



**LOVE**  
Loughborough

# **LOVE LOUGHBOROUGH BUSINESS IMPROVEMENT DISTRICT**

**BUSINESS PLAN 2027- 2032**

A Business Plan for the renewal of the Love  
Loughborough Business Improvement District (BID)





# LOVE Loughborough



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# MEET THE TEAM



**Lez Cope-Newman**  
Chair of Loughborough BID  
Owner of Holywell Guest House



**Lisa Brown**  
Loughborough BID Manager  
Full Time Position



**Street Security Team**  
Full Time Position



**Janine Williams**  
Digital Marketing Manager  
Leicestershire Promotions



**Kat Pinnington**  
BID Business Development Manager  
Full Time Position

# INTRODUCTION



## Statement from the Chair

As Chair, I am proud to present Loughborough BID's Business Plan for the next term (2027–2032). This plan builds on over 15 years of sustained delivery and investment, during which the BID has played a central role in strengthening Loughborough's position as a vibrant and resilient town centre.

Since its inception, the BID has been established to enhance Loughborough beyond the baseline services provided by local authorities delivering targeted initiatives that respond directly to the needs of businesses and visitors. Our purpose remains clear: to support a town centre that is commercially strong, distinctive in character, and responsive to future challenges and opportunities.

A key strength of the BID is its ability to provide a unified voice for local businesses, ensuring they are actively represented in shaping the town centre's long-term economic direction. Through collective investment, we have supported initiatives that enhance the visitor experience, grow and diversify the events programme, and drive increased footfall, dwell time and repeat visits.

Improving the trading environment continues to sit at the heart of our work. This includes generating valuable data and insights to inform decision-making, delivering targeted business support and training, and identifying opportunities to reduce operating costs for levy-paying businesses.

Over the past five years, the BID has invested more than £1 million into the town centre, delivering a comprehensive programme of projects that add tangible value. Importantly, this investment has been further strengthened by securing over £400,000 in additional external funding demonstrating the BID's ability to maximise impact and deliver strong returns for businesses.

Looking ahead, we will continue to deliver a high-quality programme of events, marketing activity and town centre enhancements. These initiatives will attract visitors, support businesses, enhance the public realm, and ensure Loughborough remains a clean, safe and welcoming destination. We will also continue to unlock funding and opportunities that would not otherwise be accessible without the BID.

The BID is delivered through an independent, not-for-profit company, governed by a voluntary Board of Directors drawn from the local business community. Their commitment, alongside the expertise of the BID team, ensures that investment is directed where it delivers the greatest impact.

We firmly believe that continued collective investment is essential to securing Loughborough's long-term prosperity. The BID delivers measurable benefits across all sectors - from increased footfall for retailers during key events, a safer town centre with our street security team, to a stronger trading environment for service-based businesses.

When businesses succeed, the town centre thrives. I would therefore strongly encourage all eligible businesses to support the continuation of Loughborough BID and vote "YES" for a further five-year term. Together, we can build on the progress achieved and continue to deliver a stronger, more vibrant and more resilient Loughborough.

**Lez Cope-Newman**  
**Chair of Loughborough BID & Owner of Holywell Guest House**



# BUSINESS IMPROVEMENT DISTRICTS (BIDS) EXPLAINED

## WHAT IS A BID (BUSINESS IMPROVEMENT DISTRICT)?

A BID is a defined area where businesses invest in improvements beyond those provided by local authorities. Each eligible business located in the designated BID area, pays a small percentage of their business rateable value to a collective pot administered by the BID Company and overseen by the levy-paying volunteer Board of Directors. The revenue generated is ring fenced and invested into the BID area in line with the 5-year business plan. BIDs operate under legislation and are carefully regulated. BIDs last for a maximum of five years before they must vote again to continue. There are over 350 BIDs across the UK, including neighbouring ones like Ashby, Hinckley, Melton, Leicester and Nottingham.

## ABOUT LOUGHBOROUGH BID

Loughborough BID is an independent, not-for-profit company managed by a voluntary Board of Directors representing 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.

## INVESTING IN YOUR BUSINESS

Through the levy and raising additional income, Loughborough BID will invest over £1.5m in the next 5 years to drive footfall and spend, deliver high quality marketing and events, reduce your business costs through projects such as the recycling scheme and ensure the town is safe, clean and welcoming. Good for our town and good for your business.

