

# MOSAIC

THE MOSAIC PARTNERSHIP  
PEOPLE TRANSFORMING PLACES

Loughborough 4  
Business Improvement District Renewal

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# About The Mosaic Partnership

Worked with over 200 Locations on Place Management, Placemaking & Place Marketing.

150+ BIDs Developed in UK bringing in £100m plus total income

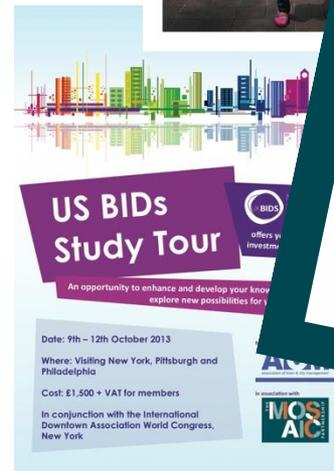
9 Destination/Tourism BIDs

Part of the UK National BIDs Pilot.  
Developed & Run Northern Ireland BIDs Pilot

European BIDs – Gibraltar, Bilbao, Rotterdam, Salzburg and Copenhagen

Developed BIDs Model for Singapore and 10 Pilots

Extensive Work in USA, Chicago, Oklahoma, Colorado, New York, Washington



# Agenda

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1. Welcome
2. Loughborough Numbers
3. Renewal Programme, Timelines & Tasks
4. Next Steps
5. Q&A

**Legal End Date – 31 March 2027**

# What is Changing for BIDs?

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- **Traditional project planning**
- **Staff/Directors equipped for the fundamental changes taking place**
- **Combination Funding Approach**
- **Local Authority Cutbacks**
- **Local Government Reorganisation**
- **Business Rates Review**

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Loughborough Numbers

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# Loughborough by Numbers

| Item        | Current BID  |
|-------------|--|
| Businesses  | 604  |
| Total RV    | £15.5m   |
| Exemptions  | <ul style="list-style-type: none"><li>- Below £2.7K</li><li>- Non-Retail Charities</li><li>- Not for Profit</li><li>- £100 minimum</li></ul> |
| Levy Amount | £236,000<br>(1.5%)   |

# Previous Ballot....

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| Item          | Last Ballot                 |
|---------------|-----------------------------|
|               |                             |
| Yes by Number | 80% (184/230)               |
|               |                             |
| Yes by RV     | 81% (£5,388,525/£6,680,450) |
|               |                             |
| Turnout       | 35%                         |
|               |                             |

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Renewal Programme, Timetable &  
Tasks

# The Mosaic BID Renewal Programme

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## FOUNDATION PHASE

Partnership Review  
Review Existing BID Projects & Services  
Review/Develop Database & Information System  
Ensure Regulatory Compliance

## DEVELOPMENT PHASE

Ensure Renewal Project Support  
Market Research/Consultation  
Working with the Local Authority

- Levy Payer
- Baseline Agreements
- Operating Agreement
- Ballot Holder
- Committee/Approval Processes

Staff & Board Development  
Organisational Model  
Voluntary Contributions  
Financial Projections  
Business Proposal/Business Plan

## CAMPAIGN PHASE

Ballot Arrangements  
Marketing & Communications Campaign  
Tracking/Polling/Response  
Implementation Support

# Project Timetable - Key Dates

| Item                | Details  | Date                     |
|---------------------|--|--------------------------|
| Statutory Notice    | Intention for New Term Ballot  | 06 October 2025          |
| Foundation Phase    | Review & Assessment of Current Plan, Projects, Partnership & Financial & Boundary Analysis | October to December 2025 |
| Project Support     | Renewal Support, Communications & Information  | October 2025             |
| Business Engagement | Survey, Face to Face, Business Workshops, Newsletters                                      | November to January 2026 |
| Key Documents       | Operating Agreement, Baselines, Delivery Model, Business Plan                              | February 2026            |
| Local Authority     | Approval Cycles/Instruction to Ballot  | March 2026               |
| Campaign            | Campaign Planning  | April to June 2026       |
| Ballot Period       | Postal Vote/Month  | June 2026 2026           |

# Statutory Timetable

| Action   | By  | Date                 |
|--|---|----------------------|
| Notice to Secretary of State & LA                    | At least 84 days before Ballot Holder Instruction | 23 January 2026      |
| <b>Notice to Ballot Holder to Conduct Ballot</b>     | <b>Allow 84 days after the above Notice</b>       | <b>17 April 2026</b> |
| Ballot List & Wording for Documents to Ballot Holder | At least 56 days before Day of Ballot             | 30 April 2026        |
| Notice of Ballot Sent                                | At least 42 days before Day of Ballot             | 14 May 2026          |
| <b>Despatch of Ballot Papers</b>                     | <b>At least 28 days before Day of Ballot</b>      | <b>28 May 2026</b>   |
| Apointment of Proxy                                  | At least 10 days before Day of Ballot             | 15 June 2026         |
| Cancellation of Proxy                                | At least 5 days before Day of Ballot              | 20 June 2026         |
| Issue of Replacement Ballot Papers                   | 4 days before Day of Ballot                       | 21 June 2026         |
| <b>Close of Ballot</b>                               | <b>This is the 'Day of Ballot'</b>                | <b>25 June 2026</b>  |
| Declaration of Result                                | At least 1 day after Close of Ballot              | 26 June 2026         |

