



**LOVE**  
Loughborough



# CREATING A BETTER LOUGHBOROUGH, TOGETHER

**2022-2027**

A BUSINESS PLAN FOR THE RENEWAL OF  
THE LOVE LOUGHBOROUGH BUSINESS IMPROVEMENT DISTRICT (BID)



## MEET THE TEAM



Lez Cope-Newman  
Chair of Loughborough Bid  
Owner of Holywell Guest House



Andy Rhodes  
Vice Chair of Loughborough Bid  
McDonalds Franchisee



Lisa Brown  
Loughborough BID Manager  
Full Time Position



Kelly Hill  
Loughborough BID Co-ordinator  
Full Time Position



Ioni Ashford  
Loughborough BID Ambassador  
Full Time Position



Sam Berry  
Digital Engagement Officer  
Part Time Position



**T**he Love Loughborough BID (Business Improvement District) is an organisation whose aim is to market and promote our town centre and help keep it a safe, clean and friendly environment so that customers will want to visit, and businesses have the chance to prosper. It has become an increasingly important element of the business community over the last 10 years. It has played an essential part in raising awareness of the town and its offer, improving the environment and attracting investment.

Working in collaboration with a range of other partners, Love Loughborough BID's Board of Directors (drawn from local business representatives who work on a voluntary basis) have diligently, over the last years delivered the business plan projects. They have also been proactive in seeking new avenues for funding and these efforts have added substantial value to the investment of local businesses.

Your BID levy raises over £250,000 each year to deliver the projects that you, the businesses voted for. When this is coupled with additional income, it totals a spend of over £1.5M in 5 years.

I became Chair of Love Loughborough BID in 2017 and have invested my time, energy and passion into making Loughborough town centre a vibrant and prosperous place to work, live & visit. I have seen it, not only achieve and deliver the benefits you wanted throughout this 2nd term, but have been astounded at the adaptability and expertise in supporting businesses throughout these times. I believe, Love Loughborough BID has achieved over and above what was set out in the Business Plan of 2017-2022.

Our focus is now attuned to the re-opening and recovery of our High Street with targeted support for your business, 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 last decade has seen towns across the UK experiencing massive changes as peoples' shopping habits move and their

choices change. This has been exacerbated further by the COVID 19 pandemic and having to meet the unprecedented challenges that this has brought. In this undeniably tough trading environment Loughborough must continue to adapt, recover and grow in order to thrive.

This business plan will show you that we will continue to do the things we do best and for which you have given us a mandate time and time again but we also know that this time round, it is going to take something more to ensure that we bring people back to our town centre and keep them coming. That is why we have been so pleased, with our partners, to have been successful in securing a bid of £3m of funds through the government's Town Deal initiative to be spent in the BID area making fundamental changes so our business environment is fit for purpose (subject to Business Case approval).

Together, over the last decade, we have achieved a lot and it seems to me that this year, more than ever, has demonstrated the importance of a successful town centre as a place to be able to shop, visit, meet, do business and just be the focal point for a community. In that respect the work of the BID has become even more vital.

I am now asking you once again to consider this business plan and vote YES for another five years of the BID. It is only by you voting 'YES' for a third term, in the ballot that takes place between 30 September and 28 October 2021, that we can continue to make sure that our town centre not only recovers but leads the way as we learn to do business in a different way.

Thank you for taking the time to read our business plan for the new Business Improvement District (BID) term and I hope you will find it informative, interesting and above all inspiring and worthy of your support once again.

**Lez Cope Newman, Chair, Love Loughborough BID**



# WHAT IS A 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 YES by both number and rateable value 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.

## AN INVESTMENT IN YOUR BUSINESS

This document aims to both review the success of Love Loughborough BID and offer the opportunity to all in the BID area to secure a third term for the BID. A chance to invest over £1.3 million over the next 5 years to secure the firm foundation we have laid and to build upon it. Together we can continue to improve footfall, increase sales, reduce business costs, and not only sustain the Town Centre but be aspirational for it and our businesses.

## THE FUNDING - YOUR MONEY, YOUR SAY

As central and local government funds steadily decrease, a great many Town Centres are deciding to adopt or continue this private sector management model called BIDs, to better fulfill the wishes and wants of their business community. Love Loughborough BID is an example of this and is funded by businesses in the area that pay a set levy based upon their rateable value. This investment is ring-fenced and can only be spent within the BID area on the ideas and themes agreed and voted upon in the business plan. It is important to note that the levy has nothing to do with normal business rates which pass straight to the government.

## THE BID COMPANY

The Love Loughborough BID is managed by a Board of Directors (on a voluntary basis) drawn from local large and small businesses from within the BID area. The BID is a private, not for profit, independent company. Any local 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 if the BID continues. Of those that vote, if a majority of businesses vote in favour of the BID by number and by total rateable value, the levy will be mandatory on all businesses in the BID area apart from those that are exempt.

# WHAT HAPPENS IF IT IS A 'NO' VOTE?

If the vote is 'NO' then Love Loughborough will cease to exist from April 2022. All the services including all the marketing, events and promotional activities, the environmental improvements, reducing crime initiatives and business support and training provided by Love Loughborough will stop immediately at that time.

