



# Melton Bid

## Your Town, Your Choice, Your Future.



## Introduction

The Melton BID (Business Improvement District) is an organisation which seeks to enhance the vitality of the town centre, raising its profile as a tourist and shopping destination and to reduce business costs through business schemes.

The "Melton BID" has been well received by businesses, local people and visitors over the BID's first term and has played an essential part in enhancing the town centre.

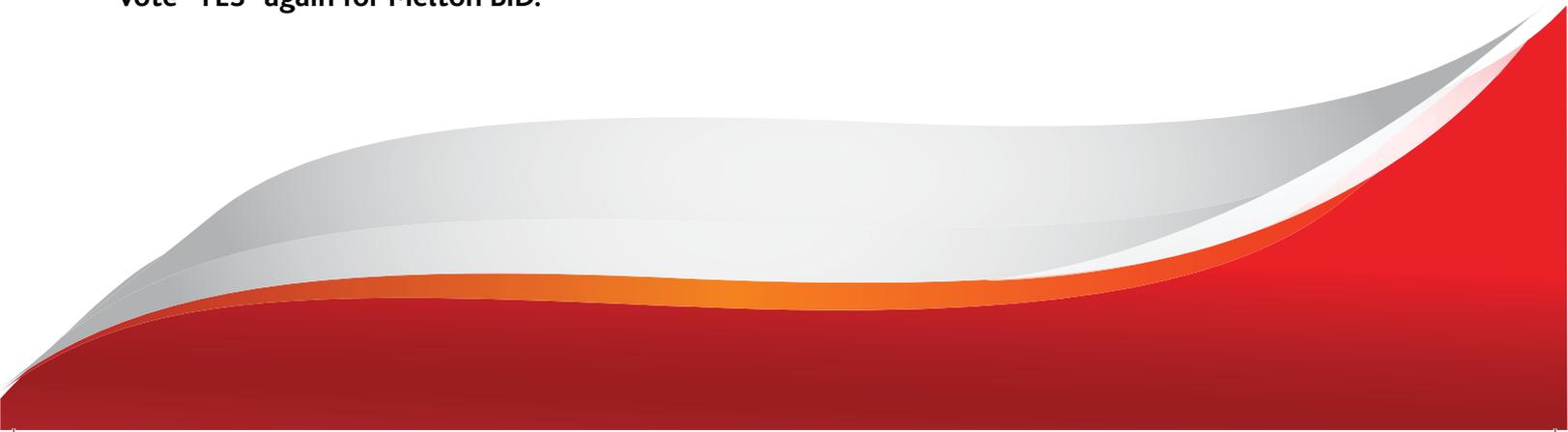
The Melton BID has successfully delivered a number of projects and services, devised and agreed by local businesses, and incorporated within the BID business plan. The business plan was created by and voted on by you, the local businesses resulting in the Melton Mowbray BID Company Ltd being established in October 2011.

The BID has generated over £670,000 for the town centre in its first five year period. Working with key partners, the BID Board of Directors (drawn from local business representatives working on a voluntary basis) have striven to deliver the projects you wanted, adding value to existing services and seeking opportunities for funding, research and regeneration.

On 30th November this year, the Melton BID will have completed its first five year term and is currently evaluating the hard won progress we have made to date, as well as the challenges we face in the future. It is also time for you to review our achievements and decide how to build upon our successes by helping us to formulate a new business plan for the next 5 years and by voting "YES" to renew the Melton BID.

Remember that if you choose for the BID not to continue or if you just don't take part in the review and vote, then all the work and achievements so far will cease. We need your support. The trading environment is still tough and we face competition from online and out of town shopping. We know too that shopping habits and destination choices change and that Melton's Town Centre will have to continue to evolve to survive.

Only you, the local businesses can enable us to continue to compete with changing trends and an increasing online presence. To be both progressive and aspirational for our businesses and our town, Vote "YES" again for Melton BID.



