



Supported by  
Future Bath Plus

# A Year in Review

A wide-angle photograph of a busy pedestrian street in Bath, England. The street is lined with historic, light-colored stone buildings. In the foreground, there are black metal planters overflowing with colorful flowers. People are walking in both directions. In the background, a green hillside is visible under a clear sky.

*“In 12 months we have achieved remarkable progress”*

Andrew Cooper  
Business Improvement District Manager

## Contents

Foreword	3
The Story So Far	4
BID Map	5
Financial Report	6
Managing	8
Promoting	10
Saving	12
The Year Ahead	14
Essential Contacts	15

# Bath

Business Improvement District

## Foreword

It is one year since the Bath BID came into force in April 2011 and in the space of 12 months we have already achieved remarkable progress. There are now over 620 businesses paying into the BID and we have managed to secure the engagement of a great many businesses in the wider community. However, there is still work to be done to ensure that all businesses covered by the BID understand and appreciate what the BID is, what its aims are, and how to extract maximum value from it.

I feel it is important to reiterate the BID is not an extra tax on business and does not exist to supplement the council. Bath & North East Somerset Council delivers to its statutory obligations. These obligations will be essentially the same in every other council in the UK and while the council works to maintain the city, the BID works to add value, amplify activities and initiatives and help to improve and better manage the city. Across the UK, and indeed the South West region, the popularity and introduction of new BIDs is evident with Bristol, Plymouth, Taunton, Exeter and Falmouth all operating a BID system.

The Bath BID agreement is to deliver on three fronts; to Manage, Promote, and Save. By 'managing', the BID works to improve the physical environment, helping to make Bath a cleaner, safer, and better organised city for residents, businesses and visitors, both during the day and night.

By 'promoting', the BID works to ensure that Bath and the BID's profile are raised and a programme of events and promotions serve to attract visitors, shoppers and businesses.

By 'saving', the BID works with third parties to put in place systems which save BID levy payers money. From consolidating refuse collections, to delivering free consultation on energy saving measures, BID businesses can save far more than their BID contribution.



**Andrew Cooper**

Business Improvement District Manager

None of this would be possible without the enthusiastic contributions of the BID board members. The management team at Bath BID extend our heartfelt thanks to everyone who has supported the Bath BID, both financial and in kind, and who have worked so hard in our first year.

# The Story So Far...



As we come to the end of the Bath BID's first year in post, it's worth reflecting on what we have achieved.

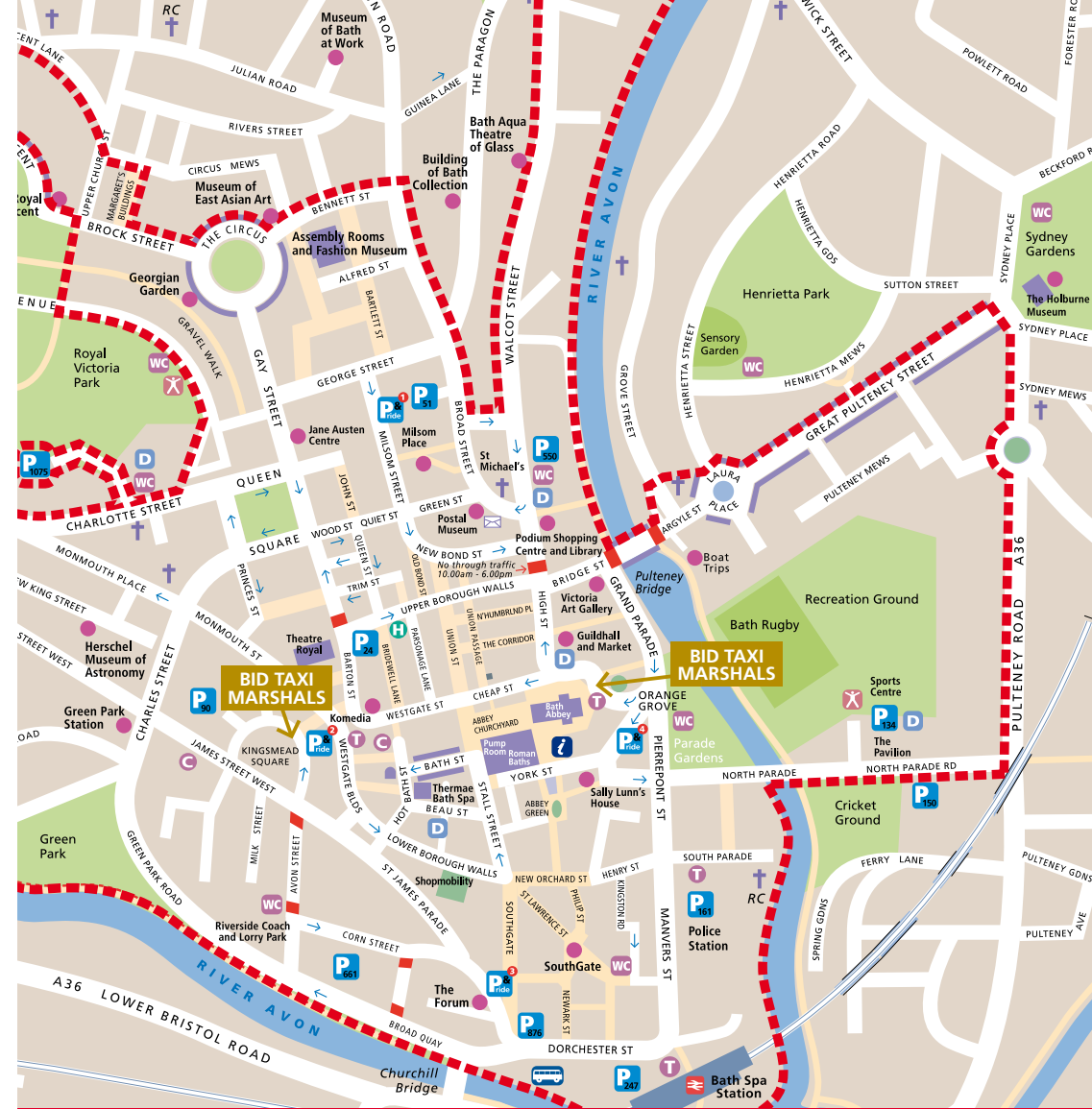
The BID is all about the active asset management and control of the environment and it builds upon the basic services delivered by the council. It is a community effort led by business, for business and it will continue to deliver an even better, safer and more attractive city centre. In turn this will attract more visitors and businesses which will benefit all BID levy payers.

