

“In our second year, the BID has accelerated its three core activities – managing, promoting and saving for the city and its levy payers”

Andrew Cooper
Bath Business Improvement District Manager

Contents

Foreword	03
Background and history	04
Financial report	06
Managing	08
Promoting	10
Saving	12
The year ahead	14
Essential Contacts	15

Bath

Business
Improvement
District

Foreword

As we approach the end of the second year of the Bath Business Improvement District, the BID continues to engage with city centre businesses across all sectors, stressing our three core goals of better managing Bath, better promoting the city and saving levy payers money. I'm delighted that in this second year we have accelerated our activity in all three areas, successfully working in partnership with both the public and private sectors.

There are now over 152 BIDs in towns and cities across the UK and the Republic of Ireland working on schemes and ideas that go beyond what their local council provides. BIDs are a true example of business-led partnerships, achieving more for the communities they work within through collaboration rather than working in isolation. This is a key point and one that underpins the fundamental principles and aim of the Bath BID, that we strive to ensure that our levy payers' money is spent both carefully and transparently on those initiatives which will add value to the city as an important commercial, retail and tourist destination.

Throughout the year our Nightwatch scheme has grown in numbers and positively serves a useful purpose in helping to manage Bath's evening economy and I am also pleased to report the BID has been instrumental in achieving the City's Purple Flag accreditation. While we have been delighted to support the success of Bath in Fashion again this year, some exciting new projects have been launched, including the introduction of the Official Bath App, The Great Bath Feast event and free energy-saving consultations for businesses.



Our trio of goals – to Manage, Promote and Save – remain at the heart of what the BID does. Over the next 12 months we will continue to engage with businesses and communicate our results. The BID has received in-kind support from many organisations across the city for which we are very grateful. On behalf of the management team, I would like to thank all these organisations and the BID board for their energetic input.

Andrew Cooper

Bath Business Improvement District Manager

Background and history

Bath BID – a collaboration of over 620 businesses

The Bath BID is a business-led initiative that was voted for by the businesses of Bath and introduced in 2011. There are now over 620 businesses, situated within the BID designated city centre area, paying a levy which funds the work of the Bath BID. The BID's management team works with the levy payers to agree the key priorities they wish the BID to address and then works to deliver them throughout the year.

Achieving better active asset management

BIDs are well recognised as a successful model of delivery and action across the UK and the Republic of Ireland. There are now over 152 BIDs with businesses investing £91 million every year into our towns and city centres. Here in Bath, our sole focus is on delivering benefits to levy payers from this collective funding. One of the central remits behind the BID proposal is to ensure better active asset management and control of the city centre. This is achieved by managing an ongoing programme of activities that achieve this while promoting the city's offering and establishing cost savings for businesses.

Ensuring sole focus is on delivering benefits to levy payers

The Bath BID has made significant improvements, providing rapid response to businesses, liaising with organisations and being the catalyst for exciting new events and initiatives.

The city caught the headlines in December when the Bath BID organised the Christmas Lights switch-on for the launch of the festive shopping season. Comedian John Bishop and the BBC's The One Show created a tremendous atmosphere for the start to the festivities.

Bath in Fashion is now firmly placed within the city's calendar, an impactful event, helping to promote key sectors of the city's economy. The Nationwide BID Survey 2012 highlighted Bath in Fashion as a fine example of a BID-organised event that reaped dividends for its levy payers in terms of high profile, celebrity endorsement and increased footfall to the city.

Tackling the hard to do issues

The Bath BID will strive to make progress on some of the more long standing issues by working collaboratively. One of the examples of this will be the introduction of a trade waste scheme.

"Ensuring sole focus is on delivering benefits to levy payers"

"Achieving better active asset management"

"Tackling the hard to do issues"



Financial report



In these challenging economic times, every organisation needs to be financially prudent. Over the past year, the BID has spent every pound as wisely as possible. Every item of expenditure has contributed towards the goals of better managing the city, better promoting it, and ultimately saving money for levy payers.

