposal.



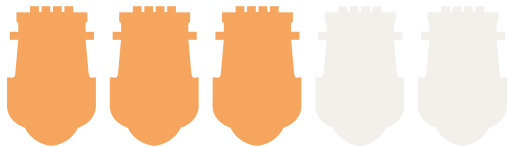
YOUR PRIORITIES FOR WORCESTER



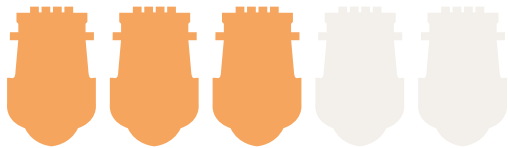
Promoting Worcester and attracting more people in to the city centre (Visit Worcester social media, videos, The Social)



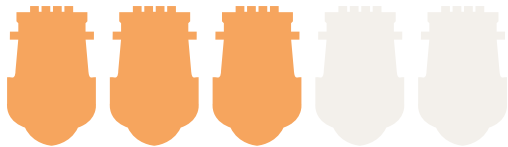
Improving the experience (spot cleaning on street, wayfinding, vacant window activation)



Saving costs for businesses (Utilities, waste, insurance, free training and workshops)



Managing city safety initiatives (City Net, Undercover store detectives, visible presence, BID Ambassadors, Best Bar None)



Representing the business community on city centre issues (Worcester Woods, Worcester Open4Business, Masterplan, EDL, PSPOs, roadworks)

£4M+

**INVESTED IN THE CITY CENTRE
IN THE PAST TEN YEARS**

PROMOTING WORCESTER

We will grow Worcester's profile by developing fresh ideas to attract people to the city. Building on the strength of our visitor focused brand, Visit Worcester, we will create new opportunities for our members to produce and showcase their business to the growing Visit Worcester audiences, as well as through other publications.

We will continue to invest in our seasonal campaigns and offer integrated and varied ways for businesses to be involved, be that through marketing, activities or events. Extended profiles on Visit Worcester website for all BID members will allow businesses to directly promote and raise awareness of special events and offers. This action will ensure we're maximising busy periods of the year and boosting footfall during quieter periods of the year.

The BID will continue to invest in local, regional and national advertising which will encourage more people to come and experience Worcester for themselves.

We will use authentic photography and video to reflect the city's welcoming and historical nature, generating positive press and social media coverage.

Worcester is steeped in heritage and, through collaborations with local partners, we will continue to work to bring in fresh people, opportunities and partnerships to showcase Worcester on the national and international stage, as well as build loyalty amongst those who live, work or regularly visit Worcester - improving the visitor experience for all.

£46,000+

**ADVERTISING VALUE FOR BID
BUSINESSES ACROSS FIVE ISSUES
OF THE SOCIAL MAGAZINE**





3,500,000+

**PEOPLE VISITED THE CITY CENTRE
DURING THE 10 WEEK WORCESTER
STANDS TALL INSTALLATION**



ENHANCING WORCESTER

Working with local partners, we will build on our reputation as one of the happiest places to live in the UK by enhancing the local area to be as accessible and inclusive as possible, supporting BID businesses with relevant training and operational support to help the city achieve this status.

We will deliver projects to improve the walkability of the city centre and work with the partners to enhance the wayfinding system, as well as introduce new city trails to encourage visitors to explore different areas of the city, helping spread footfall and spend.

Working in association with partners, we will improve the streetscape and attractiveness of specific areas of our city centre, including a focus on reducing the visible impact of vacant

units. We will also provide a new clean up service to BID members when a specific area of the city is in need of urgent attention, above and beyond that currently delivered by Worcester City Council.

Developing our active and supportive role within the Team Worcester working group, we will continue to manage and operate the business crime safety partnership CityNet and co-ordinate activity to support Worcester to achieve Purple Flag accreditation, promoting a safe and vibrant night-time economy. An expanded BID Ambassador programme will provide businesses with an extra level of support, as well as improving the experience for visitors to the city. We will work with partners to develop and deliver an enhanced strategy for reducing anti-social behaviour in the city centre.



