

## BID Board Minutes.

### Loughborough BID Director Meeting:

Wednesday 19<sup>th</sup> November 2025 at 12.30pm



The Loughborough BID

Venue: Holywell Guest House, Loughborough Or Via Zoom

<https://us02web.zoom.us/j/86571033747?pwd=cJ5PFNCOktVWBFocwdxLYvF0I5KmN6.1>

Invitees: BID Board Directors, BID Co-Opted Directors & Support Members, Lisa Brown - BID Manager

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#### 1. Welcome

LCN

Welcome to Mo Aswat, Mosaic Consultancy

In attendance: Lisa Brown, Lez Cope-Newman, Janine Williams, Tim Garratt, Chris Grace, Andrew Grabowski, Dr Tahera Bhojani-Lynch, Rob Smart, Mike Tyler, Cllr Andrew Hamilton-Gray, Mohammed Vohra, David Paget-Wright, Meg Bezzano-Griffiths, Martin Dunn, Jason Cimurs, Jonathan Fraser

#### 2. Apologies

LCN

Apologies – Cllr Jewel Miah, Kat Pinnington, Roger Perrett, Robin Derrick, Justin Henry

#### 3. Declarations of Interest

LCN

None

#### 4. Minutes of last meeting

LCN

Approved

#### 5. BID Ballot 2026

MA

Mo shared the screen to show the BID Renewal presentation (attached). Highlights of the presentation are summarized below:

Legal end date will be 31<sup>st</sup> March 2027 but the ballot will be held well before this date.

**Context** – BID's are increasingly taking on more and more instead of just delivering enhanced projects. This is happening nationally. Nottingham City BID has just been renewed, raising £800,000 p.a. with 700 businesses, with a new Accommodation BID being layered on top generating approx. £1.6 million per year over 27 providers.

City BID's are being able to take on more as Local Authorities are cutting back, but this is harder for the smaller BIDs such as Loughborough. LA cut backs and reorganisation is impacting on BIDs.

Business Rates Review – Government looking at removing all the current exemptions and discounts (below £12,000 being exempt etc) and replacing with 2 tiers (Retail, Hospitality & Leisure)

Tier 1 – those businesses with a RV of below £500,000 will have multipliers between £0 – 40p

Tier 2 – Businesses with a RV above £500,000 will have higher multipliers. Larger businesses will subsidize smaller businesses. This could impact supermarkets heavily

Impact on BID's – those businesses who had previously not paid any business rates may suddenly be paying something.

#### **Last Ballot:**

600 hereditaments – Levy at 1.5%

80 % Yes by number / 81% Yes by Rateable Value. 35% turnout (35% - 40% national average)

Very strong numbers

#### **Renewal Process: Development Phase**

1. Back study (impact study) to see what has worked and what hasn't. LB currently working on this.
2. Look at project changes
3. Look at the potential new numbers around levy income
4. Detailed Consultations – Team will start consulting through surveys, 121's etc
5. Working with LA – Statutory requirements & baseline statements

6. Preparation of Business Proposal & Plan
7. Go to vote. Must exceed 50% or more by both numbers and RV

**Ballot Timetable:**

1. Given Notice of the Intention to go to Ballot to the LA for June 2026 (Doesn't to commit us)
2. Background research to be completed by end of December (Impact Study)
3. Business Engagement starts in January
4. Key documents prepared in February
5. Signed off by LA in March
6. 30<sup>th</sup> April – ALL documents prepared
7. April to June – hard campaigning
8. 14<sup>th</sup> May – LA's nominated electoral services will issue Notice of Ballot. Point of no return once this notice is sent
9. Business Plan to be ready to be sent out to all voters
10. 28<sup>th</sup> May – Ballot papers sent with 4 weeks to vote
11. June Voting – complete on 25<sup>th</sup> June
12. June 26<sup>th</sup> – Declaration of Result
13. 1 month appeal period (which rarely happens). Appeal can only be made if:
  - a. Breach of regulations
  - b. Someone voted who shouldn't have voted

**Impact Study** will enable us to assess whether we want to change anything such as:

- Stay the same type of BID
- Boundary changes
- Project changes
- Levy changes
- Ensuring Operating Agreement is intact
- Changes in Levy rules

**Finance Forecast:**

Mo showed the finance forecast table based on the current RV list. (these will change with the Revaluation Changes for 1<sup>st</sup> April 2026)

Mo recommended that a BID of Loughborough's size should not be going under a 2% levy moving forward.

