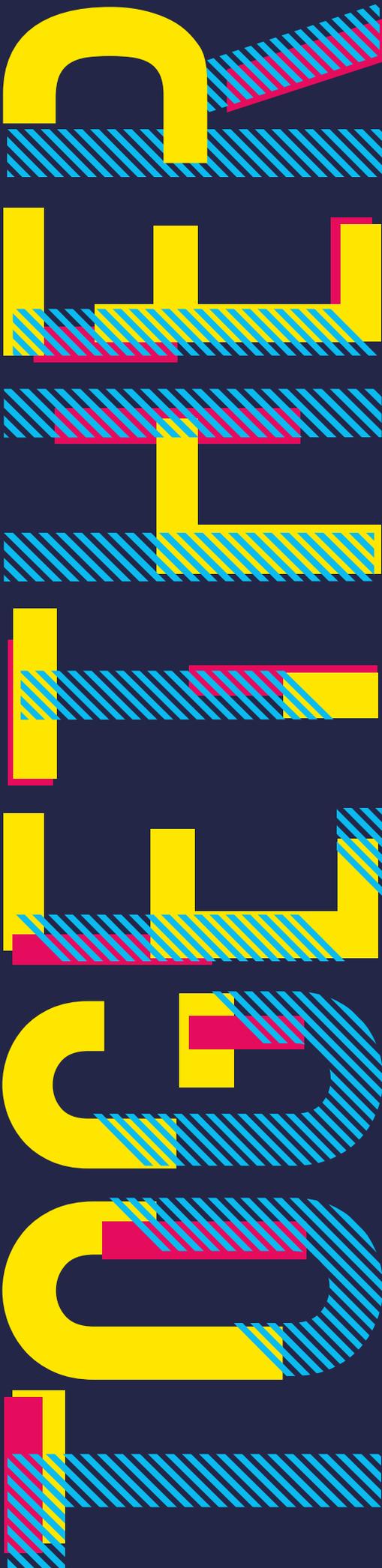


#BID
LEICESTER

BUSINESS
PLAN
2018-2023



SUPPORT THE BID AND
MAKE A DIFFERENCE
TOGETHER

INTRODUCTION FROM THE CO-CHAIRS

We are both delighted to introduce to you the Business Plan for the Leicester Business Improvement District (BID). This plan has been developed after extensive engagement and consultation with the businesses in Leicester city centre within the BID area. A steering group made up of representatives from over 20 businesses from across the different sectors in Leicester city centre has been working hard to engage with businesses to get their feedback to inform this plan. Leicester is now the only major UK city without a BID and never has the time been more appropriate to secure the future of the city.

The last 12 months have seen significant change in the city and not just as a consequence of the discovery of the remains of King Richard III or Leicester City Football Club's Premier League title and Champions League success. The city's confidence has grown from recent extensive investment and development, attracting new businesses to the city centre. Leicester is truly beginning to believe in its own potential.

The comprehensive consultation identified that the focus for a Leicester BID should be on delivering a more welcoming, more accessible, safer city centre that is better promoted to drive business day and night and where the business community is actively supported. All these aspects would contribute to Leicester being increasingly recognized as a destination of choice.

A BID is a great way to tap into this potential to see Leicester grow and deliver a better experience for people who work, visit, and live in the city. It is a unique opportunity for the businesses in Leicester city centre to lead and manage their own projects and initiatives and to make a significant contribution to the city in a coordinated way.

VOTE YES FOR BID LEICESTER.

The overriding message that has come through after months of consultation and research is that Leicester wants a BID that is authentic and that will give businesses the opportunity to capitalise on all that Leicester has to offer. The BID will achieve this by bringing together the views and ideas of over 700 local businesses and organisations and acting on them. To ensure we don't miss out on this unique opportunity, please vote YES in the BID ballot which runs from 6th October - 2nd November 2017 and together we can secure the future of our city centre.

BID LEICESTER CO-CHAIRS



Chris Stafford,
CEO, Curve



Sarah Thomson,
Director of Strategic and
International Partnerships,
De Montfort University

IN THE FIRST FIVE YEARS LEICESTER CITY CENTRE BID WILL BRING IN £4.2 MILLION WORTH OF INVESTMENT TO BENEFIT BUSINESSES, EMPLOYEES, RESIDENTS AND VISITORS ALIKE.

BID LEICESTER WILL BE GIVING BUSINESSES ACROSS ALL SECTORS THE UNIQUE OPPORTUNITY TO SHAPE THE FUTURE OF THE CITY CENTRE. THE BID WILL BE INVALUABLE IN IDENTIFYING WAYS TO REDUCE BUSINESS COSTS AND ENHANCE TRADING CONDITIONS.

PRIVATE SECTOR LED, PUBLIC SECTOR BACKED.



WHAT IS A BUSINESS IMPROVEMENT DISTRICT (BID)?

A BID is a business led and business funded body formed to deliver improvements through additional services to a defined commercial area. The remit of BID Leicester has been determined and will be controlled by the businesses within the BID area.

A BID can only be formed following consultation and a ballot in which businesses vote on this business plan. BIDs operate for a maximum of five years and must go through a renewal ballot process to secure another BID term of up to five years. There are currently over 270 BIDS in the UK.

THE BENEFITS OF BIDS CITED BY THE BUSINESSES THEY REPRESENT ARE WIDE-RANGING AND INCLUDE:

- Businesses decide and direct what they want for the area
- Businesses are represented and have a voice in issues affecting the area
- BID levy money is ring fenced for use only in the BID area - unlike business rates which are paid into and redistributed by government.

BIDs are run by nonprofit companies and the governance of the company is sourced from the businesses that fund the BID. The principle behind a BID is that it is run by business, for business and controlled by organisations with a business mind-set.

BID LEICESTER WILL BE FUNDED BY A 1.25% LEVY ON ALL BUSINESS RATE PAYERS IN THE CITY CENTRE BID AREA, WITH A RATEABLE VALUE OF £20,000 OR OVER.

EXEMPT BUSINESSES BELOW THIS THRESHOLD ARE NOT ELIGIBLE TO VOTE BUT THE VIEWS FROM THOSE BUSINESSES ARE IMPORTANT AND SHOULD BE HEARD. ANY ORGANISATIONS IRRESPECTIVE OF SIZE NOT LIABLE TO PAY THE BID LEVY ARE INVITED TO MAKE A VOLUNTARY CONTRIBUTION TO THE BID FUNDING.

