

**MELTON MOWBRAY BUSINESS IMPROVEMENT DISTRICT**

**BUSINESS PLAN**

**2021 – 2026**

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## INTRODUCTION

The Melton BID is committed to enhancing the vitality, prosperity and vibrancy of Melton's town centre, by marketing, promoting and improving the town's trading environment to make it a vibrant and prosperous place to work, live & visit. Over the last ten years it has played an essential role in raising awareness of the town and its offer, driving footfall and developing Melton's morale and pride of place.

The Melton BID is business led and business funded and responds directly to your needs and wants. Working in collaboration with key partners, the BID has successfully delivered a range of projects over the last 5 years, which has included a programme of marketing, promotion and events; business support initiatives and street scene schemes, as well as well as acting as a powerful voice for businesses, funded by the £800,000 funding generated by the BID for the town.

Projects have included marketing and shop local campaigns, events and improving the appearance of the town centre through floral displays and visual displays to encourage local residents and visitors to shop locally in the town and to promote the town's heritage and visitor experience. This has also included night-time economy campaigns and awards, such as evening car parking campaigns, new evening markets and events, launch of the After Dark Awards and the new Purple Flag Award for the town in 2016.

The BID has supported businesses with continuation of the free recycling scheme, business utility audits, business support grants and digital training. Melton Business Connect was also launched to provide a local networking forum for businesses and independents to connect and to encourage business growth within Melton.

The BID's installation of the town's free Wi-Fi and footfall counters in 2019 has also provided invaluable data and insights into the town's footfall and vacancy trends over the last two years, including monthly KPI reporting of town centre footfall, trends, national comparisons and visitor journeys and vacant unit counts.

The last decade has seen towns across the UK experiencing massive changes as peoples' shopping habits move and their choices change. This has been exacerbated this year further by the pandemic and having to meet the unprecedented challenges that has brought. In this undeniably tough trading environment, we must work together to ensure that Melton continues to adapt, recover, and grow in order to thrive.

The BID has sought to ensure that businesses have been supported as much as possible through what has been a challenging year, offering a COVID business support service to help liaise with businesses in grant application processes, funding and promotion to re-boost trade & sales. The BID has continued to adapt and extend the BID Business Support Grant scheme to throughout the pandemic, to accommodate and incorporate purchasing PPE, CCTV, websites and digital platforms, as well as outdoor seating and the usual internal/external improvements.

Our focus is now upon the recovery of our High Street with targeted support for you as businesses to help you adapt, diversify and trade safely; to welcome back customers to a safe town centre and build on what we had already achieved. The Melton BID Board is

working hard on your behalf, responding to challenges, trends and opportunities to continually sustain and improve our town centre and wants to continue to do so. The Melton BID is your BID and is here to deliver your wants and needs, please support the BID in driving forward Melton's town centre as a thriving destination for people to work, live & visit.

## **Lee Freer, Chair of the Melton BID**

### **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) 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 in favour of Melton Mowbray's Renewal BID, by both number and rateable value, all businesses within the area mapped out on page 12 will pay an annual levy used to deliver the Business Plan.

For a successful YES vote:

1. Over 50% of businesses that vote, must vote in favour of the Melton Mowbray BID's second term. **Infographic**
2. Of the businesses that vote, those voting YES must represent a greater total rateable value than the ones that vote NO.

A BID 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.

Infographics:

The Melton BID comprises 35 streets with 488 businesses

£165,000 investment per year

Over £800,000 over the BID's 5 year term

### **The Last 5 Years in Summary**

Since its establishment in October 2011, Melton Mowbray's BID has implemented many successful projects and initiatives in order to show each business a financial return for their investment and improve the overall trading environment for BID businesses, residents, employees and visitors. Melton BID will have invested over £1m delivering business initiatives by the end of its second five-year term and has also played a leading and influential part in looking at how the Town Centre develops in the future.