**Key work that will be lost includes...**

Over **£1.3 million BID levy investment** in supporting Town Centre businesses will be lost over the next five years

Promotion of Events attracting over **180,000 people** annually

The Love Loughborough Facebook, Twitter and Instagram platforms would close along with **promotion of local businesses** and their offers

The **Recycling Scheme** used by over 300 businesses would cease

Delivery of key projects within the **£3 million BID Living Loughborough Project** as part of the £17 million Town Deal

Funding and services that the BID leverages, averaging **£30,000** pa will be lost

There are over 300-plus BIDs in the UK now and Loughborough would **lose ground with other BID locations** such as Melton, Hinckley, Ashby, Leicester and Nottingham

Loughborough **in Bloom displays** would be substantially reduced

Immediate response from the **BID Ambassador** would be lost, removing the direct link for businesses to **CCTV & the Police**

Business **training, 121 consultations** and networking events would stop

The Love Loughborough website – a one stop shop attracting nearly **4000 visits per month**

BID funded **Christmas Lights displays** and promotions would cease

**NO free Wi-Fi** or live town centre footfall data.

Business **Crime Prevention Scheme**, including the **Retail Radio**, Pubwatch & DISC would stop

A powerful business body to regularly lobby on your behalf on things like **car parking to COVID recovery** and support will be lost

**THERE IS NO REPLACEMENT BODY THAT WILL DELIVER THESE SERVICES. THERE IS NO PLAN B.**

# LOVE LOUGHBOROUGH DELIVERS...

**Vote YES for Love Loughborough BID 3 to see these services and projects continue.**

Much of our time and effort is operational and addresses the services you, our BID levy payers want to see delivered, in addition to those the local authority provide. Love Loughborough BID will have invested over £2m delivering business initiatives by the end of its second five-year term. Your BID is having a significant impact on the marketing, promotion, safety and cleanliness in our Town Centre.

Below are the themes Love Loughborough BID has focused upon over the last 5 years and the achievements.

## SHOUT ABOUT LOUGHBOROUGH

Projects and services that market and promote the town centre by delivering a wide range of events and activities  
During the 2nd term, our achievements include:

- ♥ Delivery of BID Events including the Car Show, Bike & Trike Show, Loughborough by the Sea, and the Loughborough Dog Show
- ♥ Robust advertising and marketing in key publications, targeted locations, through local and regional media & social media platforms
- ♥ Promotion of Key events such as Santa Fun Run, Christmas Lights Switch On, Loogabarooga, Loughborough Fair.
- ♥ Direct Mail to members through email marketing platforms with over 60 eblasts per month
- ♥ Pre COVID, events averaged over 180,000 visitors annually
- ♥ Direct Marketing campaigns customer database – over 4000
- ♥ 10,000 Annual Events Guides produced and distributed
- ♥ LL Gift Vouchers accepted by over 40 businesses to keep spend local
- ♥ Over 11,000 users of our Loyal Free Digital App
- ♥ Website with over 3500 visits monthly
- ♥ Social Media following of over 10,000 on Facebook, 3,500 on Instagram and 4000 on Twitter
- ♥ Over £275,000 users on our FREE Wi-Fi
- ♥ Over 15 Digital Trails



## ENJOY LOUGHBOROUGH

Projects and services that improve the appearance of the trading environment and make it feel safer, more attractive and more welcoming. During the 2nd term, our achievements include:

- ♥ Loughborough in Bloom - 235 Baskets & 20 Troughs. Shops & pubs encouraged to dress windows with awards for best floral displays
- ♥ Town Centre Bunting
- ♥ Christmas Icicle shop front lights and High Street lights
- ♥ Daily town centre monitoring & reporting through BID Ambassador
- ♥ Spring Clean Grant of £31,500 obtained. Over 17,000sqm of gum cleaned/ hot washed
- ♥ Advocating Public Realm improvements including Bedford Square Project - £2.6m
- ♥ Town Deal Investment Plan with bid for £3m project for Town Centre
- ♥ Digital High Street Grant secured of £8,000
- ♥ Growth Fund Grant of £11,000 to deliver business support package including shopfront & website grants
- ♥ Continuing working with key partners to reduce crime including: LCDG, CCTV, NTE, Pub Watch. Retail Radio (79 FACT members) & Pubwatch (27 members) supported
- ♥ Promotion of Night-time Economy
- ♥ BID Ambassador to liaise with businesses and customers

## ADDING STRATEGY & VALUE

Projects and services that add value to the overall aims and objectives of the business plan by providing direct support to businesses to help them trade most effectively and efficiently. During the 2nd term our achievements include:

- ♥ Continued promotion and development of Recycling Scheme with 28% increase in members to 313
- ♥ Delivered over 35 In-House Training sessions with over 300 attending
- ♥ Monthly Newsletter to all BID Levy Payers
- ♥ Business Welcome Packs to every BID Levy Payer Love
- ♥ Loughborough Website News
- ♥ Monthly Crime Reduction Newsletter
- ♥ Daily Social Media Information
- ♥ Free E-commerce shopping site – [shop.loveloughborough.co.uk](http://shop.loveloughborough.co.uk) to generate online local sales
- ♥ Over 15 promotional videos to showcase local businesses
- ♥ BID Team available 7 days a week for information & advice



## BUSINESS VOICE

These are actions to promote and support the views and interests of town centre businesses in response to official consultations from local and central Government and through championing particular issues and causes that have a bearing on the town centre.

