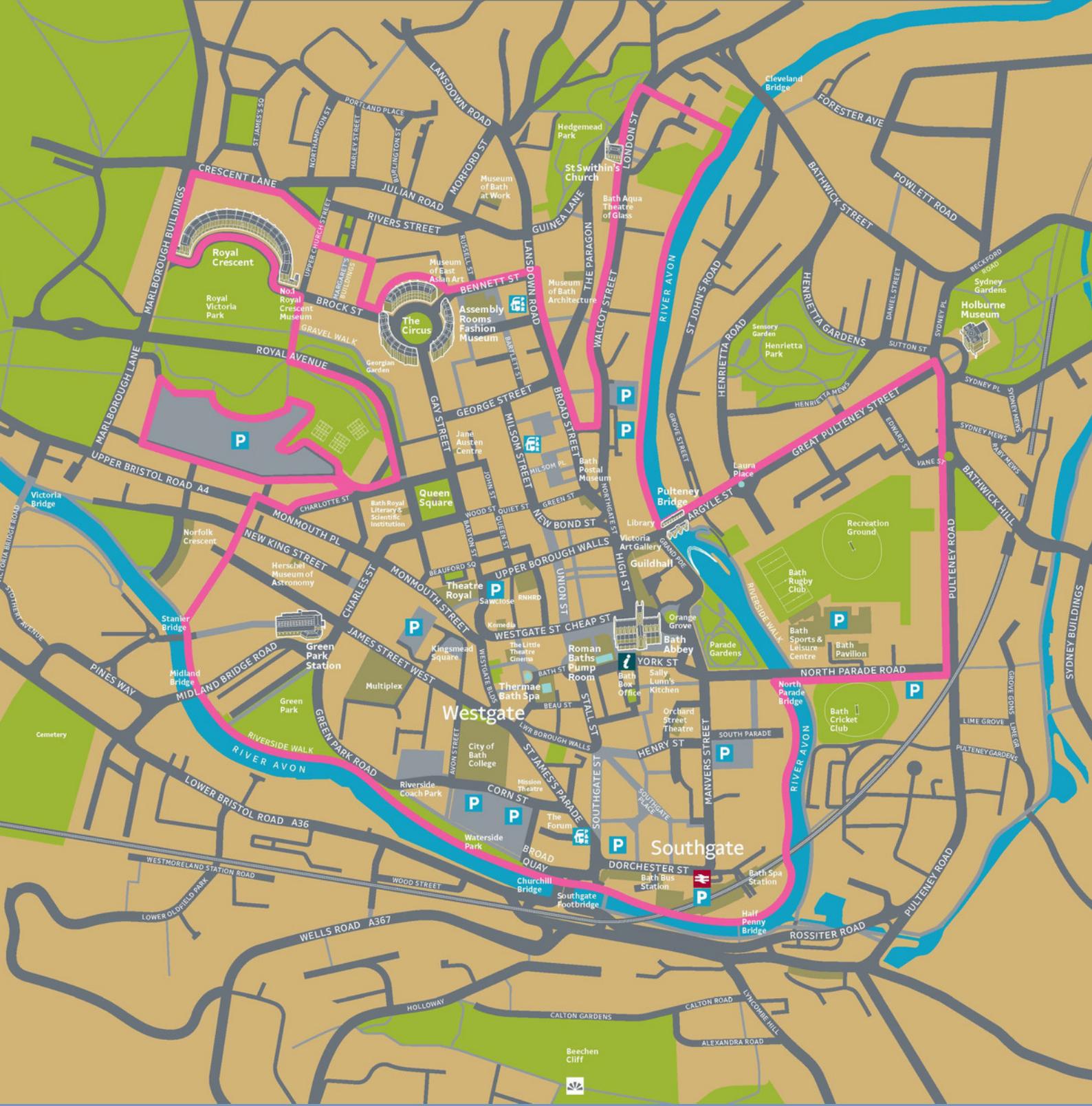




BATH

Business
Improvement
District

THE BATH BID COMPANY ANNUAL REVIEW 2017-2018



Map of Bath BID area - highlighted by the pink boundary.

The Bath BID company is an independent, not for profit, business-led initiative, working to create the environment for businesses in Bath to succeed.

Pooling the resources of around 700 businesses in the city centre enables the organisation to carry out a programme of beneficial campaigns and projects agreed by its Board of Directors.