“ IN OTHER CITIES WHERE I HAVE WORKED BIDS HAVE HELPED GIVE A BUSINESS FOCUS TO IDENTIFYING AND DRIVING FORWARD BUSINESS RELATED ISSUES INCLUDING MARKETING AND EVENTS, PARKING CONCESSIONS, LATE NIGHT TAXI MARSHALLS AND IMPROVING THE OVERALL EXPERIENCE FOR THOSE WHO LIVE, WORK AND VISIT THE CITY. I AM EXCITED BY THE PROSPECT OF A LEICESTER BID AND ALL THAT IT COULD BRING TO OUR GREAT CITY AT A TIME WHEN WE ARE IN THE SPOTLIGHT MORE THAN EVER BEFORE. I BELIEVE A BID WILL HELP US TO CAPITALISE ON THE AMAZING OPPORTUNITY AFFORDED BY THE INCREASED MEDIA INTEREST IN THE CITY AND FEEL A BUSINESS LED, BUSINESS FUNDED ORGANISATION WILL HELP PROPEL LEICESTER TO THE NEXT LEVEL AND ENSURE WE CONTINUE TO COMPETE WITH RIVAL CITIES.”



Gary Rowntree, Head of Branch,
John Lewis Highcross



THE CONSULTATION

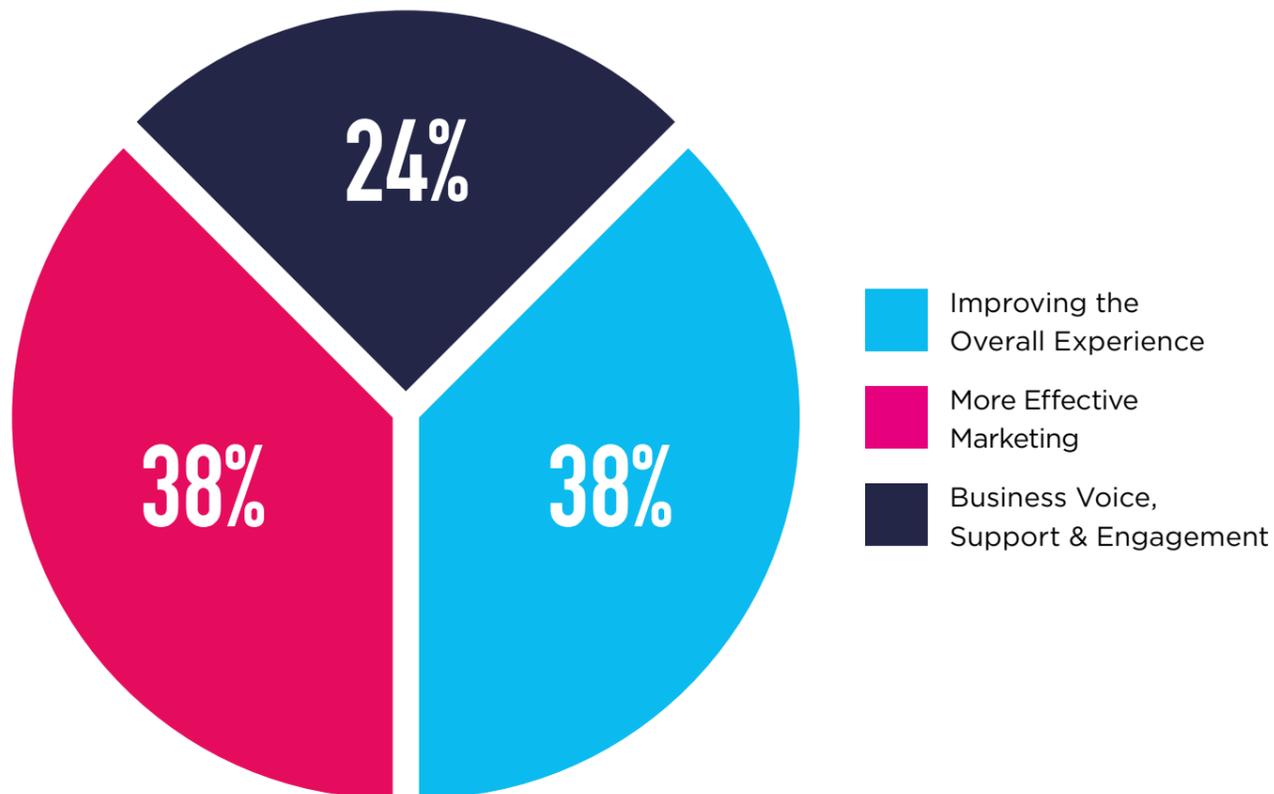
Three strong themes have emerged from this consultation which will achieve a positive future for Leicester. They are:

- A CLEAN SAFE AND ATTRACTIVE ENVIRONMENT
- RAISING LEICESTER'S PROFILE THROUGH HIGH QUALITY MARKETING
- CREATING A STRONG BUSINESS VOICE WITHIN LEICESTER

BID Leicester has over 20 businesses represented on the steering group. It is absolutely essential that the projects and initiatives that are designed and delivered by the BID reflect the needs and issues of the businesses that will fund it.

Numerous engagement events were held throughout the development of the BID, launching at Leicester Business Festival 2016. Included in these events were: Highcross retailer meetings, Night Time Economy events (at Café Bruxelles and Queen of Bradgate), attendance at City Watch meetings and a BID-Leicestershire Business Voice event. We received written survey responses from 351 of you. These responses and the workshops that followed led to the BID Leicester Final Consultation document, which was sent to all eligible businesses. Feedback from this document, meetings, face-to-face visits and telephone conversations, plus responses to the survey, emails and comments via the BID Leicester website provided information and ideas to the steering group so they could create a business plan that is clear about the initiatives you want to see realised that Leicester city centre needs and would benefit from.