The Bath BID is conscious that these remain difficult, unpredictable times for business. The Board has maintained the levy at one per cent of the rateable value and there will be no inflationary increase. The levy is only payable by businesses in the designated city centre BID area that have a rateable value of £25,000 or more.

The BID's income for 2012-13 was £766,242 with £581,073 of that collected through the levy. A total of £626,039 was spent on supporting the BID's varied projects and a further £97,340 on management.

A number of small businesses whose rateable value means they don't have to pay into the BID have voluntarily become non-levy contributors. Bath Abbey, for example, is exempt from the levy but they have also contributed and paid for nearby cleansing work done by the BID Rangers.

In addition, a heartening aspect of the past year has been the willingness of firms to contribute in-kind towards the BID's initiatives, even when they are located outside the BID and are exempt from paying its levy. In-kind support ranges from supplying uniforms for the BID rangers, sponsoring vehicles, and providing staff to help out with various BID initiatives. While it is difficult to put an exact financial value on this type of support what it shows is that the BID's work is widely appreciated, and ensures that even more can be done to bolster Bath's standing as a fine place in which to do business.

2012-2013 Financial Report

INCOME	Budget for year	Actual YTD
BANES	52,250	74,600
Private Sector - BID Levy	589,000	581,073
Private Sector - Total	96,000	110,569

Total Company Income	737,250	766,242
EXPENDITURE		
<u>BID Projects</u>		
Managing	221,482	231,263
Saving	55,400	60,651
Promoting and events	305,010	334,125

Total BID Project Costs	581,892	626,039
<u>BID Management Costs</u>		
Management & Overheads	120,734	97,340
B&NES - Levy collection costs	33,500	33,000

	154,234	130,340

	<u>736,126</u>	<u>756,379</u>



Jonathan O'Shea
Vice Chairman

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 2013.

Managing

There is no doubt Bath truly is a beautiful city. However, maintaining its elegant appeal and attraction requires careful and well planned management to ensure that whatever time of the day or night the city centre experience is an enjoyable one for both visitors and locals alike.

Equally, there are many destinations in the South West vying to attract similar audiences, which means Bath businesses are operating in a very competitive market. One of the key ways the Bath BID helps to maintain and increase Bath's competitiveness is by facilitating and encouraging businesses to work in partnership with one another.

Encouraging collaboration

Since its inception the Bath BID has spearheaded a number of initiatives to encourage partnerships to be formed. One scheme which illustrates this is the Community Payback initiative, delivered in collaboration with Avon and Somerset Probation Trust, B&NES Council and Bath Preservation Trust.

Community Payback

Since the scheme began in August 2011, more than 3,000 community payback hours have been delivered in the city centre. Improvements are made on public and private property and include: painting iron railings, litter picking and general maintenance. This received praise from the magistrates who applauded the initiative on a visit to a rail-painting session in Queen Square. Without the Bath BID facilitating this scheme in Bath it would simply not be possible.

Nightwatch

Nightwatch makes the city safer, boosts the economy and has been awarded

'Purple Flag' status. The BID's Nightwatch scheme continues to prove its worth with the BID Night Marshals and Street Pastors typically helping around 2,000 people every week. Figures kept by the BID showed that between August and mid-March early intervention prevented the police being called out to 541 incidents.

Bath has also retained its Purple Flag accreditation – a status that is awarded in recognition of a city's well-managed, safe and diverse night-time economy. The BID, along with the NHS, took a lead role in ensuring the city maintained this important status.

BID Rangers – Responsive Cleans

The BID rangers are available Monday to Friday 7.30am to 5pm and Saturday 8am to 12 noon to respond to business requests. Requests are wide ranging from cleaning door steps, shop fronts, railings, windows to cleaning private car parks, coming out for odd jobs and even removing a pigeon from a room. The BID rangers are on hand to support the levy payers wherever possible and save businesses time, energy and money.

BID Rangers – Deep Cleans

A programme of deep street cleaning takes place throughout the year. The BID Rangers clean pavements and public/private spaces, removing chewing gum and engrained dirt.



