

“ 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
The Bath BID board	15
Supportive quotes	16

Bath

Business
Improvement
District

Foreword

We are now two years into the Bath Business Improvement District's initial five-year term. In our first year, the BID engaged 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, working in partnership with both the public and private sectors.

Over 140 BIDs in towns and cities across the UK are working to provide schemes and ideas that go beyond what their local council provides. This is a key point and one that underpins the aim of the Bath BID where we constantly strive to ensure that our levy payers' money is spent on initiatives that add value to the city as an important commercial, retail and tourist destination.

Our existing Nightwatch scheme has gone from strength to strength in helping to manage Bath's evening economy and the BID has been instrumental in recently achieving the city's Purple Flag accreditation. Exciting new projects have been launched, including the introduction of the Official Bath App, The Great Bath Feast event and free energy-saving consultations.

The 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 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 organisation and the BID board for their energetic input.



Andrew Cooper

Bath Business Improvement District Manager

Background and history



The BID is run by businesses in Bath for the businesses of Bath. Its priorities are set by the city's firms, with the BID's management team then working to deliver results in those key areas.

BIDs are well recognised as a successful model of delivery and action across the UK. There are now over 140 BIDs with businesses investing £91 million into our towns and city centres. Here in Bath, our sole focus is on delivering benefits to levy payers from this collective funding.

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 and The Great Bath Feast are now firmly placed within the city's calendar, creating a lasting impact and 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. Elsewhere, progress has been made on long standing issues, working in partnership to achieve the end goal for our businesses. The streamlining of trade waste collections within the city centre has been an important strand to the Saving remit and 2013/14 will see this rolled out to our businesses.



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 carefully as possible, with every item of expenditure going towards the goals of better managing the city, better promoting it, and ultimately saving money for levy payers.

The BID is conscious that these remain difficult, unpredictable times for business. The Board has agreed to maintain the levy at one per cent of the rateable value and there will be no inflationary increase. As with the previous two years, the levy is only payable by businesses in the BID area with a rateable value of £25,000 or more.

The BID's income for 2012-13 was £774,398, with £589,000 of that collected through the levy. A total of £605,323 was spent on supporting the BID's varied projects and a further £120,734 on management and overheads.

A heartening aspect of the past year has been the willingness of firms to support and contribute towards the BID's initiatives, even when they are located outside the BID area or are exempt from paying its levy. Such support shows 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.

A number of small businesses whose rateable value means they don't have to pay into the BID have voluntarily paid into it. Other voluntary financial contributions have helped fund the BID's work. Bath Abbey, for example, is exempt from the levy but paid for nearby cleansing work done by the BID Rangers. A variety of in-kind contributions have also helped maximise the BID's reach and effectiveness.

2012-2013 Financial Report

INCOME	Budget for year	Actual* YTD
BANES	52,250	73,985
Private Sector - BID Levy	589,000	589,000
Private Sector - Total	96,000	111,413
<hr/>		
Total Company Income	737,250	774,398
EXPENDITURE		
<u>BID Projects</u>		
Managing	221,482	218,086
Saving	55,400	60,067
Promoting and events	305,010	327,170
<hr/>		
Total BID Project Costs	581,892	605,323
<u>BID Management Costs</u>		
Management & Overheads	120,734	121,178
B&NES - Levy collection costs	33,500	33,500
<hr/>		
	154,234	154,678
<hr/>		
	736,126	760,001



Jonathan O'Shea
Vice Chairman

* Actual 2012/13 - 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 2013.

Managing

Making Bath an enjoyable and enticing place in which to shop and do business is one of the BID's main goals. To fulfil that ambition and deliver on a key part of our mandate, we have introduced new schemes and expanded previously successful ones over the past 12 months.

Key to increasing Bath's competitiveness as a city is partnership working. One scheme which illustrates this is the Community Payback initiative, which we have spearheaded in partnership with Avon and Somerset Probation Trust, with support from B&NES Council and Bath Preservation Trust.

In the summer of 2011, we came up with the idea of working with the probation trust so that offenders could put their time to good effect by carrying out supervised improvements to the city. Since the scheme began in August 2011, more than 2,200 man-hours have gone into these improvements, which have included painting and litter-picking. It was gratifying that this scheme received praise from those at the sharp end of the criminal justice system, when magistrates from the Bath and Wansdyke Bench applauded the initiative on a visit to a rail-painting session in Queen Square.