YOU TOLD US YOUR PRIORITIES FOR BID LEICESTER ARE:

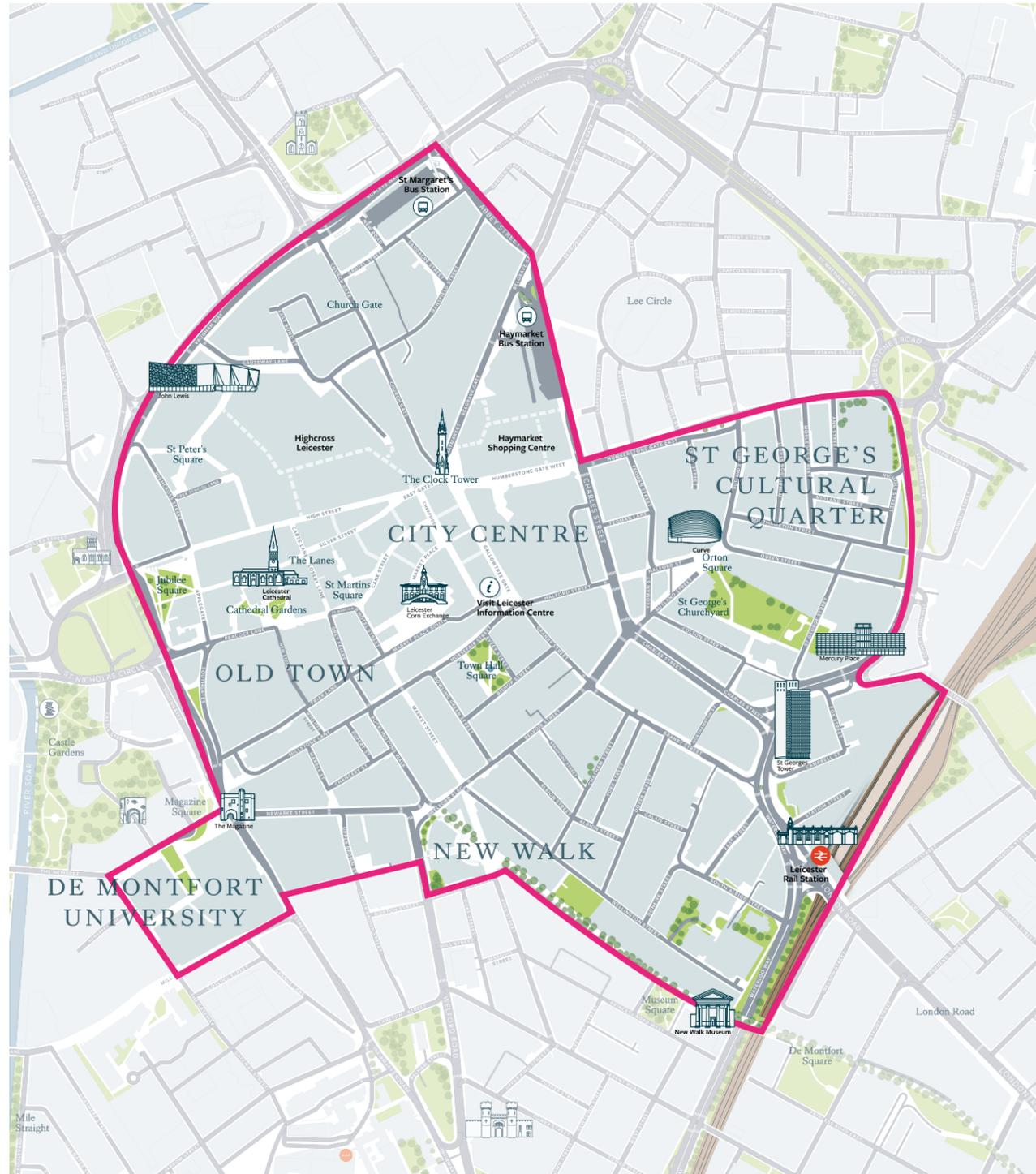




THE BID AREA

A FULL LIST OF STREETS WITHIN THE BID AREA CAN BE VIEWED AT BIDLEICESTER.CO.UK

MAP NOT TO SCALE, INDICATIVE ONLY.



WHAT DOES LEICESTER WANT TO ACHIEVE TOGETHER?

The BID consultation along with the LE-One City Centre Management Partnership workshops to develop the Strategic Framework for the city centre told us that Leicester businesses want an authentic BID that will give businesses the opportunity to capitalise on all that Leicester has to offer.

YOUR THREE THEMES ARE:



1. A CLEAN SAFE AND ATTRACTIVE ENVIRONMENT

One of the key things that you told us was that Leicester city centre needs to be clean and safe in order for your business to thrive. The welcome to Leicester is an area that was of particular concern to you.



2. RAISING LEICESTER'S PROFILE THROUGH HIGH QUALITY MARKETING

Leicester has so much to offer, and positioning Leicester as a destination of choice through consistent high quality, effective marketing to attract both investment and people to the city is something you asked for the BID to focus on.



3. CREATING A STRONG BUSINESS VOICE

You were clear that providing city centre businesses with a strong voice, support and engagement is something you wanted. The BID will deliver opportunities for networking, collaboration, training and skills and realising economies of scale to reduce business costs.

LEICESTER CITY CENTRE IS PERFORMING WELL BUT WE CANNOT AFFORD TO BE COMPLACENT. THE BID PROVIDES AN OPPORTUNITY TO MAINTAIN THE MOMENTUM THAT THE CITY HAS ENJOYED OVER THE LAST FEW YEARS AND REMAIN COMPETITIVE.

THE BID WILL BUILD ON EXISTING SUCCESSES BY WORKING WITH THE CITY CENTRE FORUMS ALREADY PROVING TO HAVE A POSITIVE IMPACT AND ENSURE THERE IS CLEAR SYNERGY BETWEEN THE OUTCOMES OF THESE EXISTING BOARDS AND THOSE OF THE BID.



TOGETHER

1

WE WILL CREATE A CLEAN, SAFE AND ATTRACTIVE ENVIRONMENT

- **Street Ambassadors**

A uniformed and highly visible Ambassador team will patrol the BID area, giving reassurance to businesses and visitors alike. Linked to the City Watch radio scheme and coordinating with City Wardens and the police, they will work to improve the street scene and address perceptions of crime and anti-social behaviour in the city centre.

