

Introduction

The Love Loughborough BID has been in existence since 2011. Working on behalf of the 600+ eligible businesses, the BID's primary purpose is to support its members to create a successful trading centre as well as ensuring that it is a safe and welcoming place for people to work, visit & reside. The BID has a strong focus on marketing and promoting the Town Centre to support businesses and attract visitors.

Operated by the not-for-profit BID Company with a Board of Directors (drawn from local business representatives who work on a voluntary basis) Love Loughborough BID has been driven by the private sector, with the belief that local businesses, working together, will have a more influential voice in shaping the future of our town.

Over £250,000 pa is currently collected from the levy, and this funds all our work. Additionally, we have been one of the most successful BIDs of our size in leveraging further money, over £40,000 pa in other income and over £400,000 of grant funding attracting over the last 5 years.

BIDs are required to vote every 5 years to renew their mandate and Love Loughborough will come to an end unless the majority of businesses vote YES to continue it for another 5 years. If it comes to an end all current activity will stop later this year.

To secure another term we need to stage a renewal ballot in June 2026 and produce a new 5- year Business Plan on which eligible businesses will vote on. Your feedback to this survey will help shape the new Business Plan.

For more information and how to contact us you can visit www.loveloughborough.co.uk.

All responses will be treated in the strictest of confidence.

The closing date is 28 February 2026

Business Information

Please provide us with some general information about your business.

1. Business Information

Your Name	<input type="text"/>
Position/Job Title	<input type="text"/>
Business Name	<input type="text"/>
Address	<input type="text"/>
Postcode	<input type="text"/>
Telephone Number	<input type="text"/>
Email	<input type="text"/>

2. What is the nature of your business?

- Retail
- Financial/Professional Services
- Food & Drink
- Health & Beauty
- Entertainment & Leisure
- Office/Commercial
- Accommodation
- Public Sector
- Other

Other (please specify)

3. What type of business are you?

- Multiple Trader
- Regional
- Independent

4. How long has your business been in the Town Centre?

- Less than a year
- One to Five Years
- Six to Ten Years
- More than Ten Years

5. Are you responsible for paying the Business Rates?

- Yes
- No

6. In the last 12 months, did your turnover....

- Increase
- Decrease
- Stay the Same

7. In the next 12 months, do you think your turnover....

- Increase
- Decrease
- Stay the Same

Loughborough BID Renewal Survey 2026

Love Loughborough BID Perceptions

We would like to ask you some questions about the BID and the projects/services provided. A full list of our achievements over the last 5 years can be found in our recent newsletter.

What are your views on the following?

8. Shout About Loughborough

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

Very Important Important Less Important Not Important Not Applicable

Delivery and promotion of BID events including the Car Show, Bike & Trike Show, Gardeners Fest, Dog Fest, Steampunk Christmas, Halloween & Freshers Events.

Promotion of Key events such as Christmas Lights Switch On, Santa Fun Run, Loughborough Fair Loughborough by the Sea, Armed Forces Day, Remeberance Parade, Loughborough on a Plate, Summer Cinema & Pride.

Over 10,000 Event Guides produced and distributed annually

Website & Social Media - with over

185,000 page views and over 20,000 followers on Social Media platforms

The NEW Loyalty App launched in 2025 with over 8,500 users and delivering over 10 trails throughout the year.

LL Gift Voucher Scheme, accepted by over 40 businesses

FREE Wifi with over 70,000 users pa

Shop Local Campaigns

Developing our E-Commerce by selling online vouchers

Robust advertising and marketing in key publications, targeted locations, local & regional media & social media platforms.

Direct Mail to members and through email marketing platforms.