Infographics

Over

Over 800,000 funding of initiatives over 5-year term

Over 20,000 Visitors at Events per year

25,000 Event Guides per annum

Over 35 000 Free WiFi Users

Over 1000 Town Centre App Users

Over 300 businesses using the Free Recycling Scheme

Over 100 BID Buckets

Over 300 businesses assisted with BID Business Grants

Over 500 businesses supported with digital & social media training

Purple Flag Award

COVID Support Package

### **Marketing, Promotion & Events**

The marketing, promotion & events element of the business plan has been hugely important for businesses, particularly the town's heritage and historical character.

- The Melton Town Centre App with nearly 1000 users and 50 businesses involved. Includes full town centre business directory, offers and discounts, events, local news and parking.
- 25,000 Annual Events Guides produced and distributed to 14,000 households
- Our events, attracting over 20,000 people a year include Teenage Markets, Vintage Craft Markets, Melton By The Sea, Bavarian Weekend, Film in the Park, Midsummer Music Festival, Melton Mowbray Folk Festival, MELT Street Kitchen and MM Christmas Market
- The "Think Melton Shop Melton", 'Shop Local' campaigns promoting business offers and discount, opening times and delivery services
- 'FREE AFTER THREE' car parking initiatives to drive footfall.
- Installation of Town Centre FREE Wi-Fi with nearly 20,000 users.
- Installation of GEO-Sense Footfall Counters throughout the town, offering 24 hour footfall reporting, journeys and trends
- Targeted local media & advertising campaigns including Great Days Out Guide.
- Social Media campaigns with 2,500 Facebook followers and 1500 Twitter.
- First town in Leicestershire to be awarded Purple Flag Award in 2016 for our Evening & Night Time Economy work.

- Launch of Ask for Angela, Ask for Clive Campaigns, Purple Flag Night Rider Bus Scheme, Launch of After Dark Awards, new evening markets & events
- Digital High Street work that saw an increase in business websites by 14%, business social media usage by 27% and apps by 13%
- Promotion of Melton's heritage and culture through trails, the Blue Plaque Scheme and heritage street names.

### **Improving the Street Scene**

Improving the physical appearance and ambience of our town centre is an integral part of promoting and marketing Melton Mowbray as a destination town.

- Floral Displays, Dressing Vacant Units and Pop Up Shops and Trails
- Expansion of Blue Plaque Scheme
- Installation of Heritage Street Names
- Wilton Park planting scheme and Town Centre Destination Park
- BID Bucket Floral Scheme
- New Planter Scheme
- Annual Window Dressing Competition
- Annual themed Town Centre Bunting
- Monitoring Vacant Units
- Annual BID Business Grants
- Supporting the SMART Scheme and Pubwatch with over 50 members

### **Business Support**

Supporting businesses by reducing business costs, providing businesses with opportunities to network, train and attract funding

- FREE BID Recycling Scheme – over 300 businesses
- Business Support Grant Scheme - £86,500 funding committed over the last 5 years and over 350 businesses assisted.
- FREE annual digital and social media training attended by over 500 businesses.
- Melton Business Connect launched in 2019, to provide a local networking forum for businesses to connect and encourage growth within Melton, whilst also showcasing local town centre businesses.
- COVID 19 support has included:
  - Over a 100 Ebulletins with on guidance updates, grant funding, access to financial support and funding schemes.
  - Financial support with PPE, signage.
  - 500 Social Distancing Floor Markers & 500 Face Covering Posters
  - Over 100 business supported annually with grants totaling £22,000
  - In partnership with MBC, over 2000 social distancing markers placed in Town Centre
- BID Welcome Packs for new businesses

## **Vision & Strategy**

Acting as a powerful voice for business on policy and development matters.

Our achievements include-

- Support campaigns on key issues such as review of business rates, car parking, transport and town centre visioning.
- Town Centre Investment Management Pilot in 2016 to address vacant units on Nottingham St, King St and Bell Centre
- Progression of Town Centre Business Neighbourhood Plan
- Business Neighbourhood Plan forum of 21 businesses
- Member of the Leicestershire Market Towns Group – involved in securing funding for key research, initiatives and campaigns and providing a voice for Melton within Leicestershire.
- Partner on the Town & Place Partnership Place Board to drive forward a Destination Plan for Melton

## **The Added Value The BID Brings To Melton**

Melton BID works collaboratively with other local partners and stakeholders. It is important for businesses to sit around the same table as others who deliver services and seek to positively promote or enhance the Town Centre to maximise the impact and outcomes to the benefit of all. As a result, Melton BID has grown to be recognised as a fundamental part of both the current and future of the Town Centre. As such, we can influence and reflect the interest of both BID Members and our visitors.

