

SHIRLEY BID INFORMATION SHEET 5

PLANS FOR THE SHIRLEY BID NOW IN YOUR HANDS!

BID VOTING ABOUT TO GO LIVE

Following almost a year of planning and consultation the Shirley BID vote is about to get underway and the following timescales apply from this point:

Date	Activity
25th April 2018	Ballot papers issued to all eligible voters along with a copy of the Business Plan and a reply-paid envelope to use when casting their vote
23rd May 2018	Ballot Day. All postal votes need to be received by 5pm on this date in order to qualify to be counted
24th May 2018	Ballot result announced

CIRCUMSTANCES REQUIRED FOR THE BID TO BE FORMED

Following almost a year of planning and consultation the Shirley BID vote is about to get underway and the following timescales apply from this point:

Date	Activity
May 2018 – August 2018	BID company set-up, Board of Directors & staff appointed, early projects begin
July 2018	Levy invoices issued and BID formally begins operating



THE PROPOSED PROJECTS AND A SUMMARY OF THE BID PROPOSAL

The proposed BID projects are shown on the following two pages and represent a huge opportunity to influence an investment of over £550,000 in key town centre activities which Shirley businesses have identified over the past 12 months. A summary of the BID proposal is also shown on the back page of this leaflet.

YOUR OPPORTUNITY TO INVEST OVER **£550,000** ON PROJECTS WHICH WILL BENEFIT YOUR BUSINESS



For further information, visit www.shirleybid.co.uk

THE PROPOSED PROJECTS

The key aim of this Business Plan is to outline the key projects that have been identified by local businesses and the investment that they are willing to make.

A key feature of the Feasibility Study survey and subsequent consultation was to ask businesses to prioritise the projects that they felt BID money should be spent on and this information has been used to develop the following project proposals:

01

PROFILE & PROMOTION

**BUDGET £105,000
OVER FIVE YEARS**

THE BID PLAN IS TO INVEST IN PROMOTIONS AND TO WORK WITH OTHERS TO PROVIDE COLLABORATIVE MARKETING ACTIVITIES WHICH GAIN MUCH MORE IMPACT FOR THE TOWN

- Create high-quality town centre branding and imagery to support a series of year-round promotions targeted at key audiences and catchments
- Carry out market research to identify how local people and visitors think the town could be improved and to identify potential new visitor sources
- Develop marketing campaigns to highlight the strengths of Shirley, to include promoting events, food & drink venues, the retail offer, independent businesses and key trading periods
- Create targeted promotions to increase footfall during currently quieter trading periods
- Oversee targeted social media campaigns to draw significantly more people into the town centre
- Establish links with partner organisations to develop collaborative and co-ordinated projects which better promote Shirley's image, both locally and regionally

02

EVENTS & VIBRANCY

**BUDGET £100,000
OVER FIVE YEARS**

THE BID PLAN IS TO CREATE NEW EVENTS, BOTH TO COVER A GREATER AREA AND TO BOOST QUIETER TRADING PERIODS AND TO MAKE EXISTING EVENTS AND ACTIVITIES EVEN BETTER

- Develop at least two major new town centre events
- Develop a comprehensive programme of new street entertainment to cover different areas of the Stratford Road corridor at different trading periods
- Introduce an annual calendar of street markets
- Make ongoing investments to improve the Christmas light displays



03

VISITOR EXPERIENCE

**BUDGET £72,500
OVER FIVE YEARS**

THE BID PLAN IS TO SIGNIFICANTLY RAISE STANDARDS WITHIN THE TOWN CENTRE FOR BOTH EXISTING CUSTOMERS AND THE INCREASED VISITOR NUMBERS WE PLAN TO ATTRACT

- Oversee the introduction of vinyl transfers and other measures to improve the appearance of long-term empty units
- Introduce activities to create pop-up shops
 - Work with partners to deliver improved visitor WiFi
- Lobby for improvements to existing car park facilities and the introduction of parking meters where required
- Work with partner organisations to improve street paving maintenance
- Enact a rolling programme of street furniture painting
- Introduce a customer loyalty or discount scheme
- Employ a BID Warden to react quickly to problem issues, such as litter or graffiti