- **Welcome to Leicester**

Leicester is known for its warm and friendly people and the Welcome to Leicester will be improved at key access points to the city centre, such as the train station, bus stations and Park and Ride. At key times, including festivals and events, a team of greeters will provide information on where to go and what to do in the city centre.

- **Driving the Evening Economy**

Leicester city centre has seen a recent significant increase in the number of businesses and residents moving into the areas fuelling a growth in the night time economy. The BID will introduce initiatives such as Purple Flag to help build a reputation for the city centre as a safe, vibrant place for all to enjoy.

A YES VOTE WILL MEAN NIGHT TIME ECONOMY VENUES WILL BE EXEMPT FROM PAYING A LATE NIGHT LEVY, IF INTRODUCED IN THE BID AREA OVER THE 5-YEAR BID TERM.

- **Empty Units**

The BID will work with landlords to ensure the presentation of empty units is improved by window dressing and quality pop-up shops to give entrepreneurs a chance to try out new concepts.

- **Customer Service**

Customer service skills training across the city centre will be available to businesses to help position the city centre as a must-go to destination.

“LEICESTER HAS A MAGNIFICENT HERITAGE AND WE NEED TO PRESERVE THIS, AND ELEVATE LEICESTER AS A DESTINATION CITY IN THE MIDLANDS, FOR BUSINESSES, SHOPPERS, AND VISITORS ALIKE. I BELIEVE THAT THE BUSINESS IMPROVEMENT DISTRICT IN LEICESTER IS FUNDAMENTAL TO ACHIEVING THIS VISION, WORKING ON BEHALF OF THE BUSINESSES IN THE CITY. I AM PERSONALLY ENGAGED AS I BELIEVE THROUGH THE BID WE CAN WORK COLLABORATIVELY IN PURSUIT OF GROWTH IN BOTH THE DAY AND NIGHT-TIME ECONOMIES. THIS WE CAN DO BY INVESTING IN SMART WAYS AS IDENTIFIED IN THE BUSINESS PLAN, ON ISSUES THAT MATTER TO THE LOCAL BUSINESSES. IT ALSO ALLOWS THE BUSINESSES AN OPPORTUNITY TO TALK WITH ONE VOICE WHEN IT COMES TO MATTERS OF STRATEGIC IMPORTANCE IN THE CITY.”



Angus Fraser, Franchisee, McDonald's, Market Street



TOGETHER

2

WE WILL RAISE THE PROFILE OF LEICESTER AS A RECOGNISED DESTINATION OF CHOICE THROUGH CONSISTENT AND HIGH QUALITY MARKETING WHICH WILL ATTRACT BOTH INVESTMENT AND PEOPLE TO THE CITY

- **City Centre Guides**
To help promote all there is to see and do in the city centre, guides will be developed using digital platforms and print.
- **Retail Destination**
Leicester city centre has an excellent retail offer in terms of variety, price range and experience. Marketing support will be developed to position the city centre as the top regional retail destination.
- **Support for Independents**
The city centre is very proud of its independent retailers and the BID will provide support for and promotion of independent retailers in order to help them successfully embrace changing consumer behaviour and patterns.
- **Tourism and Hospitality**
The BID will provide marketing support to build on the city's recent international recognition to attract regional, national and international visitors to help position Leicester as a top UK leisure and tourism destination.
- **Culture**
Leicester is home to a rich and vibrant arts scene; from the state-of-the-art Curve theatre through to Leicester Print Workshop, there is something for everyone. Through marketing initiatives the BID will support Leicester's cultural industries and arts festivals to grow audiences and build the city's reputation as a great place for culture.
- **After Work Culture**
The number and variety of places to go to after work is growing rapidly in the city centre and the BID will target companies and their employees to encourage and incentivise them to engage with the wide range of retail and leisure opportunities available.
- **More People for Longer**
The economic impact of more people staying for longer will benefit the businesses in the city centre. The BID will support the promotion of extended shopping hours, overnight stays and weekend breaks and the range of experiences and activities in the city centre to increase footfall, length of stay and average spend.
- **Events**
The BID will develop an events programme in addition to the city's established festival and events programme which will be specifically designed to drive sales and provide the support for businesses to engage with this type of activity.



“ WITH THE HUGE CHANGES THAT WE CONTINUE TO WITNESS IN LEICESTER CITY CENTRE, THE BID BRINGS AN OPPORTUNITY TO EMBRACE THE RETAIL IMPROVEMENTS AND BUILD ON LEICESTER BEING A LEADING MIDLANDS CITY. IT WILL GIVE THE CITY CENTRE FOCUS AND THE PROSPECT TO IMPROVE THE INDEPENDENT RETAIL EXPERIENCE TO VISITORS AND SHOPPERS ALIKE. WE WHOLE HEARTEDLY SUPPORT BID LEICESTER AND THE BENEFIT THAT IT WILL BRING TO SMALL AND LARGE BUSINESSES ALIKE. ”



