

Background

Redditch BID is seeking the views of businesses and organisations regarding a second term for the town centre Business Improvement District. This consultation will last until mid-late March, during which time there will be ample opportunity for every business in the town centre to contribute their thoughts, comments and ideas on a new BID Business Plan, which would form the basis of the business priorities for the next 5 years.

WHAT THE BID ALREADY DOES FOR YOU

The BID already provides a range of activities which have been shaped by businesses and organisations and which make the town centre a cleaner, safer, more vibrant and better place, including the following:

- Arranging a detailed programme of events and activities such as The Christmas Lights Switch On, Redditch Business Awards, The Food Festival, Beach on the Green, The Classic Motor Show, and The Eastern Festival
- Organising a business cost savings programme which to date had identified £68,721 of savings for businesses
- Promoting businesses through the Discover app
- Improving security through CCTV upgrades and the provision of a Store Detective
- Providing services to businesses, such as free PAT testing
- Lobbying and Representation to ensure that your voice is heard

The purpose of the current consultation is to gain your views on which of these improvements should continue and what else the BID should consider doing to boost the business performance of your business and the town centre over the next 5-years.

HOW YOU CAN TELL US ABOUT THE PROJECTS THAT YOU WOULD LIKE TO SEE

We are asking all city centre businesses and organisations to take 2-3 minutes to complete a survey to let us know what you consider our priorities should be and you can do this by following the link below:

www.surveymonkey.com/r/REDDITCHBID

WHERE CAN I GET FURTHER INFORMATION?

You could find out more by arranging a visit from a member of the BID team.

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
- 🌐 redditchbid.co.uk



THE PROCESS FROM THIS POINT

Following the ongoing period of consultation, we will be in a position to launch the Business Plan for a possible BID second term, which will include full details of how the BID could continue to operate and also fully-costed proposals for the projects which businesses have identified as being most important for the town centre.

All eligible businesses will then have the ability to vote on this plan and the following timescales will apply:

May 2024	Business Plan launched
Early June 2024	Ballot papers will be issued to businesses along with a copy of the Business Plan and a reply-paid envelope to use when casting your vote.
4th July 2024	Closing date for return of postal votes and announcement of the ballot result.