## **The Future**

### **Your Town – Your Choice, Your Future**

What will a YES vote mean for Melton?

A renewal of the Melton Mowbray BID for a further 5 years will mean:

- 448 businesses being given a voice to shape the future of Melton's town centre
- Over £800,000 of investment for Melton Town Centre. This will be supported by the additional income that we will seek to raise
- The continuation of projects, events and promotions for BID Business and the town

### **Our Vision**

- Melton Mowbray want to ensure that our Town Centre is:
  - **A destination of choice for local people and visitors and a thriving and vibrant location for businesses and residents alike.**

What the BID will do....

Our aim is to continue to deliver initiatives in these four key areas:

- Marketing and Promotion & Events
- Improving the Street Scene
- Business Support
- Vision and Strategy

### **What If We Vote NO**

If businesses decide to vote NO to renewing the BID in October 2021 then all the investment into the Town Centre from the BID will cease and all BID projects will formally end at the end of October 2021.

A 'No' vote will mean Melton Town Centre losing many services, projects and events such as:

- Over £800,000 BID levy investment in supporting Town Centre businesses will be lost over the next five years.
- Additional funding and services that the BID leverages will be lost.
- There are over 300-plus BIDs in the UK now and Melton would lose ground with other BID locations such as Loughborough, Hinckley, Nottingham, Derby & Leicester
- The Town Centre App would disappear.
- The Free Town Centre WiFi would end
- Town Centre Footfall Counters would be removed
- The annual BID Business Support Grant funding for businesses would cease.
- The Melton Facebook, Instagram and Twitter pages would cease along with promotion of local businesses and their offers.
- Town Centre events such as the Teenage Markets, Vintage Craft Markets, Melton By The Sea, Film in the Park, Midsummer Music Festival, Christmas Market would not happen.
- Sponsorship of events such as the CiCLE Classic, Melton Mowbray Folk Festival, British Pie Awards, Melton Times Best of Melton Awards would end
- The 25,000 Annual Event Guides, showcasing the Town Centre and Borough events would not be produced or distributed
- No regular marketing or promotion of Melton and its businesses in various media.
- The FREE Trade Waste Recycling Scheme would stop.

- Free Business Social Media training workshops would stop
- The Melton BID is the lead for the town's Purple Flag project delivery and renewal year on year. This would cease.
- Business networking through the newly launched Melton Business Connect would cease
- Town Centre Enhancement schemes & funding, Floral Displays, Dressing Vacant Units, Pop Up Shops would not happen.
- Think Melton Shop Melton and Shop Local campaigns would stop
- Support of local groups such as Melton in Bloom, SMART and Pubwatch would end
- Business Support and Town Centre KPI reporting would cease
- No independent body to regularly lobbying local Councils on matters such as parking, business rates, cleansing and maintenance and economic development
- The loss of additional funding.

**There is NO replacement body that will deliver these services.**

**There is NO Plan B.**

The BID Area

The map below shows the Melton BID area, all businesses on the streets shown and listed are included in the BID. If you are unsure as to whether you are included and therefore will pay the BID levy, please contact one of the team.