Many BID's have increased to a 2.5% Levy due to 15 years of relatively stable inflation but this has now changed drastically in the last few years and many BID's had a clause in their Levy Rules stating that the levy rate would be fixed for the full 5 years and would NOT be subject to variation by the annual rate of inflation.

Suggestion to change this rule to state that an annual inflation increase will be at the discretion of the Board.

**Proposed Levy Changes:**

If you were under the exemption level, RV of £2,700, then the change from £1.5% to 2% would be £41 to £68

Majority of Loughborough's YES voters are those on a RV of between £10,000 to £25,000.

However, if your RV was £25,000 then at a 2.5% Levy, the BID Levy is almost doubled

The results of the Impact Study form the content for the first BID Renewal Newsletter and the survey.

LB showed the detail of the Impact Study and how much information is detailed for the evaluation of BID Term 3.

Mo updated that Melton Mowbray is also going for renewal at the same time.

Key message – What would I lose if there was no BID.

Mo's professional opinion was that Loughborough BID cannot stay at the 1.5% Levy. There has been no increase for 15 years, but in order to be sustainable the Levy would need to be raised to reflect the increased costs.

The numbers will change next week with the RV revaluation and once those numbers come in, Mo will be analysing the options in detail to provide options for the new term which he will bring to the board.

Lez – asked when we need to make the decision of the Levy. Mo advised that it would need to be agreed before April next year, but realistically the Board should make a decision pretty early in the year.

LB – updated that the results of the survey will give a real idea of what businesses want and what that will cost. Increase in levy to sustain key projects and include new projects (such as the Street Security)

Regulations allow you to send the ballot papers to either the local premises or the head office, and we will be choosing the local premises.

DPW – Any National operators campaigning against BID's ?

MO – no one really who stand out, apart from anything that's owned by Mr Smith. Wetherspoons go to local premises for the vote. Primark generally supportive and lead by the local branch manager. Discussion on nationals and their potential votes and also Carillon Court. Need to assess the number of votes for the C Centre.

Mo will prepare options on the potential levy once the new RV figures come through.

LB confirmed that there will be increased contract prices in BID Term 4 which will need funding including recycling and the Wi-Fi extension which is currently funded through Town Deal monies until 31<sup>st</sup> March 2027.

TG mentioned that this was one of the contracts which was discussed during the restructure and whether it should continue.

Lez confirmed that it wasn't just free public wi-fi but also the footfall data which is useful for businesses and town centre evaluation and also the University have access to the data for their Impact Studies.

Talk of whether to commercialise the data and charge to businesses.

LB to send over the presentation with the minutes and future updates.

Lez thanked Mo

Chris Grace updated that they intended to take an item to Cabinet in January which will formally ask the Cabinet to give delegated authority for the CX to be the returning officer, to oversee the BID ballot and to seek cabinet's formal approval to approve the BID ballot process.

## **6. BID Director Updates**

**Rob Smart – The Rushes Shopping Centre.** The centre was taken over in December last year and the owners want to invest in the centre. Recently had architects over to look at street furniture and structures. Meetings with council's planners to link with the town centre through signage and lighting and events. Looking create events around the statue. New branding and logo.

Tenants wise – Vacant Body Care unit has had a lot of interest (lease still being paid by Body Care). National outdoor clothing interest.