Dominic Gomersall, Managing Director, Lumbers



TOGETHER

3

WE WILL PROVIDE LEICESTER BUSINESSES WITH A STRONG VOICE, SUPPORT AND ENGAGEMENT

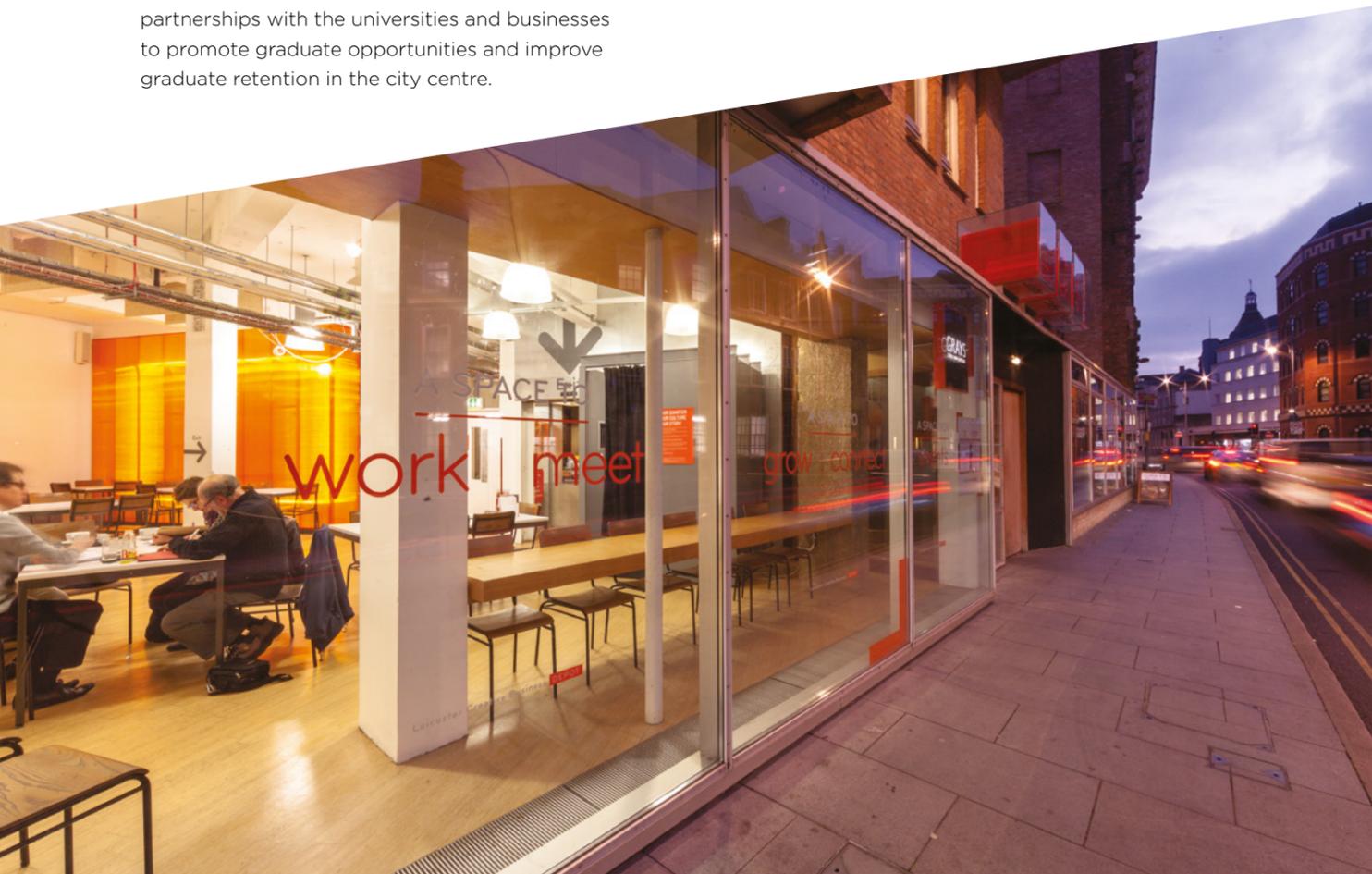
- **Business Voice**
Businesses in the city centre are best placed to identify areas that will improve overall business performance. The BID will enable businesses to have a collective voice to influence decisions impacting on future business performance.
- **Support and Engagement**
The BID will develop a programme of business support including training and skills and engagement opportunities and encourage businesses to network to share common goals.
- **Business Forum**
A supportive forum will be put in place to provide a platform to raise important issues and ideas at a local and national level.
- **Graduate Opportunities**
The BID will help develop the strength of partnerships with the universities and businesses to promote graduate opportunities and improve graduate retention in the city centre.
- **Start-up Support**
Entrepreneurs will be offered start up support for small independent businesses.
- **Collective Buying**
The BID will deliver economies of scale for businesses through collective buying of services.
- **IT and Digital Training**
Businesses will be offered support for IT and digital training to help them deliver cost effective marketing initiatives across a variety of digital platforms.
- **Employee Reward Card**
A BID card will be introduced for all employees of BID member businesses entitling them to exclusive special offers and VIP invitations to events.



“PICK EVERARD HAS RECENTLY CELEBRATED 150 YEARS IN THE CITY CENTRE, AND WE ARE NOW ONE OF ITS BIGGEST AND MOST COMMITTED BUSINESSES AND EMPLOYERS. WE ARE, THEREFORE, COMPLETELY SUPPORTIVE OF THE PROPOSED BID, AS THIS WILL HELP REINFORCE OUR OWN INVESTMENT AND CONTRIBUTION. THROUGH ENHANCED BUSINESS COMMUNICATION AND NETWORKS, WE WILL HAVE A STRONGER VOICE AND BE BETTER ABLE TO CO-ORDINATE OUR EFFORTS WITH OTHER CITY CENTRE INTERESTS, FOR MUTUAL BENEFIT, ADDED VALUE AND INCREASED SUCCESS. FURTHER IMPROVEMENTS TO THE QUALITY OF ENVIRONMENTS, STRENGTHENING OF THE BUSINESS COMMUNITIES AND PROFESSIONAL MARKETING WILL HELP US ATTRACT MORE INVESTORS AND BUSINESSES, AND MAKE IT EASIER FOR US TO PROMOTE THE CITY TO EMPLOYEES, AS A GREAT PLACE TO LIVE, WORK AND DO BUSINESS.”



Duncan Green,
Managing Partner, Pick Everard



FINANCES

WHAT WILL YOU PAY TOWARDS THE £4.2 MILLION OVER FIVE YEARS?

As a levy payer you will pay 1.25% of your rateable value for your individual property (hereditament) which will be collected annually. For example if you own a business with a rateable value of £30,000 you would pay £375 towards the BID every year.

Any business with a rateable value of less than £20,000 will be exempt from the levy but will be invited to pay a voluntary contribution. Annual payments will be capped at £10,000, which means the maximum any single business will pay is £10,000 per year, rising 2% a year for inflation.

