

LOVE LOUGHBOROUGH BID

A Plan for the Next Five Years.

Love Loughborough Business Improvement District
Business Plan 2027 — 2032

Ballot: 28 May – 25 June 2026

VOTE

YES

*for a stronger, more
vibrant Loughborough.*

A message from the Chair

Building on 15 years of sustained delivery and investment.

"When businesses succeed, the town centre thrives. I strongly encourage every eligible business to vote YES for another five-year term — together we can continue to deliver a stronger, more vibrant and more resilient Loughborough."

Lez Cope-Newman

Chair of Loughborough BID · Owner, Holywell Guest House

Over the past 5 years

£1m+

invested directly into Loughborough town centre.

£400k+

in additional funding leveraged on behalf of businesses.

What's in this plan

Your roadmap for the next five years.

01 A BID, explained

02 Our impact since 2011

03 What you told us

04 The risk of a NO vote

05 Our plan 2027 – 2032

06 How much you'll pay

07 Budget forecast

08 Governance & ballot

What is a Business Improvement District?

A defined area where businesses invest in improvements beyond public services.

Each eligible business in the BID area pays a small percentage of their rateable value into a collective pot, administered by the not-for-profit BID Company and overseen by a volunteer Board of levy-paying directors. The revenue is ring-fenced and invested back into the BID area against a clear five-year plan.

350+

BIDs across the UK

including Ashby, Hinckley, Melton & Leicester

5 yrs

maximum BID term

before businesses must vote again

100%

ring-fenced

all levy income spent in the BID area

About Love Loughborough BID

An independent, not-for-profit company — run by and for the businesses of Loughborough.

Managed by levy payers, for levy payers.

Love Loughborough BID is managed by a voluntary Board of Directors drawn from local levy-paying businesses. Any levy payer or voluntary contributor can apply to become a member. All Board members serve voluntarily and are not paid.

A powerful collective voice.

By pooling investment, our BID provides a unified voice for Loughborough's businesses, ensuring you are represented in shaping the town centre's long-term economic direction.

OUR NEXT 5 YEARS

£1.5m+

invested collectively over the next BID term to drive footfall and spend, deliver marketing and events, reduce business costs and keep our town safe, clean and welcoming.

How the BID works

A simple, transparent cycle of investment and delivery.



Levy Collected

Charnwood Borough Council collects the levy and transfers it directly to the BID Company.



Ring-Fenced

100% of income is ring-fenced — spent only on projects in this Business Plan.



Delivered

The BID team delivers events, marketing, safety and business support across the BID area.



Reported

Annual accounts, reports and updates keep every levy payer informed.

A BID only exists if businesses vote for it. If you pay the levy, you are eligible to vote — a majority YES (by both number and rateable value) renews the BID for another five years.