BID has secured involvement in several influential town bodies, where it can represent the interests of levy payers and the town centre generally. During the 3rd term our achievements include:

- ♥ Member of the Town Deal board - to ensure the voice of town centre businesses is heard when putting together the £17M Town Deal Plan submitted to government plus the new Careers & Enterprise Hub in the Marketplace
- ♥ Member of the Town Team - tasked with overseeing implementation of the Town Centre Masterplan with key partners
- ♥ The Bedford Square Scheme Task and Finish Group -involved in selecting and overseeing the improvement works in Bedford Square, Wards End and Devonshire Square, ensuring that local business interests are considered
- ♥ Member of the Leicestershire Market Towns Group – involved in securing funding for key research, initiatives and campaigns and providing a 'Voice' for Loughborough within Leicestershire
- ♥ Recognised by the British High Street Awards & Leicestershire Tourism Awards
- ♥ The BID lobbied both Central Government & local MP's and worked with British BIDs and the ATCM to reform Business Rates and continues to do so
- ♥ BID played a key part in the Generator project, enabling the old art college to be acquired from the University with plans to create a place for creative businesses and an associated arts and cultural venue which together will bring additional employment, amenities, and footfall for the town centre

## COVID 19

Much of our normal work had to pivot in 2020-21 to support business in these unprecedented times. The BID team was flexible and versatile and was able to support businesses through the COVID pandemic by diversifying and adapting to an ever-changing economy.

The Team helped businesses diversify to enable trading and offered intensive business & digital support. This included:

- ♥ A COVID HUB on website
- ♥ Suite of Trading Safely Guidance Booklets & Checklist Posters
- ♥ 130 businesses purchased BID PPE including Hand Sanitizer
- ♥ 1000 social distancing floor stickers supplied & distributed
- ♥ Step by step online guides via You Tube (Grant applications, Setting up Zoom)
- ♥ Targeted communication to ensure all businesses accessed eligible grants
- ♥ On site queue management support & visits via BID Ambassador
- ♥ Assistance with Risk Assessments & compliance
- ♥ Lockdown Challenge competitions with over £600 of Love Loughborough Gift Vouchers as prizes
- ♥ Digital Trails including Eat Out to Help Out, Home Delivery & Open for Business
- ♥ Assistance with Outdoor Seating licenses
- ♥ Launch of a FREE e-commerce site 'shop.loveloughborough.co.uk' to enable businesses to trade online during lockdowns
- ♥ Launch of #ShopLocal #ShopSafe #ShopLoughborough in partnership with Charnwood Borough Council
- ♥ High Street Re-Opening campaign including over 15 promotional videos to promote a safe town centre
- ♥ Retail Radio and direct access to CCTV throughout Lockdown
- ♥ Weekly updates from Police patrols to ensure closed properties were safe
- ♥ The BID provided someone to talk to throughout the pandemic



# COVID-19 SUPPORT FROM LOVE LOUGHBOROUGH BID

Much of our normal work had to pivot in 2020-21 to support business in these unprecedented times. The BID team was flexible and versatile and was able to support businesses through the COVID pandemic by diversifying and adapting to an ever-changing economy. Our support included:



## LOCKDOWN SUPPORT

- ♥ A COVID HUB on website
- ♥ 3000 Suite of Trading Safely Guidance Booklets & Checklist Posters
- ♥ Step by step online guides via You Tube
- ♥ Targeted communication to ensure all businesses accessed eligible grants
- ♥ Launch of a FREE e-commerce site 'shop.loveloughborough.co.uk' to enable businesses to continue to trade online during lockdowns

- ♥ Retail Radio and direct access to CCTV throughout Lockdown
- ♥ Weekly updates from Police patrols to ensure closed properties were safe.
- ♥ The BID provided someone to talk to throughout the pandemic
- ♥ Constant analysis and distribution of relevant COVID updates from Central Government, Local Authorities, HMRC & the NHS
- ♥ Lockdown Challenge competitions with over £600 of Love Loughborough Gift Vouchers as prizes

## RECOVERY SUPPORT

- ♥ High Street Re-Opening campaign including over 15 promotional videos to promote a safe town centre
- ♥ Digital Trails including Eat Out to Help Out, Home Delivery & Open for Business
- ♥ Assistance with Outdoor Seating licenses
- ♥ Media Advertising and coverage to support #ShopLocal #ShopLoughborough



## RE-OPENING SUPPORT

- ♥ 130 businesses purchased BID PPE
- ♥ 1000 social distancing floor stickers
- ♥ On site queue management support & visits via BID Ambassador
- ♥ Assistance with Risk Assessments & compliance
- ♥ Launch of #ShopLocal #ShopSafe #ShopLoughborough in partnership with Charnwood Borough Council