TOTAL BUDGET OF £4.2 MILLION OVER FIVE YEARS

INCOME (£)	2018/19 Year 1	2019/20 Year 2	2020/21 Year 3	2021/22 Year 4	2022/23 Year 5	Total
Levy 1.25%	£780,737	£796,353	£812,279	£828,525	£845,095	£4,062,989
Other Estimated Income	0	50,000	51,000	52,000	53,000	206,000
Total Income	£780,737	£846,353	£863,279	£880,525	£898,095	£4,268,989

PROJECTED EXPENDITURE

EXPENDITURE (£)	2018/19 Year 1	2019/20 Year 2	2020/21 Year 3	2021/22 Year 4	2022/23 Year 5	Total
Safe and Clean Environment	242,029	254,833	259,929	265,128	270,430	£1,292,349
Raising Leicester's Profile	234,221	238,906	243,684	248,557	253,529	£1,218,897
Strong Business Voice	93,688	143,343	146,210	149,134	152,117	£684,494
Operating Costs	143,656	146,529	149,459	152,449	155,497	£747,590
BID Loan Repayment	52,800					£52,800
Total Expenditure	£766,394	£783,611	£799,283	£815,268	£831,574	£3,996,129
Contingency / Surplus	14,343	62,742	63,996	65,256	66,522	£272,859
Carried Forward Reserves	14,343	77,085	141,082	206,338	272,859	£272,859
Total Expenditure including reserves	£780,737	£846,353	£863,279	£880,525	£898,095	£4,268,989

The BID income table represents an indicative budget based on the estimated levy income from the ratings list available at the time of writing and a collection rate of 97%. All BID funding is ring-fenced and must be spent on the projects and services that are laid out in this business plan.

The 'Other Estimated Income' has been calculated as approximately 5% of total BID levy income, to be derived from voluntary contributions, match funding and sponsorships, starting from Year 2 of the BID, although we anticipate this to be a cautious estimate.

The development of BID LEICESTER has been assisted with a Department of Communities and Local Government (DCLG) Loan and re-payment will need to be made in the first year.



THE BID AND BALLOT RULES

These rules have been developed in line with 'The Industry Criteria and Guidance Notes for BIDs (2017) published jointly by British BIDs on behalf of Revo, ACS, the British Retail Consortium, the Association of Town & City Management, intu and the British Property Federation.

THE BALLOT

1. The vote will be a confidential postal vote, conducted by Leicester City Council in line with BID legislation.
2. Each property or hereditament subject to the BID will be entitled to one vote in respect of this BID proposal in a 28 day postal ballot, which will commence on 6th October 2017 and close at 5pm on Thursday 2nd November 2017. Ballot papers received after 5pm on Thursday 2nd November will not be counted. The result of the ballot is due to be announced on the following day.
3. In order for the proposal to be successful at ballot the result will need to meet two criteria, which are: (a) of those ballots returned by the close, those voting in favour of the proposal must exceed those voting against it, and (b) of those ballots papers returned by the close, the total rateable value of those properties or hereditaments which vote in favour, must exceed the total voting against.

THE LEVY

1. Properties and hereditaments within Leicester City Centre BID boundary will pay a levy rate calculated at 1.25% of their rateable value.
2. Only properties or hereditaments with a rateable value of £20,000 or more will be eligible for payment of the BID levy.
3. The BID levy will be subject to an annual 2% inflation factor starting from Year 2 for the duration of the BID.
4. The maximum amount payable for any one hereditament is capped at £10,000 (rising 2% a year).
5. The number of properties or hereditaments liable for the levy has been calculated to be approximately 738.
6. Owners of untenanted properties or hereditaments will be liable for payment of the levy.
7. There will be no adjustments of the BID levy during the year and no refunds will be paid for businesses which are removed from the ratings list during a financial year.
8. If a hereditament within the BID area is created or revalued meaning its rateable value lies above the levy threshold it will be charged the appropriate levy on the next chargeable day.
9. Those businesses that fall within the Highcross Shopping Centre, Haymarket Shopping Centre, St Martin's Square and Odeon, Silver, Malcolm or Royal Arcade and who are subject to the payment of a service charge will receive a 20% discount to the levy charge. This means a BID levy of 1% will be payable.
10. Non-trading charitable organisations that are subject to relief on their business rates liability will pay 50% of the levy that would otherwise apply. Retail and trading charities are excluded from this rule. A trading charity unit is defined as one where a cash transaction takes place. No other discounts or reductions apply (excluding those eligible for discount as per clause 9).