INCREASE OF OVER
43%

IN FOOTFALL
TO THE CITY
CENTRE DURING
AFTER WORC
FEAST ST EVENTS

SUPPORTING WORCESTER

We are committed to the commercial wellbeing of the city centre and our role is to give the business community a voice to influence decision and policy making across local government. This will see us continuing to take an active position at local level and across the wider BID network, helping drive change and improvement on national policy affecting members.

We understand the importance of monitoring performance across the city centre, including footfall, and representing the business community on issues affecting trade, such as roadworks and connectivity. We will review our current footfall counters to determine if they are best placed to accurately record data on visitors and, if necessary, invest in improvements and enhancements in order



to feedback and improve the management and development of the city further.

An important part of our role is to provide businesses with the intelligence they need to stay ahead. We will continue to produce regular e-newsletters and weekly updates, from footfall trends to future transport and access issues. We make it our business to meet your business through one to one

meetings, our City Sessions 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.

OVER 70 DIFFERENT FREE TRAINING COURSES AVAILABLE TO BID MEMBERS

A VOTE 'YES' FOR WORCESTER

The renewal of Worcester BID for a further five years would mean:



An additional
£2m+
investment into
Worcester city centre

**A voice for
businesses
to influence
the future
of the city**



**Development of
new projects as
set out in this
business plan,
following feedback
from businesses in
our consultation**



**The continuation of
BID projects, initiatives
and services**

What happens if it's a 'NO' vote?

Should the BID ballot in October 2019 fail to gain a positive majority vote, Worcester BID will cease to exist on 31st March 2019. Under such circumstances, all projects and activities funded by the BID will terminate. There is no replacement body that will deliver these services.



YOUR BID TEAM

Your BID team are all passionate advocates for the city and its businesses. The team have unrivalled experience across a wealth of disciplines; including business engagement, event delivery, marketing, retail and licensed premises security and visual merchandising.

The BID team have established excellent relationships with key partners and stakeholders from across the city and beyond, and they are committed to representing the needs of the businesses at all times.



£72,000

OF IDENTIFIED SAVINGS ON
UTILITIES AND MERCHANT FEES IN
12 MONTHS.

OUR BID BUDGET

	Year 1	Year 2	Year 3	Year 4	Year 5
Levy income	£450,248.00	£450,248.00	£450,248.00	£450,248.00	£450,248.00
Additional income	£15,000.00	£15,000.00	£15,000.00	£15,000.00	£15,000.00
Total income	£465,248.00	£465,248.00	£465,248.00	£465,248.00	£465,248.00
Project 1 - Promoting Worcester	£135,000.00	£131,500.00	£131,000.00	£132,500.00	£132,500.00
Project 2 - Enhancing Worcester	£125,000.00	£125,000.00	£125,000.00	£123,000.00	£123,000.00
Project 3 - Supporting Worcester	£87,000.00	£90,000.00	£90,000.00	£90,000.00	£89,500.00
Management and Overheads (18%)	£82,000.00	£82,000.00	£82,000.00	£82,000.00	£82,000.00
Contingency 3%	£14,000.00	£14,000.00	£14,000.00	£14,000.00	£14,000.00
Levy collection costs	£22,000.00	£22,500.00	£23,000.00	£23,500.00	£24,000.00
Total expenditure	£465,000.00	£465,000.00	£465,000.00	£465,000.00	£465,000.00

GOVERNANCE

The management and governance of the BID will be open and transparent and will be accountable to the levy payers. The Worcester 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 city centre. It is the responsibility of the Board of Directors to ensure good governance 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 enter into two legal

agreements; with Worcester City Council and Worcestershire County Council. A baseline agreement is in place, which sets out the minimum service standards to be delivered by Worcestershire County Council and Worcester City Council and an operating agreement between the BID and City Council will define the contractual arrangements for the collection and enforcement of the BID levy collection, which will 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.worcesterbid.com



**OVER 700 WELCOME
PACKS DISTRIBUTED
IN THE LAST YEAR**



OTHER PARTNERS DELIVERING IN THE CITY

WORCESTER CITY COUNCIL

Worcester City Council provides essential services for over 100,000 residents. Working with the local community they aim to create a prosperous city and improve the quality of life for everyone. It provides cleansing and grounds maintenance services across the city and manages the local crematorium, cemeteries and parks. The Council works with local people to improve their community spirit and engagement, in addition to putting on a range of markets and public events.