04

SUPPORTING BUSINESSES

**BUDGET £50,000
OVER FIVE YEARS**

FOR A SIGNIFICANT NUMBER OF BUSINESSES, THE TANGIBLE BENEFITS PROVIDED TO THEM BY THE BID WOULD EXCEED THE ANNUAL INVESTMENT THEY MAKE VIA THEIR LEVY

- Enact a number of initiatives to support independent businesses in the town
- Implement group purchasing initiatives to save day and night-time economy businesses money on overheads such as energy, telecoms and waste disposal
- Develop and lead a system of business championing and representation to lobby for further improvements to, and investment in, the town centre
- Produce and distribute a regular newsletter to businesses, to include key performance information for the town
- Work with partners to develop and deliver campaigns to encourage new businesses into Shirley
- Foster close and collaborative relationships with local organisations, including the Council, the Chamber of Commerce, the Local Enterprise Partnership and the Combined Authority

OTHER ACTIVITIES

**BUDGET £105,000 OVER
FIVE YEARS**

THE BID PLAN IS TO OPERATE ON A SOUND, PROFESSIONAL BASIS AND TO REPRESENT THE ONGOING NEEDS AND VIEWS OF ALL TOWN CENTRE BUSINESSES

The Shirley BID would therefore also...

- Work to raise the quality, co-ordination and promotion of the evening and night-time offer in the town centre
- Introduce improved security through the introduction of a new digital radio link, which links to the Shirley CCTV system
- Employ a small and very focused team of staff to oversee all BID projects and to support the BID's operation and effectiveness
- Represent the Shirley BID at a local, regional and national level
- Wherever possible, support our local economy by using local businesses to carry out and deliver BID projects

A SUMMARY OF THE PROPOSALS AT A GLANCE

This BID is designed for you, as it has been developed over the past year by Shirley businesses to benefit Shirley businesses

The background

Shirley town centre needs to ensure that it remains competitive and attracts more customers into the town centre. To do this, businesses have said that we need a Business Improvement District to ensure that the businesses of Shirley can decide the strategy and the projects that they feel will improve footfall and trade and take steps to deliver them. These projects have been developed by Shirley businesses over the past 12 months, which has led to the production of this document.

The opportunity

This is your chance to help bring over £550,000 of additional investment into the town centre over the next 5 years and see a great return on your investment. The projects, as detailed on pages 13-17 have been carefully selected to positively impact on all businesses. This is therefore a huge and unique opportunity for Shirley to achieve its full potential and for businesses to take ownership of and to collectively enhance the trading conditions throughout the town centre.

Funding the proposals

- The Shirley BID would be funded by a **1.5% levy** on the current rateable value of eligible businesses in the proposed BID area
- Small businesses, with a Rateable Value of less than £7,500, will be exempted from the levy, but may choose to make a voluntary contribution if they wish
- The levy has been carefully calculated to provide sufficient funds to deliver the range of improvement projects that businesses have called for
- Premises within managed centres who already pay a service

charge would be asked for a BID levy of 1.125% of their Rateable Value. This is because the service charge they pay already includes **some** of the benefits which the BID would deliver

- For the average business, the cost of the BID levy **would be less than £1.35 per day**

The Ballot

- As required by law, the ballot will be conducted entirely by post
- Voters will receive a ballot paper in April and will have until 5pm on **23rd May** to vote. We encourage all businesses to vote in the ballot, because it is very important that the BID represents the will of as many eligible voters as possible
- If the ballot is successful, with a majority of businesses voting in favour by both number and aggregate of rateable value, the levy **will be mandatory on all businesses in the BID area** with a rateable value of £7,500 and above
- The BID would then begin on **31st July 2018 for 5 years through until 30th June 2023**

BID Management

- The BID will be run by a private-sector led Board of Directors, all of whom would represent businesses or organisations paying the BID levy
- The Board will be responsible for the delivery of projects ensuring that they are delivered on time and on budget to the highest standards possible
- The Board will operate the highest standards of governance through a commitment to openness, transparency and inclusivity



CONTACT US

For any further information on any aspect of this proposal, please contact:

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