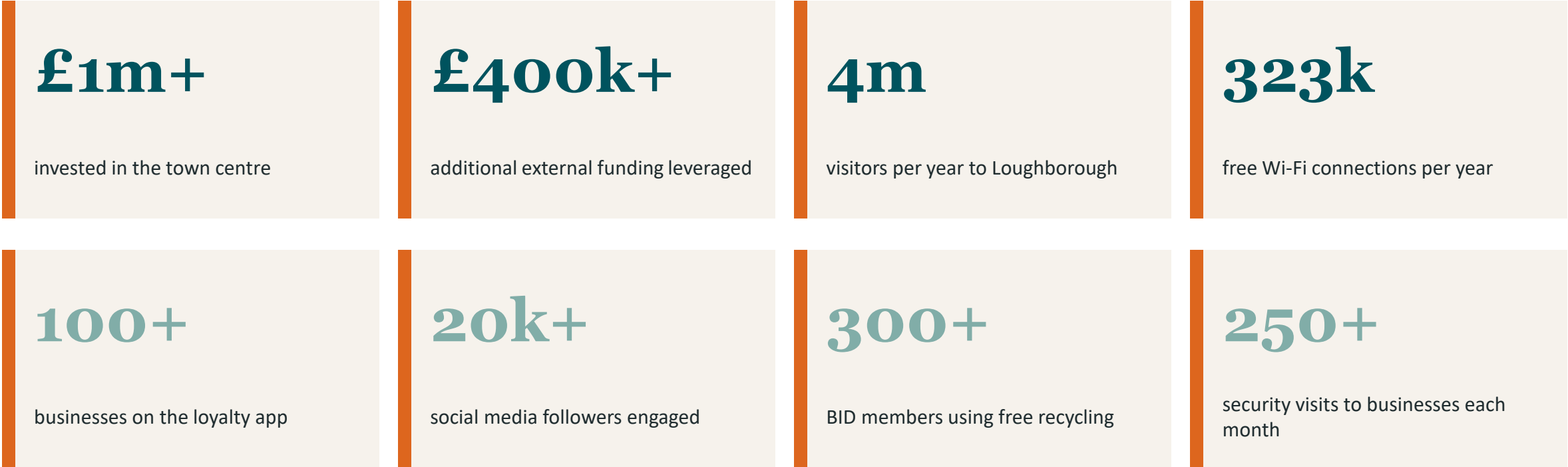
SECTION 02

Our Impact Since 2011.

Over 15 years of sustained delivery — more than £1 million invested and over £400,000 in additional funding leveraged for Loughborough.

Investing & achieving together

A measurable return on every pound of levy investment.



Figures reflect delivery across the 2022-2027 BID term.

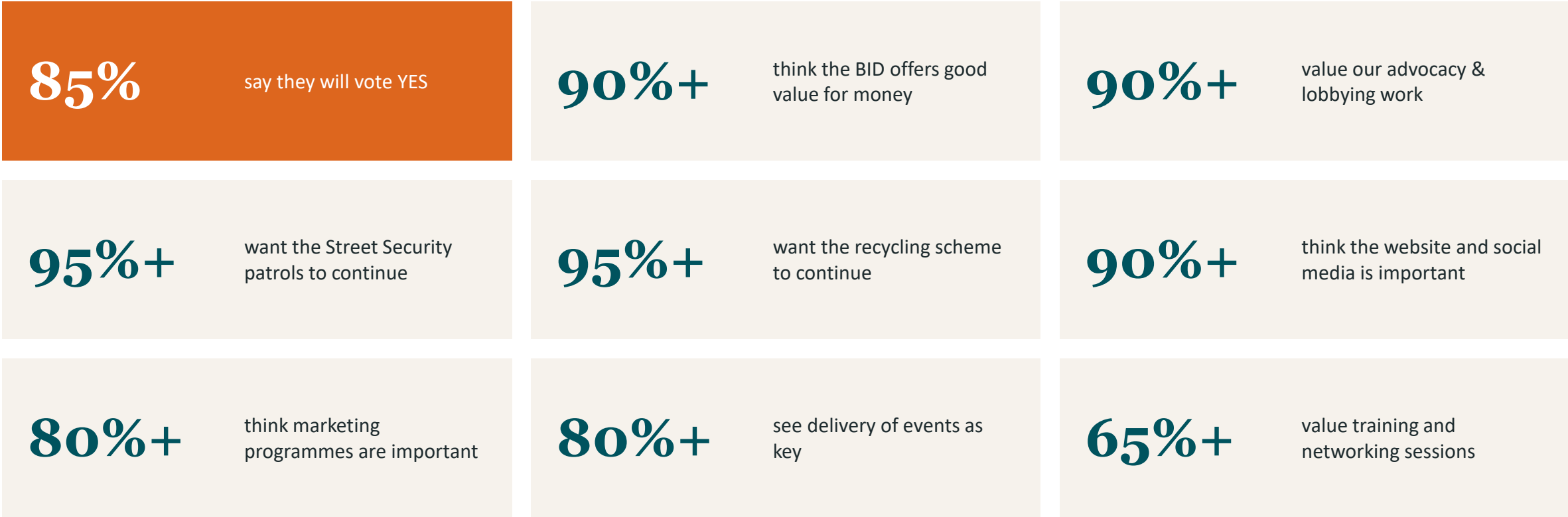
SECTION 03

We've been listening.

In-person meetings, levy-payer surveys and newsletters — your feedback has directly shaped this plan.

What the survey told us

Loughborough's businesses backing the BID in the numbers that matter.



If we lose the BID, Loughborough loses this.

All current services, projects, marketing, events, business support and funding enhancements would stop on 31 March 2027.

What would be lost

The services and investment that disappear overnight.

£1.5m+

in planned town centre investment — gone

£400k+

ability to leverage additional external funding — gone

12+

annual events — cancelled (incl. Christmas Markets, Car Show, Gardeners Fair)

250+

hanging baskets removed — no Loughborough in Bloom support

323k

free Wi-Fi connections a year — switched off

300+

businesses lose their free twice-weekly recycling

Plus: no BCRP, no Street Security, no DISC reporting, no business support hub, no social media promotion, and no powerful collective voice.