## VOTING

A BID only comes into being if businesses vote for it. If you pay the BID levy, you are eligible to vote. A majority "Yes" vote (by number and rateable value) will renew the BID for another five years.



# WHAT HAPPENS IF IT IS A NO VOTE, AND THE BID DOESN'T CONTINUE?

If the vote is 'No' BID will end in March 2027. All current services, projects, marketing, events, business support and funding enhancements will come to an immediate stop.

## THIS INCLUDES:

Over £1.5m in town centre **investment** will be lost.

The ability to leverage additional **income** (over £400,000 in the last term) will be lost.

NO weekly **FREE Recycling** collections for BID members

NO **Street Security** patrols – no instant response to retail crime and anti-social behaviour

NO **Business Crime Reduction** Partnership - all radios returned with no access to CCTV, Police & other users. No DISC reporting, Pub Watch or Shop Watch

Over 12 key annual **Events cancelled**, including Gardeners Fairs, Car Show, Bike Show and Christmas Markets

NO **Website** – No What's On guide, access to purchase local vouchers or access to newsletters and essential town information as both 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 and access to Loughborough App and trails

NO **town centre data** on footfall, dwell time and visitor trends

NO **ONE** to call

You lose a **POWERFUL VOICE**

# INVESTING & ACHIEVING TOGETHER FOR A BETTER LOUGHBOROUGH

The BID enables collective investment to increase footfall, improve the environment, enhance safety, and support businesses. Over the past 5 years, Loughborough BID has consistently delivered projects and initiatives to grow the economy of Loughborough and support its business members.

This includes:

- ♥ Over £1m invested into the town centre.
- ♥ Over £400,000 in additional funding brought in to make our town centre better and safer.
- ♥ Business Crime Reduction Partnership providing 100 radios linking to CCTV, the Police and fellow businesses, and new free hire of Body Worn Cameras.
- ♥ New business security grants to keep Loughborough business premises safe.
- ♥ Management and administration of DISC (crime reporting) for Pub Watch & Shop Watch
- ♥ Introduction and continuation of Street Security patrols, who average 250 business visits per month with support to deter retail crime and ASB.
- ♥ Free recycling with twice weekly collections for over 300 BID members, saving businesses high waste collection fees.
- ♥ Delivered over 14 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.
- ♥ Over 4000 views per month on our website with the Events Page attracting the most views.
- ♥ Promotion of the town's events on website, social media, banners & posters, digital screens, media and in BID shop window.
- ♥ Our 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.
- ♥ Our new Love Loughborough App launched in 2024 with over 100 businesses with offers. Includes digital trails, event information and competitions plus B2B exclusive discounts for Loughborough employees

- 
- ♥ FREE WI-FI with an average of 323,000 connections per year, with coverage extended to Wards End, Bedford Square & Queens Park, in 2024.
  - ♥ Support for the Night time Economy with targeted social media content and promotions
  - ♥ Over £45,000 worth of Loughborough Gift Vouchers allocated keeping spend local and driving footfall back into the town.
  - ♥ Consumer marketing campaigns to our Wi-Fi & App database with over 20,000 engaged users.
  - ♥ Supporting Loughborough in Bloom with over 250 floral hanging displays acting as a key partner in achieving East Midland's in Bloom Gold Awards.
  - ♥ Social media business promotion and campaigns via BID's Facebook & Instagram to over 20,000 followers
  - ♥ New Business Support Hub providing a one stop shop for BID members to access free support & training with professional consultants
  - ♥ Welcoming new students and showcasing the town through events and exhibitions
  - ♥ Attracting the group travel market to bring coaches of visitors to events and attractions
  - ♥ Welcome packs for new businesses and regular newsletter to keep members up to date with essential information.
  - ♥ Your voice to lobby against rising issues such as business rates, car parking fees and rising high street crime.
  - ♥ Generating additional income through Voluntary Business Members.

# LISTENING TO YOU

Extensive engagement has been conducted over the last few months, we have delivered a series of in-person meetings with the BID Team. We have sent a survey to all levy payers and sent out a newsletter.

