

## Background

Redditch BID are seeking the views of businesses regarding the renewal of the town centre Business Improvement District. The consultation period will last for approximately five months during which time there will be ample opportunity for every business in the town centre to contribute their thoughts, comments and ideas on a second term BID Business Plan, a plan that would form the basis of the business priorities for the next 5 years.

This information sheet explains the background to how we have reached this stage of the process and also shows how we will encourage the crucial involvement of our businesses within this consultation.

### A REMINDER ABOUT REDDITCH BID

The BID is a business-led and business funded body, which was formed in 2019 to deliver a range of improvements within the town centre. The BID generates approximately £250,000 per year towards a range of projects aimed at boosting town centre footfall and trade.

### SO WHY ARE WE BEING ASKED TO RENEW THE BID?

There are over 320 BIDs across the UK and, under current law, they cannot exist for a term of longer than 5 years and are required to test business support towards them continuing to operate through a ballot of eligible voters. A very high proportion of the existing BIDs have operated for longer than the first 5 year term, having received further mandates from their local business community.

### WHICH AREA WOULD BE COVERED?

It is suggested that the area covered by a renewal BID should be slightly expanded from the existing BID boundary, however the area proposed remains open to consultation with businesses. The current BID area is available to view on our website.

### WOULD ALL BUSINESSES BE LIABLE TO PAY THE BID LEVY?

In principle yes, although maintaining the current exemption level of those businesses with a rateable value of less than £5,000 is being considered, which means that small businesses which fall under this threshold would not be liable to pay the levy.

### HOW CAN I TELL YOU ABOUT THE PROJECTS THAT I WOULD LIKE TO SEE?


We will be carrying out a detailed survey in the coming weeks to establish business views on the projects which might be included within the renewal plans and this will be followed by detailed and ongoing consultation with businesses. The link to the survey is as follows:

<https://www.surveymonkey.com/r/REDDITCHBID>

We will also set up drop in sessions as well as meetings to allow as many businesses as possible have their say.

### WHERE CAN I GET FURTHER INFORMATION?

We want the views of as many businesses as possible in helping shape the proposals and would urge you to get in touch with us via the details shown below:

 01527 384000

 [hello@redditchbid.co.uk](mailto:hello@redditchbid.co.uk)

 [redditchbid.co.uk](http://redditchbid.co.uk)

### HOW ARE BIDS FUNDED AND SET UP?

A BID is funded by businesses paying a small proportion of their business rateable value towards the BID. This money is then ring-fenced for use only in the BID area, unlike Business Rates which are re-distributed by Government.

### HOW MUCH WOULD IT COST MY BUSINESS?

Businesses are being asked to maintain the current levy of 2%, The below table gives you a guide to how much this will cost your business.

Rateable Value	Cost Per Year	Cost Per Week
£7,500	£150	£2.88
£25,000	£500	£9.62
£75,000	£1,500	£28.85

A 10% discount is also being considered for tenants of the Kingfisher Shopping Centre to reflect the fact that they already pay a service charge.

## Projects and Events

Redditch BID has delivered a number of popular events, including;

- **Redditch Business Awards**
- **Christmas Lights Switch On**
- **Christmas Extravaganza Show**
- **The Food Festival and Coronation**
- **Beach on the Green**
- **The Classic Motor Show**
- **The Eastern Festival**

Events have been an important part of our efforts to bring additional footfall into the town centre, and promote Redditch as a destination. We have successfully run several high profile events throughout the past few years, attracting thousands and improving trade for our members.

### Events in the Kingfisher

Activities inside the Kingfisher have included Batman and the Batmobile as part of the Redditch Classic Motor Show.

Batman was a massive hit as he spent a day away from fighting crime in Gotham City to mingle with the Redditch Community and visiting the great range of businesses we are home to.

More recently, we hosted Titan the robot and a meet & greet by Peter Andre as part of the Christmas Lights Switch On.



The Batmobile (above) at the Redditch Motor Show 2023, and a winner (left) at the Redditch BID Business Awards 2023.

### Redditch BID Launches Free PAT Testing for its Members

The initiative aimed to assist local businesses in meeting legal their requirements and ensuring the safety of their electrical equipment.

By offering this service free of charge, Redditch BID aims to alleviate the burden of additional costs for its members and enable a safer business environment for the entire community.

### Savings with Place Support Partnership

A partnership with PSP to help local businesses save on costs when considering new contracts and choosing suppliers, helping them navigate the current energy crisis, and achieve the best value on services such as electricity, gas, water, telecoms, and merchant services.

## Looking ahead...

As we look at alternative initiatives to support our members, we are working with the Kingfisher Shopping Centre, Redditch Borough Council, and West Mercia Police to launch the following in the months ahead.

- **Radio System** - To enhance communications between security, police and the tenants.
- **DISC - ShopWatch** - To upload and share data and images of known shoplifters and criminals.

## Communication, marketing and lobbying

We are the voice of our members, seeking to reveal their talents and shine a spotlight on the town. We have promoted the town through destination marketing and digital communication.

### Promoting our members through the Discover App

To promote our members, Redditch BID partnered with Discover to bring a free app dedicated to enhancing the experience of the local area.

Featuring the unique restaurants, to stunning architecture, discover showcases all that you can shop, eat and do across Redditch. Whether you're planning a visit or rediscovering your home town, Discover is a handy addition to your visit.

## Safe, clean and welcoming

It is important to showcase a clean, safe and welcoming environment. Working with public agencies, we can build on the work they do to further improve our town.

### Store Detective

Based on feedback from our members regarding the increase in theft and ASB in stores, we introduced a store detective in December 2023.

The feedback by businesses has been very positive as the store detective promotes a safer trading environment.

### Upgraded CCTV

In partnership with Redditch Borough Council, Redditch BID is funding an upgrade to the town centre's CCTV.