BID management in action

- **Community Payback** Initiative provided 3,000 man hours
- **900** man hours of deep street cleaning completed
- **Over 700** BID Ranger call outs to businesses
- **541** police call outs prevented by Nightwatch scheme
- **101** ambulance call outs prevented by Night Marshalls on the scene
- **61,439** people assisted by BID Night Marshalls in six months
- **Park and ride service** extended to reflect retail opening hours thanks to BID
- **Purple Flag** accreditation attributed to well managed City Centre

■ ■ Nightwatch is a great scheme. Anything that makes drinking in the city safer is welcome. Drink-related trouble in Bath is not as bad as it is in many other parts of the country because landlords are vigilant. Nightwatch makes it even safer for people and that has to be embraced and supported. Having it in place can help boost the night-time economy ■ ■

Alan Morgan

Managing Director of Abbey Ales

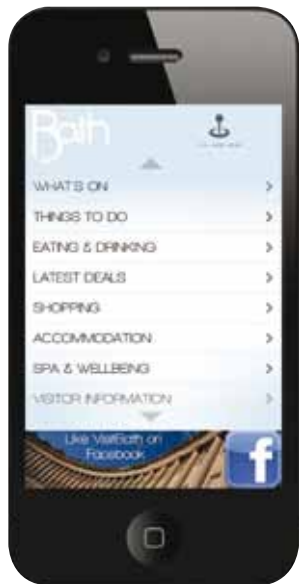
■ ■ I am really impressed with by the excellent progress you're making with the BID ■ ■

Rhodri Samuel

Regeneration Manager, B&NES Council

Promoting

The lifeblood of any city's economy is the people who shop there and do business there. One of the BID's main priorities is to promote Bath to increase footfall and dwell-time. Joint marketing of the city is achieved in partnership with Bath Tourism Plus with the main focus for the Bath BID on attracting visitors from the South West region as well as highlighting to residents what is on offer in the city centre. Together a number of new initiatives have been launched and supported this year.



Launch of the Official Bath App

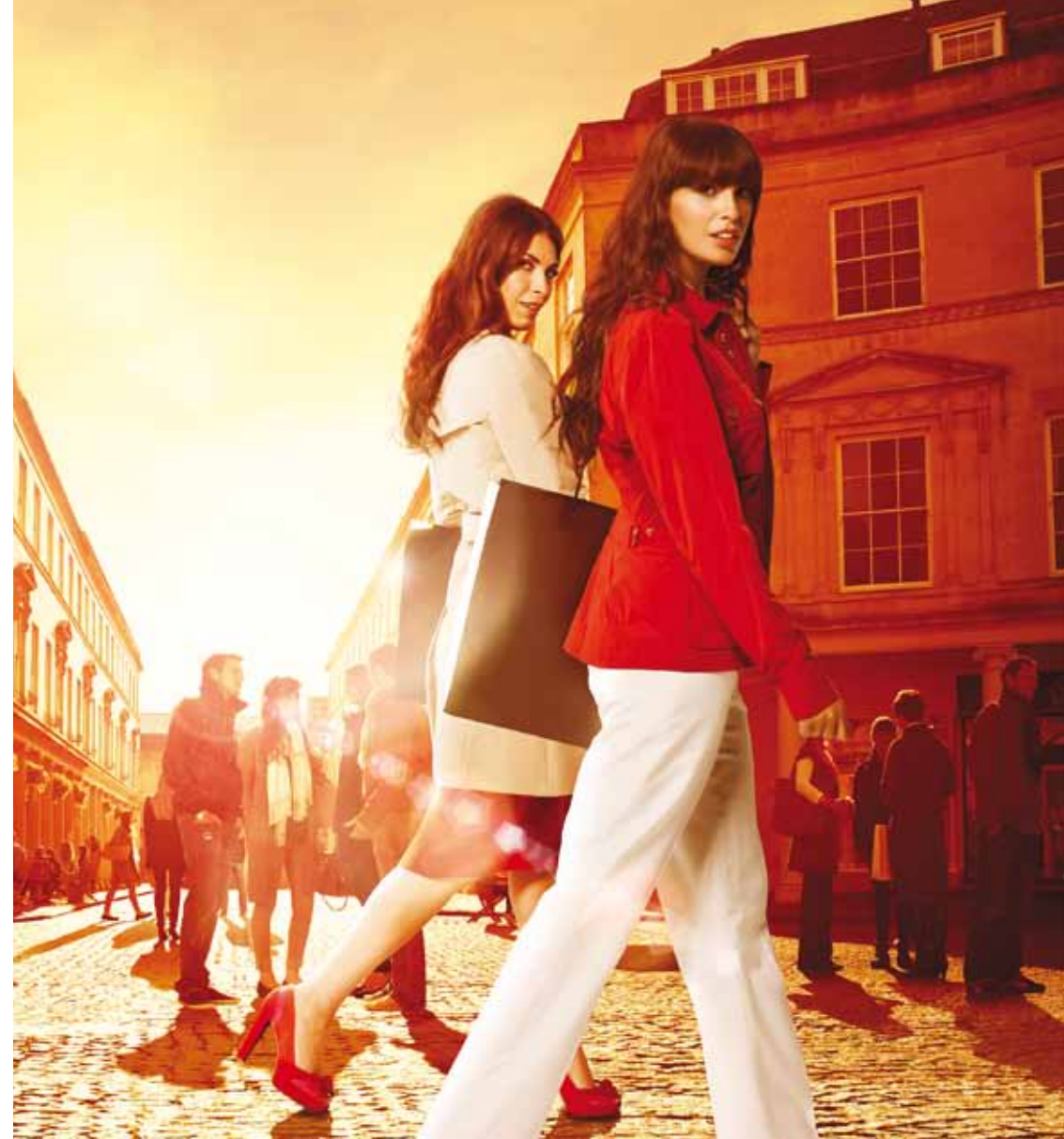
The Official Bath App was launched in August 2012 to enable both tourists and locals to quickly and easily tap into a rich seam of city information using their smartphones. Every levy paying business is entitled to have its details included on the free app which helps promote their business. To date the App has been downloaded more than 21,000 times.