## Chairman's Comment

The Melton BID is now completing its first term and has delivered a range of projects, which have included targeted marketing campaigns and events, business support initiatives and promoting Melton's heritage and visitor experience.

This has been achieved in direct response to you, the voters and sponsors of the Melton BID; your ideas have shaped all of the projects to enhance Melton's town centre.

The BID seeks to ensure that local businesses can influence and drive decisions relating to their local trading environment. We have sought to encourage our local residents and employees to shop locally through targeted campaigns and events, to promote the town's heritage and visitor experience and to make our town centre more accessible, engaging and newsworthy. We have also offered a number of business support projects, such as the free trade recycling scheme and business grants directly to you, the local businesses.

The Melton BID Board is working hard on your behalf and wants to continue to do so; responding to challenges, trends and opportunities to continually sustain and improve our town centre. The BID is supporting the development of a Town Centre Business Neighbourhood Plan, in line with its next five year plan and is a key partner in the Town Centre Investment Pilot, seeking to increase inward investment into the town centre. We welcome your feedback and continued support and therefore value your responses to our surveys and newsletters. With your guidance, we are keen to continue to bring success, plan for the future and build upon the firm foundations we have laid. We can only do this with your ongoing commitment to the Melton BID.

Success for Melton requires a proactive approach that can; unite town centre businesses, work toward an agreed goal with a well informed business plan and implement that plan with a wide range of partners and investors. As you read this document and review our success to date, it is important that you think carefully about the future. Melton BID can only ever be what you make it. Your ideas and needs over the next 5 years will help shape the future of the town. It is vital that you vote "YES" to the next Melton BID when the ballot takes place later this year.



## What is a Business Improvement District (BID)

A Business Improvement District or BID is an arrangement whereby businesses collaborate to decide what services and improvements (in addition to those already provided by public agencies) they wish to make in their location, how they are going to manage and deliver those improvements and what they are prepared to pay to make them happen. This information forms a business plan that will be voted upon by all prospective levy payers. If the majority vote YES by both number and rateable value a BID is created. The BID company exists for a maximum of 5 years and must spend the funding raised within the BID area and in accordance with the agreed business plan.

## An Investment In Your Business

This document offers the opportunity to all within the BID boundary to; review the success of the Melton BID and begin the process of securing a second term for the BID. There is now a very real chance to invest over £0.75 million over the next five years to maintain the firm foundations we have laid and to build upon them. Together we can share our aspirations for Melton and take real steps to; sustain confidence, improve footfall, increase sales, reduce business costs and diversify our offer to visitors and shoppers.

## The Funding - Your Money, Your Say

Increasingly, town centres are deciding to adopt this private sector management model called BIDs, to ensure the implementation of the desires and needs of their business community. Melton BID is an excellent example of this and is funded by businesses in the area that pay a 1.5% levy of their rateable value. Businesses with a rateable value of £6,999 and under pay just £100 levy per year. This money can only be spent within the BID area on the projects and services agreed and voted upon in the business plan. The levy has nothing to do with normal business rates (these pass straight to the government). Nor is the levy used to pay for the services that public agencies are already required to provide as part of your business rates, BID money might be used to add value to those services, if that is what local business want but cannot substitute or replace these.