1. Asfordby Road (part)
2. Burton Street
3. Bowley Court
4. Chapel Street
5. Charlotte Street
6. Cheapside
7. Church Street
8. Dalby Road (part)
9. Greenslade
10. High Street
11. Jubilee Street
12. King Street
13. Leicester Street
14. Market Place
15. Mill Street
16. Mill Lane
17. Norman Way



18. North Street
19. Nottingham Road (part)
20. Nottingham Street
21. Park Lane
22. Park Road
23. Pharmacy Walk
24. Regent Street
25. Roseberry Avenue
26. Sage Cross Street
27. Scalford Road (part)
28. Sherrard Street
29. Snow Hill
30. South Parade
31. Stanley Street
32. St Mary's Way
33. Thorpe End
34. Wilton Road
35. Windsor Street

## **BID Area MAP TO BE INSERTED**

### **What Have We Been Doing So Far?**

We have invested time talking with you about your ideas and vision for the third term of the Melton Mowbray BID. Our consultation and engagement has included:

#### **August 2021**

A BID Fact Sheet outlining the achievements of the BID over the last 5 years

#### **August 2021**

A Consultation Survey has been conducted to understand business views on past and current BID projects and to identify new projects

#### **August-September 2021**

Face to face meetings, emails and phone calls with businesses to discuss the future of Melton's town centre and what the BID can deliver for the town over the next 5 years

#### **August-September 2021**

A summary Business Plan collated from the information and ideas BID businesses put forward

#### **September 2021**

A final Business Plan distributed to all businesses

### **What is Next?**

#### **Infographics**

### **30<sup>th</sup> September Postal Ballot Opens**

**From 30<sup>th</sup> September 2021** all eligible businesses within the BID area will be posted a ballot paper from Civica. From this date businesses can then complete and return their ballot papers by post. The ballot is confidential.

### **28<sup>th</sup> October Postal Ballot Closes**

**The ballot will close at 5pm on 28<sup>th</sup> October 2021.** All completed ballot papers must be returned to Civica by this time or the vote will not be counted.

30<sup>th</sup> October 2021 Declaration Result

**On the 30<sup>th</sup> October 2021** the BID result will be formally declared

## **Melton BID Projects 2021 – 2026**

The consultation process with businesses has demonstrated a strong support of the BID and the continuation of projects for the forthcoming years. Your top priorities again for the next 5-year term of the Melton BID are as below:

Marketing Promotion and Events – Events and Event Guide, Town Centre Loyalty Scheme, Town Centre App, Shop Local Campaigns, Independent Retailer Campaigns, Car Parking Campaigns, Digital High Street, Business Promotions, Evening Economy Campaigns

Improving the Street Scene – Landscape & Planting Schemes, Floral Displays, Window Dressing, Support of SMART and Pubwatch

Business Support – Free Recycling Scheme, Business Support Grants, Melton Business Connect & Networking, Business Training, Collective Purchasing

Vision and Strategy – Lobbying & Advocacy, Inward Investment & Regeneration, Support Campaigns to Review Business Rates & Car Parking, Raise Profile of Melton Mowbray as a Destination Town

### **Marketing, Promotion and Events**

Consultation has shown that the marketing, promotions and events element of the business plan are the most important priorities for businesses, with the below projects being key:

Town Centre Events & Event Guide  
Shop Local Campaigns & Trails  
Independent Retailer Campaigns  
Car Parking Campaigns & Initiatives  
Business Promotions

Social Media Marketing Campaigns  
Town Centre WiFi and Footfall Counters  
Evening Economy Campaigns & Purple Flag  
Town Centre Loyalty Scheme and App  
Digital High Street support  
Tourism, Heritage & Culture

It is clear that events are felt by businesses to be the most important drive of footfall and spend into the town centre. Over the last 5 years additional events and markets have been launched, which have included the MELT Street Kitchen, Film in the Park, Vintage Craft Markets and the new 1940's weekend and the BID will continue to expand upon the town's strong event programme.

The BID will continue to deliver its yearly calendar of events to include:

Teenage Markets  
Film in the Park  
Vintage Craft Markets  
Christmas Market

And continue to develop new cultural events and festivals, heritage events, trails, evening markets & events to promote the town's night economy and Purple Flag status, as well as the town's heritage.

The BID will also continue to monitor and feedback regularly on town centre footfall and trends, in relation to events and their impact on the town centre and your business. As businesses, you feel that car parking campaigns and initiatives are very important, both to you as businesses but also as a means of attracting locals and visitors to the town centre. Previous BID campaigns have included the BID's Free After Three campaign to attract early evening footfall into the town centre and the launch of the Purple Night Rider bus service to support transport in and out of the town in the evenings. The BID will continue to deliver car parking campaigns and initiatives, in partnership with other stakeholders to support businesses and to increase footfall into the town.