The Bath BID has made significant in-roads into improving the management of the city centre which has benefitted both levy payers and other businesses in the city. Working in partnership with business and other organisations, the BID has introduced activities and initiatives that without BID funding would not have taken place.

It became apparent early on that a priority in the minds of the levy payers was to make the streets of Bath cleaner, to which the BID responded with the introduction of BID Rangers who patrol the city in the new BID eco-vehicle, deep cleaning streets and responding to incidents.

An urgent call from BID levy payers for better management of the night time economy was promptly met by the introduction of Night Marshals and the Nightwatch Scheme which enables licensees, police and CCTV operators to collaborate over city security issues by using state-of-the-art technology. The scheme has proved so successful that it is being extended to outlying areas of the city.

Many businesses covered by the BID have started to make very real savings. The BID works with partners who offer free advice to all BID levy payers on how to make cost savings and put in place a range of initiatives based on the concept of 'economies of scale'.



**Simon Pullen**  
BID Chairman and SouthGate,  
Bath General Manager

There is still a lot of work to be done to get more businesses to engage with the BID to ensure that the BID delivers as much value as possible for levy payers. Through 2012/13 'we' the BID 'management' will continue to regularly consult and inform stakeholders about the progress of the BID and planned activity. It is vital that we listen to the needs of our community, as this is the only way we can ensure that Bath continues to be a destination for business, visitors and shoppers.

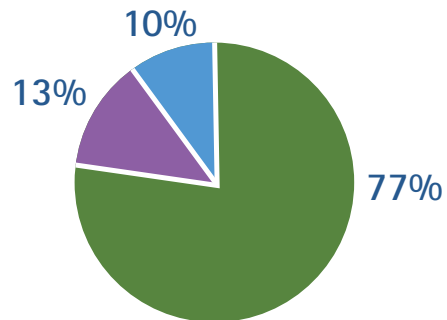
# Financial Report



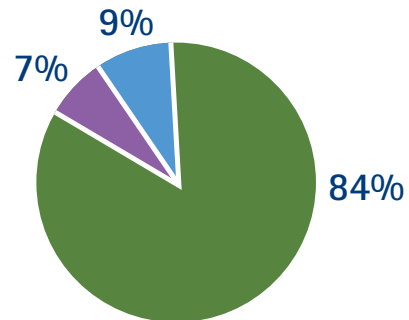
## Analysis of BID Income

	Actual 2011-12	Budget 2011-12
Income from private sector: BID levies:	593,750	628,000
Income from private sector: other income:	100,992	50,000
Income from Bath & North East Somerset Council:	77,000	66,000
	771,742	744,000