We have collated the survey results, and your feedback has helped shape the next term BID business plan.



## BELOW IS A SUMMARY OF THE KEY RESPONSES:

- ♥ Over 80% think our marketing programmes are important
- ♥ Over 90% think the website & social provision is important
- ♥ Delivery and promotion of events is seen as key by over 80%
- ♥ Our business crime reduction work, including the Street Security Patrols is supported by over 95% with the same number saying you want this carried on
- ♥ Over 95% of you want the recycling scheme to continue
- ♥ Over 65% value the training and networking sessions
- ♥ Over 90% value our lobbying and advocacy work on your behalf
- ♥ On average 80% think the additional money we have leveraged of over £400,000 is important
- ♥ Over 90% think Loughborough BID is 'good value for money'
- ♥ Nearly 85% said they will vote YES for the Loughborough BID to continue

“ Over 90% of businesses said Love Loughborough BID 'provided value for money'

Over 90% thought Love Loughborough's performance was 'Good' or 'Excellent'

84% said they would vote YES for the BID again ”

(Source: Love Loughborough Renewal Survey)

# WE VOTE YES FOR LOUGHBOROUGH Bid



The bid has assisted us with recycling that has helped us operate more sustainably and efficiently. The ongoing business support they offer has been invaluable, providing guidance and helping us feel part of a stronger, more connected business community.

We strongly believe the BID plays a vital role in supporting businesses like ours and contributing to a thriving local economy.

**Tarboush**

# pickworth furnishing

The Love Loughborough BID team has been an invaluable source of support and information over the last five years. They supported us through Covid and the last few years when trading has continued to be challenging. They are always available to offer support and advice and have kept us up to date and informed about changes in legislation and funding opportunities.

## Pickworth Furnishing



# Tylers

Department store

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.

**Tylers Department Store**



# BID AREA MAP

The following streets are included in the BID in whole or in part.

If you are unsure whether your business falls within the BID boundary, please get in touch with a member of the BID team.



- 📍 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)
- 📍 Lemyngton 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



# OUR PLANS FOR YOUR BID, YOUR BUSINESS, YOUR LOUGHBOROUGH

Built on robust research and grounded in deliverable outcomes, our projects and services are focused on maximising value for every BID levy payer.

We will strengthen what already works, refine and enhance our existing services, and introduce new initiatives where they add real impact. This is a plan designed to drive visibility, improve the town experience, and support business success.

## SHOUT ABOUT LOUGHBOROUGH

We will amplify Loughborough's profile bringing more people in and giving them more reason to return.

- ♥ Deliver and promote a vibrant programme of events
- ♥ Produce annual digital event guides
- ♥ Enhance the Love Loughborough Loyalty App and Digital Trails
- ♥ Continue and grow the Gift Voucher Scheme
- ♥ Maintain and develop the town centre website
- ♥ Provide free town centre Wi-Fi
- ♥ Expand and strengthen social media reach
- ♥ Deliver impactful Shop Local campaigns
- ♥ Grow the e-commerce platform ([shop.loveloughborough.co.uk](http://shop.loveloughborough.co.uk))
- ♥ Target regional advertising and media campaigns
- ♥ Deliver direct communications to businesses and customers
- ♥ Attend key trade shows to attract new visitors, such as the British Travel Trade Show to attract groups

## ENJOY LOUGHBOROUGH

We'll create a cleaner, safer and more welcoming town centre for all.

- ♥ Provide Street Security for the town centre
- ♥ Strengthen town centre safety through the Business Crime Reduction Partnership (BCRP) by providing radios and DISC reporting for BCRP members, Pub Watch and Shop Watch
- ♥ Provide body worn cameras to businesses targeted by retail crime
- ♥ Provide crime prevention support and advice
- ♥ Support Loughborough in Bloom
- ♥ Champion public realm improvements
- ♥ Work in partnership with key agencies to reduce crime and anti-social behaviour
- ♥ Support and promote a thriving night-time economy

## BUSINESS SUPPORT & STRATEGY

We'll provide practical support, strong representation and real opportunities for growth.