Their budget is £10,277,000 per year.

Worcester is a District Council, this means that some of the services are provided by the City Council and others by Worcestershire County Council.

WORCESTERSHIRE COUNTY COUNCIL

Worcestershire County Council provides services for more than half a million people across the county. With an annual budget of £330 million, Worcestershire County Council supports some of the most vulnerable people in society. The Council is funded by Council Tax and Business Rates. More than 70% of its budget is spent each year on supporting Worcestershire's vulnerable adults and children.

The county has one of the fastest growing local economies in the country. Being "Open for Business" is one of the Council's key priorities, working with private and public sector partners to promote business and to encourage inward investment. The Council's other key priorities are to support children and families, protect the environment and promote health and wellbeing.

Worcester BID is the Business Improvement District for the city centre. The BID is responsible for representing businesses and delivering projects and services set out in our five-year business plan.

Our budget is £465,000.00 per year.

We are funded by businesses within the defined BID area with a rateable value of £7,500 or more.

WEST MERCIA POLICE CONSTABULARY

West Mercia Police is the fourth largest geographic police area in England and Wales, covering three counties, Herefordshire, Shropshire (which includes Telford and Wrekin) and Worcestershire with more than 1.3 million people in the communities they serve.

STREET PASTORS

Worcester Street Pastors have operated in Worcester City Centre each Saturday night/ Sunday morning since October 2010 – listening, caring and helping. They are part of a national team, first pioneered in 2003. Street pastors are trained volunteers from local churches who care about their community. They are led by a local coordinator and also have support from local churches and community groups in partnership with the police, local council, Worcester BID and other statutory agencies.

WORCESTERSHIRE LOCAL ENTERPRISE PARTNERSHIP

The Worcestershire Local Enterprise Partnership (WLEP), one of 38 in England, is responsible for creating and delivering economic growth and jobs in the county. This is achieved through a partnership approach with business, local government, the third sector and higher and further education working together with a common, shared purpose.

INDUSTRY PARTNERS

To allow us to learn and share best practice, Worcester BID is an active member of the following industry bodies and organisations:



BALLOT DETAILS

A ballot of defined business ratepayers in the BID area will take place from 3rd October - 31st October 2019

Ballot papers will be delivered by post to all businesses eligible to vote on 3rd October 2019. The voter must cast their vote and return the ballot paper by 5pm on 31st October 2019.

The BID ballot will be successful if the following two criteria are met:

- More than 50% of businesses that vote must vote YES by number.
- Of the businesses who vote, the YES vote must represent more than 50% of the total rateable value of all votes cast

The result of the ballot will be announced on 1st November 2019.



LIFE WITHOUT THE BID

What would losing Worcester BID mean to businesses in the city centre?

If Worcester BID is not successful in the ballot, all current activities and services will cease on 31st March 2020. There is no other organisation to deliver these projects, services and benefits on your behalf. Vote YES to keep Worcester BID.

NO £2 million Investment

An opportunity to invest ringfenced funding of over £2 million BID local investment in the city centre would be lost – a huge step backwards for our city.

Promoting Worcester

- ⊗ **NO** creative VisitWorcester social media and video content
- ⊗ **NO** enhanced Visit Worcester website business profiles and promotions
- ⊗ **NO** printed or digital Visit Worcester advertising to a targeted local, regional and national audience
- ⊗ **NO** The Worc Social Magazine
- ⊗ **NO** Independents promotions
- ⊗ **NO** Summer in Worcester campaign and events, such as Food Festivals
- ⊗ **NO** Christmas in Worcester campaign
- ⊗ **NO** projects to increase footfall and spend
- ⊗ **NO** coach meet and greets