New footfall system installed in October at the entrances – BID data showed The Rushes as the busiest zone in October. Primark opening in September and since then car park has been busier and footfall has increased.

AG asked if there was an opportunity to take over the car park, but Rob explained they are paying tenants so the currently situation works well for them

Subway has now extended its hours past 7pm and is now busier than the town centre Subway. This has been accredited to the Primark relocation.

**Martin Dunn – Dunelm.** Continue to see an increase in shoplifting in the Loughborough Store – more brazen attacks. The Street Wardens have been a real positive impact. Been visiting daily and giving reassurance to the staff and built a close relationship with the team. Will be deploying additional systems into the store which will be updated at the next meeting. New CEO from Sainsbury's which has improved the advertising campaigns and introduced a new catalogue. Shoplifting continues to be a persistence issue.

Discussions on old Primark store and HSBC.

## 7. BID Updates

BCRP – LB on behalf of KP

Street security continues to do a great job, last month they recovered over £6,000 worth of stolen perfume from Boots. They helped assist a young child and arrange for him to be collected by grandparents, when his mum was being arrested in Champs last Saturday. Street security stayed with the lad until his grandma arrived. CCTV have praised Paul, Lewis, and Mo for their hard efforts.

Working more with the pubs to support the evening economy.

They also helped assist last Saturday at the fair, which was a busy day. Radios are nearly all out we have less than 10 left at the office, and it seems to be working well. If anyone would like radio refresher training, or to sign up to a radio please email Kat.

Less than 5 radios left – 95 out on lease.

Body Worn Camera initiative – waiting for charging plugs then Kat will be rolling out to local businesses.

NTE security – Hot spot funding for the nighttime economy is continuing to hit targets for Leics police and we have more than covered the hot spots areas. Street security continues to work with the police and assist door staff with incidents. Jonathan at Leics police is looking into extending the funding for the NTE security up until 31<sup>st</sup> March 2026.

As a result of the ASB in Bedford Square there is a call to action meeting where the police and council will be in attendance. Opportunity to share views on the latest ASB and break-ins and any other crime related issues. Monday 24<sup>th</sup> at John Storer House at 5PM, please RSVP to [manager@loveloughborough.co.uk](mailto:manager@loveloughborough.co.uk).

Quote obtained to extend DTE Street Security for 2026 27 and sent to CBC for discussion and potential funding sources

## 8. BID/LPL Update – JW/LB

Campaigns include Gardeners Fair, Freshers Fair & Halloween. Also working with the team on the Loughborough on a Plate campaign.

- Gardeners Fair – Sept – focus on Heritage Open weekend. Oct – Bells & Whistles (GCR & Bellfoundry) + Dog Fest
- Halloween – Trail throughout half term finishing with an event on 26<sup>th</sup> October in the Odeon. Room to improve the synergy with Charnwood BC and work more effectively with their coinciding events.
- Loughborough on a Plate – UKSPF funded. A promotional campaign which worked with 31 different businesses (31 different deals) throughout October. Feedback all positive. Effectively Loughborough's restaurant week open to all form of eateries. Worked with Tim to support the NTE businesses. Good take up from businesses. No cost to businesses – free marketing which included adverts in local publication Soar

Valley News, which is distributed to 10,000 residents, flyers, posters, social media promos etc. Pilot campaign which will be run again in February over half term.

- Freshers Fair – Tim updated. Good turnout and very good responses from businesses. Used promoters who sent out the details to 8000 students and achieved an 49% open rate from the eblast. Chats with over 110 societies and social media promo. Good turnout on the day and happy businesses who want to do it again. White Hart is now a Voluntary Member of BID so they can be fully included on NTE promo's.
- Christmas campaign – Post Box to Santa went live yesterday and is located in Waterstones. Xmas Gardeners fair has been boosted with some extra funding to include a Santa & grotto, elves, brass band and storytelling. Whole weekend of activities with Lights Switch On on the Friday, Xmas market on Saturday and GF on the Sunday. Pushing shop local. Also running is the Elf on a Shelf, Black Friday offers and the Steampunk Christmas Market on December 14<sup>th</sup>. Advertising in the Soar Valley News and via social media. TG to include NTE promotion as well as local shopping.