- ♥ Continue the free recycling service
- ♥ Deliver business support, networking and training opportunities
- ♥ Promote businesses through BID marketing channels
- ♥ Maintain the Business Hub as a one-stop support resource
- ♥ Secure additional funding to maximise BID impact
- ♥ Support delivery of the town centre masterplan
- ♥ Represent Loughborough within the Leicestershire Market Towns Group
- ♥ Advocate for businesses on key issues including business rates and high street funding



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!

**Dash Brews**

# 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.

**Nina's Coffee Shop**

# HOW MUCH WILL YOU PAY?

For most businesses, the levy investment is a relatively small sum but adds to a significant collective pot to be spent entirely in the BID levy area. This collaborative effort provides substantial leverage, enabling positive services and events that would otherwise not be possible.

Every eligible BID business in the BID area will pay the BID levy which is calculated as follows:

- ♥ 2% of Rateable Value (RV) for all those £12,000 and above in RV.
- ♥ Flat Rate of £150 for those between £6,500 and under £12,000 in RV
- ♥ Flat Rate of £100 for those between £2,700 and under £6,500 in RV

Please note that the BID has not increased its rate since 2011 so this is the first levy increase in 15 years, but due to rising costs the increase is vital to fund the services and projects. In the current term we appreciate the pressures, particularly on smaller businesses and have consequently introduced flat rates which will mean a significant number of small businesses will pay less assisting smaller businesses and ensuring BID remains great value for money.

The BID Board may exercise the right to raise the BID Levy by the rate of inflation, but only if it deems absolutely necessary and will always seek alternative options to fund services before implementing this decision.

The following table provides a summary:

Rate Value of Premises	Annual Levy Payable
Below £2,700	Exempt
£2,700 to £6,499	Flat Rate of £100
£6,500 to £11,999	Flat Rate of £150
£15,000	£300
£30,000	£600
£50,000	£1,000
£75,000	£1,500
£100,000	£2,000
£250,000	£5,000
£500,000+	£10,000



The levy will be collected by Charnwood Borough Council on behalf of the BID Company and transferred immediately to the BID Company's bank account. This income is then ring-fenced and used only to fund the projects included in this business plan.

The Love Loughborough BID will raise circa £362,000 per annum from the levy – over £1.5m in 5 years. We will use that income as match funding to lever in additional funds from grants as opportunities arise and we will also look at other ways of generating additional income.

## **VOLUNTARY CONTRIBUTIONS**

The BID will encourage appropriate businesses outside BID area to make a voluntary contribution to the BID. They will be able to take advantage of all the projects and services offered. Voluntary contributors are also entitled to the same rights in the management and governance of the BID Company.



# FIVE YEAR BUDGET FORECAST

The proposed budget for the new term is set out below.

	Year 1	Year 2	Year 3	Year 4	Year 5	Total
BID Levy	£362,000	£362,000	£362,000	£362,000	£362,000	£1,810,000
Additional Income	£52,000	£52,000	£52,000	£52,000	£52,000	£260,000
<b>Total Income</b>	<b>£414,000</b>	<b>£414,000</b>	<b>£414,000</b>	<b>£414,000</b>	<b>£414,000</b>	<b>£2,070,000</b>
<b>Expenditure Projects:</b>						
Shout About Loughborough	£45,000	£45,000	£45,000	£45,000	£45,000	£225,000
Enjoy Loughborough	£146,000	£146,000	£146,000	£146,000	£146,000	£730,000
Business Support & Strategy	£102,395	£102,395	£102,395	£102,395	£102,395	£511,975
<b>Sub Total</b>	<b>£293,395</b>	<b>£293,395</b>	<b>£293,395</b>	<b>£293,395</b>	<b>£293,395</b>	<b>£1,466,975</b>
Management Overheads (including staffing)	£90,000	£90,000	£90,000	£90,000	£90,000	£450,000
Levy Collection Costs	£25,605	£25,605	£25,605	£25,605	£25,605	£128,025
Contingency	£5,000	£5,000	£5,000	£5,000	£5,000	£25,000
<b>Sub Total</b>	<b>£120,605</b>	<b>£120,605</b>	<b>£120,605</b>	<b>£120,605</b>	<b>£120,605</b>	<b>£603,025</b>
<b>GRAND TOTAL</b>	<b>£414,000</b>	<b>£414,000</b>	<b>£414,000</b>	<b>£414,000</b>	<b>£414,000</b>	<b>£2,070,000</b>

# RICHARD HARRISON

ESTATE AGENTS & VALUERS



As a Loughborough business, we greatly value the support provided by the BID, from practical services like recycling and policy updates to individual business support and social media promotion.