Actual 2011-12



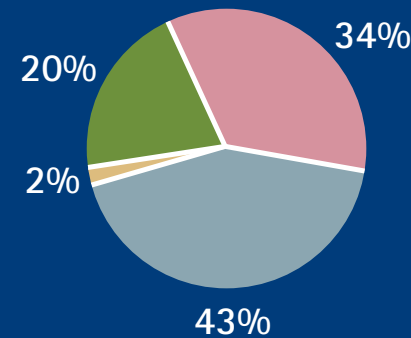
Budget 2011-12



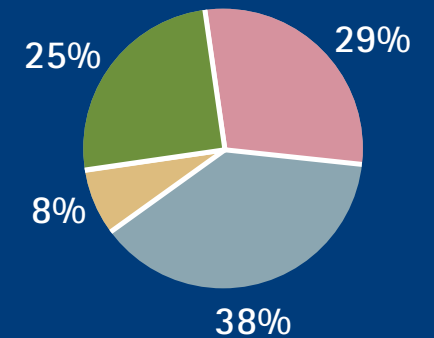
## Analysis of BID expenditure

	Actual 2011-12	Budget 2011-12
Managing:	257,221	198,150
Promoting:	329,220	260,000
Savings:	21,264	55,000
BID Running costs:		
Management & Overheads	88,597	122,350
Levy collected:	32,500	32,500
Internal set-up costs:	38,812	19,500
	767,614	687,500

Actual 2011-12



Budget 2011-12



**Jonathan O'Shea**  
Vice Chairman

Actual 2011/12 forecast at the time of going to print.

Please note these are unaudited figures. A full audited set of accounts will be available at the Annual General Meeting at the end of September 2012 and available on the BID website.

# Managing

**“To deal with the management of the city centre including cleanliness, safety and general ambience.”**

One of the central remits of the Bath BID is to deliver better active asset management and control of the environment, building on the basic services delivered by the council. An ongoing programme of focused management tactics is resulting in an even better, safer, cleaner and more attractive city centre. In turn this is attracting more visitors and businesses to the benefit all BID levy payers and the city as a whole.



**During 2011 management activity covered both daytime and night-time activity and included:**

#### **The appointment of five permanent BID Rangers**

Appointed as a direct service to levy payers, the BID Rangers deliver a planned programme of clean up work and adhoc projects. They respond to urgent issues, providing a visible presence and are ambassadorial, friendly and knowledgeable about city wide events.



#### **The acquisition of a BID Ranger vehicle and cleaning machine**

An electric powered cleaning and utility vehicle to enable the new BID Rangers to more efficiently clean streets throughout the city. The new vehicle carries its own water supply and is equipped with a pressure washer and flatbed with a cage to store litter.



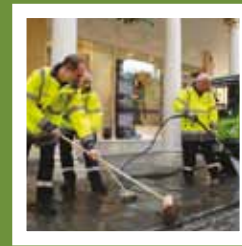
#### **Weekly Community Payback activity happening in the BID area**

In partnership with Avon & Somerset Probation Trust, the Community Payback Scheme ensures that unpaid work sentences are delivered where crimes were originally committed in the city. Activities include graffiti removal, street and furniture washing, litter collection and weeding/groundwork.



#### **Working together to ensure evenings out in the city are a safe and pleasant experience**

The Bath BID is managing and funding the Nightwatch Scheme and is working in collaboration with pub landlords, the police and Bath & North East Somerset Council. The scheme has proved so successful that it is being extended to outlying areas of the city.



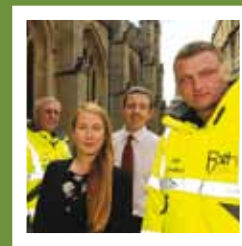
#### **Targeted deep clean activity**

Focussing on particular areas, we have worked with Bath & North East Somerset Council and local businesses to clean and refresh important streets within the city to revitalise them, for instance Bartlett Street, Church Street, Milsom Street, Milsom Place, Walcot Street, Green Street, Princess Buildings, Stall Street and Orange Grove.



#### **Nightwatch Scheme**

Bringing together licensees, police, and CCTV and putting in place a comprehensive and highly effective communications strategy backed by state-of-the-art technology to ensure that businesses within the BID area effectively ‘act as one’.



#### **The appointment of seven Night Marshals**

The Bath BID funds five Night Marshals, including two taxi Marshals in Kingsmead Square and two medics, while two taxi Marshals funded by Bath & North East Somerset Council operate in Orange Grove, with a remit to better manage the night time economy.

