

SHREWSBURY BID



# BUSINESS PLAN

2024-2029

PROPOSAL FOR THE RENEWAL OF SHREWSBURY  
BUSINESS IMPROVEMENT DISTRICT



# CONTENTS

INTRODUCTION	3
WELCOME TO SHREWSBURY	4
TEN YEARS OF SHREWSBURY BID	6
PROMOTING	8
SUPPORTING	10
REPRESENTING	12
YOUR VIEWS	14
OUR PRIORITIES FOR BID3	16
ORIGINAL SHREWSBURY	18
SAFER SHREWSBURY	20
WORK IN SHREWSBURY	22
FUTURE SHREWSBURY	23
FINANCE	24
KEEPING YOU UPDATED	25
MANAGEMENT & GOVERNANCE	26
WHAT IS A BID?	28
LOTS TO LOSE WITHOUT THE BID	29
YOUR BID TEAM	30
BID AREA	31

# SHREWSBURY BID

## THE NEXT 5 YEARS

**Coming to the end of our second term, representing almost 10 years of Shrewsbury BID, it's appropriate to look back and reflect on the positive impact of our many projects upon the Shrewsbury business landscape.**

From town cleaning, crime prevention and the brilliant Shrewsbury Rangers to activities that make the town more welcoming - our town dressing and window displays, Wayfinding system and visitor campaigns - we pride ourselves in ensuring maximum value for our levy payers.

During the pandemic, Shrewsbury BID was a vital and valued source of information and played a key role in the reopening and relaunching of the town with our 'Shrewsbury's Open' campaign.

The marketing of our town was virtually non-existent prior to the BID. When we started, back in 2013, businesses told us they wanted Shrewsbury to have a presence to compete with top tier destinations. I think it's fair to say we've done this! You just have to look at how busy and vibrant the town feels at weekends.

Through strong partnership working with local stakeholders, we make sure the business community has a strong and influential voice in matters affecting the town centre, so that we can make a positive contribution to future decision-making as the town develops. We get more done by working together!

We look forward to an exciting third term ahead.

**Looking forward to our next five years, I'm pleased to confirm that Shrewsbury BID is in a strong position.**

During our second term, we have invested over £2.5m into projects which promote Shrewsbury, enhance the town centre and represent local businesses on the issues that matter most.

We are a powerful and well-respected voice in town, thanks to our public-facing Original Shrewsbury social media, which reached 6.5m people last year, and our lobbying work with local councils and partners in support of the local business community.

We have built significant networks over time which enable us to move forwards confidently with key projects as well as respond to issues as they arise.

We're proud of the many projects led by Shrewsbury BID that make our town an even better place to visit and do business, promoting the town, improving the visitor experience and representing and supporting our business community.

The future is bright for Shrewsbury; with our wonderful mix of businesses and welcoming and supportive atmosphere for new enterprise, we're well-placed to thrive. A vote for another five years will mean another £3 million invested in our town centre.

With Shrewsbury featuring heavily in the national press over the past year, there's a sense that we are finally getting on the map and we're looking forward to helping our business community flourish over the next five years!



**Miles Matthews**

Chair of Shrewsbury BID  
& owner of The Prince  
Rupert Hotel



**Seb Slater**

Executive Director  
of Shrewsbury BID

# WELCOME TO SHREWSBURY

There's no doubt about it, it's an exciting time to do business in Shrewsbury. Our town is gaining huge recognition on a national stage, thanks to recent filming and visits from national journalists and influencers. As well as being a haven of independent businesses we continue to attract national brands to Shrewsbury and we are adapting to post-Covid changes, with great opportunities for co-working and working from home.

Shrewsbury is a fabulous place to live and work, with our mix of historic buildings, beautiful green spaces and riverside leisure amenities.

Cultural life is vibrant, with events in music, the arts and theatre - many internationally renowned artists have chosen to make Shrewsbury their home, enriching local life with exhibitions and art fairs. Our food and drink scene is thriving too, with some really interesting and unique businesses moving into town. And we have a busy festivals calendar and wonderful history and ghost tours, boat trips and other themed trails including the new Heritage Trail.

Shrewsbury BID was set up in 2014 to help improve the town centre and make it a more attractive place to do business and more enticing to investors. Over the past 10 years, we have played a key role in the place shaping agenda - working with

partners to develop the well regarded Big Town Plan which is beginning to attract significant external funding into the town. We have invested in marketing and promotion to drive footfall and spend in the town centre. And we have built strong relationships with government and industry partners at local, regional and national level.

In the last five years, for every £1 generated by the levy, we've attracted an additional £1.10 investment into the BID, which maximises our members' investments and brings the total invested into our work during the second term to £2.5m.

This allows us to deliver more and wider-ranging projects - as we gain more experience in undertaking activities which have the most value for businesses.

There are exciting developments on the horizon with government funding now secured to bring forward the Riverside Smithfield development - there is much to look forward to, and Shrewsbury BID expects to play a key role going forward.

This Business Plan sets out the priorities of the business community and our strategies for improving the town centre and its services, as we continue to strive for strong and effective operations and management, communications and reporting. And to always ensure that we do the very best job possible in supporting and nurturing our business community.

“ THE BID PROJECTS HAVE BEEN ABSOLUTELY GREAT AND CREATED A REAL BUZZ AROUND TOWN - AS TRADERS, WE'VE CERTAINLY SEEN THE VALUE OF PROJECTS SUCH AS ORIGINAL SHREWSBURY AND THE SHREWSBURY RANGERS.

- ANNA KAYIATOU, OWNER OF DUTCH LIVING









# 10 YEARS OF SHREWSBURY BID





The past 10 years have seen us deliver on the pledges we have made in previous Business Plans - to enable positive change and tackle issues that matter most to businesses within the town centre.

“ THE BID HAS BECOME A VITAL PART OF THE FABRIC OF SHREWSBURY - THEY LISTEN, THEY RESPOND, THEY ACT DECISIVELY AND IN OUR COLLECTIVE INTEREST

- GILL GRADWELL, COOKING KNEADS



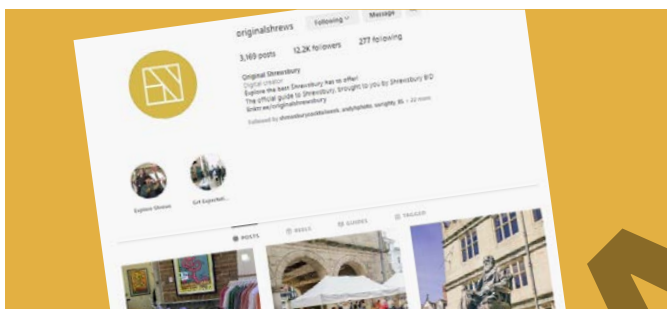


# PROMOTING

Shrewsbury BID professionally promotes the town and delivers exciting new activities to attract new visitors and customers. We are committed to growing the profile of Shrewsbury to attract visitors and new investment to our wonderful town and have invested over £1 million into projects which promote Shrewsbury during our second term.