The BID trails are a standout initiative, offering real enjoyment for families while positively engaging local businesses.

It's such a joy to see people bringing their kids to look through the window for the treasure hunts!

**Richard Harrison Estate Agents**

# GOVERNANCE & MANAGEMENT

A positive result in the BID Ballot will mean that Love Loughborough BID, an independent, not-for-profit company, limited by guarantee, will continue to govern and manage the BID.

The Company will have Members and a Board of Directors composed of representatives from levy paying businesses or equivalent voluntary contributors. Additional, non-levy paying members may be co-opted, as required.

Board Director positions are unpaid and voluntary and will include a mix of sectors and geography of business that operate within the BID area as well as having the necessary skills and experience required to deliver the BID business plan.

Any person employed or engaged by or connected to a Levy Payer, willing to act as a director, may be appointed to the Board subject to approval by a decision of the Board of Directors or by Ordinary Resolution of the Members.

Any ratepayer may nominate one appropriate person to become a Member of the Company. Observers, such as representatives from public agencies, may be welcome to attend and contribute to the Directors' meetings.

The BID will continue to employ a dedicated operations management team to ensure effective and efficient delivery of the projects outlined in this Business Plan.

This team will:

- ♥ Be the main point of contact between BID Levy Payers and the Board
- ♥ Manage and deliver the projects set out in the BID Business Plan
- ♥ Actively seek additional financial contributions towards the BID budget

Regular updates will be communicated to Levy Payers via newsletters and e-bulletins on the BID website. Annual reports and accounts will be produced at the end of each financial year and will be available.



# MAKING POUR DECISIONS FEEL GOOD

S.O.A.K Cocktail Co



As a business we have been with Loughborough BID for almost 9 years. We have seen many changes and have watched them adapt to the needs of the businesses they support. We have taken advantage of the free recycling, which has saved us a great deal of money each year, have felt more secure with the use of the radio scheme and street security.

In addition, we have used the BID to help advertise our business and events. Love Loughborough is an asset to businesses, but you will only get your worth if you use it.

**SOAK Cocktails**

# LOUGHBOROUGH BID TEAM

## THE BID COMPANY AND BOARD

Name	Business	Sector	Business Type
<b>Directors</b>			
Lez Cope-Newman (Chair)	Holywell Guest House	Accommodation	Independent
Andy Rhodes	McDonalds Restaurants	Food & Drink	National
Jason Cimurs	Recruitment Investments	Professional Services	Independent
Rebecca Garratt	S.O.A.K Cocktails	Nighttime Economy	Independent
Sarah Goode	Purple Pumpkin Patch	Retail	Independent
David Pagett-Wright	Consultancy	Professional Services	Independent
Mike Tyler	Tylers Department Store	Retail	Independent
Martin Dunn	Dunelm	Retail	National
Jonathan Fraser	Fu-Media	Professional Services	Independent
Jewel Miah	Charnwood Borough Council	Local Authority	Public
Andrew Hamilton-Gray	Leicestershire County Council	Local Authority	Public
Dr Tahera Bhojani-Lynch	Laser & Light	Health & Beauty	Independent
Mohammed Vhora	Heavenly Desserts / Boo Burger	Food & Drink	National
Jamie Reynolds	Howdens Insurance	Professional Services	National
Robert Smart	The Rushes Shopping Centre Management	Property	National
Robin Derrick	Ab Fab Vintage / Retro Rooms	Retail	Independent

Name	Business	Sector	Business Type
<b>Co-Opted Directors</b>			
Andrew Grabowski	Stuart Westmorelands	Retail	National
John Ashford	Bartholomuch 1884	Retail	Independent
Meg Bezzano-Griffiths	Fearon Hall	Community Centre	Independent
Darren Jones	Showman's Guild	Leisure	Independent
Malcolm Holmes	Great Central Railway	Attraction	Independent