Putting Bath on the Map

The annual Christmas lights switch on is a tradition that the Bath BID co-ordinates and every year invites a high profile person to do the honours. Last year, Bath received tremendous exposure when BBC The One Show presenters agreed to switch on the city's Christmas lights. Featuring on prime-time television ensured the city's festive shopping period was off to a great start.

Organising events

BID-organised events such as the week-long Bath In Fashion showcased our city as a stylish hub, with a host of fashion designers and celebrities taking part. Almost 2,500 people attended ticketed events in 2012, providing a shot in the arm for the city's retail and hospitality sectors. The BID's first food festival, The Great Bath Feast ran for the first time in October 2012.



Spring, Summer and Christmas Promotional Campaign

The Bath BID has continued to invest in consumer advertising across the key regional press, online and at strategic touch points around the South West. Media space is bought at the very best rates thanks to the collaboration with Bath Tourism Plus. The campaigns are designed to attract people into the city particularly at key seasonal and peak spending times of the year. In addition, a consumer PR and social media campaign is also managed by the BID.

Saving

Running a business poses many challenges, not least keeping overheads down. The Bath BID is on hand to help firms achieve savings through a range of initiatives and procurement opportunities.

Improving waste collection

Over the past 12 months the BID Savings Group team has been looking at improving trade waste collections in the city to propose a simplified and streamlined service. The service's aim is to reduce congestion and pollution, whilst also improving recycling rates and business waste-disposal costs.

Free cost saving service

The BID is working in other areas to save Bath businesses money and has launched a free consultancy service that all levy payers can access to review the cost of their utilities and telecoms bills and insurance. This is a no cost, no obligation review service that gives businesses access to the best tariffs on the market. On average a saving of 27% can be expected.

Low energy lighting saves businesses £66,700

Bath BID has helped 68 businesses save a total of £66,700 through changes made as result of free lighting consultations. A further £135,600 of future savings were also identified for Bath city centre businesses during the BID's Low-Energy Lighting campaign.

Reciprocal support

The BID continues to facilitate programmes of reciprocal support among companies in the city, encouraging businesses to provide special offers to other BID members.

More information about the BID's savings initiatives is available at www.bathbid.co.uk/saving.