The Plan 2026 – 2031.

Built on robust research. Focused on maximising value. Designed to drive visibility, improve the town experience and support business success.



Our three priorities

Strengthen what works. Enhance what's there. Introduce what adds real impact.

01

Shout About Loughborough

Amplify the town's profile — bring more people in, give them reasons to return.

02

Enjoy Loughborough

Deliver a cleaner, safer and more welcoming town centre for everyone.


03

Business Support & Strategy

Practical support, strong representation and real opportunities for growth.

The BID area

The streets and businesses that power Loughborough's town centre.



- 📍 Ashby Road (part)
- 📍 Ashby Square
- 📍 Aumberry Gap
- 📍 Barrow Street
- 📍 Baxter Gate (part)
- 📍 Bedford Square
- 📍 Bedford Street
- 📍 Beehive Lane
- 📍 Biggin Street
- 📍 Bridge Street (part)
- 📍 Broad Street
- 📍 Browns Lane (part)
- 📍 Cattle Market
- 📍 Church Gate (part)
- 📍 Church Gate Mews
- 📍 Carillon Court
- 📍 Clay Pipe Jitty
- 📍 Derby Road (part)
- 📍 Derby Square
- 📍 Devonshire Lane
- 📍 Devonshire Square
- 📍 Fennel Street (part)
- 📍 Frederick Street (part)
- 📍 Granby Street
- 📍 Greenclose Lane
- 📍 High Street
- 📍 Jubilee Way (part)
- 📍 Leicester Road (part)
- 📍 Lemington Street (part)
- 📍 Market Place
- 📍 Market Street
- 📍 New Street
- 📍 Orchard Street
- 📍 Pack Horse Lane
- 📍 Packe Street
- 📍 Pinfold Gate
- 📍 Southfield Road
- 📍 South Street
- 📍 Swan Street
- 📍 The Rushes
- 📍 The Rushes Centre
- 📍 Wards End
- 📍 Warners Lane
- 📍 Woodgate
- 📍 Regent Place

Is your business in the BID?

If you're unsure whether your premises falls within the BID boundary, please get in touch with a member of the BID team — we'll happily confirm.

Call 01509 278210

lisa@loveloughborough.co.uk

How much will you pay?

A small sum per business — a powerful collective pot for Loughborough.