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Impact Study

# Key Considerations For The Future

**Type of BID**

**Boundary  
Changes**

**Project  
Changes**

**Levy Rate  
Changes**

**Operating  
Agreement**

**Structure &  
Governance  
Changes**

**Baseline  
Statements**

**Levy Rule  
Changes**

# IMPACT STUDY

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- **Projects**
- **Finances**
- **Organisation**

## Potential Annual Levy (615 Units)

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**Current Total RV: £16.1m**

**2206 Total RV: £18.3m**

| Levy Rate | Current  | Revaluation |
|-----------|----------|-------------|
| 1.5%      | £245,455 | £277,362    |
| 2%        | n/a      | £368,272    |
| 2.5%      | n/a      | £459,881    |

# Exemption Levels Impact

| Exemption  | Total Units | Total RV           | Levy (1.5%)     | Levy (2%)       | Levy (2.5%)     |
|------------|-------------|--------------------|-----------------|-----------------|-----------------|
| £2.7K      | 615         | £18,382,300        | £277,362        | £368,272        | £459,881        |
| £3K        | 609         | £18,366,500        | £276,762        | £367,672        | £459,281        |
| £4K        | 601         | £18,339,250        | £275,962        | £366,872        | £458,481        |
| <b>£5K</b> | <b>586</b>  | <b>£18,268,600</b> | <b>£274,462</b> | <b>£365,372</b> | <b>£456,715</b> |
| £12K       | 403         | £16,696,000        | £250,440        | £333,920        | £417,400        |

# Levy Rates

| Levy     | 1.5%   | 2%      | 2.5%    |
|----------|--------|---------|---------|
| £2,700   | £41    | £54     | £68     |
| £5,000   | £75    | £100    | £125    |
| £10,000  | £150   | £200    | £250    |
| £25,000  | £375   | £500    | £625    |
| £50,000  | £750   | £1,000  | £1,250  |
| £100,000 | £1,500 | £2,000  | £2,500  |
| £250,000 | £3,750 | £5,000  | £6,250  |
| £500,000 | £7,500 | £10,000 | £12,500 |

# Voting Pattern (RV) - 2021

| RV BAND        | Votes      | %           | RV                | &           |
|----------------|------------|-------------|-------------------|-------------|
| Above £500K    | 1          | 1%          | £600,000          | 10%         |
| £400K to £500K | 1          | 1%          | £450,000          | 8%          |
| £300K to £400K | 0          | 0%          | £0                | 0%          |
| £200K to £300K | 3          | 2%          | £682,500          | 11%         |
| £100K to £200K | 7          | 4%          | £910,000          | 15%         |
| £75K to £100K  | 7          | 4%          | £599,500          | 10%         |
| £50K to £75K   | 10         | 5%          | £608,000          | 10%         |
| £40K to £50K   | 11         | 6%          | £482,750          | 8%          |
| £30K to £40K   | 5          | 3%          | £171,500          | 3%          |
| £20K to £30K   | 10         | 5%          | £243,250          | 4%          |
| £10K to 20K    | 54         | 30%         | £748,000          | 13%         |
| £5K to £10K    | 48         | 26%         | £373,875          | 6%          |
| £2.7K to £5K   | 25         | 14%         | £69,375           | 1%          |
| <b>Totals</b>  | <b>182</b> | <b>100%</b> | <b>£5,938,750</b> | <b>100%</b> |

# Potential Options

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## **Option 1**

2% Levy

For those between £2,700 & £6,500 in RV – Flat Rate of £125 pa

Below £2,700 Exempt

£20,000 Cap

Annual Levy Raise – Circa £367,000 pa

## **Option 2**

2% Levy

For those between £2,700 & £6,500 in RV – Flat Rate of £125 pa

For those between £6,500 & £12,000 in RV – Flat Rate of £150 pa

Below £2,700 Exempt

£20,000 Cap

Annual Levy Raise – Circa £362,000 pa

## Governance & Management

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- **Does the Board work well. Is there anything missing in terms of skills/experiences?**
- **Is the Board the right size?**
- **Is the staffing 'fit for purpose'?**
- **Performance measures – need to monitor?**
- **How is the collection/enforcement working?**
- **Do you refer to Baselines**

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Next Steps

# Next Steps

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- **Impact Assessment**
- **Campaign Team**
- **Newsletter**
- **Survey**

# Survey

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- **Business Information**
- **View on Current Projects**
- **New Projects**
- **Value for Money**
- **Voting Intentions**

# Newsletter

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- **Goes out before/with survey**
- **Sets out Achievements from the Last Business Plan**
- **Introduces BID 4**
- **Sets out Business Consultation Opportunities**

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Q&A