2017/2018 REVIEW

2017- 2018 is the second year of the Bath BID's current five year term.

We have seen great progress on new projects and have taken the time to review our work to ensure that we are still doing the right things for the right reasons. We have focussed on consolidating what are the most successful areas of work for the organisation – our 'brilliant basics' and building a programme which reflects the aspirations of our levy payers for us to improve and develop.

It has been a true privilege for me to come to understand the commitment and knowledge of the whole BID team. Looking forward, it is exciting to have brought some new talent with new ideas to the team. We are all determined to make a difference to the businesses of Bath within our BID community.

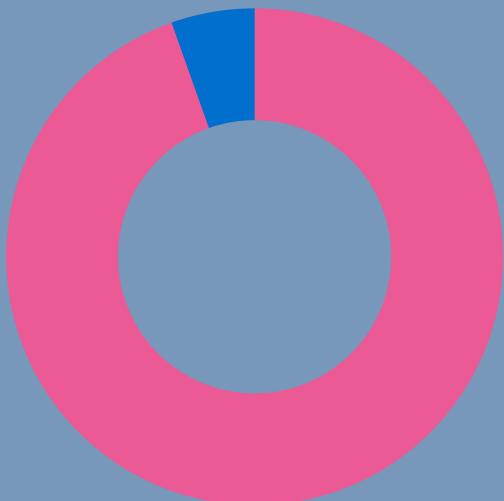
I would like to thank the businesses who work closely with us for all their support and encouragement and in particular, the Board, who give their time and tireless energy to this organisation.

This annual review is an opportunity to celebrate the great work of the team and highlight some of our proudest moments.

Allison Herbert - Chief Executive



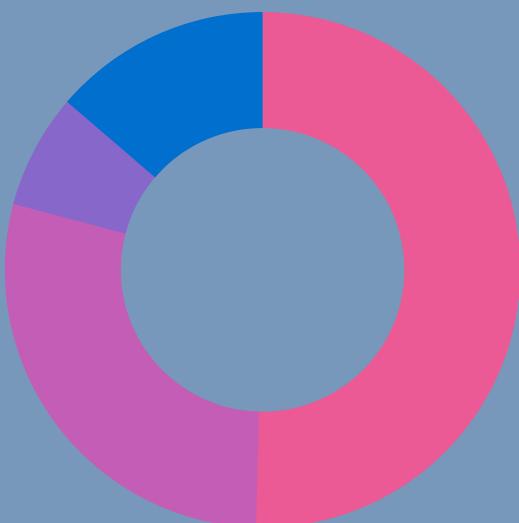
ANNUAL INCOME £669,321



BID levy income
£633,000

Other income
£36,321

ANNUAL EXPENDITURE

**BID projects**

Managing & Saving
£343,402
Budget £323,701

Welcoming & Promoting
£195,658
Budget £209,110

Developing & Innovating
£48,932
Budget £51,606

Management overheads

£93,330
Budget £89,929

Surplus/(deficit)	£7,699	<i>budget (£23,136)</i>
retained surplus b/fwd	£257,986	<i>budget £257,986</i>
retained surplus c/fwd	£266,685	<i>budget £234,850</i>

This year has been a testing one for business, with difficult weather in the spring of 2018, challenging conditions on the high street and a sense of change around how we use our town centres nationwide. Added to that, the uncertainty around how we will trade and recruit internationally has made it even more important for us to pool our resources and make Bath the best it can be by working together.

With the team now fully in place, I am pleased to see the progress over the last six months, which will benefit levy payers. Our work to make the city clean and the streets safe has gone from strength to strength and we are pleased to report that new initiatives to make the city businesses smarter and better informed, for example with the sales and footfall insights, are proving popular.

My thanks go to all our partner businesses and organisations and to the Board for their contributions this year. It is a great honour to work with such committed and creative people, helping to shape the city of Bath. It is only by working together that we are able to have such an impact. Please, can I urge all businesses to make use of their BID, as we are here to enable businesses in Bath to succeed.

Maeve England - Chair of Bath BID



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MANAGING & SAVING

Managing and Saving work is overseen by the board group chaired by Guy Henderson and mainly carried out by our team of rangers.



BATH BID RANGERS

The rangers provide services completely free of charge to all levy payers. If you haven't ever called on them, you are missing out on a wealth of expertise and huge support with the practical challenges of running a city centre business. They are trained and qualified in handling chemicals, working at height, working on the highway, first aid and general health and safety.