61,439 – the number people assisted by the BID Night Marshals between August 1, 2012 and March 9, 2013

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 pushing for the city to maintain this important status.

A contributing factor to the Purple Flag status is the city's BID-run Nightwatch scheme, which helps around 2,000 people during a typical week. Between August and mid-March, internal figures kept by the BID show that early intervention by Nightwatch's Night Marshals prevented the police having to be called out to 541 incidents.

Another example of partnership working is Bath's seven-day-a-week Park-and-Ride service – a transport arrangement that differentiates the city from its regional retail rivals, none of which can boast such a daily service. Both First Bus and B&NES Council deserve praise for running this comprehensive service, and the BID has worked to ensure that shop opening hours reflect the extended service at busy periods of the year.

Managing case studies



"Nightwatch is a great scheme. Anything that makes drinking in the city safer is welcome. We need to encourage more people to come into the city at night and with Nightwatch people can do this safely.

"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, which owns the Assembly Inn, Star Inn, Coeur de Lion and The Trinity.

101 – the number of ambulance call-outs prevented by the BID Night Marshals between August 1, 2012 and March 9, 2013

Promoting

The lifeblood of any city's economy are the people who shop there and the people who do business there. One of the BID's main goals is therefore to promote Bath in order to increase both footfall and dwell-time. This means spreading the message about what Bath has to offer through a whole host of media.



In partnership with Bath Tourism Plus, the BID launched the Official Bath App in August, enabling both tourists and locals alike to use their smartphones to tap into a rich seam of information about the city, as well as money-saving vouchers. Every levy paying business is entitled to have its details included on the free app.

17,087 – *the number of times the Official Bath App has been downloaded*



Bath received tremendous exposure when The One Show presenters Matt Baker and Alex Jones, as well as comedian John Bishop, 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 and created a feel-good factor.

BID-organised events such as Bath in Fashion and the Great Bath Feast had a similar effect. The week-long Bath in Fashion showcased our city as a stylish hub, with a host of fashion designers and celebrities taking part in a total of 19 events. Almost 2,500 people attended ticketed events, generating extra footfall and providing a shot in the arm for the city's retail and hospitality sectors.

The Great Bath Feast did for Bath's food industry what Bath in Fashion did for the city's fashion and retail industries, attracting some of the biggest names from the gastronomic world. Such events help draw more people into Bath and the BID is excited about continuing to promote Bath through the staging of such events.



Promoting case studies

"Please pass on my sincere thanks to all of your team for the advice, support and endless enthusiasm we've received."

Neil Baldock

Producer BBC, The One Show

"We were delighted to be sponsoring Bath in Fashion for the second year running. It's incredible how the whole event has moved forward with a whole programme of exciting events and the kudos for Bath for getting industry giants involved."

Joanne Harrington

Store Manager for Banana Republic

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.

Over the past 12 months the BID Savings Group team has been looking at improving trade waste collections in the city. There are currently 16 different trade waste companies that come into the city and the BID has been working with Eunomia, a trade waste consultancy, 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.

£202,300 – total amount of savings made and identified for Bath city centre businesses during the BID's Low-Energy Lighting campaign

The BID is working in other areas to save Bath businesses money. An agreement with insurance brokers Lloyd & Whyte means they will provide £100 of high street insurance vouchers to BID levy payers if they can't better an existing insurance quote like-for-like.

In addition, 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.



Savings case study

"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, Energy Taskforce and Business West 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 UK 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 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 Laurence Swan, Hands Tea Room

Mr Phil Lodge, Specsavers

Mr David Collett, The Bath Gallery

Ms Sarah Mansfield, Milsom Place Limited

Mr Nigel Huxley, Waitrose

Mr Jonathan O'Shea, St John's Hospital

Mr Simon Pullen, SouthGate Bath

Mr Peter Rollins, Thermae Bath Spa

Ms Michelle Spence, Parade Park and Lambretta's Bar

Ms Linn Hughes, Bath News & Media

Mr Ian Davies, Mogers Solicitors

Mr Jonathan Overton, Sally Lunn's

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



"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'm really impressed by the excellent progress you're making with the BID"

Rhodri Samuel, Regeneration Manager, B&NES Council

Bath Business Improvement District

3rd Floor
21 Stall Street
Bath BA1 1QF

t: 01225 430640

www.bathbid.co.uk

Follow us on Twitter @BathBid