## The BID Company

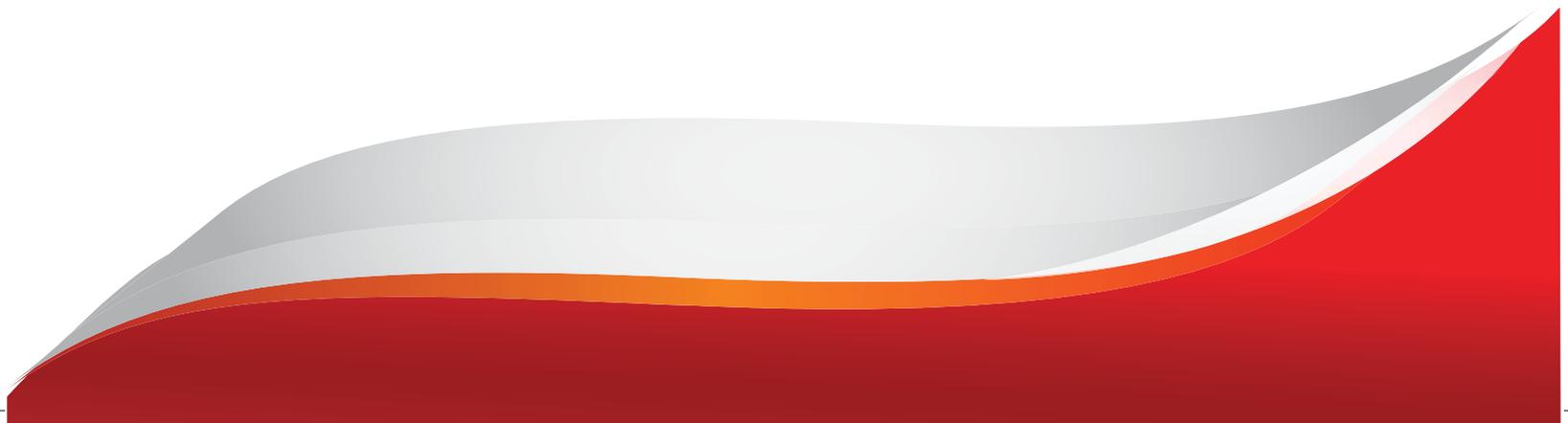
The Melton BID is managed by a Board of Directors, representative of large and small businesses from within the BID area. It is a private, not for profit, company limited by guarantee. Any levy payer is eligible to become a member of the BID Company and can then be put forward to serve as a Director of the BID.

## The Vote

If you are eligible to pay the levy, you are eligible to vote, so you decide. Of those that vote, if a majority of businesses vote in favour of the BID both by number and by total rateable value, the levy will be mandatory on all businesses in the BID area.

## What Happens if I don't vote "Yes"?

If you do not vote "YES" then Melton BID will end on 30th November 2016. All of the schemes such as the Free Trade Recycling Scheme, Free Utility Audits, Marketing Campaigns and Business Support Grants, will then end.



Below is a summary projects and schemes, which have been delivered by the Melton BID over the last 5 years:

**The Think Melton Shop Melton campaign aims to encourage local residents and employees to shop locally, through targeted marketing campaigns to benefit town centre businesses.**

- 22,000 Shoppers Surveys, to assess usage of the town and key areas for improvement
- Increasing Safety – Support of SMART and Pubwatch schemes & CCTV Officer to support evening economy initiatives and application for Purple Flag status
- Think Melton Shop Melton bags
- Annual distribution of town centre marketing material to 22,500 households
- Town Centre App, with full Town Business Directory
- BID website (new BID website coming soon)
- Car Parking Offers, including Free After Three & Business Parking
- Town Centre Footfall Counter, recording 24 hour footfall counts

## **BID for Business**

**The BID for Business campaign aims to reduce business costs through business schemes.**

- Free Trade Recycling Scheme for over 250 BID businesses
- Free Business Social Media training, 250 businesses trained in social media
- £250 Business Support Grant Scheme, £30,000 funding & 120 businesses assisted
- Free Business Utility Audits
- Sponsorship of Melton Business Awards & Melton Community Awards
- Car Parking Offers, including Free After Three & Business Parking
- Town Centre Footfall Counter, recording 24 hour footfall counts



## Visitor Enhancement Scheme.

The Visitor Enhancement Scheme campaign aims to promote Melton's heritage and visitor experience.