The town has a high number of independent retailers and these are of the town's USP's and draw to our town. The BID will continue to deliver shop local and independent retailer campaigns and promotions to drive footfall to the town, to promote businesses and your offers, and encourage locals and visitors to enjoy everything that Melton has to offer. This will include social media campaigns, promotions, printed materials and launch of a new BID website.

The new website will offer both a town centre website, to include a town centre business directory, events calendar and news and a business portal, including BID member information on grants and training, footfall and national and local trends.

The installation of the new free WiFi and Footfall Counters has been welcomed by businesses and has provided invaluable weekly and monthly footfall data, which will be accessible by all BID members on the new business portal, as well as vacancy rates, commercially available units, job vacancies etc.

## **Improving the Street Scene**

Improving the physical appearance and ambience of our town centre is an integral part of marketing and promoting Melton Mowbray as a destination town.

It is clear, that businesses value the dressing of the town centre that the BID undertakes each year, with the bunting and BID bucket scheme, window dressing competitions and improving the appearances of vacant units and frontages and are keen for this to continue. There is a strong support too for ongoing support of Melton in Bloom with its projects and annual competitions, which undeniably improves the physical appearance and pride in the town on an ongoing basis.

The BID will continue to work with Melton in Bloom, voluntary groups and partners to enhance floral and planting schemes throughout the town centre, as well as improvements to the town's street furniture and lighting schemes. This will be supported by continued grant funding to support businesses and landlords to enhance shop frontages, with external funding sought for larger townscape schemes.

It is important to businesses that the physical and visual appearance of the town centre is maintained to the highest standard. Processes such as an issue reporting facility for business owners to report pavement and signage repairs, weeding, grot-spots are also being considered.

The BID will continue to support the SMART and Pubwatch schemes, with ongoing funding support of Pubwatch and SMART radios, through the BID's Business Support Grant scheme and will also, with partners seek to enhance the town's CCTV system. As businesses you also wish to see greater town crime prevention and initiatives, which we will progress with partners. As a town we are proud of our Purple Flag accreditation and as Purple Flag lead, the BID will continue to lead on night-time economy initiatives, to promote Melton as a safe and vibrant destination to visit. This will be supported by car parking and transport initiatives, to drive evening footfall into the town centre.

## **Business Support**

The BID Business projects have been welcomed by businesses over the last ten years and it is felt, still offers invaluable support to businesses as well as reducing business costs. The Free BID Recycling scheme was one of the first schemes to be introduced by the BID in 2011 and has now over 300 businesses taking advantage of the scheme. This will continue over the next five-year term if a Yes vote is secured.

Business Support and Development is at the heart of the BID's work and the BID has committed over £86,500 of funding to businesses over the last 5 years with its Business Support Grant Scheme, assisting over 350 businesses. The scheme has also been adapted year on year to meet your business needs and demands, which has included investment in PPE, CCTV cameras, outdoor seating, websites and digital platforms. It has now been extended to include the purchase of Pubwatch or SMART radios, to support existing membership but also to encourage new members and also reduce business costs. The funding can also be used by

landlords to enhance premises and make them more attractive for investment in the town.

Over 500 businesses have used the free digital and social media training provided by the BID and with the growth of online purchasing and a Digital High Street, we recognise that businesses wish continued digital support to compete on the Digital High Street and improve their online presence. Further free digital and social media training will continue for businesses over the next five years.

The BID has also offered Free Business Utility Audits to businesses during the last years and will continue to explore effective ways of reducing costs for businesses, including collective purchasing opportunities.

The BID's COVID 19 business support and signposting to grants has, it is felt really supported businesses over the last year and has been appreciated. Communication is crucial and it is vital that businesses are kept informed of developments, potential grant funding and opportunities, as well as being able to raise issues with each other and the BID. The BID will continue to ensure that BID businesses are well informed of such opportunities on a regular basis, as well as town centre developments, consultations and town centre KPIs such as footfall and vacancy reports.

