

INCOME & EXPENDITURE PLANS 2020-21

Levy contribution notice April 2020 to March 2021

2020-21 is the second full year of our 4.5 year first mandated term, and it will be a year like no other, when additional support and working together will be more important than ever. After overcoming a number of initial challenges in 2019, firm momentum is now underway towards our stated aims to raise the profile of the town centre as a great retail, tourist and business destination. In light of the current situation we will be adapting our plans accordingly.

In the last financial year (up to April 2020) we have delivered on a number of our plans to improve the town centre experience for those who visit, live and work in Bishop's Stortford. Recent achievements have included:

- **Consumer Brand & Website**
Full rebrand of the BID, with a new logo and website
- **Social Media profile**
Facebook, Twitter and Instagram accounts set up
- **Communications**
Monthly articles & newsletters
- **Events:**
Gindependence Day September 2019
Late Night Christmas Shopping 2019
Nutcracker Trail December 2019
- **Purple Flag**
We have started working towards achieving Purple Flag status for the town.
- **Free After 3**
Currently in discussions with the council about introducing this scheme
- **Parking Marshals**
During Christmas 2019 we arranged 2 parking marshals for Jackson Square car park on Fridays, Saturdays and Sundays
- **Promoting Local Parking Options**
A leaflet detailing all parking options in the town was produced and distributed
- **Joint Purchasing Scheme**
We have partnered with BID expert Meercat Associates to deliver a range of cost savings for businesses
- **Information Awareness**
A business directory has been created on the BID website
- **Training**
Fully funded digital skills training for businesses has been provided by the BID
- **BID Team**
The BID Manager, Gina Thomas, was appointed and started in April 2019.

PROJECTED INCOME & EXPENDITURE 2020-21

INCOME

BID levy£204,494

Total Income

EXPENDITURE

Marketing & Events..... **£102,247**

Parking & Accessibility..... **£40,899**

Backing Businesses **£10,225**

Overheads..... **£40,899**

Contingency **£10,225**

Total Expenditure£204,495

Total Expenditure

Any surplus and any unused contingency will be carried forward to meet the requirements of the next year's programme. The current Business Plan runs from 2018 to 2023.

The following was the outcome of the BID ballot, as declared on the 13th July 2018:

Votes in favour by number: **86%**

Votes in favour by aggregate of RV: **88%**

Turnout:..... **34.7%**

BID WORKPLAN	2020-21 key priorities
MARKETING & EVENTS	• Coronavirus Response: market the town as a safe place to visit. Support businesses to become Covid Secure and put safety measures in place. • Introduce appropriate events with an aim to increase footfall in a safe and managed way. • Raise the BID profile across social media • Increase communications with the introduction of a monthly newsletter to levy payers and quarterly newsletter to the general public • Organise networking opportunities
PARKING & ACCESSIBILITY	• Work with Town Council, East Herts Council and Herts County Council to ensure the social distancing measures in the town including the road closure are managed in the best way possible and the voice of businesses is heard. • Work with the council to see Free After 3 introduced • Ensure businesses are consulted with the longer term aim of pedestrianisation of South Street. • Look alternative parking solutions
BACKING BUSINESSES	• Offer a range of training opportunities relevant to businesses funded by the BID • Encourage the uptake of Meercat Services to help businesses save money and time • Conduct a waste and recycling study to assess the needs of the town and put out to tender to find a suitable supplier

The income to support the activities outlined in our business plan is derived principally from the levy collected from local businesses within the BID boundary, although some income will arise from external sources such as sponsorship and grants. As owners/ tenants trading from defined, business-rated premises inside the BID boundary, **you are required by law to pay an annual contribution towards the identified costs of operating the BID Company.**

This levy is based on the Rateable Value of the property you occupy or own, as stated on the ratings list held by the District Council's rating department as at the 1st April 2020. This is **the Rating Valuation (RV) that has been applied to create the invoice that accompanies this notice.**

All rated and liable business property within the BID boundary (with very few minor exceptions) **will pay 1.53% of their assigned RV.** Vacant units (by and large) will also be charged the same with the bill met by their landlords or managing agents, unless they have been declared exempt from rates.

The BID operates on a not for profit basis, meaning that all income from BID levy and other sources is used towards improvement projects and approved overheads as specified in the mandated Bishop's Stortford Business Plan for 2018-23.

The Bishop's Stortford Business Improvement District Limited is registered with Companies House in England as the trading name of the BID Company.

Our registered address is:

c/o Barrow LLP
Rae House, Dane Street,
Bishop's Stortford, CM23 3BT

Glenn Armon-Jones, Karen Burton and Sam Cook are our three directors registered with Company House.

You may email us via:

info@bishopsstortfordbid.co.uk

or phone on 07399 245280 for enquiries about the BID company and its plans to deliver additional services across the town.

Our website also has more information:

www.bishopsstortfordbid.co.uk

If you have any queries about the enclosed levy account or the collection process, then please address your questions in the first instance to:

Revenues & Benefits Service

East Hertfordshire District Council
Wallfields, Pegs Lane, Hertford
SG13 8EQ

Alternatively, you can phone: 01279 655261

Extension 7223 or email:

businessrates@hertpartnership-ala.gov.uk