“Because of the need to make the jewellery and metal gifts sparkle, we use a lot of halogen lights which are really energy hungry. We had changed the simpler peripheral bulbs to LED, but this campaign helped us to make the jump to switch the whole store over.

“We are really pleased with our new lighting. They are just as bright as our old lights, but we are using dramatically less energy– reducing our energy bills by £1,000 per year and cutting our carbon footprint at the same time.

“We would like to thank the BID for their help.”

Guy Douglas

Manager, The Silver Shop, Union Passage

68 – Number of BID levy payers to have benefited from free lighting consultation

£66,700 – Amount saved through changes made as a result of consultations

£135,600 – Future savings identified by the consultations

The year ahead

As illustrated in the preceding pages, the Bath BID has progressed significantly in our core three areas. Our focus has been on building relationships with our businesses and raising Bath's profile as a commercial destination, making it an even more attractive place in which to do business.

We are ambitious to see our events achieve national recognition. The continued success of events such as Bath in Fashion will ensure Bath remains on the map as one of the finest cities in which to work, live and play.

Providing savings for our levy-payers will be the cornerstone of our 2013-14 activity and this will be seen in our efforts to streamline the city's trade waste collections. It is expected that businesses will derive significant savings over the coming year from the new arrangements.

When it comes to managing Bath in order to make it an even more attractive location in which to shop, socialise and do business, we will continue to strengthen our partnerships with agencies such as Bath & North East Somerset Council and the Police. Building on Bath's Purple Flag status, which has been retained in recognition of the city's well-run and diverse night-time economy, significant efforts will be channelled into ensuring Bath's businesses make the most of the opportunities presented in the evening.



While plenty has been achieved, there is also plenty more still to do. Over the next year, the Bath BID will continue apace with its successful projects and push ahead with putting into place new initiatives to help the city's businesses prosper.

Simon Pullen

Bath Business Improvement District Chairman

Contacting the BID

Bath Business Improvement District

Third Floor
21 Stall Street
Bath
BA1 1QF

t: 01225 430 640

e: info@bathbid.co.uk

www.bathbid.co.uk

Follow us on Twitter @BathBid

Board directors:

Clr David Dixon, B&NES Council

Mr Julian Newton, Barclays Bank

Mr David Collett, The Bath Gallery

Ms Michelle Spence, Abbey Ales

Mr Laurence Swan, Hands Tea Room

Ms Linn Hughes, Local World

Mr Paul Pearson, McDonalds Restaurants Ltd

Ms Sarah Mansfield, Milsom Place Limited

Mr Ian Davies, Mogers Solicitors

Mr Jonathan Overton, Sally Lunn's

Mr Simon Pullen, SouthGate Bath

Mr Phil Lodge, Specsavers

Mr Jonathan O'Shea, St John's Hospital

Mr Paul Pearson, McDonalds Restaurants Ltd

Mr Peter Rollins, Thermae Bath Spa

Mr Nigel Huxley, Waitrose

The Bath BID is a member of
ATCM, British BIDS, Purple Flag, TMI.





"The BID is doing a fantastic job"

Ashley Baker, Bath Independent Guest House Association

"A huge thanks to you for the generosity and support for our event. You are a total inspiration and Bath is very lucky to have you"

Pauleen Hyland, Coast, New Bond Street

"Just to say that it is really good to see the excellent co-operation that has developed between BID and B&NES since the start of the New Year. This has already led to really tangible cleaning improvements around the city and there is a refreshing willingness for each team to help the other. If we can maintain this momentum I think we could achieve our aim of becoming the cleanest city in the country within the next couple of years"

Robin Davies, Bath Residents' Association

"I would like to thank you and the team of BID rangers for helping me here at Sebago remove the graffiti along the side of my shop. This is the second time that you have quickly come to my aid and efficiently sorted out the issue. You are always so willing to help!!"

Kate Brown, Store Manager, Sebago Bath

Bath Business Improvement District

Third Floor
21 Stall Street
Bath BA1 1QF

t: 01225 430640

www.bathbid.co.uk

Follow us on Twitter @BathBid