Enhancing Worcester

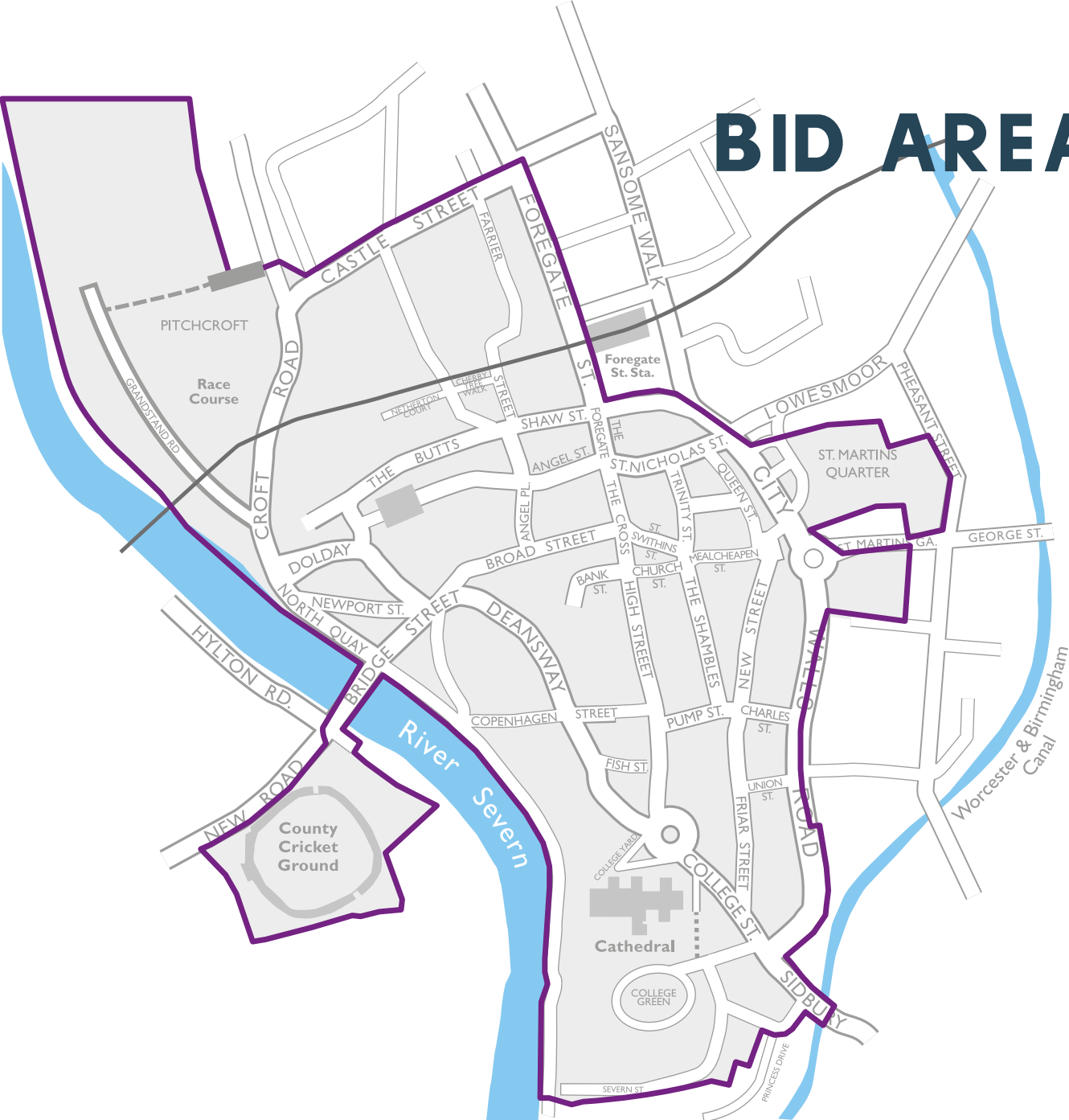
- ⊗ **NO** CityNet business crime reduction partnership
- ⊗ **NO** enhanced responsive spot cleaning service
- ⊗ **NO** CityNet radio scheme
- ⊗ **NO** Best Bar None or Purple Flag accreditation
- ⊗ **NO** BID City Ambassadors
- ⊗ **NO** investment into the city's appearance, e.g. BID floral displays and bunting
- ⊗ **NO** BID Christmas lights in areas not covered by City Council

Supporting Worcester

- ⊗ **NO** shared voice for BID businesses to lobby for change and improvement on a local government and national policy level
- ⊗ **NO** BID cost savings projects and services, e.g. car parking, utilities, telecoms, merchant fees
- ⊗ **NO** free or heavily subsidised BID training courses
- ⊗ **NO** City Sessions to keep you informed, network and provide feedback
- ⊗ **NO** BID footfall reports
- ⊗ **NO** e-newsletters about local opportunities and issues affecting your business