“ WE WERE OVERWHELMED BY THE RESPONSE ON ORIGINAL SHREWSBURY SOCIAL MEDIA WHEN WE LAUNCHED AND SAW HUGE INTEREST FROM CUSTOMERS AS A RESULT. IT GAVE US A FLYING LIFT-OFF

- JACK BROOKS OF PIECES FOR PLACES

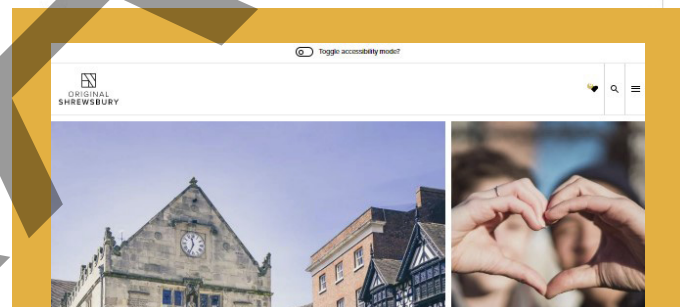


## SOCIAL MEDIA

- 44K followers on Original Shrewsbury social media channels
- 23K followers on Original Shrewsbury Facebook
- 9K followers on Twitter
- 12K follows on Instagram
- Followers have increased by 50% in five years
- Posts reached 6.5 million last year!

## ORIGINAL SHREWSBURY WEBSITE

Our digital ‘shop window’ is visited by on average 27K people a month. With 320K visitors last year - that’s an increase of 36% since 2019! As the town’s official visitor website, it received over 810K page views in 2022. This includes 205K for business profiles, 200K views for our events listings and 121K for our features. Now with a fresh new look, it’s the ‘go-to’ destination for people searching for Shrewsbury on the internet and an important channel for promoting businesses and events.



## TOWN CENTRE FUN

Our activities such as big screenings of The Coronation and Wimbledon at Shrewsbury Castle, or the Easter egg trail, huge pumpkin, ‘Sofa Sundays’, games and live music in The Square, encourage footfall and repeat visits to town - and make for a lively atmosphere in the town centre.

## SPOTLIGHT ON SHREWSBURY

We were pleased to assist with logistics during the filming of BBC One’s Great Expectations and The Apprentice. Our partnership work with Film Shropshire and Visit Shropshire will lead to an even greater spotlight on Shrewsbury in the future, nationally and internationally, with several major projects to follow.







## POSITIVE PR

National press trips and influencer coverage has seen a marked increase in coverage of Shrewsbury in the national press in 2022, with pieces in most national newspapers - thanks to our ongoing work with PR agencies and journalists.

## TOWN DRESSING

You'll have noticed some of our campaigns to make Shrewsbury look its best - from our Christmas trees, hanging baskets, flags and bunting across the town and the flags along High Street to our work with artists for the Mini Mural Trail on Openreach boxes, and vacant window displays.



## TOWN TRAILS

Our new Shrewsbury Heritage Trail map aims to introduce visitors to our distinct history. We also launched a Mini Mural trail after Covid, and support the Shrewsbury Arts Trail sculpture trail and the tennis ball trail during the World Tennis Tour event. Working with The Shrewsbury Biscuit Podcast, we have also created new audio tours of town.



## VIDEO & PHOTOGRAPHY

We work with the best photographers to showcase Shrewsbury in high quality images - including supporting business with assets to use in their own marketing. Our highly successful seasonal videos reach hundreds of thousands of people, including 'Find Magic in Shrewsbury this Christmas' by local filmmaker Aaron Child which attracted nearly 143K views.



## ORIGINAL SHREWSBURY NEWSLETTER

Our consumer-facing monthly newsletters highlight seasonally appropriate features and news, new businesses and key events. We have 3.3K subscribers across the UK, a smattering abroad, a 43% open rate, and a 22% click rate.



# SUPPORTING

Shrewsbury BID works with partners to continually enhance the attractiveness and safety of the town centre. We have implemented a raft of high profile projects over the past 10 years and are committed to supporting businesses by responding to their concerns and delivering safety, cost saving, training and place improvement projects.

“ I’M PROUD TO HAVE PROVIDED FUNDING TO HELP DEVELOP THE SHREWSBURY RANGERS PROJECT WHICH IS A GREAT EXAMPLE OF COLLABORATIVE WORKING FOR THE BENEFIT OF THE COMMUNITY

- JOHN CAMPION, WEST MERCIA POLICE AND CRIME COMMISSIONER



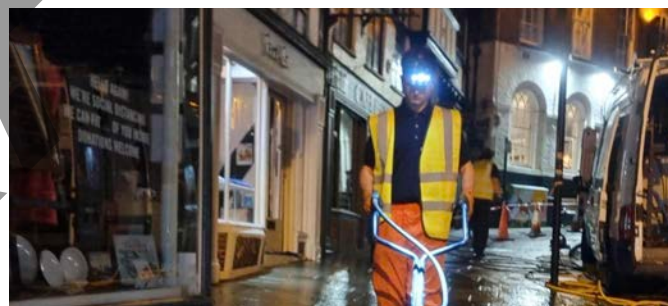
## SUPPORTING SAFETY

Currently our Shrewsbury Rangers are patrolling the town centre 7 days a week, acting as a visible deterrent to help reduce crime and anti-social behaviour in our town, as well as acting as a reassuring presence to the public. Funding was secured by Shrewsbury BID from Shropshire Council and West Mercia Police & Crime Commissioner’s Safer Streets programme. It’s a great example of our collaborative approach to town centre improvements.

‘Alternative Giving’ windows are also in place with the purpose of diverting on-street giving to local support charities whilst making begging a less lucrative prospect in the town centre.

## CLEAN AND TIDY SHREWSBURY

Our cleaning and improvement projects enhance the town centre environment, complimenting statutory Shropshire Council services. Shrewsbury BID undertake deep cleans of main town centre streets including pavement jet and steam cleaning, bin restoration, graffiti removal and painting. We work to highlight areas requiring improvements to Shropshire Council, working directly with relevant teams, and as part of the problem solving and improvement partnership ‘Team Shrewsbury’.



## WELCOMING VISITORS

The Original Shrewsbury Ambassadors provide visitors to Shrewsbury with a warm welcome and a wealth of knowledge about the town during weekends in the summer months. We provide them with eye-catching uniforms, maps, guides, information and radios - plus the all-important Ambassadors’ handbooks! We also collect feedback from visitors in regular surveys to share with partners.

## SHREWSBURY WATCH

Shrewsbury BID manages the town radio scheme, connecting businesses to CCTV control, police, Rangers, and other businesses which contributes to reducing low-level crime and antisocial behaviour in the town centre. We also provide members with access to the DISC information sharing app for Pubwatch and Shopwatch. We’re proud of retaining our Purple Flag status as a town – an award that recognises a safe and successful night-time economy. We also work proactively with partners on anti-spiking and river safety campaigns to help make the town safer for all.







## KEEPING BUSINESSES INFORMED

We pride ourselves on gathering and communicating important information to our businesses in a timely and digestible format - including legislation changes, Covid and flood grant support, project updates and consultations. Nearly 300 email updates have been sent to businesses since April 2019.