The launch of Melton Business Connect in 2019, to provide a local networking forum for businesses to connect and encourage growth within Melton has been welcomed by businesses. It has also been suggested by businesses, given the high number of independent retailers in the town, that an Independent Retailer Group might be set up, as a means of bringing independents together, sharing ideas and developing Independent Campaigns and Trails, which the BID will progress.

### **Vision and Strategy**

The BID has been a key consulting body on behalf of Melton's businesses over the last ten years and your feedback has shown that you value the advocacy role of the BID and we are keen to continue to lobby for you, as a lobbying voice for the town centre and for you as businesses. Ongoing support from the BID to reduce business costs, review business rates and introduce new car parking initiatives, for both businesses and visitors is also valued and will continue over the next five years.

The Melton BID works collaboratively with other local partners and stakeholders. Consultation has particularly shown that it is important for businesses that the BID continues to work closely with landlords, agents and partners to attract investment into the town centre and to work with stakeholders to develop a Town Inward Investment Plan. Businesses also support the development of a Town Centre Business Neighbourhood Plan, in partnership with town centre businesses, community groups and residents.

The BID is a member of the Leicestershire Market Towns Group, involved in securing funding for key research, initiatives and campaigns and providing a voice for Melton within Leicestershire. The BID is also a Partner on the Town & Place Partnership Place Board to drive

forward a Destination Plan for Melton's town centre.

The BID will continue to play a key role in strategic business consultation, town centre visioning and development. This will be supported by external funding bids to enhance town centre public realm, open space and vacant buildings, whilst also restoring historical building frontages. We will also continue to raise awareness of your needs and to source additional funding and expertise from external bodies to add value to your own contributions.

### **The Levy**

Every BID business in the area shown on the map shown on page 12 will pay the BID levy which is calculated as 1.5% of its premises rateable value. This will not change throughout the duration of the BID term.

Those businesses with a rateable value of £6,999 and under, will pay £100 per annum. This will not change throughout the duration of the five-year BID term.

The levy will be collected by Melton Borough Council, on behalf of the BID Company. This income is then ring-fenced and used to fund the projects outlined in this business plan.

The table below shows examples of what you will pay:

Infographic

<b>Rateable Value of Business</b>	<b>Annual Levy Payable</b>
£6,999 and under	£100 flat rate
£10,000	£150
£20,000	£300
£40,000	£600
£60,000	£900
£100,000	£1,500
£250,000	£3,750
£400,000	£6,000

The Melton BID will raise approximately £160,000 per annum, with a total of over £800,000 over the five-year period.

The BID will also seek to source external funding, from grants as opportunities arise and voluntary contributions.

### **Voluntary Contributions**

A voluntary investment can be made by businesses that are outside the BID area. This entitles them to all the projects and services outlined in this Business Plan, as well as full rights as members, in the management and governance of the BID Company.

### **BID Membership**

Any BID Levy Payee or equivalent financial contributor can become a member of the BID Company. This enables them to take part in the decision-making process as well as stand for and vote during Board of Director elections. The Board of Directors will be renewed following a successful ballot in October.