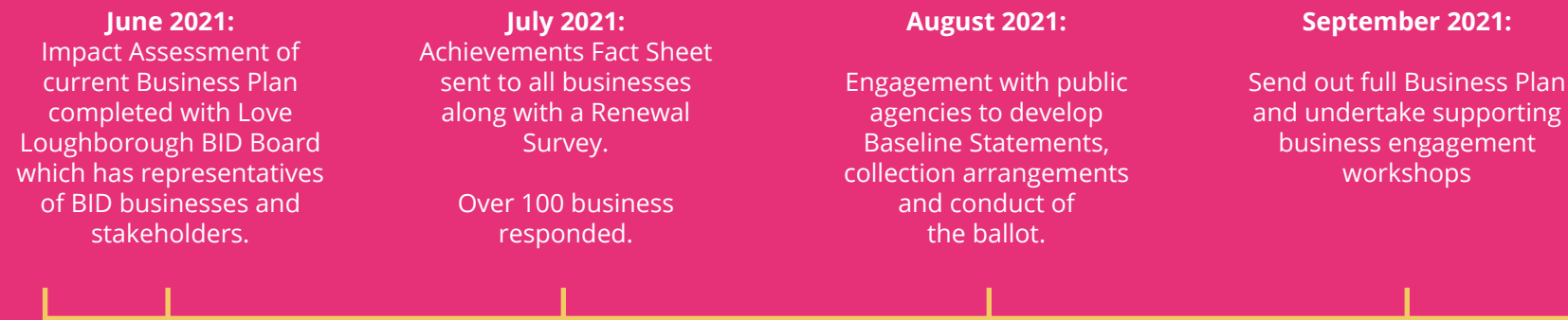




# LISTENING TO YOU



We have kept our ear to the ground, listened and considered carefully your thoughts and wants for the new term. In addition to our usual newsletters and daily contact with businesses, we have undertaken specific consultation and engagement with regard to renewing the BID. This has included:



“Over 94% of businesses said Love Loughborough BID ‘provided value for money’.

Over 90% thought Love Loughborough’s performance was ‘Good’ or ‘Excellent’

84% said they would vote YES for the BID again”<sup>10</sup>

(Source: Love Loughborough Renewal Survey)



# THE NEXT FIVE YEARS

## INVESTING FOR NOW AND TOMORROW

You have told us so far that you want Love Loughborough to continue to focus on what we do best in terms of marketing & promotions, events and the look and feel of the place.

We are also very much aware that the changing nature of our centres, particularly market towns, across the UK and consumer behaviour means we have to adapt and grow if we want to thrive.

## WHAT WILL A YES VOTE MEAN FOR LOUGHBOROUGH TOWN CENTRE?

Over  
**£1.3  
million**

of investment from  
the BID Levy

A further  
**£3  
million**

investment bid from the  
Town Deal Fund for the  
BID area

Over  
**600  
Businesses**

will continue to be  
supported by the BID

The continuation of the  
existing popular  
**projects &  
services**

Below you will can find further details of the projects and services we will undertake.



# WE VOTE YES

## FOR LOUGHBOROUGH BID



*Many overlook the fact of how big a difference and impact this busy and hardworking team makes representing all of us.*

*As a small business owner, I found myself in situations where nobody cared until BID stepped in and acted on our behalf and helped massively in dealing/negotiating with authorities or large organisations.*

*Ever since BID has been around their aim is to put Loughborough on the map by doing smart and effective moves that will drive businesses through our doors.*

*As one of the highlights we would like mention is response and actions taken when we all needed help the most. Since the beginning of pandemic in March 2020 nobody had a clue that 2020 will be 2 years long and every individual and business felt impact whether on large or small scale... luckily BID was around to cover every single sector and industry with safety information, information for financial support, guidelines and most of all motivation to keep going by coming up with great ideas to lead us all out of this and survive one of the biggest challenges we all faced together.*

*On occasions it felt as a parent holding your hand while crossing the road...*

*Not every hero wears a cape...we clapped for BID too...*

*Thank you all for great job you do!*

**Peter and Simona Novika-Vasilova**  
**BAOBAB CAFE**



*When I was newly appointed as Pub Manager at the end of the last lockdown, there was a lot to take into consideration. Not only did I need to bring the pub back online after 6 months of closure, but was also responsible for implementing the new Covid-19 restrictions for hospitality. This kept me up a lot at night!*

*Love Loughborough have been there every step of the way with vital information and resources for reopening. The ambassador has been an excellent sounding board and has always been able to refer me to the best person to answer a query.*

*For me, the most valuable service provided by the BID is the provision of the radios. These help to keep my staff and customers safe during trading by allowing efficient communication with other venues and town CCTV.*

**Patrick  
Organ Grinder**





# INVESTING

## FOR NOW

You have made it clear to us through our consultation that you want many of our existing projects and services to continue. We have set these out below under our well recognised theme areas. Remember they can only continue if you vote YES.

