



Voluntary Levy Scheme

The benefits of being a BID Leicester levy-payer are potentially worth thousands of pounds to your business.

Thankyou for your interest in becoming a BID Leicester voluntary levy-payer.

Currently, city centre businesses under the BID threshold receive the halo benefits of the event footfall, place marketing and place management schemes that the BID provides, but we have already heard from non-members who want to benefit more directly from our projects.

Leicester has a strong culture of small and independent businesses which is a key factor in attracting people into the city centre. A lot of these businesses are not automatically BID members, however, and miss out on the help that we can offer.

With our voluntary levy scheme we are inviting these businesses within the BID area to have their say in helping us to shape and improve the city centre, and giving them the opportunity to access initiatives that will help them to prosper.

There are many examples set out in this brochure of businesses who realise value way in excess of their levy contribution by taking advantage of the benefits that we provide.

We will soon be launching a marketing campaign to help promote independent businesses in the area, and involvement in this campaign alone will have substantial commercial value to voluntary levy-payers.

I encourage anyone who is interested in finding out more to get in touch with the team – we are more than happy to chat to business owners about the BID and determine if it is right for them.

Simon Jenner, BID Leicester Director

BID Leicester is happy to announce its first voluntary levy-paying business is award-winning chocolatier, Cocoa Amore.

Cocoa Amore, based on Silver Street, opened its doors in 2013 and offers some of the best chocolate available in the UK. The business falls just below the BID levy threshold, but has opted to pay in to access the benefits that BID Leicester provides to city centre businesses.

Cocoa Amore owner Pete Gardner said: "I have seen first-hand the benefit that Business Improvement Districts can bring to an area and BID Leicester has done a great job supporting businesses in Leicester in its first year.

"I am pleased to be the first company to sign up to as a voluntary levy-payer and recommend other local businesses meet with the BID team to talk through how the BID can have a positive impact on their business."

Voluntary levy-payers will contribute a fixed amount of £250 per year for the duration of the BID term, which runs until January 2023. This will give your businesses access to the following benefits:

- The award-winning **LoyalFree digital loyalty scheme app**, worth £480 p.a.
 - Free access to **business training sessions**
 - **Savings Advisory Service**, which enables businesses to make substantial savings that outweigh their levy payment
 - **Street Ambassador Service**, which has already proven invaluable to businesses and the public in the city centre
 - Independent businesses can benefit from being part of our **independents promotional campaign**
 - The opportunity to **shape BID spend** to help improve Leicester city centre
 - **Footfall tracking** data reports to help you understand footfall trends in the city and make smarter businesses decisions
 - Direct involvement in **BID Leicester campaigns and marketing materials**, such as the opportunity to feature in the **This Is Leicester Guide** and BID Spotlight in the **Cool As Leicester e-newsletter**.
- 

SAVINGS ADVISORY SERVICE

We are working with Meercat Associates to help businesses save money on a wide range of services including merchant fees, energy, water, waste and recycling, telecoms, insurance and much more. Hear what our levy-payers have to say about the service...

"Through BID Leicester's Savings Advisory Scheme we have made significant savings on our energy costs that we wouldn't have had the time or the knowledge to secure ourselves. I would recommend the service to all businesses – there is nothing to lose from speaking with them."

Andrea from Henry Smith and Hamylton Opticians

"I'd like to thank BID Leicester and all the team top to bottom for your advice and help on reducing outgoing costs and promoting local businesses. Such a friendly, well trained and energetic team."

Sukh from Prana Café

"We are all harassed all day with energy companies, telephone companies and banks offering us apparently better rates than we currently get. How many calls do we hang up on as busy business people? I was recommended by BID Leicester to the free Savings Advisory Service offered by Meercat. What an exceptional service it is - easy and convenient and it actually does reduce costs. I am pleased to say they found savings over and above my BID Leicester levy amount. I encourage other local businesses to try the service for themselves."

Dominic from Lumbers Jewellers

STREET AMBASSADOR SERVICE

Our Street Ambassadors' duties include liaison with BID businesses as an everyday point of contact, working with businesses to identify any issues that need to be addressed as well as communicating the latest BID projects and opportunities. They also provide a signposting service to the general public, helping to ensure that visitors to the city centre have the best possible experience.

The team have made a real difference for businesses and on the streets in the city. Some of their achievements to date include deterring shoplifters, reporting street cleansing issues, reuniting lost children with their parents and helping vulnerable people in the city centre including offering emergency first aid.

LOYALFREE APP:

LoyalFree is an innovative digital loyalty scheme which helps businesses attract new customers and encourage repeat custom via a profile showcasing their offers, a digitalised loyalty programme and more. BID levy payers can access the app, create a profile for their offers and start attracting customers for free.

There are over 3,000 engaged local users accessing 81 offers from BID Leicester businesses on the app. The most successful loyalty scheme has seen over 200 customers claiming 2,969 loyalty stamps at St Martin's Coffee shop. Other popular offers include an exclusive discount from Set which has been claimed over 200 times, and BB Brows' loyalty scheme that has been used by 334 people. We have saved levy-payers over £45,000 – the combined cost if each business paid for this service directly themselves.

UPCOMING PRJOECTS

FOOTFALL TRACKING SERVICE:

We are working with Springboard to provide performance footfall, wi-fi monitoring and visitor intelligence services for Leicester city centre. This technology will provide a greater understanding to city centre activity, including the typical journeys of pedestrians within the BID area as well as the volume of visitors. The data collected is scrambled at source so it cannot be used to identify individuals. This data will help levy-payers in understanding peak times in the city centre, which can help them with planning marketing and promotions, events and staffing rotas.

INDEPENDENTS CAMPAIGN:

We recognise that independent businesses attract people to the city centre and are committed to helping promote them. We will fund a promotional campaign to highlight independents in the city, including creating a independents brand and website alongside a PR and advertising campaign.

INVESTING IN THE NIGHT-TIME ECONOMY:

We are in the process of applying for Purple Flag accreditation for the city. We will use this framework to invest in projects that will address the needs of businesses who operate in the night-time economy and the people who use the city at night.

BUSINESS TRAINING:

We will continue to provide free training courses for levy-payers. To date, over 100 delegates from 26 different BID businesses have attended our courses with feedback data showing 84-95% satisfaction from attendees. More training sessions will be scheduled in 2019.





If your businesses is within the BID
area and you would like to discuss
becoming a voluntary levy-payer,
get in touch: info@bidleicester.co.uk

Larger businesses outside of the
BID area can also opt-in.
Please get in touch to enquire.