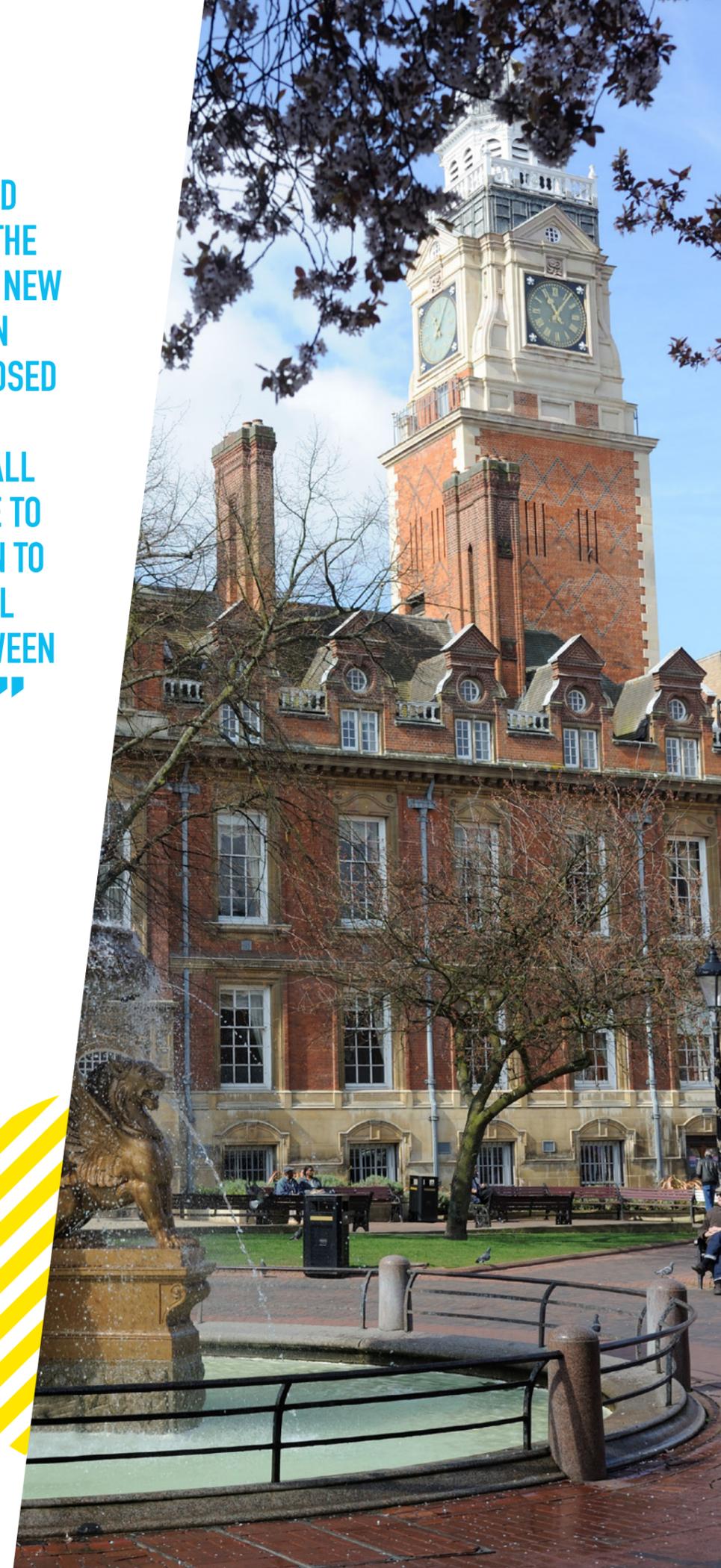
FINANCES

1. Leicester City Council as the accountable body will be responsible for the collection of the levy. The collection charge will be approximately £16,439 per annum (averaged over the 5-year term of the BID); this equates to 2% of anticipated billed levy and £22 per hereditament.
2. The proposed BID will last for five consecutive years from the 1st February 2018.
3. A levy collection rate of 97% has been assumed and this is in line with national trends.
4. The average annual levy available to be spent is £799,225.
5. A contingency provision on expenditure together with the availability of reserves provides for an anticipated surplus of £272,859 by the end of the BID term.
6. Operating costs of the BID are estimated as 18% of total expenditure.

“WE ARE VERY EXCITED TO BE MOVING INTO THE CITY CENTRE TO OUR NEW FLAGSHIP OFFICES IN 2018 AND THE PROPOSED BID WILL CERTAINLY ENHANCE THE OVERALL VISITOR EXPERIENCE TO THE CITY, IN ADDITION TO SUPPORTING CRUCIAL PARTNERSHIPS BETWEEN LOCAL BUSINESSES.”



Ian Mattioli MBE, Chief Executive Officer, Mattioli Woods plc



GOVERNANCE AND MANAGEMENT

BID GOVERNANCE

During the development of the BID proposal the BID for Leicester has been managed and overseen by a steering group with representation from over 20 businesses across the city and from every sector. The members of this steering group have all contributed their skills and knowledge to the development of a business plan.

BID Leicester will be an independent, non-profit limited-by-guarantee company which will be governed by a board responsible to levy payers. The Board of Directors will be volunteers and will be led by a Chair. Occupants of hereditaments or properties liable for levy payments to the BID will be entitled to join the Board. The Board will be responsible for the strategic and financial management of the BID.

Notification of Ballot will be published no later than 20 September 2017.

It is important the BID remains responsive to the needs of levy payers and its KPIs are measured and reported. Therefore the BID will:

- Produce a detailed annual report resulting from annual surveys of levy payers
- Independently review all aspects of the BID mid-way through the BID term.
- Communicate quarterly via email to BID members keeping them up-to-date with projects and performance.
- File annual accounts compiled by independent accountants, audited as necessary, with Companies House. The accounts will be available to all levy payers.
- Hold an AGM for all levy payers to express their views and ask any questions.

BID MANAGEMENT

The Board will have a maximum of 12 members. The split of representation on the Board will be per sector based on their relative value across the BID area to ensure all interests are suitably represented. The Board will be elected annually and confirmed at the AGM. The nominated representative of Leicester City Council will not be subject to the re-election process.

Each year the Board will appoint one of its members to act as Chair. The Board will meet quarterly.

The BID will appoint a suitable management team which will be accountable to the BID Board. Alongside the management team there will also be a number of project groups that will manage some of the initiatives that the BID will implement. The membership of these groups will be relevant to the specific project and they will always be chaired by a member of the management board.

BID project costs and timescales may be altered by the BID Board of Directors as long as they remain in line with the overall BID objectives.

Provided that the BID is meeting its overall objectives and subject to consultation with the BID Board, it shall have the ability to vary service delivery and expenditure allocation according to the changing demands of levy payers. However, any change to the BID boundary or to the headline levy rate will require a formal alteration ballot.

YOUR REPRESENTATIVES

WE ARE BACKING THE BID



I've been settled in Leicester now for almost 10 years and in that time have seen the city undergo an amazing transformation; Leicester offers a unique retail, cultural and social experience. I support the BID because it will provide an opportunity to work in collaboration with all businesses within the city whether multi nationals or independents to ensure that the city works for all of us, and delivers a city centre that is vibrant, exciting and a great place to work, live and play.

Jo Tallack, General Manager, Highcross Leicester



Leicester has come a long way in the last few years but there is more to do. A BID would provide a valuable platform for Leicester to make the most of the opportunity it's currently presented with and among other things, ensure talented young people stay in the area. The reality is that improving our City further costs money, but for a modest additional contribution from Leicester businesses working together we have the opportunity to make some significant improvements for the benefit of all of us.

Richard Osborn, Partner and Regional Office Head, Weightmans LLP



City Centres in the UK are, by definition, at the very commercial heart of the counties that they serve. As businesses based in the centre of Leicester and Leicestershire, we are all dependant on the success of our city's centre for our own success in the longer term. There are issues and challenges – both inside and outside the city centre – that need addressing. Without the BID and the support of local companies, this development, which will benefit the city centre, simply wouldn't happen.

Marcus Ash, Director, Tarrat



A successful BID in Leicester City Centre gives a much needed voice to businesses on the issues that matter locally. Leicester has had great success in the last few years and an increased footfall means that getting the environment right for our residents and visitors is more important than ever. The BID will help with this and continue to ensure Leicester goes from strength to strength. After witnessing the positive roll out of BIDs across the country, I am excited to see the value the BID will add to our city.