# SHOUT

## ABOUT LOUGHBOROUGH

Projects and services that market and promote the town centre by delivering a wide range of events and activities.

### LOVE LOUGHBOROUGH BID WILL:

---

Deliver & promote key events

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Produce an annual town/event guide

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Continue the Loyalty App & Digital Trails

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Continue the local Gift Voucher Scheme

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Run and develop the Website

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Provide & extend Free Wi-Fi for the Town Centre

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Continue use of Social Media platforms

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Develop Shop Local Campaigns

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Develop e-commerce

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Deliver direct advertising & marketing in key regional media sources

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Direct mail to members

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Run direct marketing campaigns to customer database

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# ENJOY

## LOUGHBOROUGH

Projects and services that improve the appearance of the trading environment and make it feel safer, more attractive, and more welcoming.

### LOVE LOUGHBOROUGH BID WILL:

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Assist with the delivery of Loughborough in Bloom as a key partner

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Provide 235 Summer Hanging basket displays

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Provide BID Ambassadors to liaise with businesses and customers to support crime reduction and ensure a safe, clean & welcoming town centre. Also monitor and report on town centre issues

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Provide existing Christmas Icicle Shop Front Lighting & High Street lights

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Assist with public realm improvements e.g., Bedford Square Project

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Continue working with key partners to reduce crime including Charnwood Borough Council, Leicestershire County Council, the Police, CCTV and Pub Watch.

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Retail Radio (79 members) & Pubwatch (27 members) supported. This will include the roll out of DISC, a new crime reporting system

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Promotion of Night-Time Economy

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# ADDING **VALUE & STRATEGY**

## FOR LOUGHBOROUGH

Projects and services that add value to the overall aims and objectives of the business plan by providing direct support to businesses to help them trade most effectively and efficiently.

### **LOVE LOUGHBOROUGH BID WILL:**

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Continue the Free Recycling Service with over 300 members

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Continue business support & networking

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Continue to provide free training

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Continue to provide free business promotion on social media platforms

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Continue the post COVID support and recovery work

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# BUSINESS VOICE

## FOR LOUGHBOROUGH BUSINESSES

These are actions to promote and support the views and interests of town centre businesses in response to official consultations from local and central Government and through championing particular issues and causes that have a bearing on the town centre.

### LOVE LOUGHBOROUGH BID WILL:

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Be a Member of the Town Deal Board securing a bid of £3m (out of £17m) for BID supported activities (see later)

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Help implement the masterplan as part of the Town Team

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Be a member of the Leicestershire Market Towns Group

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Lobby & Advocate on behalf of businesses on issues such as business rates and stimulus funding for High Streets

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# INVESTING FOR TOMORROW

The challenges facing Britain's urban fabric have been news for many years now. They have been exacerbated by the economic downturn and most recently the COVID 19 pandemic. High Street names are retreating, the development pipeline has slowed to a trickle in many places and there needs to be a fundamental rethink around the use of our places for shopping, gathering, socializing, working and living.

The government recognizes the fundamental shifts taking place and the desire of many communities not to lose the focus and heart that their town centres provide. It has made substantial funding available nationally to not only arrest decline but for places to reimagine themselves.

Reflecting that, the Loughborough Town Deal successfully secured its bid for £17m with an ambitious vision:

“

*'Loughborough will be a great place to live, learn, work, and grow - offering residents, communities, businesses, the university and college, opportunities to participate fully in the town's development.*

*It will be digitally, culturally and physically connected, providing industries for the future, cherishing its heritage, with healthy neighbourhoods and opportunities for all.'*

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# INVESTING

## FOR TOMORROW

Love Loughborough BID as part of the consortium that put together the successful Bid will hopefully see £3m, subject to business case approval, spent within the BID area to:

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Extend the FREE Wi-Fi

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Develop Digital Cultural App & Trails

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Develop Augmented Reality Experiences to drive Footfall and Promote Attractions

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Purchase a Mobile Cinema Screen for the Town Centre

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The 'Centre Stages Project' to provide undercover performance areas in key town centre locations

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A comprehensive Digital Signage Project

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Upgrade & Extend CCTV coverage in the Town Centre

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A Night-Time Economy BID Ambassador

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Digital Support Project to provide 1-2-1 Help & Guidance to Businesses

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The 'Market Plaza' Project to Generate Event Activity as well as Better Planters, Seating & Lighting

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Upgrade Market Stalls & develop new Events

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Queens Park Gateway Project

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Improvements to Queens Park Footpaths, Drainage & Signage

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GELATO WAFFLES CREPES SHAKES

WE'RE VOTING



YES



FOR LOVE LOUGHBOROUGH BID

*'The team at Love Loughborough have been a great help to us since we opened in 2015 but particularly during the pandemic. From reposting our social media to making available an online shop to sell from and giving us a hand with our grant applications, their help has been invaluable.'*

**Dolcino**





*Lisa and her team have been an invaluable source of information during the recent Covid crisis assisting with the grant applications and complex furlough scheme. Like most businesses we have experienced one of the worst trading periods in our 180 year history and credit to the BID they really stepped up during this difficult time and kept us up to date with all the latest legislation and helped us to reopen safely and legally after the lockdown period.*

Mike Jackson  
Pickworths

# THE BID AREA

The following streets are included in the BID in whole or in part.