SO  **OTE YES**
3rd - 31st October 2019

BID AREA



All Saints Road
 Angel Place
 Angel Row
 Angel Street
 Bank Street
 Bridge Street
 Broad Street
 Bull Entry
 Castle Place
 Castle Street
 Cathedral Square
 Chapel Walk
 Charles Street (West of City Walls Road)
 Cherry Tree Walk
 Cheshire Cheese Entry
 Church Street
 City Arcade
 City Walls Road (part)

Clare Street
 College Green
 College Precincts
 College Street
 College Yard
 Copenhagen Street
 Cornmarket
 Croft Road
 Croft Walk
 Crown Passage
 Deansway
 Dolday
 Edgar Street
 Farrier Street
 Fish Street
 Foregate Street
 Friar Street
 Friary Walk
 Grandstand Road

High Street
 Hood Street
 Hopmarket Yard
 Infirmary Walk
 Inglethorpe Court
 King Street
 Kleve Walk (Riverside)
 Lychgate
 Malthouse Place
 Mealcheapen Street
 Moreton Place
 Nash's Passage
 Netherton Court (Arches)
 Netherton Lane
 New Road (South side only and not West beyond WCCC)
 New Street

Newport Street
 North Parade
 North Quay
 Pitchcroft
 Powick Walk
 Pump Street
 Quay Street
 Queen Street
 Reindeer Court
 Sansome Street
 Sawmill Walk
 Severn Street
 Shaw Street
 Sidbury (not South/East of Commandery)
 Silver Street
 South Parade
 South Quay

St Martin's Gate (car park only)
 St Martin's Quarter
 St Nicholas Street
 St Peters Street
 St Swithin's Street
 The Avenue
 The Butts
 The Cross
 The Foregate
 The Hopmarket
 The Shambles
 The Trinity
 Trinity Passage
 Trinity Street
 Union Street
 Windsor Row

LEVY RULES

The levy rate will be fixed at 1.5% of rateable value as at 1st April 2020 based on the 2017 Rating List.

All new hereditaments entering the Rating List after 1st April 2020 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 2020 utilising the prevailing values on the 2017 Rating List.

Any adjustments to the rateable values will only be applied to the BID levy at the fixed date of the subsequent chargeable year.

The levy is an annual charge payable in advance and no refunds will be made on the BID levy.

A threshold of £7,500 rateable value will be applied, exempting any business hereditament within the defined BID area falling below this rateable value.

There will be a cap on contributions from one hereditament to a maximum value of £15,000.

The BID levy may increase by an annual inflationary factor of up to 2% (i.e. 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 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 will be eligible to a BID levy reduction of 80% of the BID levy.

Shopping centre tenants who are already subject to a service charge will pay a 1% levy.

VAT will not be charged on the BID levy.

The term of the BID will be five years from 1st April 2020 to 31st March 2025.

If you are unsure about your rateable value, please visit the Valuation Office Agency website www.gov.uk/correct-your-business-rates or contact the VOA on 03000 501501.

Please note that the BID levy is separate to Business Rates payments and different rules do apply, e.g. if you are eligible for business rate relief, this will not have an impact on your BID levy. You can find details about business rates on www.worcester.gov.uk/business-rates

A LOT TO LOSE

- ⊗ **£2 million investment into the city**
- ⊗ **City Ambassadors**
- ⊗ **Responsive enhanced spot-cleaning service**
- ⊗ **CityNet Business Crime Reduction Partnership**
- ⊗ **City radio scheme**
- ⊗ **City centre business voice**
- ⊗ **Footfall data**
- ⊗ **Cost saving schemes**
- ⊗ **Dedicated communications to businesses**
- ⊗ **Investment into the city's appearance**
- ⊗ **Marketing & promotion of businesses locally, nationally and internationally**
- ⊗ **Promotion of the city through Visit Worcester**
- ⊗ **Coach meet and greets**
- ⊗ **Christmas in Worcester campaign and activities**
- ⊗ **Summer in Worcester campaign and activities**
- ⊗ **The WORC Social Magazine**
- ⊗ **Independents promotion**
- ⊗ **Free and heavily subsidised training courses**

 **NOTE YES**
3rd - 31st October 2019