## VARIETY AND VIBRANCE

The Original Shrewsbury Grant Scheme awards £10K every year to activities that bring variety and vibrance to Shrewsbury town centre, encouraging more footfall, longer dwell time and repeat visits. Recent projects to benefit include: Shrewsbury Piano Day, the John Weaver Dance Festival, Sunday Beer Tour, Secret Artist Sale and Making our Mark workshops.



## NEW BUSINESS PROMOTION

We support new member businesses with Instagram takeovers which have with an average reach of 17K and over 400 engagements. New businesses also benefit from introductory posts on Original Shrewsbury social media with an average reach of 40K. This promotion via our well established Original Shrewsbury platform helps businesses to build their brand within the town and reach potential customers as soon as they open.

## FREE TRAINING & COST SAVING

We provide regular, free first aid training with 230 spaces taken up since 2019, along with other staff development opportunities, including social media, marketing and retail monitoring. We've made cost saving experts available BID members to review bills, identify savings and reduce costs. Discounts are also available on waste contracts, Christmas trees and hanging baskets.



## RIVER SAFETY

Shrewsbury BID works with partner agencies to take action to improve river safety. Under the Shrewsbury Watch banner, we have initiated an in-venue poster campaign encouraging people to find a safer route. We have also commissioned 3 short videos to be released in April 2023 to encourage safe use of the river. Shrewsbury Rangers also have a role to play in river safety by patrolling bridges and escalating concerns to appropriate agencies.



# REPRESENTING

Shrewsbury BID represents the needs and concerns of our 500+ members - we are a truly business-led partnership and your interests are our interests. Our town works better when we all work together and Shrewsbury BID is able to provide a strong and representative business voice on issues affecting the town centre.

“ SHREWSBURY BID’S PARTNERSHIP WITH FULL FIBRE WILL VASTLY IMPROVE THE CONNECTIVITY AVAILABLE TO OUR BUSINESS AS WELL AS HELPING US MAKE A SIGNIFICANT COST SAVING

- ANDY UNDERDOWN, TANNERS WINE

## Town centre ‘open as usual’ after hotel hit by bomb scare

SHREWSBURY, Shropshire - A bomb scare at the town's largest hotel, the Grosvenor, has not stopped the town centre from being 'open as usual'.

The Grosvenor hotel, which is a Grade II listed building, was hit by a bomb scare on Tuesday afternoon. The scare was reported by a member of the public who saw a suspicious object in the hotel's courtyard.

The police have been investigating the scare since it was reported. They have not yet identified the person who reported the scare.

Despite the scare, the town centre remained open as usual. The Grosvenor hotel is currently closed for business.

## Businesses still waiting for more details on support with energy bills

By James Hall, Business Reporter, 14th April 2022

Businesses are waiting for the Government to provide more details on the proposed support for businesses with rising energy bills.



## GIVING BUSINESSES A VOICE

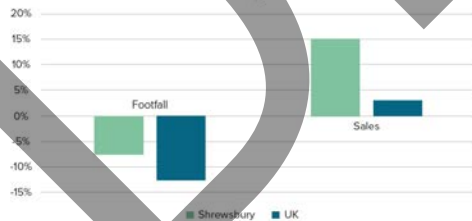
We ensure businesses are strongly represented in discussions with partners and in the local press on issues such as car parking and CCTV, with nearly 300 pieces of local press coverage in 2022 alone. Recently, we supported the introduction of cheaper bus fares.

## LISTENING AND RESPONDING

Throughout the current Pedestrian Friendly Shrewsbury trial, we have collected data and listened to feedback from businesses and shared this with our partners, including Shropshire Council.



December 2022 Sales and Footfall vs 2019  
Shrewsbury vs UK



## MEASURING FOOTFALL & SALES

By keeping a close eye on footfall data recorded by Springboard cameras on Shrewsbury High Street we are able to compare this with previous years and national figures. This allows us to monitor visitor behaviour and provide businesses with valuable insights. We also report on the Beauchair retail sales data, which allows us to monitor and comment on consumer spending in our town. Latest figures show we are outperforming the national average!

## IMPROVING CONNECTIVITY

We are committed in our new business plan to work with Full Fibre and landlords to install a new fibre network which will see connectivity and speeds available to town centre businesses dramatically improved.







## WAYFINDING

Shrewsbury BID has led on the design of a transformational new wayfinding system to help people navigate our beautifully quirky town with its unique mediaeval street pattern. The 20 new wayfinding totems give a stronger sense of place and make a positive addition to the Shrewsbury streetscape. This was achieved by working with upwards of 20 stakeholders.

## BIG TOWN PLAN

Shrewsbury BID is a key player and gives a strong business voice in this exciting partnership with Shropshire Council and Shrewsbury Town Council. The Smithfield Riverside project has recently been awarded £18.7m of government investment from the Levelling Up Fund in 2023 and will regenerate a significant area of the town centre.



## AN EYE FOR SUSTAINABILITY

We supported the setup of Shrewsbury Cup, the UK's first town centre deposit return scheme, used by 30 local businesses - and also the Shrewsbury Rickshaw service, run by Shropshire Cycle Hub, which reflects our commitment to encourage active travel in the town centre.



## PROFESSIONAL STANDARDS

Shrewsbury BID has been recognised for its high standards of transparency and responsible governance, following an independent review process. In 2022 we received a national accreditation for Business Improvement Districts - the BID Foundation's Industry Standards.



A community  
of practice,  
leading  
the evolution  
of BIDs.



# YOUR VIEWS

Shrewsbury BID is committed to delivering projects and services for your benefit so it is important that we understand what is of greatest value to you.

We ran an extensive consultation process during February and March 2023 to communicate with all businesses who will be eligible to vote in the renewal ballot.

A printed version of the consultation document was delivered to 100% of business voters. A digital version was emailed to our business database and was made available on our website.

We followed up on this with direct contact and had engagement with over 70% of voters.