If you are unsure whether your business falls within the BID boundary, please get in touch with a member of the BID team.





1. Ashby Road (part)
2. Ashby Square
3. Aumbery Gap
4. Barrow Street
5. Baxter Gate (part)
6. Bedford Square
7. Bedford Street
8. Beehive Lane
9. Biggin Street
10. Bridge Street (part)
11. Broad Street
12. Browns Lane (part)
13. Cattle Market
14. Church Gate (part)
15. Church Gate Mews
16. Carillon Court
17. Clay Pipe Jitty
18. Derby Road (part)
19. Derby Square
20. Devonshire Lane
21. Devonshire Square
22. Fennel Street (part)
23. Frederick Street (part)

24. Granby Street
25. Greenclose Lane
26. High Street
27. Jubilee Way (part)
28. Leicester Road (part)
29. Lemyngton Street (part)
30. Market Place
31. Market Street
32. New Street
33. Orchard Street
34. Pack Horse Lane
35. Packe Street
36. Pinfold Gate
37. Southfield Road
38. South Street
39. Swan Street
40. The Rushes
41. The Rushes Centre
42. Wards End
43. Warners Lane
44. Woodgate
45. Regent Place



# THE BID LEVY

**Every eligible BID business in the area shown on the map on Page 22 will pay the BID levy which is calculated as 1.5% of the rateable value of its premises. This rate will not change throughout the duration of the BID term. There will be a minimum levy payment of £100 pa**

**The levy will be collected by Charnwood Borough Council on behalf of the BID Company and transferred immediately to the BID Company's bank account.**

This income is then ring-fenced and used only to fund the projects included in this business plan.

**The table below shows examples of what you will pay:**

Rate	Value of Premises	Annual Levy Payable
	Under £2,700	Exempt
	£5,000	£100
	£10,000	£150
	£20,000	£300
	£40,000	£600
	£60,000	£900
	£100,000	£1,500
	£250,000	£3,750
	£500,000+	£7,500

The Love Loughborough BID will raise approximately £272,000 per annum from the levy – over £1.3m in 5 years. We will use that income as match funding to lever in additional funds from grants as opportunities arise and we will also look at other ways of generating additional income.

**NEWSFLASH: Love Loughborough BID, with its partners has already secured a bid for £3m to be spent in the BID area as part of the £17m Town Deal Fund**

## Voluntary Contributions

The BID will encourage appropriate businesses outside BID area to make a voluntary contributions to the BID. They will be able to take advantage of all the projects and services offered. Voluntary contributors are also entitled to the same rights in the management and governance of the BID Company.

## MEMBERSHIP

Any BID levy payer 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.



**Over 70% of businesses will pay less than a £1 a day**



# BID BUDGET FORECAST

## 2022 – 2027

**NEWSFLASH:** Love Loughborough BID, with its partners has already secured a bid for £3m to be spent in the BID area as part of the £17m **Town Deal Fund**

The proposed budget for the new term is set out below.

	2022/23	2023/24	2024/25	2025/26	2026/27	5 Year Totals
<b>Income</b>						
BID Levy	£272,000	£272,000	£272,000	£272,000	£272,000	£1,360,000
Additional Income	£30,000	£30,000	£30,000	£30,000	£30,000	£150,000
<b>Total Income</b>	<b>£302,000</b>	<b>£302,000</b>	<b>£302,000</b>	<b>£302,000</b>	<b>£302,000</b>	<b>£1,510,000</b>
<b>Expenditure</b>						
<b>Projects and Services</b>						
SHOUT About Loughborough	£60,000	£60,000	£60,000	£60,000	£60,000	£300,000
ENJOY Loughborough	£60,000	£60,000	£60,000	£60,000	£60,000	£300,000
Adding VALUE & STRATEGY	£70,000	£70,000	£70,000	£70,000	£70,000	£350,000
A BUSINESS VOICE	£12,000	£12,000	£12,000	£12,000	£12,000	£60,000
Management Overheads (Including Staff)	£80,000	£80,000	£80,000	£80,000	£80,000	£400,000
Levy Collection Costs	£20,000	£20,000	£20,000	£20,000	£20,000	£100,000
<b>Total Expenditure</b>	<b>£302,000</b>	<b>£302,000</b>	<b>£302,000</b>	<b>£302,000</b>	<b>£302,000</b>	<b>£1,510,000</b>

### Additional Income

The BID Company has raised additional income in the previous terms, an average of £30,000pa and will of course continue to pursue income from sources external to the BID Levy.

