

INCOME & EXPENDITURE PLANS 2025-26

Levy contribution notice April 2025 to March 2026

Following key staffing changes, we end year two of our current term continuing to build upon our successes. Whilst our previous BID Manager worked tirelessly to both successfully deliver our Business Plan and the re-ballot, our two joint BID Managers are now more able to effectively achieve our shared goals.

The uncertain economic climate and our new Labour Government's budget agenda continue to place unwelcome pressures on us all. As such, our focus on ensuring we provide you with value for money, and improve the town to set the scene for successful trading, is of greater importance than ever. We are now one of over 300 BIDs operating in the UK. The BID remains a vital link between key stakeholders and ensuring businesses have a voice in local decisions that matter, on top of all the marketing support, place-making and events you have come to expect.

If you are one of our new businesses which has opened since 1 April 2025, or are newly responsible for paying the business bills, this may be the first time you have received this invoice. On the reverse of this leaflet, you will find more information about how the BID works and how your invoice is calculated, along with the key priorities for the upcoming year. Additionally, to the right, you'll find further details on our projected income and expenditure for 2025-26. You can also find the full business plan and more information on the BID and what's available to you at www.bishopsstortfordbid.co.uk

As always, it is a partnership and so should you wish to know more, get involved or provide any feedback so that we can continue to improve our service, then please do get in touch. Here are some of our highlights from the past 12 months:

- **Discover Stortford** - Our consumer-facing brand continues to grow through our website, social media, and editorial, sharing news, offers, and promotions from BID businesses with those who live, work, and socialise in Bishop's Stortford.
- **Increasing Awareness** - Regular articles in local publications, promoting the BID's work and engaging the public.
- **Video & Photography** - Produced by the BID to showcase the town centre and the businesses available here.
- **Town Centre Gift Card** - With over 40 businesses now onboard and more to follow, this scheme keeps spend local and instils a sense of community.
- **North Street Pedestrianisation** - We initiated this project, securing Town Council funding for conceptual plans.
- **Showtime on North Street** - A trial event which demonstrated the benefits of a pedestrian-priority scheme and also helped inform us, and businesses, with our future planning.
- **Summer of Sport Trail** - A free six-week event encouraging families to explore the BID area, with an activity sheet, competition and prizes from across the town centre.
- **Festive Fun Day** - Christmas launch event with carols, dance, giveaways, a lucky dip, and the tree lights switch on courtesy of pantomime star, Maid Marian.
- **Christmas in Bishop's Stortford** - BID sponsored the Market Square tree and extra decorations for festive cheer.
- **Food Tours** - As a way of supporting our cafes and restaurants and promoting the town centre as a foodie destination, the BID together with Town Council, funded promotional literature to launch the Bishop's Stortford tours.
- **Welcome Rangers** - Provided assistance in car parks during peak Christmas periods, improving visitor experience.

Projected income & expenditure 2025-26

INCOME

BID levy:	£217,146
Additional Contributions:	£2,000
Total Income:	£219,146

EXPENDITURE

Marketing & Promotion:	£50,054
Events:	£54,503
Supporting Businesses:	£32,257
Placemaking:	£47,830
Overhead costs:	£23,192
Contingency:	£11,310
Total Expenditure:	£219,146

Surplus money from the previous years will also be added to the above and used to deliver the current Business Plan aims.

The following was the outcome of the BID ballot, as declared on the 14th October 2022:

Votes in favour by number:	74%
Votes in favour by aggregate of RV:	83%
Turnout:	34%

- **Business Front Improvement Grant** - Grants to enhance the look and feel of businesses, adding to their kerb appeal.
- **Deep Clean & Gum Removal** - Improved the town's general appearance with a pavement deep clean.
- **Training for Businesses** - Sessions included Emergency First Aid, HR, and 1:1 Google Business Profile training.
- **SEEDL Online Training Platform** - Free access to 300+ courses, including Microsoft 365, customer service, compliance, Food Hygiene One and Two, and wellbeing.
- **Business Meet Ups** - Networking opportunities with local leaders, councillors, and police.

BID WORKPLAN	2025-26 key priorities
Marketing & Promotion	- Continue building on the Discover Stortford brand and increasing BID awareness, including website, social media, local articles, advertising, competitions, and giveaways. - Promote town centre gift card.
Events	- Events such as festive fun day and street entertainment, plus trails to drive footfall around the town. - Headline sponsors for the Carnival. - Continue working towards Purple Flag status for our night-time economy.
Supporting Businesses	- Offer fully funded training for businesses on a range of relevant and useful subjects both face-to-face and through SEEDL online training. - Communicate issues to businesses which affect them through our regular e-newsletters, BID business website and closed Facebook group for BID members. - Provide a monthly newsletter delivered by hand to enable more frequent and direct communication between BID staff and businesses. - Provide a voice for the businesses in discussions with all Bishop's Stortford stakeholders, especially around key developments in the town centre. - Lobby for car park improvements and town centre worker parking. - Facilitate regular get togethers for BID businesses; enabling them to meet informally and encouraging collaborative working and a sense of community. - Improve communication, safety and coverage by increasing the number of town centre link radios in businesses and ID scanners for the night-time economy using BID grant schemes.
Placemaking	- Lobby the relevant authorities and add funding to schemes to make improvements and street scene enhancement. - Lobby for improved street cleaning including weed control and clearance. - Implement lighting schemes to dark areas and enhance wayfinding. - Facilitate further trials for the partial pedestrianisation scheme on North Street.

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 2025. 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 1.6% of their assigned RV.** Vacant units will also be charged the same with the bill met by their landlords or managing agents.

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 2023-28.

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, Michael Smith and Gary Smith 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