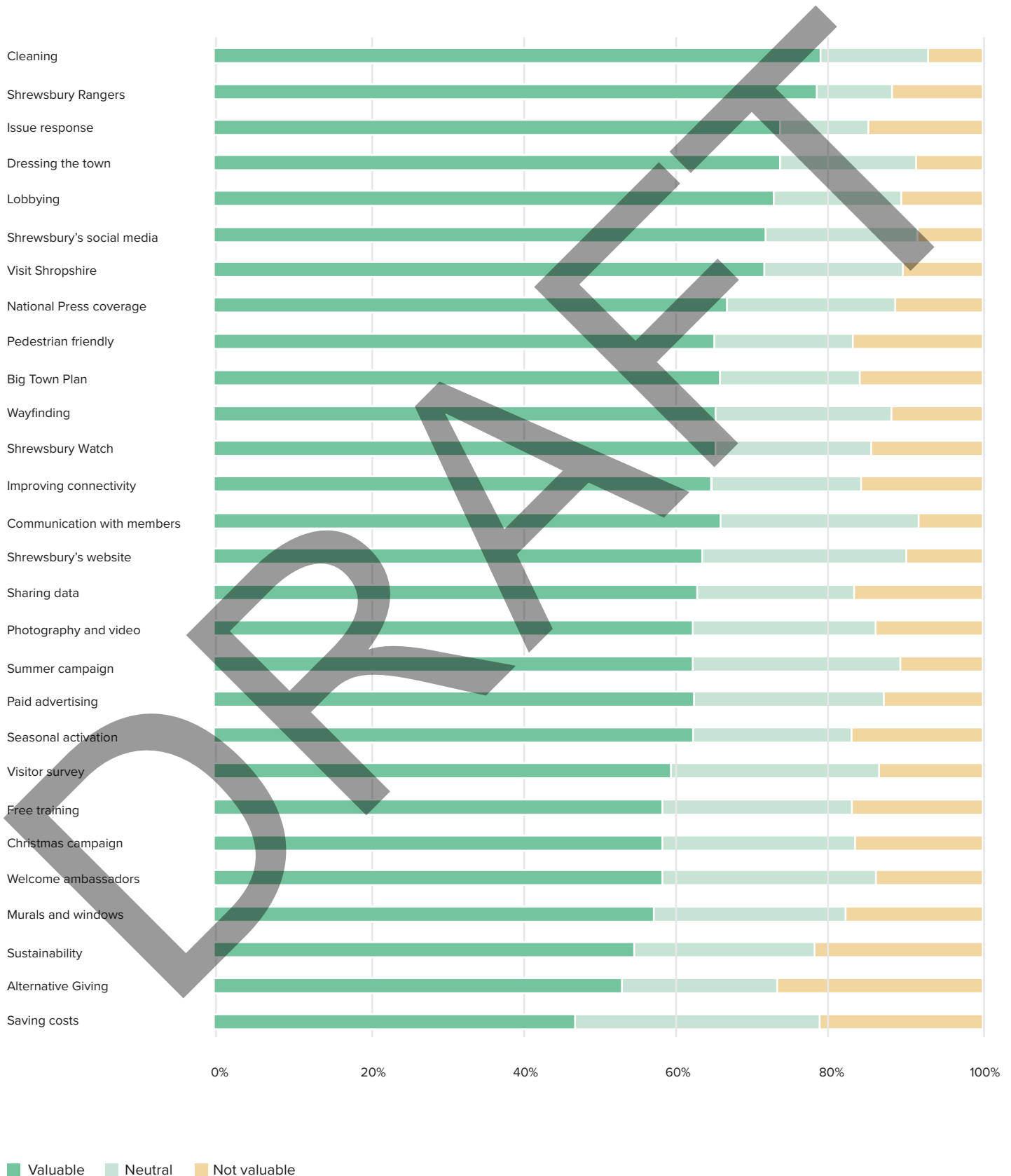
“ WE REALLY WELCOME BEING GIVEN THE OPPORTUNITY TO COMMENT ON KEY ISSUES AFFECTING OUR TOWN AND TO SEE OUR PRIORITIES REFLECTED IN THE BID’S PROGRAMME OF WORK

TBC





# HOW YOU RATED BID2 PROJECTS



Over 125 businesses responded to our consultation survey in February and March 2023 and were asked to rate our BID2 projects on a scale of 1-5 with 1 being not very valuable, 5 being very valuable and 3 being neutral. The results of this survey are summarised above.



# PRIORITIES FOR THE NEXT 5 YEARS





A third term for Shrewsbury BID will see us looking forward and building upon the platform that we have developed over the past 10 years.

Our integrated approach will see us anticipate problems before they occur - tackling anti-social behaviour in a proactive manner, for example - and working in collaboration with our partners to keep ahead of challenges.

You can expect more exciting and eye-catching projects that enhance the visitor experience. And we promise to stay closely in touch with our business community and contribute positively to the trading environment, through professional leadership and representation.

We'll make sure Shrewsbury truly is a place where everyone feels welcome and included.

“ WE FEEL IN SAFE HANDS WITH THE BID AND TRUST THAT IT WILL WORK CLOSELY WITH BUSINESSES TO STAY AHEAD OF THE CURVE - AND SHAPE THE FUTURE OF OUR TOWN FOR THE BENEFIT OF ALL

- JOHN HALL, WRITE HERE



# ORIGINAL SHREWSBURY

Projects to attract more people into the town centre and maximise the visitor experience  
OVER FIVE YEARS: £750,000

“ IT’S BEEN GREAT TO SEE SHREWSBURY PROMOTED AND RECOGNISED ON THE NATIONAL STAGE - MORE OF THE SAME PLEASE!

- KATE GITTINS, SHREWSBURY MARKET HALL

## WEBSITE, SOCIAL MEDIA & DIGITAL ADVERTISING

We’ll continue to keep people informed, introducing Shrewsbury to new people and improving the user experience - as well as being the town’s go-to platform for business profiles and What’s On content. We will build on our huge platform of 6.5million views on social media and our expertise in user engagement to further leverage our channels for the benefit of local businesses.

## TOWN CENTRE DRESSING

We love making the town a more fun and welcoming place for customers to visit and an attractive place to live and work by making Shrewsbury look its best. And with a raft of successful campaigns behind us, we know what works and how to achieve it - but we’re always open to new ideas!



## TOWN CENTRE ACTIVITIES & CAMPAIGNS

We’ll continue to run activities and campaigns to attract visitors to the town centre and improve the experience for those already here. Supporting local talent, we’ll make sure there’s something for everyone in Shrewsbury. We’ll also be keeping an eye on accessibility and inclusivity, to make sure everyone feels welcome in our town.

## VISITOR ECONOMY PARTNERSHIPS

We will collaborate with our partners at Visit Shropshire to grow the visitor economy and run bigger destination marketing projects. It’s not just about the BID delivering projects by ourselves, we’ll work with the most appropriate partner agency to further the town’s UK profile.

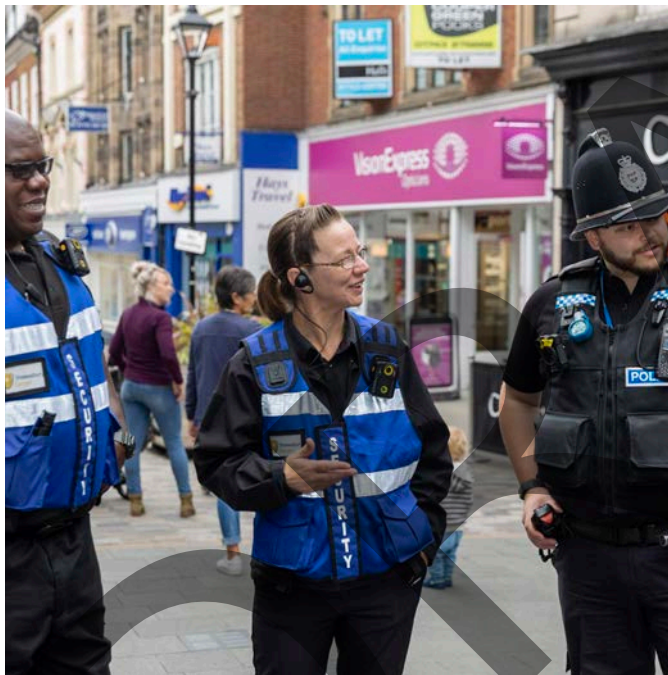


# SAFER SHREWSBURY

**PRIORITY:** Working with partners to ensure the safety and attractiveness of the town centre  
**OVER FIVE YEARS:** £750,000

“ WE’RE DELIGHTED TO SEE THE BID IS COMMITTED TO CONTINUING ITS WORK ON THE SAFETY OF THE TOWN, PARTICULARLY THE CONTINUATION OF THE SHREWSBURY RANGERS TEAM

- ELISA LEWIS, MARKS & SPENCER



## SHREWSBURY RANGERS

Working closely with West Mercia Police, we’ll continue to provide a proactive presence in the town centre to deter anti-social behaviour and crime, as well as providing a friendly face and welcome to customers and businesses alike. We will explore opportunities with Shropshire Council and Shrewsbury Town Council to enhance the scheme further.