Name	Business	Sector	Business Type
<b>BID Operational Structure</b>			
Lisa Brown	Loughborough BID Manager	Full Time Post	
Kat Pinnington	Business Development	Full Time Post	
	Administration Assistant	Part Time Post	
Janine Williams / Martin Peters	Leicestershire Promotions BID Support Partners Charnwood Borough Council Leicestershire County Council Leicestershire Police Loughborough University Federation of Small Businesses Kinch Buses	Digital Marketing	Consultants

# ABOUT THE BALLOT

This BID Ballot is open to a vote by all eligible businesses in the BID area. A majority 'yes' vote (both by number and by rateable value), will establish a new term of the BID of five years with payment of the levy being mandatory on all eligible businesses within the BID area.

A positive 'YES' vote in the ballot will see Love Loughborough BID continue to operate for five years from 1st April 2027 until 31st March 2032

The ballot will be held and conducted in accordance with The Business Improvement Districts (England) Regulations 2004 as amended. The ballot will be a postal ballot of all business rate paying properties (hereditaments) in the BID area liable to pay the BID Levy and will be carried out by the Returning Officer at Charnwood Borough Council.

The 28-day ballot period will be from 28 May 2026 to 25 June 2026. All eligible businesses in the BID area entitled to vote will be notified of the ballot arrangements and will be sent the ballot papers. Proxy voting can be arranged for those that require it.

The costs of the ballot and the preparation of the BID proposal are being met by the current BID and are not funded or recovered out of the new BID Levy.

## BID LEVY RULES

The BID Regulations of 2004 (as amended), approved by the Government, sets out the legal framework within which BIDs will have to operate, including the way in which the levy is charged and collected, and how the ballot is conducted.

The term of the Love Loughborough will be for a period of five years commencing 01 April 2027

The BID levy rates will be fixed for the full term and will not be subject to variation except for inflation. This will be set on the 1st of April each year (Chargeable Date) using the most current non-domestic ratings list. It will be updated for any changes in ratepayer appeals, additions, or removals.

The BID Board may exercise the ability to raise the BID levy rates by the rate of inflation on an annual basis for the duration of the BID, with such increases limited to the increase in the Consumer Price Index of the preceding year.

VAT will not be charged on the BID levy.

The BID levy will be applied to all eligible business ratepayers within the defined area as follows:

- 2% of Rateable Value (RV) for all those £12,000 and above in RV.
- Flat Rate of £150 for those between £6,500 and under £12,000 in RV
- Flat Rate of £100 for those between £2,700 and under £6,500 in RV

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The following exemptions to the BID Levy apply.

- Those with a rateable value of less than £2,700
  - Non-retail charities with no paid staff, trading arm, income or facilities
  - Not-for-profit subscription and entirely volunteer-based organisations
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The BID levy will be paid by any new ratepayer occupying any existing hereditaments (a business rated property) within the BID area.

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New hereditaments will be charged from the point of occupation based on the rateable value at the time it enters the rating list, even though they did not vote on the initial proposal.

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If a business ratepayer occupies premises for less than one year, the amount of BID levy payable will be calculated daily.

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Empty properties, those undergoing refurbishment or being demolished will be liable for the BID levy via the registered business ratepayer with no void period.

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The BID levy will not be affected by the small business rate relief scheme, service charges paid to landlords, exemptions, relief, or discounts prescribed in the Non-Domestic Rating (Collection and Enforcement) (Local Lists) Regulations 1989 made under the Local Government Finance Act 1988.

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Under the BID regulations 2004, the Billing Authority Charnwood Borough Council is the only organisation that can collect the levy on behalf of the BID Company. The levy income will be kept in a separate ring-fenced account and transferred to the BID monthly.

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Collection and enforcement arrangements will be like those for the collection and enforcement of non-domestic business rates with the BID Company responsible for any debt write off.

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The BID projects, costs and timescales can be altered subject to Board approval providing the changes fall within the income and overall objectives of the BID.

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The levy rate or boundary area cannot be increased without a full alteration ballot, except by an increase due to inflation approved by the Board. However, if the BID Company wishes to decrease the levy rate during the period, it will do so through a consultation, which will, as a minimum, require it to write to all existing BID levy payers. If more than 25% object in writing, then this course of action will not proceed.