## BID Income / Expenditure 2017 - 2022

Item	2021/2022	2022/2023	2023/2024	2024/2025	2025/2026	5 Year Total
Income*	£3,000	£3,000	£3,000	£3,000	£3,000	£15,000
BID Levy**	£165,000	£165,000	£165,000	£165,000	£165,000	£825,000
<b>Total Income</b>	<b>£168,000</b>	<b>£168,000</b>	<b>£168,000</b>	<b>£168,000</b>	<b>£168,000</b>	<b>£840,000</b>
<b>Expenditure</b>						
Marketing / Promotions / Events	£40,000	£40,000	£40,000	£40,000	£40,000	£200,000
Improving the Street Scene	£20,000	£20,000	£20,000	£20,000	£20,000	£100,000
Business Support	£45,000	£45,000	£45,000	£45,000	£45,000	£225,000
Vision & Strategy	£13,000	£13,000	£13,000	£13,000	£13,000	£65,000
<b>Sub Total</b>	<b>£118,000</b>	<b>£118,000</b>	<b>£118,000</b>	<b>£118,000</b>	<b>£118,000</b>	<b>£590,000</b>
Management (Including Staff)	£34,000	£34,000	£34,000	£34,000	£34,000	£170,000
MBC BID Levy Collection Costs	£13,000	£13,000	£13,000	£13,000	£13,000	£65,000
Contingency	£3,000	£3,000	£3,000	£3,000	£3,000	£15,000
<b>Sub Total</b>	<b>£50,000</b>	<b>£50,000</b>	<b>£50,000</b>	<b>£50,000</b>	<b>£50,000</b>	<b>£250,000</b>
<b>Total Expenditure</b>	<b>£168,000</b>	<b>£168,000</b>	<b>£168,000</b>	<b>£168,000</b>	<b>£168,000</b>	<b>£840,000</b>

The budget is subject to annual review based on the evaluation of project results.

\*Income based upon historical sponsorship revenues.

\*\*BID levy based on current NNDR listing

## Additional Income

Additional income allows BIDs to deliver over and above the projects outlined in the Business Plan and add extra value for businesses that can provide more return at no cost to them.

The BID company will continue to pursue income from sources external to the BID Levy, such





Helen Harris  
Pranali Parikh

Leicestershire County Council  
Melton Borough Council

<b>Number</b>	<b>Position</b>
<b>5</b>	Professional Services
<b>2</b>	Retail
<b>1</b>	Food and Drink
<b>1</b>	Charity
<b>1</b>	Night Time Economy
<b>3</b>	Public
<b>3</b>	Local Authority Observers
<b>1</b>	Markets/Parks

One member of the BID Board will be voted in as Chairperson.

### **Melton BID Manager**

The Melton Mowbray BID Manager will be responsible for managing the day to day implementation of BID projects. The BID Manager BID Manager will also be the driving force behind securing additional funding for the BID in order to add additional projects and value over the next 5 years.

### **Measuring Results**

Throughout each term, Melton Mowbray BID has kept BID businesses up to date with all BID activity on an annual basis through emails, e-newsletters, face to face meetings, annual meetings and surveys.

You as a business will be kept up to date on all the projects that the BID will implement in its third term to demonstrate that it is delivering against its objectives. Key Performance Indicators (KPIs) of the criteria which the BID will use will include:

- Monthly & Weekly Footfall Figures
- Monthly Vacancy Levels
- Visitor Numbers
- New Business Activity
- Annual Surveys
- Business Feedback
- Consumer Feedback
- Media coverage
- Social Media Interactions

### **FAQs**

**The BID has been running for 5 years, why can't it just continue?**

BIDs last for a maximum of 5 years, once that term is over the BID is required to review its projects, produce a new Business Plan stating its objectives for the next 5 years and this plan is then voted on by BID businesses that will be required to pay the levy. This is known as a renewal ballot.

**Is this just another tax and will it substitute those services that Melton Borough Council are responsible for providing?**

A BID cannot replace or substitute local authority statutory services i.e. those covered by your business rates. These are; a level of street cleansing and maintenance, highways and roads and emergency services. Melton Mowbray BID can choose to enhance and add to these services using BID levy income.

Melton Borough Council has provided baseline statements as part of the BID renewal for both its statutory and discretionary services. This can be viewed on request.

**How much will I pay?**

On behalf of the Melton Mowbray BID, Melton Borough Council will collect a levy from each BID business that be transferred to the BID Company and used to implement the projects laid out in this plan. BID businesses will pay 1.5% of their rateable value. This is collected annually.

**My business is not a part of the Melton Mowbray BID can I still be a part of the BID?**

Yes, any businesses that are formally exempt from paying the BID levy can contribute voluntarily. If you join the BID in this way, you have exactly the same rights to the governance and management of the company as any other business. To discuss voluntary contributions please contact the BID Team using the contact details on the last page.