Rachelle Welsh, Local Business Manager, Santander



BID Leicester is a chance for local businesses to collaborate and generate a fund that they have a say in spending. It provides an opportunity to improve the city centre and develop ideas together that help enhance the shopping experience of customers locally and those visiting the city for the first time, ensuring they return and drive footfall for the good of all business in Leicester city centre.

Shaun Green, Area Sales Manager, Greggs



I welcome the proposal for a BID for Leicester city centre. Bringing businesses together to work collaboratively to make the city centre a safer, more welcoming, vibrant place is in everyone's best interests. I look forward to working with the BID and the businesses in the city centre on matters of crime prevention and reduction.

Manjit Atwal, NPA Commander, Leicestershire Police



The FSB acknowledges the successes of many Business Improvement Districts and the economic benefits that they bring. We firmly support the aims of BIDs and we're on the Leicester City Centre Steering Group on behalf of the small business community. Overall, BIDs have been a good thing and we'll do all we can to ensure that the voices of smaller businesses in the Leicester City Centre BID are heard.

Karl Craig-West, FSB Regional Policy Team



Freeths have been committed to the city centre for many years and we see achieving BID status as part of the city's journey to truly offer a first class retail and business environment to all who live, work and socialise in the city. We have had some great success in attracting both international and national businesses to Leicester and we must ensure that we continue to offer a joined up offering to those looking to invest in our great city.

Mukesh Patel, Managing Partner, Freeths



Having worked in other regions and seen first-hand the economic benefits for businesses within a BID region, the opportunities BID Leicester will be able to achieve are huge. A BID will showcase the city centre and make it an even better place to work, rest and play for everyone. This can only aid the future success and awareness of Leicester as a diverse and forward thinking city.

Marcia Mitchell, Regional Commercial Director – Trinity Mirror Regionals: East Midlands



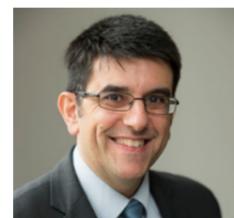
Leicester is a great place to live, work, study, visit and do business, but we can do more to improve our city. So I'm backing Leicester's BID because it is the best framework for businesses to collectively make a bigger difference to the city's business and visitor environment.

John Rance, Chief Executive Officer, Phoenix



It is an exciting time to be involved in the hospitality sector in Leicester as we see the city transforming from a one-night to a two-night destination. A strong BID is really going to help businesses deliver a great experience for our guests and enable the city to better compete with more established places as a destination of choice. The BID provides a fantastic opportunity to invest in order to implement initiatives that will enable businesses to grow and encourage repeat customers.

Aatin Anadkat, Owner, Maiyango



M&S is fully supportive of the BID, gaining the extra investment will only help and support all businesses to grow. The exciting part is that the local business community decide how the money will be invested, a real opportunity for collaborative working across all the different sectors across the city. A real positive step change.

John Kyprianou, M&S Store Manager

YOUR REPRESENTATIVES

WE ARE BACKING THE BID



BID Leicester presents an important opportunity to improve the look and feel within our city centre. This aim has never been more relevant, not just for retailers but the whole city centre business community. Many other city and town centres across the country have benefitted from their BIDs ability to focus on the demands and needs of existing and potential occupiers - and I think this is paramount now more than ever before.

Following careful consideration we are now asking you to help us shape plans for the city centre by voting YES and to deliver BID Leicester together.

Tony Spencer, Haymarket Shopping Centre Manager



Leicester is one of the UK's most exciting and growing cities, we are riding a wave of success and that is evident when you look at the multiple improvements in the city centre.

It is imperative that this forward momentum continues and that we cement Leicester as a place for tourism, leisure and business on the national and international map.

Investing in the city centre is essential for this to be successful and the BID is a tangible and fully consultative way in which this can happen.

Jamie Mollart, Director, Rock Kitchen Harris



Since their introduction in 2005, BIDs have given businesses in other towns and cities across the region, and across the country, the opportunity to make a difference to their area. They are a tried and tested method for businesses to work together to benefit their community.

An exhaustive consultation process has been undertaken to ensure that the proposed BID in Leicester provides the opportunity for local businesses to come together, as a collective voice, to support growth, development and improvement in our city.

Andy Watterson, Business Crime Manager, East Midlands Chamber (Derbyshire, Nottinghamshire, Leicestershire)



City centres are fighting back against the out-of-town commercial parks as the preferred location for offices and business, as workers, especially young creatives and professionals are increasingly demanding a better quality lifestyle and 'city buzz'. Therefore, if we are to retain and attract the very best employees in Leicester, we must make the city centre as appealing and vibrant as possible. The city centre BID will allow us to do more to achieve this, and direct actions and resources towards the most effective activities and interventions.

Deborah Rose, Head of Development Services, Pick Everard



The LE-One City Centre Management Partnership has successfully provided an effective body for representing the needs of the city centre businesses and sees the opportunity of working together with BID Leicester as an exciting opportunity. BID Leicester presents a real step change in the city centre business community's ability to promote itself as a top retail and leisure destination and the place to do businesses. To achieve this the city centre businesses and the local authority need to continue to work effectively together and BID Leicester will deliver a valuable platform.

Sarah Harrison, City Centre Director, Leicester City Council

THE KEY LEGALITIES

An Operating Agreement, which includes the Council's baseline service statements, has been agreed and will be in place from the commencement of the BID term. The BID cannot legally replace or prop-up existing council services. The Baseline guarantees a fixed standard of services in terms of cleansing, festivals and events, highways, city centre management and CCTV.

Notification of Ballot was provided to the Secretary of State on 26 June 2017.

VOTE YES!

THIS IS YOUR CHANCE TO BE PART OF SOMETHING THAT WILL HAVE A POSITIVE IMPACT ON BOTH YOUR BUSINESS AND LEICESTER CITY CENTRE.

SUPPORT THE BID AND MAKE A DIFFERENCE.

TOGETHER

VOTE YES DURING THE BALLOT THAT RUNS FROM 6TH OCTOBER TO 2ND NOVEMBER.

#BID
LEICESTER

SUPPORT THE BID AND
MAKE A DIFFERENCE.

TOGETHER

E: info@bidleicester.co.uk
T: 0116 454 5151
W: bidleicester.co.uk

Leicester 