2026 we will be going to the British Trade & Travel Show in March, English Tourism Week, to promote Loughborough to groups.

LPL Tourism Awards – 2 weeks today. Loughborough & Charnwood have done well for finalists. The Gardener's Fair is in for Best Free Event. Break Escape for Best Experience, SOAK for Best Cocktail Experience, The Griffin at Swithland & GCR also finalists, including Best Large Visitor Attraction.

### **9. Town Centre Performance Review (KPI's) - LB**

Footfall Headlines

- The change in footfall for October compared to the previous month (Sept) is a 6 % increase
- The total number of visitors was 283,566 of which 221,060 (78%) have visited previously and 62,506 (22 %) were new
- This month's average visitors per day is down by -1% based on the year to date average visitors per day
- Total footfall for the year to date has decreased by -17% (-559,330) based on the same period last year
- The busiest zone during October was The Rushes - S8 with 77,299 visitors 27% of the total venue visitors
- The months busiest time of day was between 12:00 and 13:00
- The busiest day this month was Thursday 16th with 10,921, 4 % of the total visitors of which 2,631 (24%) were new visitors
- Average dwell for the day was 161 minutes.

Vacant Units – 9.77%

Business Movement

Closed – Salvation Army (Devonshire Square) & Ryans

Opened – Cheff Baguettes, Wonderbowl (in Ryans), Ashleigh's Bridal, Grillo's

Club Tan about to open, Nina's opened in old Esquires.

We're Winging It has closed with a new business moving in.

No movement in the old Jacks

Old RBS opening soon as a new indoor market / deli

### **10. AOB**

ALL

Chris Grace – update on Loughborough Fair. Was closed on the Friday due to potential flooding through Storm Claudia. Extra challenges. Overall, the other 2 days it was very busy. Less crime incidents and accidents. Larger than previous years – planning for next November starts now. Appreciate that it causes disruption to businesses and thanks for the co-operation. Most of the zones means that showman have fixed pitch rights so very difficult to move or adapt pitches to compliment businesses (Coffee 1 mentioned as being completed blocked). If there is scope to improve and make practical changes then open to discussions.

Coffee 1, Olivia's, Encore are a few of those who closed for the week and lost trade. SOAK had some issues on Swan Street and was down on takings due to restrictive view of Claypipe Jitty. Businesses not allowed to put out their usual signage.

Chris reiterated that safety was the priority.

Rob Smart - Problems with road closure signs resulting in tenants of the Rushes being 25% – 30% down on takings and car park half empty. Signs in wrong place on the Friday. On Saturday it was mayhem with no one able to get in or out of the car park.

Chris confirmed that they had some issues with the placement of some of the signage. Will work with the traffic management company on the issues for next year.

Mohammed – asked about the digital screens and opportunities for businesses to advertise on them.

Chris responded confirming that as the screens are funded through the Town Deal, the screens can only be used to promote cultural events, campaigns and promotions but cannot be used for commercial advertising. Breach in terms of the funding.

Lez – asked if this was for a temporary time or permanent

Chris – confirmed that it was permanent but businesses can be promoted through campaigns.

Lisa confirmed to Mohammed that his businesses could be promoted on the screens through promotions such as Loughborough on a Plate and general campaigns promoting the food & drink offer.

Tim – asked if businesses could use short video clips

Chris confirmed that they may be able to scope in the future to use video but at the moment it was just still images.

JW had spoken to Stacey in CBC comms about the limitations with the screens and video. The screens that face a road cannot cause a traffic hazard with moving video.

LB – Use the screens as a platform to direct to website / app where videos and promotions can be displayed.

Lez ended the meeting

Thank you all

**Meeting Ends**