## CLEANING AND PLACE IMPROVEMENT

A clean and attractive environment is an essential part of creating a safe town centre. As well as working closely with partners, we will initiate our own projects such as an Annual Spring Clean project to keep our town centre looking its best.

## TEAM SHREWSBURY AND PURPLE FLAG

Shrewsbury BID will continue to play a key role within the Team Shrewsbury partnership, representing businesses and working together to create a safer Shrewsbury. We will coordinate the Purple Flag programme of continuous improvement to support a safe and vibrant night time economy. We will continue to work to reduce begging through the Alternative Giving scheme.

## SHREWSBURY WATCH

Shrewsbury BID manages Pubwatch and Shopwatch, a safety partnership run by members aiming to make Shrewsbury a safer place to live, work, and visit. Members have free access to DISC information sharing app and can hire a radio to connect to the radio system to share real-time safety information between businesses, CCTV, the Police, and Shrewsbury Rangers.





# WORK IN SHREWSBURY

A new programme of activity to attract and nurture our workforce and student community  
OVER FIVE YEARS: £450,000

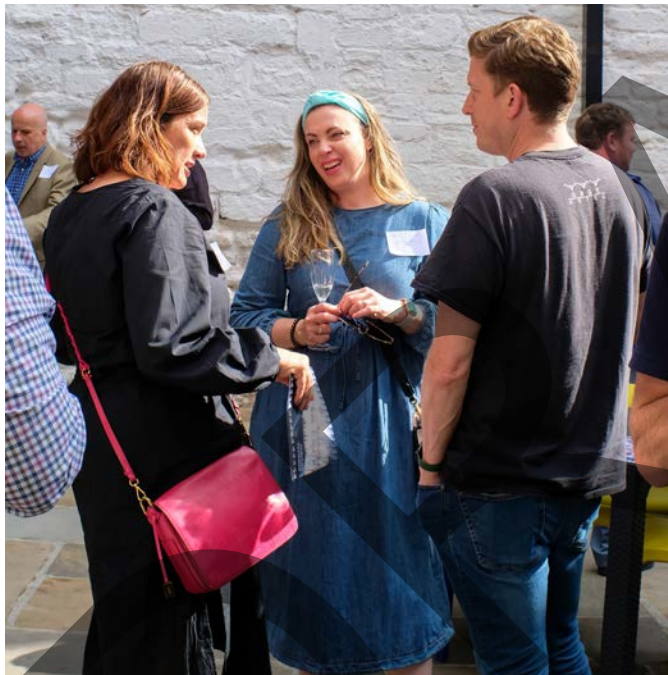
“ WE ARE REALLY PLEASED TO SEE A NEW PROGRAMME OF ACTIVITY FOCUSED ON SUPPORTING PEOPLE WORKING AND STUDYING IN THE TOWN CENTRE WHICH WILL HELP MAKE THE TOWN CENTRE AN EVEN MORE ATTRACTIVE PLACE TO DO BUSINESS.

## CELEBRATING AND GROWING ENTERPRISE

Building on the success of our Original Shrewsbury platform, we will create the ultimate guide to working and setting up a business in Shrewsbury town centre.

We will showcase the amazing companies and sectors already working here - through high quality video, case studies and success stories. We'll work closely with partners at Invest in Shropshire to attract new companies, higher skilled and higher value jobs in the town centre, as well as creating the demand for new development.

We'll also run a vibrant programme of sector events supporting retention and recruitment of talent to Shrewsbury.



## SKILLS AND TRAINING

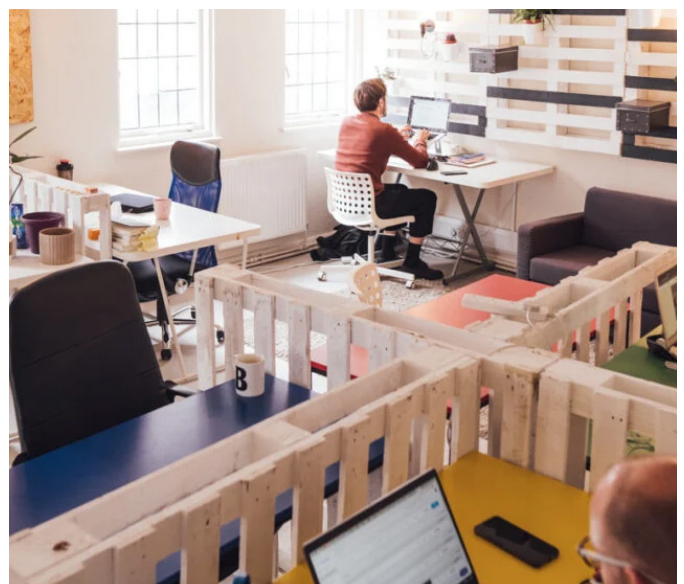
We will provide opportunities for businesses to upskill their workforce through a variety of informal workshops and external training programmes.

## STRONG BUSINESS VOICE

We'll continue to provide a co-ordinated and strong business voice on issues affecting working and doing business in the town centre such as access, car parking and flooding.

## A PLACE TO LEARN AND GROW

We will continue to work closely with our excellent local education establishments and deepen the connection with the town centre, maximising opportunities for both students and businesses.





# FUTURE SHREWSBURY

Working with partners to ensure Shrewsbury stays ahead of the curve and is successful in attracting investment  
OVER FIVE YEARS: £450,000

“ THROUGH THE BID WE HAVE A STRONG VOICE AND ARE ABLE INFLUENCE MATTERS WHICH DIRECTLY AFFECT BUSINESS AND THE FUTURE OF THE TOWN CENTRE

- DARREN TOMKINS, GINDIFFERENT

## BIG TOWN PLAN PARTNERSHIP

Working closely with both Shropshire Council and Shrewsbury Town Council, we will continue to play a key role in the place-shaping of Shrewsbury town centre - ensuring businesses have a strong voice on development. We will support and champion the Smithfield Riverside regeneration project following the awarding of £18.7m of levelling-up investment to Shropshire Council in 2023.

## GIGABIT FIBRE CONNECTIVITY

Building on the BID2 project with Full Fibre to install hugely improved connectivity for many businesses on Wyle Cop, we will work closely with landlords to roll-out gigabit fibre connectivity across the whole town centre.



## MAXIMISING INVESTMENT INTO SHREWSBURY

We will monitor funding opportunities and look to maximise investment into Shrewsbury town centre; such as match funding for BID projects, grants for businesses or improvements in the wider town centre.

## DATA AND SHREWSBURY DASHBOARD

From footfall to sales, we will continue to collect and share data with businesses and partners to enable better informed decision making for the benefit of the town centre economy.