- Town Centre Enhancement Scheme, including new planters & Market Place feature, Retail Hanging Basket scheme, and Window Dressing scheme on vacant premises
- Blue Plaque Scheme
- Sponsorship of Melton in Bloom campaigns and planting schemes
- BID In Bloom East Midlands in Bloom Silver Gilt & Britain in Bloom Silver Award winner
- Sponsorship of Shopmobility Scheme
- 30,000 Events Guides per annum
- Marketing campaigns, eg Independent Retailer Month, Christmas Shopping Crawl & Dine Before Nine
- Events – Sponsorship and promotion of annual events such as the CiCLE Classic, British Pie Awards and Victorian Xmas Fayre, attracting 25,000 visitors over the weekend
- Twitter and Facebook Marketing

## Other Projects

- The Melton BID is one 392 Portas Town Teams in the UK, following Portas Pilot
- Supporting development of a Town Centre Business Neighbourhood Plan
- Key partner in the Town Centre Investment Pilot, seeking to increase inward investment into the town centre
- Secured £30,000 external funding to increase BID levy income
- National Revive & Thrive Challenge finalist 2014



## Next Steps

- The Melton BID will support and invest in the town centre over the next 5 years
- Generate £0.75 million for Melton Town Centre over the next 5 years
- Increase Footfall to the Town Centre
- Raise the profile of Melton Mowbray as a Shopping & Tourism Destination
- Support BID Businesses
- Create a More Vibrant Town Centre for Residents, Investors and Visitors

## Tell Us What You Want for the Next 5 Years

We want Melton to build upon its current level of success and become a market leader as a town centre. To achieve this aim it is important we know firstly, what has worked well for you to date and secondly what needs further improvement.

Your ideas and feedback will form the basis and content of our next BID business plan.

With that in mind we would be grateful if you could complete our survey and return it by:  
Friday 28th May 2016.

You can also complete the survey online by visiting our website, [www.meltonbid.co.uk](http://www.meltonbid.co.uk)

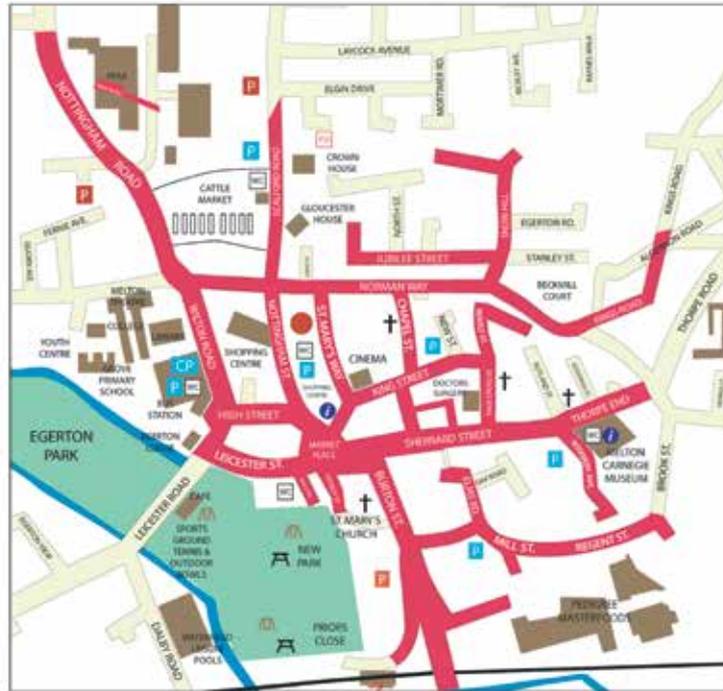




# melton mowbray

business improvement district

**BUSINESS IMPROVEMENT DISTRICT BOUNDARY AREA (IN RED)**



Find the Melton BID on Facebook where you can keep up to date with the latest news;



**/MeltonBID**



**@MeltonBID**

For more information on the Melton BID and how it can support your business, please contact BID Manager, Shelagh Core at [score@melton.gov.uk](mailto:score@melton.gov.uk) or call 01664502502, Mobile 07919 330849