Direct Marketing campaigns to 17,000+ customer database

9. Enjoy Loughborough

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

	Very Important	Important	Less Important	Not Important	Not Applicable
Loughborough in Bloom with over 250 baskets and 20 troughs, winning the East Midlands in Bloom Gold Medal and Best Small City in 2025.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Christmas Icicle Shop Front Lighting & High Street Festive lights.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BID Street Security personnel to reduce retail theft, anti-social behaviour and town centre crime.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Assisting with Public Realm improvements including Bedford Square Project	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Continuing working with key partners to reduce crime including: Charnwood Borough Council, Leics County Council, the Police, CCTV and Pub Watch. Retail Radio (79 FACT members) & Pubwatch (27 members) supported.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BID Business Development Manager to liaise with businesses and customers to support crime reduction and ensure a safe, clean & welcoming town centre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. Adding Value & Strategy

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

	Very Important	Important	Less Important	Not Important	Not Applicable
Continuing the Recycling Scheme with over 300 business users.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to In-House Training Sessions on Social Media, Christmas Promotions and Marketing and many others.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Supporting small operators with over 120 business support surgeries on a variety of business matters.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social Media promotion with 150-200 targeted posts per month.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BID Team available 7 days a week for information & advice.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. 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.

	Very Important	Important	Less Important	Not Important	Not Applicable
Member of the Town Deal Board securing £3m out of £17m for the Town Centre.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Supporting the implementation of the Town's Masterplan.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lobbying and Advocating on behalf of BID businesses on issues such as business rates.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Member of the Leicestershire Market Towns Group helping gather useful data and intelligence.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. Added Value

Love Loughborough BID has been incredibly successful for a BID of its size in leveraging in additional income and grant funding to improve our town centre

Let us know what you think of the following.

	Very Important	Important	Less Important	Not Important	Not Applicable
Over £113,000 secured from UKSPF funding to provide 2 Street Security Patrols to reduce business crime and deter anti-social behaviour in the town centre.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
£10,000 secured to provide 2 Street Security patrols on Friday & Saturday evenings in 2025, to support the nighttime economy to provide a safe and welcoming town centre at night.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Over £40,000 of Town Deal funding secured to extend FREE WiFi.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Over £60,000 of Town Deal funding secured to develop the Digital Cultural App & Trails.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Over £60,000 secured to create a Digital Support Hub for businesses.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Over £70,000 secured to provide FREE Digital Radios for businesses through the Business Crime Reduction Partnership.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Over £40,000 of UKSPF funding secured for 'Loughborough Goes Green' including Gardeners Fair & Events.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
£10,000 secured to boost the Town Centre post COVID from Charnwood Borough Council.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. BID Security Street Patrols

On a more specific note, our BID Street Security patrols (funded externally) designed to help reduce retail theft, anti-social behaviour and town centre crime have been very well recieved. Is this a service you would like to see continue in the new term?

- Yes
- No
- Indifferent

14. Do you think the Love Loughborough BID provides value for money?

- Yes
- No

If 'No', please state why not?

15. Please select below

	Excellent	Good	Average	Poor	Very Poor
How would you rate the overall performance of the Love Loughborough BID and its work in the Town Centre?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Loughborough BID Renewal Survey 2026

16. Are there any other services/projects that are not currently being offered by the Love Loughborough BID that you would like to see provided? PLEASE SPECIFY

17. In June 2026 all BID levy payers will be asked to vote again to continue the Love Loughborough BID. We would like to ascertain your voting intentions at this stage. I would:

- Vote YES
- Vote NO
- Don't Know At This Stage

18. Have you any other comments about the Love Loughborough BID?

Loughborough BID Renewal Survey 2026

Thank you!

Details collected through this survey will remain confidential and will not be passed on to a third party. Your responses to our questions will be entered anonymously into a database which will help inform our plans for the future.

19. Are you happy for us to provide you with updates and information about the BID and its activities? You are able to unsubscribe at any time in the future.

	Yes	No
By Email	<input type="radio"/>	<input type="radio"/>
By Telephone	<input type="radio"/>	<input type="radio"/>
By Post	<input type="radio"/>	<input type="radio"/>