## SUSTAINABLE TOWN CENTRE

We will provide leadership in supporting a sustainable town centre economy and provide opportunities for businesses to upskill in this area.

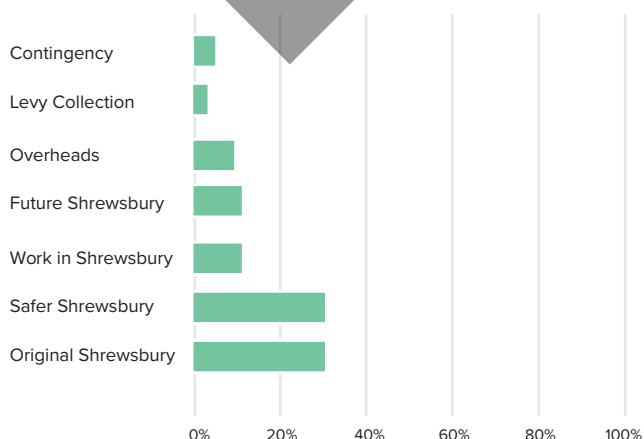


# FINANCES

	Year 1	Year 2	Year 3	Year 4	Year 5	Total	%
Levy Income	£325,000	£341,250	£358,313	£376,228	£395,040	£1,795,830	58%
Voluntary Membership	£22,000	£26,400	£31,680	£38,016	£45,619	£163,715	4%
Project Match Funding	£210,000	£210,000	£210,000	£210,000	£210,000	£1,050,000	38%
<b>Total Income</b>	<b>£557,000</b>	<b>£577,650</b>	<b>£599,993</b>	<b>£624,244</b>	<b>£650,659</b>	<b>£3,009,545</b>	<b>100%</b>

## Expenditure

Original Shrewsbury	£139,250	£144,413	£149,998	£156,061	£162,665	£752,386	25%
Safer Shrewsbury	£139,250	£144,413	£149,998	£156,061	£162,665	£752,386	25%
Work in Shrewsbury	£83,550	£86,648	£89,999	£93,637	£97,599	£451,432	15%
Future Shrewsbury	£83,550	£86,648	£89,999	£93,637	£97,599	£451,432	15%
Overheads	£77,980	£80,871	£83,999	£87,394	£91,092	£421,336	14%
Levy Collection	£12,000	£12,000	£12,000	£12,000	£12,000	£60,000	2%
Contingency	£21,420	£22,659	£24,000	£25,455	£27,040	£120,573	4%
<b>Total Expenditure</b>	<b>£557,000</b>	<b>£557,000</b>	<b>£599,993</b>	<b>£624,244</b>	<b>£650,659</b>	<b>£3,009,545</b>	<b>100%</b>



## FINANCE NOTES

1. Based on past performance, an assumed collection rate of 97% has been adopted
2. The discretionary annual inflation rate on levy income has been assumed at the maximum of 5%
3. The figures included for voluntary membership and grants and sponsorship income are estimated based on past performance but cannot be guaranteed
4. The annual levy collection charge is £12,000, which equates to 3% of levy income and £20/unit



# KEEPING YOU UPDATED

An important part of our role is to give businesses the information and intelligence they need to stay ahead. We will continue to send regular newsletters and updates from footfall and spend trends to future transport and access issues.

We make it our business to meet your business through one to one meetings, sector breakfast meetings and other forums. This ensures we constantly listen to your views so we can reflect them in our work.

Each year, we produce a detailed Annual Report to illustrate what has been achieved and what has still to be accomplished. This provides tangible progress reporting and return on investment for every business to see.

We will continue to regularly update the BID website and during 2023 we will be launching the Shrewsbury Business Dashboard which will include a wealth of data available to businesses.

We will keep you updated through:

- Email Newsletters and Updates
- Annual Reports and Meetings
- One-to-one Business Meetings
- BID Website and Social Media
- Sector Meetings and Forums
- Shrewsbury Dashboards

“ AS A MEMBER OF SHREWSBURY BID, I FEEL WELL INFORMED ABOUT THE WORK AND OUTCOMES BEING ACCOMPLISHED ON OUR BEHALF. I APPRECIATE HOW THE TEAM STAY IN CONTACT AND THEIR QUICK RESPONSE TIME TO ANY QUERIES OR CONCERNS WE MAY HAVE

- JENETTE HADLEY, LAKELAND



# MANAGEMENT & GOVERNANCE

**The management and governance of the BID will be open and transparent and will be accountable to the levy payers.**

The Shrewsbury BID operates as a company limited by guarantee and as such has a Board of Directors made up from BID levy payers. This Board takes responsibility for the strategic and financial management of the BID and will meet on a quarterly basis as a minimum.

The composition of the Board reflects the breakdown of the levy payers across the town.

Alongside the Board there will be a variety of working groups that will feed into the Board as and when required.

It is the responsibility of the Board of Directors to ensure good management of the BID. The management team will be a combination of salaried and contracted resource depending on the needs of the business during the term of the BID.

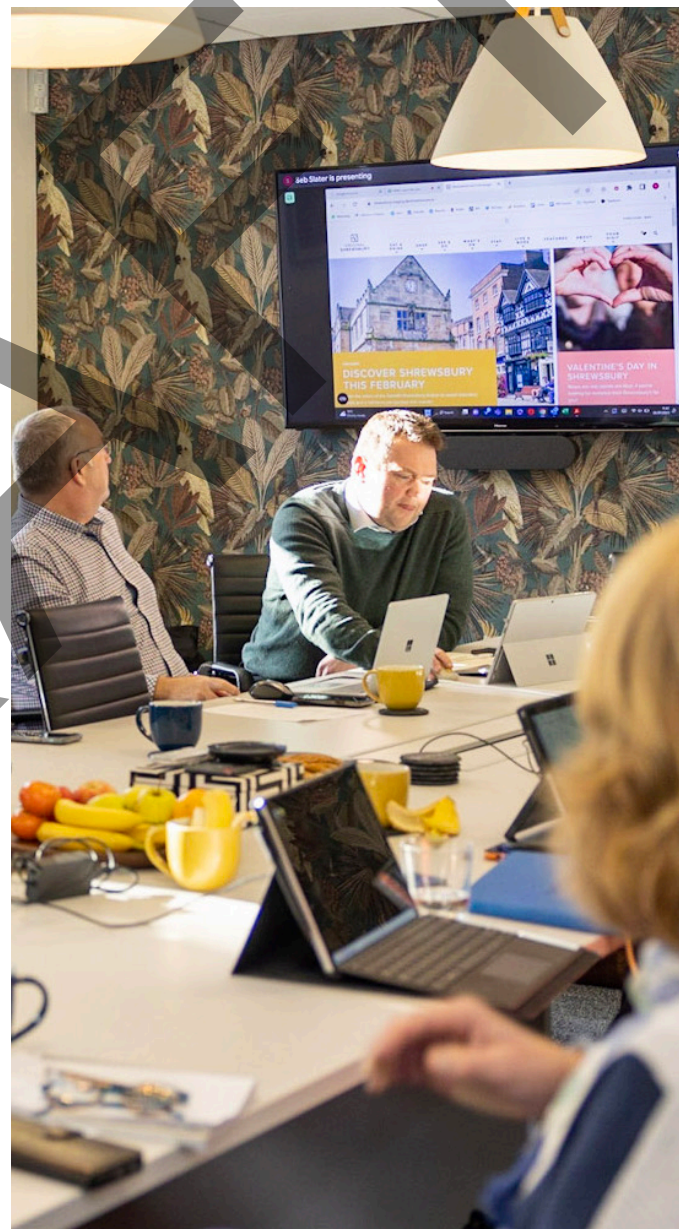
The BID will enter into two legal agreements with Shropshire Council.