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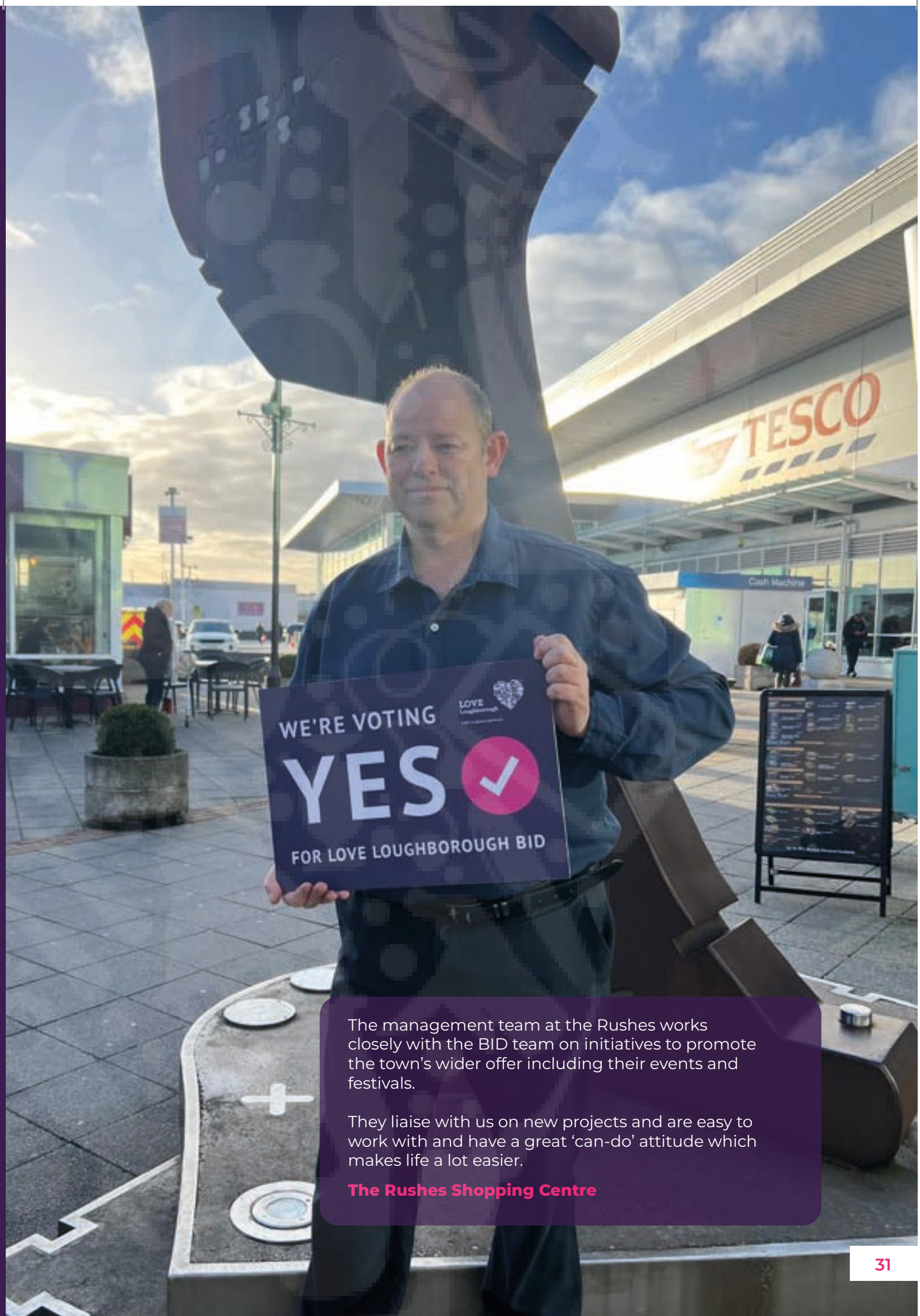
Where the rateable value changes, including ratings list revaluation, and results in a change to the BID Levy amount, this will only come into effect from the next chargeable year, and no refunds of the BID levy will be made for previous years.

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Voluntary BID contributors would be welcomed, although will not be entitled to vote in the BID ballot. Such voluntary contributions would be paid by separate agreement with the BID company.