WHAT THE RANGERS DO...

Responsive cleaning – the things you don't want to see outside your premises, they will come and sort for you.

Deep cleans – either carried out by our team or with outside specialists for larger jobs.

Graffiti and gum removal

Algae removal and gardening – they also water and maintain many of the city's **floral displays**.

Light maintenance and co-ordination of **street furniture** refurbishment.

Waste removal and **Suez Trade Waste** scheme.

Installation of **promotional banners** on the lamp-posts for organisations across the city on a cost-recovery basis.

Flying the flag for the **night-time economy** - by working with agencies and partners to ensure that Bath won its **Purple Flag** accreditation for the 7th year. The team works closely with the **emergency services** to ensure that the BID continues to play its role in keeping the city safe.

They do all this in an **environmentally friendly** way - driving from job to job in electric 'Goupil' vehicles and using environmentally responsible cleaning materials where possible.

The Rangers are on call 7 days a week, to contact the ranger team call 01225 430640.





WELCOMING & PROMOTING

This work is supported by a board group chaired by Sue Porto 2017/2018 in her role as Chief Executive of St Johns Foundation.

The programme is very diverse and includes a number of projects during 2017/18 which we are pleased to share.

The implementation across the city of a suite of **footfall counters** which are now providing data insights on a weekly basis with further insights provided by a citywide **Mystery Shopping** exercise.

New **window dressing** for empty shops to support neighbouring businesses and promote rapid reletting of spaces.

Enhanced **floral displays** which led to the city being awarded **Gold** by South West in Bloom in the BID category.

A new partnership with **Bath Festivals** to enhance opportunities for businesses to get more closely involved.

Overseeing the installation of new **signage** for Northumberland Place and The Corridor.



During the year, the BID has supported or created a wide range of campaigns to benefit different business groups across the city.

We have worked with Visit Bath on **Bath At Christmas** 2017, The **Great Bath Feast** 2017 and our joint creation of the **Dickensian Christmas in The Corridor and Northumberland Place**.

At Home in Bath – celebrating the home and interiors

Sponsorship of the Best Environmental Business category in the Bath Life Awards

Independent retailer month July 2017
Top of the Town Traders monthly meetings.
Walcot Traders

Successful Get Fit For Business - Networking Breakfasts working with the Chronicle and Business West

New business **training** workshops including our sell-out GDPR event

Business Expo – promoting the work of the BID to the office sector



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DEVELOPING & INNOVATING

Alongside our regular work, we are always looking for new ways to help Bath businesses to be more successful and seeking potential collaborations for positive change.

Some of this year's new work includes:
Refreshing the **BID website** to include more relevant information linked to the development of a **new levy payer database** to improve our accountability.

Closer working with colleagues from Julian House and other support services ensuring that vulnerable **people on the street**, businesses & landlords have access to appropriate support.

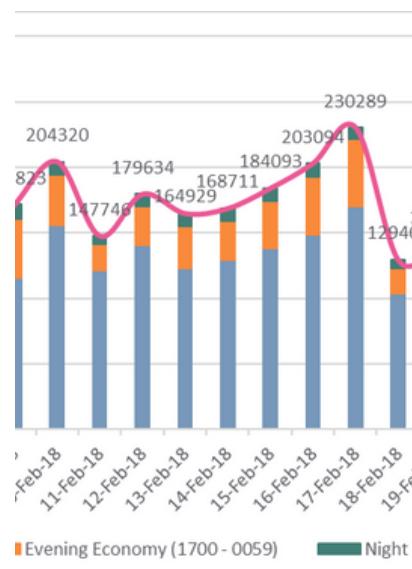
Collaboration with the **Bath Transport Alliance**.

Membership of the **Unesco World Heritage Steering group**.

Representation of the BID at the **Future City conference** in Bath.

Support for a new planning application for **promotional banners**.

Development and first phase delivery of a **mid-term survey** and **action planning** workshops with stakeholder groups.



18 Board
members
from
different
sectors

BATH
BID by
numbers

5
rangers

7 day
a week
service

655
levy
payers

2
electric
vehicles

2
taxi
marshals

2
street
marshals

9
members
of staff

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thank you

FOR ALL
THE
SUPPORT



SouthGate|Bath.



Bath & North East
Somerset Council



BATH
SPA
UNIVERSITY