# THE BID COMPANY AND BOARD

Name	Business	Sector	Business Type
Lez Cope-Newman (Chair)	Holywell Guest House	Hotel	Independent
Andy Rhodes (Vice Chair)	McDonalds Restaurants	Food & Drink	National
Karen Barnett	Barnetts Coffee Shop	Food & Drink	Independent
Jenny Bokor	Charnwood Borough Council	Local Authority	Public
Lou Cavern	Market Trader	Retail	Independent
Jason Cimurs	Recruitment Investments	Professional Services	Independent
Rebecca Garratt	Slider Town	Food & Drink	Independent
Sarah Goode	Purple Pumpkin Patch	Retail	Independent
Baljit Kooner	Carillon Shopping Centre	Property Management	National
Tom Mackey	Barclays Bank	Commercial	National
Joe Marson	The Head Office	Health & Beauty	Independent
Kawsar Miah	Fernandez Grillhouse	Food & Drink	Independent
Jonathan Morgan	Charnwood Borough Council	Local Authority	Public
David Pagett-Wright	Moss Solicitors	Professional Services	Independent
Roger Perrett	Perrett & Co	Professional Services	Independent
Shona Rattray	Charnwood Borough Council	Local Authority	Public
Mike Tyler	Tylers Department Store	Retail	Independent
John Ashford	Market Trader	Retail	Co-opted
Meg Bezzano-Griffiths	Fearon Hall	Community Centre	Co-opted
Dermot Breen	Chamber of Trade & Commerce	Business	Co-opted
Darren Jones	Showman's Guild	Entertainment	Co-opted
Michael Stokes	Great Central Railway	Attraction	Co-opted

## BID Structure

Lisa Brown	Loughborough BID Manager	Full Time Post
Kelly Hill	Loughborough BID Co-ordinator	Full Time Post
Ioni Ashford	Loughborough BID Ambassador	Full Time Post
Charlotte Hodge	Digital Marketing Consultant	Consultant

## Officers In Attendance

Lisa Brown, Kelly Hill, Ioni Ashford & Charlotte Hodge (BID Team)

Helen Harris (Leicestershire County Council)

Rob Mitchell, Sylvia Wright (Charnwood Borough Council)

Alice Forfar (Leicestershire Police)

Christian Allen-Clay (Kinch Buses)

Emma Bishop, Jo Gregory-Bough (Loughborough University)

John Hardwick (Federation of Small Businesses)

Jane Hunt (MP)





*Please may I forward my sincere thanks for all the help your team has given me with before and during the pandemic, The Grant help was very much appreciated and successful.*

*Pushing the independent business is crucial to the diversity Loughborough has on offer.*

*The recycling of all our cardboard we have virtually covers the whole cost of the BID levy and I would encourage businesses to look at this as is a fantastic cost saving feature.*

*Please keep up the great work as it is very comforting to know help is just a phone call or a click away.*

**Mike Tyler**  
Tyler's

# BID GOVERNANCE & MANAGEMENT

## THE BID COMPANY AND BOARD

Love Loughborough BID is a private, not for profit company, limited by guarantee and managed by a Board of Directors drawn from local large and small businesses from within the BID area

Board Director positions are unpaid and voluntary and include a mix of all sectors of business that operate within the BID area as well as the necessary skills and experience required to deliver Love Loughborough's business plan.

All Board positions are voted on through an election process. Invitations will go out to all BID businesses and voluntary financial contributors to become members of Company (a legal requirement).

There will be regular updates via newsletters and e-bulletins. The annual reports and accounts will be produced at the end of each year and available to members.

One of the Directors will be voted in as Chair. The Chair of the Board will be voted for by the Directors.

It will be a requirement that Board Members have all the necessary skills and knowledge to successfully drive the operational side of the Love Loughborough BID. Levy funds will be strictly monitored by the board with all expenditure in line with this business plan.

If successful at renewal ballot the new term will commence on 01 April 2022. It will run for five years and then be required to seek renewal through a new ballot.

## MANAGEMENT STRUCTURE

The Love Loughborough Board will have a BID Management Team. They will be responsible to the Board for managing the day-to-day implementation of the BID projects. The BID Manager will be the driving force behind implementation and delivery.

**4 PROFESSIONAL SERVICES**

**1 HEALTH & BEAUTY**





## MEASURING PERFORMANCE

Love Loughborough BID keeps BID businesses up to date with all BID activity on a regular basis through newsletters, the website, social media, face-to-face meetings, annual meetings and surveys.

Going forward, you will be kept up to date on all the projects that the BID will implement in to demonstrate to you that it is delivering against its objectives. The board will set the key performance indicators (KPIs) and criteria upon which to measure the BID's performance. Examples of the criteria the BID will use include:

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Footfall Figures

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Annual Surveys

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Event Attendance

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Business Feedback

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Vacancy Levels

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Consumer Feedback

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Car Park Usage

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Media Coverage

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New Business Activity

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Website/Social Media Interactions

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*The Love Loughborough team have been invaluable during a difficult year for small businesses in the town, they kept us constantly updated with the latest Government guidelines and the grants available. They were on hand with help and advice if we had trouble applying for them.*

*When we had a theft at our shop, they offered help and advice and made other businesses aware.*

*The addition of the website was fantastic during lockdown and as we started to open our doors again. It has certainly helped to reach new customers.*

**Lisa Marriot**  
**Fleurs en Fleur**



# FREQUENTLY ASKED QUESTIONS

## THE BID HAS BEEN RUNNING FOR FIVE YEARS, WHY CAN'T IT JUST CONTINUE?

BIDs last for a maximum of five years, once that term is over the BID is legally required to review its projects, produce a new business plan stating its objectives for the next term. 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 CHARNWOOD BOROUGH COUNCIL IS RESPONSIBLE FOR PROVIDING?

