



# BID RENEWAL NEWSLETTER

ISSUE 1 - FEBRUARY 2026

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## STRONGER TOGETHER

We are in the process of renewing the Business Plan for Love Loughborough BID for a fourth term. A BID can only last five years and this term ends on 31<sup>st</sup> March 2027.

Love Loughborough BID has been operating since 2011, with its primary purpose to support its 600+ BID members by providing a safe and welcoming place for people to work, visit and reside. The BID has a strong focus on marketing and promoting the town to support businesses and attract visitors. The past term has seen an increase in business support in the area of reducing crime and has developed a robust Business Crime Reduction Partnership (BCRP).

The BID is a not-for-profit organisation represented by a Board of Directors who support the company on a voluntary basis. Approximately £250,000 is collected annually from the BID Levy and this funds all of our work and achievements. Additionally, we have been one of the most successful BID's of our size in leveraging in additional income to enhance business support and improve Loughborough town centre.

## TELL US WHAT YOU WANT FOR THE NEXT FIVE YEARS

We want Loughborough to not only sustain its current level of collaboration and achievements but to be an example of excellence and a market leader in terms of developing a thriving trading environment and keeping pace with a marketplace that is in constant flux. As a starting point, it is important we know what has worked well for you to date. It is your ideas and feedback that will form the basis and content of the next BID Business Plan. In order to develop the new plan we need your thoughts, ideas and aims for the future. We urge you to have you say and complete the **BID Renewal Survey** so we can understand what you want for Loughborough. Complete the online survey via the link below or scan the QR code.



[www.surveymonkey.com/r/LLBIDRenewal2026](http://www.surveymonkey.com/r/LLBIDRenewal2026)

If you require a paper copy please contact us at [manager@loveloughborough.co.uk](mailto:manager@loveloughborough.co.uk)

## BID RENEWAL TIMELINE

- **February to March 2026** - Business visits, 121's, surveys and other events to capture your views and ideas for the future.
- **March to April 2026** - Analysis of business feedback, budgeting, objective setting & drafting of the BID Business Plan 2027 - 2032.
- **May 2026** - Approval & launch of BID Business Plan. Preparation for ballot by the Council's Electoral Services. Delivery of ballot papers.
- **June 2026** - Ballot period (voting). Close of ballot & announcement of result.



### Morrisons Daily -

The Love Loughborough BID team have been very helpful in dealing with crime issues in the town centre. The new Street Security patrols, which were introduced last year, have made a huge impact on the town and are a reassuring presence on the streets which is just one of their many initiatives.



### Dash Brews -

Love Loughborough BID have supported us since we opened early 2025. They have included us in all the promotional marketing campaigns, provided advice and we really see the difference in business to the café when their Gardeners' Fair comes to town once a month!



[loveloughborough.co.uk/love-bid/about/bid-renewal-ballot](http://loveloughborough.co.uk/love-bid/about/bid-renewal-ballot)

# ACHIEVEMENTS

## TERM 3 - 2022 TO 2027



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Over the past 5 years, Loughborough BID has consistently delivered projects and initiatives to grow the economy of Loughborough and support its business members.

- **EVENTS** - Delivered sustainable annual events which significantly contribute to the town's 4 million visitors p.a. with Gardeners Fair achieving Highly Commended in the Leicestershire Tourism Awards for Best Free Event 2025.
- **WEBSITE** - Over 4000 views per month with the Events Page attracting the most views.
- **TRAILS & CAMPAIGNS** - popular physical trails such as Elf on a Shelf, Halloween & Easter Bunny, now supported with new digital trails including Cocktail Week, Loughborough on a Plate, Freshers & the Augmented Reality Heritage trail.
- **LOUGHBOROUGH APP** - New app launched in 2024 with over 100 businesses with offers. Includes digital trails, event information and competitions.
- **FREE WI-FI** - average of 323,000 connections per year, (+6000 per month) with coverage extended to Wards End, Bedford Square & Queens Park in 2024.
- **LOUGHBOROUGH GIFT VOUCHERS** - Over £45,000 worth vouchers allocated keeping spend local and driving footfall back into the town.
- **CONSUMER MARKETING** - to Wi-Fi & App user database with over 20,000 engaged users.
- **LOUGHBOROUGH IN BLOOM** - increased the town's floral displays to 250 baskets with Loughborough consistently achieving East Midland's in Bloom Gold Award.
- **FREE RECYCLING** - twice weekly FREE collections for over 300 BID members.
- **SOCIAL MEDIA** - business promotion and campaigns via BID's Facebook & Instagram Over 20,000 followers over both platforms.
- **BUSINESS SUPPORT HUB** - New one stop shop for BID members to access support & training.
- **BUSINESS CRIME REDUCTION PARTNERSHIP** - continued management of Pub Watch, development of Shop Watch and introduction of **Street Security patrols**, who average 250 business visits per month & an instant response to crime related issues.
- **INVESTMENT** - Levered in an additional **£425,000** of funding to deliver projects which included Street Security patrols, Night Time Economy campaigns, Business Support Hub, extension of Wi-Fi coverage, 8 Gardeners Fair's per year, AR Heritage trail & crime reduction initiatives.



## LIFE WITHOUT LOVE LOUGHBOROUGH BID



A NO VOTE will mean recycling, business support, Street Security, BCRP, services, Wi-Fi, marketing & events will all cease from 31st March 2027.

- Over 12 key annual **events cancelled**, including Gardeners Fairs, Car Show, Bike Show and Christmas Markets.
  - NO What's On** guide or access to purchase local vouchers as both BID websites will be shut down.
  - NO** themed **activities** to attract visitors including Easter, Summer, Freshers, Halloween & Christmas events & trails
  - NO Social Media** promotion for businesses via BID's Facebook or Instagram or online website presence.
  - NO business support** - 121's, marketing, training, online Hub, direct access to a supportive BID Team.
  - Over 250 floral **hanging baskets removed** from the town centre & no support for Loughborough in Bloom.
  - NO FREE Wi-Fi** for visitors, residents, businesses or market traders - essential for card payments.
  - NO** weekly **FREE recycling** collections for BID members.
  - NO BCRP** - all radios returned with no access to CCTV, Police & other users. No DISC reporting, no support with retail crime or ASB and no Street Security patrols. No management of Pub Watch or Shop Watch.
  - NO** additional **investment** levered in - £425,000 in additional funding during the BID 3<sup>rd</sup> Term.
- You Lose Your **VOICE**



**Nina's Coffee Shop** - Since opening in 2025, we have worked closely with the team at Love Loughborough BID. They have supported us by including us in promotional campaigns and initiatives which has helped to grow our customer base and business. They are always happy to help and provide advice on all aspects of trading and promotion and we value that greatly.



**Tylers** - We continue to be grateful to the team at Love Loughborough BID for their ongoing support. Supporting the independent businesses is essential for Loughborough's offer especially during tough trading times. The recycling of all our cardboard virtually covers the whole cost of the BID levy and I would encourage other businesses to look at this as a fantastic cost saving feature. Please keep up the great work as it's a great comfort to know help is just a phone call away.