**When will the third term projects begin to be delivered?**

The second term of the BID is due to end on 31<sup>st</sup> October 2021. The third term will then start to be rolled out from 1st November 2021 and levy bills will be issued. If the renewal ballot is unsuccessful, all BID services will end on 31<sup>st</sup> October 2021.

**BID Ballot and Rules**

**Melton Mowbray BID Rules**

- The BID Regulations of 2004, approved by the Government, sets out a legal framework within which BIDs have to operate, including the way in which the levy is charged and collected, and how the ballot is conducted.
- The term of the Melton Mowbray BID will be for a period of five years.
- The levy is fixed and will not be subject to variation by the annual rate of inflation.
- VAT will not be charged on the BID levy.

- The BID levy will be applied to all eligible business ratepayers within the defined area of the Melton Mowbray BID.
- The following exemptions to the BID Levy apply.

Non-retail charities (head offices) with no paid staff, trading income, arm or facilities.

Entirely, not-for-profit, subscription and volunteer-based organisations

3 month exemption for vacant units

- The levy will be a fixed rate of 1.5% based on the rateable value per hereditament as at 1<sup>st</sup> April each year using the most current Non-Domestic Ratings list. It will be updated for any changes in ratepayer appeals, additions or removals.
- Those businesses with a rateable value of £6,999 or under, will pay a £100 levy per annum.
- The BID levy will be paid by any new ratepayer occupying any existing hereditaments (a business rated property) within the BID area.
- The BID levy rate is capped at £20,000 for any single hereditament.
- New hereditaments will be charged from the point of occupation based on the rateable value at the time it enters the rating list, even though they did not vote on the initial proposal.
- If a business ratepayer occupies premises for less than one year, the amount of BID levy payable will be calculated on a daily basis.
- The BID levy will not be affected by the small business rate relief scheme, service charges paid to landlords, exemptions, relief or discounts prescribed in the Non-Domestic Rating (Collection and Enforcement) (Local Lists) Regulations 1989 made under the Local Government Finance Act 1988.
- Under the BID regulations 2004, Melton Borough Council is the only organisation that can collect the levy on behalf of the BID Company.
- The levy income will be kept in a separate ring-fenced account and transferred to the BID on a monthly basis.
- Collection and enforcement arrangements will be similar to those for the collection and enforcement of non-domestic business rates with the BID Company responsible for any debt write off. The BID area and the levy rate cannot be altered without a further ballot.
- The BID projects, costs and timescales can be altered subject to board approval providing the changes fall within the income and overall objectives of the BID.
- The BID Board will meet at least six times a year. Every levy paying business will be eligible to be a member of the BID Company and vote at Annual General Meetings.
- The Board will produce a set of Annual Accounts available to all members.

### **The Postal Ballot**

- All eligible businesses have the opportunity to vote.
- The ballot will be conducted through an independent, confidential postal vote by Civica, on behalf of Melton Borough Council which is the responsible body as determined by the BID legislation.
- Each eligible business ratepayer will have one vote in respect of each hereditament within the BID area, provided they are listed on the National Non Domestic Rates List for the defined area on the 19th August 2021 as provided by Melton Borough Council.

Organisations occupying more than one hereditament will have more than one vote.

- A proxy vote is available and details will be sent out by Civica.
- Ballot papers will be sent out to the appropriate person/organisation on 30<sup>th</sup> September 2021, to be returned no later than 5pm on 28<sup>th</sup> October 2021.
- For the BID to go ahead, two conditions must be met:
  - More than 50% of businesses that vote must vote in favour.
  - Of the businesses that vote, the 'yes' votes must represent more than 50% of the total rateable value of all votes cast.
- The results of the ballot will be declared on 30<sup>th</sup> October 2021.

Under the legislation, if the BID is approved, all businesses regardless of how or if they voted will be legally obliged to pay 1.5% levy amount (subject to minimum or maximum level contribution each year for five years).

### **Get in Touch**

For further information, please contact the Melton BID Manager using the following contact details:

BID Manger – Shelagh Core

Email: [info@meltonbid.co.uk](mailto:info@meltonbid.co.uk)

Mobile: 07954 917505

Website: <http://www.meltonbid.co.uk>