# Promoting

**"To drive footfall through the delivery of high quality events and campaigns together with a range of promotional materials."**

Key to the success of Bath as a leisure, business and shopping destination is effective promotion of the city's offering. It is also important to deliver an ongoing programme of quality events and activities which serve to attract people. Working closely with stakeholders, the BID has already been instrumental in delivering a programme of successful promotions and events.



## During 2011 promotional activity included:

### Christmas Lights Switch-On with John Cleese

The annual tradition of the Christmas Lights switch-on marks the start of the festive period and late night shopping in the city. The switch-on has become an established event in the Bath calendar and the BID manages events like this that create a focus on Bath which benefits all levy payers.



### Late Night Shopping

In the run-up to Christmas, the BID worked closely with Park & Ride operators and retailers to clear the way for late night shopping every Thursday. A marketing campaign, which included promotional posters and adverts, as well as an extension to Park & Ride helped Bath retailers to compete with big out-of-town retail centres.



### Bath In Fashion

Now in its third year, Bath In Fashion is one of the biggest events held within the city and positions Bath as one of the leading fashion and retail destinations in the UK. The event encourages Bath businesses to get involved and offers a number of city-wide opportunities.



## Communicating with you

It is vital that we listen to the needs of our community, as this is the only way we can ensure that Bath continues to be a destination for business, visitors and shoppers. The BID management will continue to regularly consult and inform stakeholders about the progress of BID and planned activity. Our Twitter account - @BathBID - enables us to tweet snippets of news and stories to followers and also provides us with valuable feedback on our activities and the needs of businesses and residents alike.



## Proactive Media Campaign

The Bath BID works closely with local and regional media to promote our initiatives, campaigns and events, but also to offer commentary on important news stories that positively portray Bath as a great place to do business as well as visit.



## Business to Business Communications

The BID website has recently been enhanced and provides comprehensive information about the BID and its activities and projects in the city centre. The BID also produces a free periodical newsletter which summarises events and informs levy payers of important news.

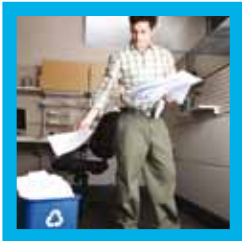
# Saving

"To act as the collective voice for business to develop and procure services to deliver cost savings and carbon savings."



The third focus of the Bath BID is to put in place initiatives which result in direct savings for levy payers, as well as social and environmental savings for the city as a whole.

Business waste is one area where this clearly applies. As a busy city centre business and retail environment, there are savings which can be made based on the concept of 'economies of scale'.



A report commissioned by the BID assessed the waste and recycling situation and found that the business community is currently being serviced by a number of waste collection companies as well as the council, with various collection schedules and different service rates. With so many suppliers and collection regimes, there is an impact on traffic.



The survey of 259 businesses found that 1500 tonnes of business waste is generated with 79% sent to landfill every year. The report concluded that there is an opportunity to reduce the number of suppliers to both simplify the waste collection regime and reduce costs to businesses. Such a scheme would also reduce the amount of waste to landfill, thereby improving the city's environmental performance. With fewer collection vehicles there would also be a positive impact on traffic congestion.



## Managing, promoting and **SAVING** for your business in Bath.



The Bath BID is working for you to save businesses money through a number of initiatives listed overleaf.

This is a completely **FREE SERVICE** with **NO OBLIGATION**, and we will work with you to save money on your business costs. Please complete overleaf and return the card to the Bath BID.

[www.bathbid.co.uk](http://www.bathbid.co.uk)

BID's Savings Scheme provides levy payers with the opportunity to make savings on utilities, business insurance and lighting, using the purchasing power of the BID.

BID Rangers are visiting all levy payers to help them identify potential areas for savings. The Westgate Pub in Westgate Street recently took advantage of this service and discovered that it could make £3,300 savings on its lighting bill which calculates to approximately four times the BID levy each year.

The Business to Business Scheme is designed to provide an online market place for BID businesses to provide special offers to other BID levy payers. This is not only beneficial for retailers, but also presents service sector companies with an excellent opportunity to promote their businesses, and also to pass on additional benefits to staff.

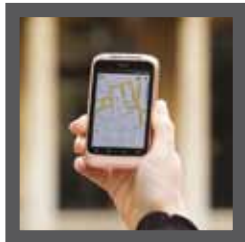
# The Year Ahead

**There is still a lot of work to be done to get more businesses to engage with the BID and ensure that the BID delivers as much value as possible for levy payers.**

We shall continue to introduce BID funded activities and initiatives working in partnership with business and other organisations, and shall draw on the experiences of our first year to ensure that the second provides levy payers with even better support and value for money.