A BID cannot replace or substitute local authority services i.e. those covered by your business rates. Charnwood 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. Love Loughborough can choose to enhance and add to these services using BID levy income.

## HOW MUCH WILL I PAY?

On behalf of Love Loughborough, Charnwood Borough Council will collect a levy from each BID business which will be transferred to the BID Company and used to implement the projects laid out in this plan. BID businesses will pay a levy as set out on Page 24. This is collected annually. Those below £2,700 in rateable value will be formally exempt.

## MY BUSINESS IS NOT A PART OF THE BID AREA, CAN I STILL TAKE PART?

Yes, any businesses that are formally exempt from paying the BID levy or not in the BID area 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

## WHEN WILL THE NEXT MANDATE PROJECTS BE DELIVERED?

The current term of the BID is due to end on 31 March 2022. The new term will then start to be rolled-out from 1st April 2022. If the renewal ballot is unsuccessful, all BID services will cease immediately at the end of this term.



# THE BID BALLOT & RULES

## LEVY RULES

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The BID Regulations of 2004 (as amended), approved by the Government, sets out the legal framework within which BIDs will have to operate, including the way in which the levy is charged and collected, and how the ballot is conducted.

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The term of the Love Loughborough will be for a period of five years commencing 01 April 2022

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The BID levy rate will be fixed for the full term and will not be subject to variation by the annual rate of inflation. This will be set on the 1st of April each year using the most current Non-Domestic Ratings list. It will be updated for any changes in ratepayer appeals, additions, or removals.

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VAT will not be charged on the BID levy.

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The BID levy will be applied to all eligible business ratepayers within the defined area.

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The following exemptions to the BID Levy apply.

- Those with a rateable value of less than £2,700
  - Non-retail charities with no paid staff, trading arm, income or facilities
  - Not-for-profit subscription and entirely volunteer-based organisations
- 

The minimum levy amount payable will be £100

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The BID levy will be paid by any new ratepayer occupying any existing hereditaments (a business rated property) within the BID area.

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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.

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If a business ratepayer occupies premises for less than one year, the amount of BID levy payable will be calculated on a daily basis.

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**32** Where the rateable value changes, including rating list revaluation, and results in a change to the BID Levy amount, this will only come into effect from the next chargeable date (1st April) and no refunds of the BID levy will be made for previous years.

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Empty properties, those undergoing refurbishment or being demolished will be liable for the BID levy via the registered business ratepayer with no void period.

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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.

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Under the BID regulations 2004, Charnwood Borough Council is the only organisation that can collect the levy on behalf of the BID Company.

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The levy income will be kept in a separate ring-fenced account and transferred to the BID monthly.

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Collection and enforcement arrangements will be like 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.

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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.

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The levy rate or boundary area cannot be increased without a full alteration ballot. However, if the BID Company wishes to decrease the levy rate during the period, it will do so through a consultation, which will, as a minimum, require it to write to all existing BID levy payers. If more than 25% object in writing, then this course of action will not proceed.

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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**.

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The Board will produce a set of annual accounts available to all members.

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When a rateable value changes following a property assessment, split or merger, or when a property is removed from or entered in to the rating list, this will have no effect on the BID levy until the next chargeable date. (1st April).



# THE BID BALLOT & RULES

## BID BALLOT

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All eligible businesses have the opportunity to vote.

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The ballot will be conducted through an independent, confidential postal vote conducted by the Returning Officer at Charnwood Borough Council which is the responsible body as determined by the BID legislation.

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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 as provided by Charnwood Borough Council. Organisations occupying more than one hereditament will have more than one vote.

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A proxy vote is available, and details will be sent out by Returning Officer at Charnwood Borough Council

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Ballot papers will be sent out to the appropriate organisation from 30 September 2021 to be returned no later than 5pm on 28 October 2021

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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.
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The results of the ballot will be declared on 29 October 2021

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## NEXT STEPS

# 1

**By 23 September 2021**  
**Final Business Plan mailed to all eligible businesses in the BID area**

# 2

**30 September 2021**  
**Postal Ballot opens**

# 3

**28 October 2021**  
**Postal Ballot closes**

# 4

**29 October 2021 – Declaration of results**







# LOUGHBOROUGH







**LOVE**  
Loughborough

# GET IN TOUCH

If you have any questions or require further information please call Lisa Brown, Love Loughborough BID Manager on 01509 278210 or email [lisa@loveloughborough.co.uk](mailto:lisa@loveloughborough.co.uk)

For general information about the Love Loughborough BID, please visit our website [www.loveloughborough.co.uk](http://www.loveloughborough.co.uk)

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