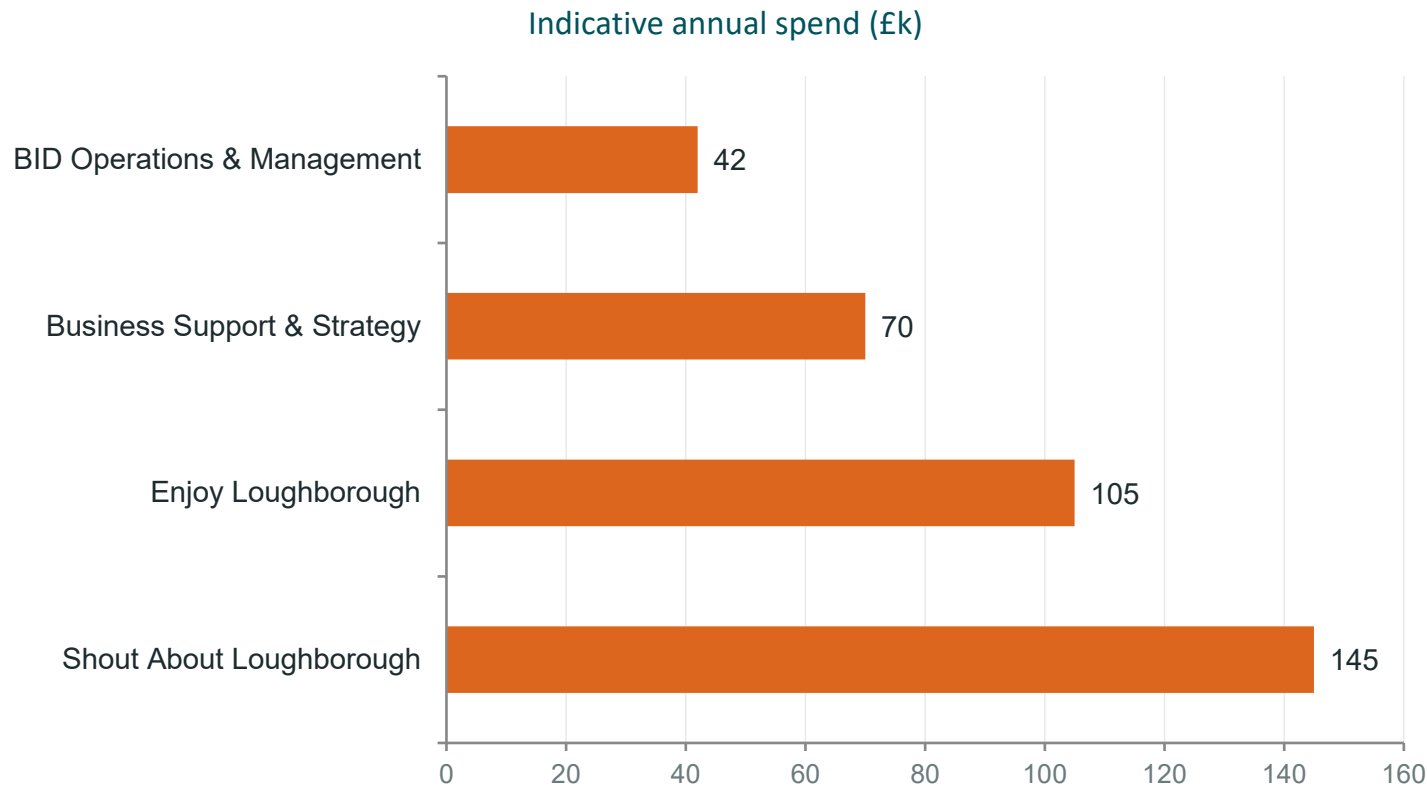
The BID has not increased its rate since 2011. In recognition of pressures on smaller businesses, flat rates mean many small businesses will pay less.



Properties with a Rateable Value under £2,700 are exempt.

Five-year budget forecast

£362k raised each year from the levy — over £1.5m invested across the term.



ANNUAL LEVY INCOME

c. £362k

5-YEAR TOTAL (LEVY)

£1.5m+

Plus match funding targeted from grants and other income streams.

Governance & management

Run by levy payers, for levy payers — not-for-profit, accountable, local.

Independent company

A not-for-profit company limited by guarantee.

Voluntary Board

Directors drawn from levy payers — unpaid and elected to represent sectors across the BID area.

Open membership

Any ratepayer may nominate someone to become a Member of the Company.

Operations team

A dedicated BID team delivers the plan, reports to the Board and supports levy payers day-to-day.

How we stay accountable

- Annual accounts filed publicly at Companies House
- Annual report published and available to all levy payers
- Board meets at least 6 times per year
- Regular management accounts reviewed by the Board
- Operating Agreement with Charnwood Borough Council reviewed via 2+ monitoring meetings per year

Measuring performance

How we'll show you the BID is delivering, every year of the new term.

| | | |
|---|---|--|
| <h3>Annual surveys</h3> <p>Formal levy-payer satisfaction and priorities survey.</p> | <h3>Business feedback</h3> <p>Continuous feedback through 121s, drop-ins and Board liaison.</p> | <h3>Consumer feedback</h3> <p>Visitor insights via app, Wi-Fi, vouchers and social channels.</p> |
| <h3>Media coverage</h3> <p>Reach and tone of regional press and coverage generated.</p> | <h3>Website & social</h3> <p>Traffic, engagement and conversion on BID platforms.</p> | <h3>Board KPIs</h3> <p>A dashboard of metrics set by the Board for every priority area.</p> |

Reported via newsletters, e-bulletins, the BID website and the Annual Report.

Next steps — your key dates

Keep these four dates to hand.

| | | | |
|--|-----------------------|-------------------------|------------------------|
| 14 MAY 2026 | 28 MAY 2026 | 25 JUNE 2026 | 26 JUNE 2026 |
| Notice of Ballot & Business Plan sent to all levy payers | Ballot papers issued | Ballot closes at 5.00pm | Ballot declaration |

A majority YES — by number AND by rateable value — renews the BID for five years.

If successful, the new BID term runs 1 April 2027 – 31 March 2032.

VOTE YES

For a stronger, more vibrant and more resilient Loughborough.

GET IN TOUCH

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