Following the relaunch of the “Business to Business” scheme, BID Rangers will be visiting all levy payers with information about this free service. The scheme is a great opportunity for levy payers not only to make savings but to promote their businesses to fellow members, and provides a real enhancement to the BID membership.

The BID, in partnership with Bath Tourism Plus, is to launch a free app which will be available across a range of platforms (Apple and Android). It will promote the city, encourage visitors and provide an interactive and useful source of information for users. It will also serve to drive people to Bath businesses, restaurants and attractions with a dedicated business directory area. Bath BID businesses will be given an entry listing for free, and there is the potential for them to invest in upgrading their entry to suit their business offer. The GPS enabled app will feature functionality such as discounts and offers, accommodation, ticket booking, augmented reality, QR reader, directions and route plan, car parking information and details of events.



An immediate priority in the minds of the levy payers at the beginning of the first year was to make the streets of Bath cleaner, to which the BID acted upon with the introduction of BID Rangers equipped with a new BID eco-vehicle, deep cleaning streets and responding to incidents. To enhance this service even further, the BID will be investing in new specialist high pressure equipment that is capable of removing chewing gum, oil and engrained dirt from pavements. The BID is also investing in a new vehicle backed by local supplier and BID supporter, Hartwell, which is more powerful than the eco-vehicle, in order to transport the heavy cleaning machinery around the city.

# Essential Contacts

## BID Management

### Andrew Cooper

*Bath BID Manager*

**e:** [andrew.cooper@bathbid.co.uk](mailto:andrew.cooper@bathbid.co.uk)  
**t:** 01225 430640

### Melanie Heath

*BID Office Manager & PA to Andrew Cooper*

**e:** [melanie.heath@bathbid.co.uk](mailto:melanie.heath@bathbid.co.uk)  
**t:** 01225 430640

### Jenny Humphreys

*BID Assistant*

**e:** [jenny.humphreys@bathbid.co.uk](mailto:jenny.humphreys@bathbid.co.uk)  
**t:** 01225 430640

### Les Redwood

*BID Project Manager*

**e:** [les.redwood@bathbid.co.uk](mailto:les.redwood@bathbid.co.uk)  
**m:** 07855 309158

### BID Ranger's office

**t:** 01225 429986

### Sam Harding

*BID Ranger*

**e:** [sam.harding@bathbid.co.uk](mailto:sam.harding@bathbid.co.uk)  
**m:** 07807 174519

### Jonathan Owens

*BID Ranger*

**e:** [jonathan.owens@bathbid.co.uk](mailto:jonathan.owens@bathbid.co.uk)  
**m:** 07807 174522

### Jon Raby

*BID Ranger*

**e:** [jon.raby@bathbid.co.uk](mailto:jon.raby@bathbid.co.uk)  
**m:** 07807 174534

### Tom Bartlett

*BID Ranger*

**e:** [tom.bartlett@bathbid.co.uk](mailto:tom.bartlett@bathbid.co.uk)  
**m:** 07896 507363

### David Smith

*BID Ranger*

**e:** [david.smith@bathbid.co.uk](mailto:david.smith@bathbid.co.uk)  
**m:** 07896 507370





"Traditional office sectors in the city, such as Queen Square, are benefitting from BID services such as the BID Ranger's deep street cleaning. This, in turn is leading to the city centre improving its status within the business community, and enabling Bath to attract and retain excellent employees based on a fantastic environment"

*Ian Davies, Partner, Mogers*

"The BID worked closely with retailers in the city to introduce late night Christmas shopping every Thursday as part of the 2011 seasonal campaign. This, together with the extended Park & Ride hours and promotional campaign attracted more visitors to Bath during the festive season and consequently raised overall sales for retailers"

*Paul Thompson, Market Manager, GAP*

"The BID funded state of the art equipment has been hugely important in the success of the Nightwatch Scheme. The integrated radio system keeps the landlords in touch with each other and the police so that we all know what is happening in real time which enables us to take action quickly if there is a problem. I think every city would benefit from introducing a Nightwatch system"

*Mark Casey, General Manager of Molloy's Bar in Barton Street*

#### **Bath Business Improvement District**

3rd Floor  
21 Stall Street  
Bath BA1 1QF

**t:** 01225 430640

**[www.bathbid.co.uk](http://www.bathbid.co.uk)**

*Follow us on Twitter @BathBid*