A baseline agreement is in place, which sets out the minimum service standards to be delivered by Shropshire Council and Shrewsbury Town Council.

An operating agreement between the BID and Shropshire Council will define the contractual arrangements for the collection and enforcement of the BID levy collection, which will be carried out by the Council on the BID's behalf.

This contractual relationship is in line with the requirements of the BID legislation.

Copies of both agreements are available to be viewed at [www.shrewsburybid.co.uk/BID3](http://www.shrewsburybid.co.uk/BID3)







## LEVY RULES

1. The levy rate will be fixed at 1.58% of rateable value as at 1st April 2024 based on the 2023 Rating List.
2. All new hereditaments entering the Rating List after 1st April 2024 will be levied at 1.58% of the prevailing list at the start of each chargeable year.
3. The levy will be charged annually in advance for each chargeable period from April to March, starting on 1st April 2024 utilising the prevailing values on the 2023 Rating List.
4. New businesses will be charged from the point of occupation based upon the rateable value at the time they enter the rating list.
5. If a business ratepayer occupies the premises for less than one year, the levy paid will be on a daily basis and any appropriate refund will be made.
6. A threshold of £12,000 rateable value will be applied, exempting any business hereditament within the defined BID area falling below this rateable value.
7. The BID levy may increase by an annual inflationary factor of up to 5% (ie. up from 1.58% multiplier to 1.63% in year 2 and so on). The board will be required to decide on whether to apply the inflation factor each year.
8. In the case of an empty or untenanted premises, the property owner (the subsequent eligible ratepayer) will be liable for the BID levy with no void period, and will be entitled to vote in the BID ballot.
9. Non-retail charities with no trading income, arm or facilities, not-for-profit subscription and volunteer-based organisations will be exempt from paying the BID levy. No other exemptions will apply.
10. VAT will not be charged on the BID levy



# WHAT IS A BID?

A BID is a Business Improvement District that enables coordinated investment in the management and marketing of a commercial area.

Governed by legislation to ensure fairness and transparency, a BID is created for a five year period following a successful ballot.

During the term of the BID all businesses defined within this Business Plan will be required to pay the mandatory levy irrespective of whether they cast a vote in the ballot.

The current term of the Shrewsbury BID runs until 31st March 2024.

This renewal business plan seeks to establish agreement to a third term that would run from 1st April 2024 to 31st March 2029.

The ballot will run from 8th June 2023 to 6th July 2023 and require a positive majority to succeed and continue with the BID for a further five years.

---

There are over 300 BIDs operating in the UK including Chester, Bath, Worcester, Aberystwyth, Oswestry, Stafford and Leamington Spa.



SHREWSBURY BID



# LOTS TO LOSE WITHOUT THE BID

Shrewsbury BID operates within a fixed term of five years until March 2024. In the event of a NO vote, the projects and services currently delivered by the BID and detailed within this business plan would not be taken forward.

“ WITHOUT THE BID THERE WOULD BE NO ORGANISATION DEDICATED TO PROMOTING SHREWSBURY, AND AS A BUSINESS COMMUNITY WE WOULD LOSE OUR COLLECTIVE VOICE ON IMPORTANT ISSUES.

- TBC

## PROMOTING

- No Original Shrewsbury website, the definitive digital guide to the town, including business listings and events. Over 810k page views in 2022.
- No Original Shrewsbury social media
- No town dressing, such as bunting, High Street flags and filling vacant windows
- No campaigns designed to bring people to the town and visit your business, such as activations, seasonal campaigns
- No support for partners, such as Visit Shropshire and Film Shropshire

## SUPPORTING & ENHANCING

- No free access to Pubwatch and Shopwatch
- No Shrewsbury Rangers
- No Purple Flag safety activity
- No free training, including first aid
- No informative emails about flooding, business support grants, project updates, or consultations.
- No central point responding to issues on behalf of businesses, for example covid and flooding

## REPRESENTING

- No co-ordinated business voice on issues such as access, car parking and town centre redevelopment.
- No ringfenced BID local investment fund totalling £3m over the five years
- No Shrewsbury Dashboard or data on footfall and sales gathered for businesses



# OUR BID TEAM



**Seb Slater**  
Executive Director



**Emma Molyneux**  
Project Coordinator



**Stephanie Mansell-Jones**  
Business Liaison



**Imy King**  
Original Shrewsbury Content

## THE BOARD

**Mike Matthews**  
Chair

The Prince Rupert Hotel

**Ann Tudor**  
Finance Lead

Claremont Accounting

**Kevin Lockwood**  
Deputy Chair

Darwin Centre

**Catherine Armstrong**

Shrewsbury Colleges Group

**Helen Ball**

Shrewsbury Town Council

**Jonathan Soden**

The Soden Collection

**Tina Boyle**

Acoustic Boutique

**Darren Tomkins**

Gindifferent

**James Handley**

Big Town Plan

**Mark Barrow**

Shropshire Council

**James Hitchin**

The Alb and Pubwatch

**Neil Jacques**

Tesco and Shopwatch

**Dilwyn Jones**

Sabrina Boat

## BID FOUNDATION ACCREDITED

We recognise the benefit of keeping up to date with industry knowledge and best practice through a variety of industry partners including:



THE BID  
FOUNDATION



Institute of Place Management

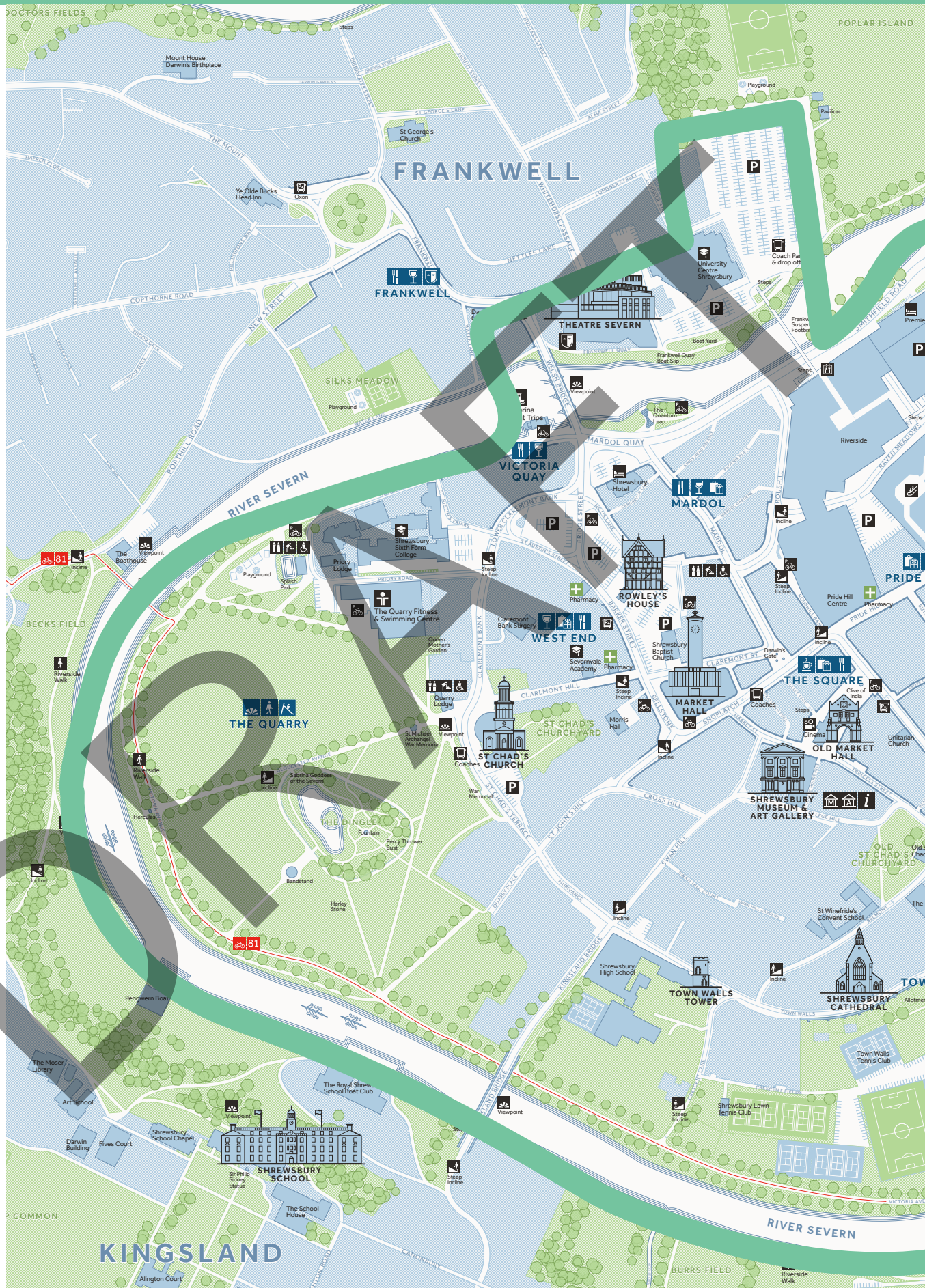


association of town & city management

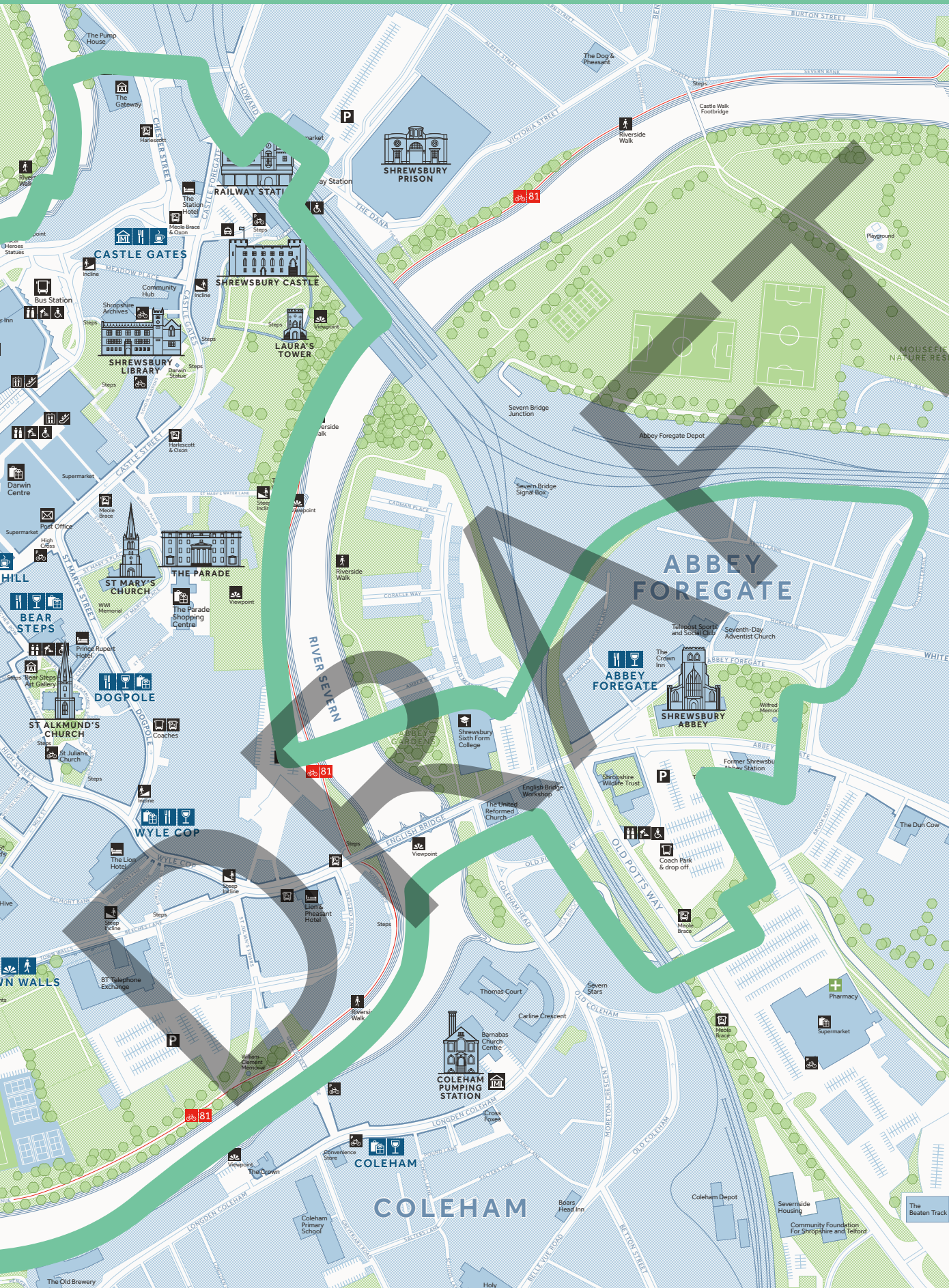












# **VOTE YES TO SECURE £3M ADDITIONAL INVESTMENT INTO SHREWSBURY TOWN CENTRE OVER THE NEXT FIVE YEARS.**

**A POSTAL BALLOT OF ALL DEFINED BUSINESS  
RATEPAYERS IN THE BID AREA WILL TAKE PLACE FROM  
8TH JUNE 2023 TO 6TH JULY 2023.**

**THE RESULT WILL BE ANNOUNCED ON 7TH JULY 2023.**

The BID ballot will be successful if the following two tests are met:

1. A simple majority by number of those voting must vote in favour
2. Those voting in favour must represent the majority of rateable  
value of those voting

**The ballot will be run by an impartial third  
party body instructed by Shropshire Council  
in line with BID ballot legislation.**