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The BID Board will meet at least six times a year. Every levy paying business will be eligible to be a member of the BID Company and vote at General Meetings.



The management team at the Rushes works closely with the BID team on initiatives to promote the town's wider offer including their events and festivals.

They liaise with us on new projects and are easy to work with and have a great 'can-do' attitude which makes life a lot easier.

**The Rushes Shopping Centre**

# FINANCIAL MANAGEMENT

The BID will be managed by a Company Limited by Guarantee and will follow all typical Companies House requirements including the filing of annual accounts which will consequently be available to the BID Levy Payers. An annual report will also be made available publicly.

The BID Regulations require summary information on income and expenditure to be sent with BID Levy invoices each year and this will be carried out.

The Board of Directors will be provided with regular management accounts.

An Operating Agreement will be agreed with Charnwood Borough Council to set out the collection and enforcement arrangements and at least 2 monitoring meetings per year will take place between relevant personnel from the BID and the Billing Authority to monitor the Operating Agreement and day to day collection and enforcement arrangements.

## MEASURING PERFORMANCE

Love Loughborough BID keeps BID businesses up to date with all BID activity on a regular basis through newsletters, the website, social media, face-to-face meetings, annual meetings and surveys.

Going forward, you will be kept up to date on all the projects that the BID will implement to demonstrate to you that it is delivering against its objectives. The board will set the key performance indicators (KPIs) and criteria upon which to measure the BID's performance.

Examples of the criteria the BID will use include:

- ♥ Footfall Figures
- ♥ Event Attendance
- ♥ Vacancy Levels
- ♥ Car Park Usage
- ♥ New Business Activity
- ♥ Annual Surveys
- ♥ Business Feedback
- ♥ Consumer Feedback
- ♥ Media Coverage
- ♥ Website/Social Media

## NEXT STEPS

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Business Plan sent out by 14 May 2026

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Ballot Papers issued by 28 May 2026

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Ballot Closes on 25 June 2026, 5pm

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Ballot Declaration on 26 June 2026

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# FREQUENTLY ASKED QUESTIONS

## **THE BID HAS BEEN RUNNING FOR FIVE YEARS, WHY CAN'T IT JUST CONTIN-**

BIDs last for a maximum of five years, once that term is over the BID is legally required to review its projects, produce a new business plan stating its objectives for the next term. This plan is then voted on by BID businesses that will be required to pay the levy. This is known as a renewal ballot.

## **IS THIS JUST ANOTHER TAX AND WILL IT SUBSTITUTE THOSE SERVICES THAT CHARNWOOD BOROUGH COUNCIL IS RESPONSIBLE FOR PROVIDING?**

A BID cannot replace or substitute local authority services i.e. those covered by your business rates. Charnwood Borough Council has provided Baseline Statements as part of the BID renewal for both its statutory and discretionary services. This can be viewed on request. Love Loughborough can choose to enhance and add to these services using BID levy income.

## **HOW MUCH WILL I PAY?**

On behalf of Love Loughborough, Charnwood Borough Council will collect a levy from each BID business which will be transferred to the BID Company and used to implement the projects laid out in this plan. BID businesses will pay a levy as set out on Page 22. This is collected annually.

## **MY BUSINESS IS NOT A PART OF THE BID AREA, CAN I STILL TAKE PART?**

Yes, any businesses that are formally exempt from paying the BID levy or not in the BID area can contribute voluntarily. If you join the BID in this way, you have exactly the same rights to the governance and management of the company as any other business. To discuss voluntary contributions please contact the BID team using the contact details in this document.

## **WHEN WILL THE NEXT MANDATE PROJECTS BE DELIVERED?**

The current term of the BID is due to end on 31 March 2027. The new term will then start to be rolled-out from 1st April 2027. If the renewal ballot is unsuccessful, all BID services will cease immediately at the end of this term.





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Loughborough



# GET IN TOUCH

If you have any questions or require further information please call Lisa Brown, Love Loughborough BID Manager on 01509 278210 or email [lisa@loveloughborough.co.uk](mailto:lisa@loveloughborough.co.uk)

For general information about the Love Loughborough BID, please visit our website [www.loveloughborough.co.uk/love-bid](http://www.loveloughborough.co.uk/love-bid)

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