
*A Year in Review
2013-2014*

“ The BID continues to make its presence, by encouraging collaboration, taking ownership of problems, proactively managing and marketing the city. It is a true catalyst for change in every sense.”

Andrew Cooper
Chief Executive
The Bath BID Company



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“ The BID provides me with a great opportunity to be an integral part of the City. It is critical to drive footfall to the City in order for all businesses to prosper, and I enjoy having a say in how we deliver this in a unique way.”

Bath is a very special City and the Bath BID embraces the challenge of showcasing all aspects of it in a positive manner. Being part of the BID brings mutual benefit to Waitrose. There is plenty of evidence of collaborative working across the City, with some exceptional events throughout the year.”

**Nigel Huxley, Waitrose
Bath Store Manager**

Foreword

by Andrew Cooper

Over the past year the Bath Business Improvement District (BID) Company has continued to make its presence felt in the management of the city centre. Specifically, by continuing our role as a catalyst for change, facilitating collaboration between public and private sector businesses and tackling problems around the city that are often deemed too hard to solve. However, our core goals to help better manage and promote the city while saving businesses money very much remain at the heart of everything we do.

As we approach the fourth year of the BID there are now 655 levy paying businesses. These contributions are carefully managed and wherever possible we have introduced cost saving initiatives designed to pay the levy back. The heavily subsidised trade waste and recycling initiative service is a great example, which is now used by more than 300 businesses and collectively we have saved those businesses £285,000 in annual waste collection charges.

Our work has not gone unnoticed and we find ourselves on the receiving end of many awards and accreditations. Notably we have helped Bath to retain its Purple Flag Accreditation status, which is

an award in recognition of the city's well managed night time economy and a real acknowledgement of our Nightwatch scheme. We have also received a prestigious Bath Chronicle Business Award for our contribution to the community and a Bath Life Award for Bath in Fashion – one of the events we stage annually to promote and attract people to the city. All this, alongside many other commendations for the work of our BID Rangers and Marshals.

Within this year's annual review document you will find more detailed information about the Bath BID, a financial breakdown showing how we allocated the levy funds last year, details on how to get the most out of being part of the Bath BID as well as some of the stand out achievements of 2013. You will also find various testimonials from businesses who are actively engaged with us and saving money. Please do make sure you keep up to date with all the latest Bath BID news by signing up to our weekly e-newsletter, Twitter and Facebook pages as well as by attending the member meetings.

There is no doubt we have achieved a lot during the last three years but there is still work to do, so if there is something you think we could be addressing, then get in touch and tell us.

It is your money and your BID so make sure you make the most of it. Finally, I would like to thank the many individuals and businesses that have given in-kind or financial support to the company this year, we are very grateful for your contributions and continued enthusiasm for the BID in Bath.

Andrew Cooper
Chief Executive, The Bath BID Company



Financial Report

by Jonathan O'Shea, Finance Director

The Bath BID levy is payable only by businesses that have a rateable value of £25,000 or more, who are based within the designated BID area. The levy charge is 1% of that rateable value and the BID Board has agreed to continue its policy of maintaining the 1% levy without an inflationary increase.

The BID's income for the financial year 1st April 2013 to 31st March 2014 was £910,772 with £641,400 collected through the levy, £119,193 was cash given by the private sector. B&NES contributed £44,700 for services provided by the Bath BID. We are grateful for £105,479 worth of in kind support over the year. Under the National BID regulations the levy is collected by the local authority and in our case this is Bath & North East Somerset Council for which an administration charge is made and is shown in the financial report.

Managing the allocation of the BID levy and ensuring it is spent prudently is a key part of the Board's role. Last year, we allocated £794,053 in direct support of BID project costs. We have an extremely lean management structure which means The BID overheads are considerably lower than the national average at 11% and the BID Board

and committees are largely made up of unpaid volunteers. As the reputation and benefits of being part of the BID has grown this has attracted an increasing number of businesses who do not have to pay the levy but choose to voluntarily contribute as a non-levy payer. In addition, we have continued to find ourselves on the receiving end of in-kind support for BID initiatives such as providing prizes for promotional campaigns, uniforms for the BID Rangers, sponsorship of vehicles and volunteering people to help with various projects. Galvanising this type of support is further evidence of the value our local business community place on the Bath BID.



Jonathan O'Shea
Finance Director

“ Ever since I have been part of the BID I have had great service from the Rangers, who have been smart, responsive and worked with diligence and humour.”

Tessa Brand, The Dressing Room

“ I can certainly measure the financial benefit that the BID brings to my business, I simply deduct the money that I save using the new BID trade waste service from my levy. My business has also used the BID Ranger Service, they are quick to respond and are making a difference on the streets every day.”

Phil Lodge, Director Specsavers, Bath

“ This last year has seen the Bath BID mature into an effective operation which has made a real difference to trading conditions. From our perspective at Thermae Bath Spa, we have materially benefited from the BID's work, including the improvements in the way that the City has been managed, the trade waste initiative, the programme of events and the enhanced marketing of the destination.”

Peter Rollins, Thermae Bath Spa



2013-14 Financial Report

INCOME

	Year ended 31st March 2014
B&NES	44,700
Private Sector - BID Levy	641,400
Private Sector - Total	119,193
In Kind goods and services	105,479

TOTAL COMPANY INCOME

910,772

EXPENDITURE

BID PROJECTS

Managing	227,872
Saving	116,453
Promoting and events	323,961
Depreciation charge	20,288
In Kind goods and services	105,479

TOTAL BID PROJECT COSTS

794,053

BID MANAGEMENT COSTS

Management & Overheads	99,153
B&NES - Levy collection costs	32,000

TOTAL BID MANAGEMENT COSTS

131,153

TOTAL COMPANY EXPENDITURE

925,206

LOSS BEFORE TAXATION

(14,434)

* 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 2014 and available on the BID website.

BIDS | A little history

The Bath BID is one of 176 BIDs established in the UK and Ireland. The growth of BIDs is rising in part due to the recognition that there is a need to look after our towns and city centres to counter the out of town shopping trend but also to ensure that local high streets remain focal points and that local communities can continue to shop both economically and efficiently on their doorstep.

All BIDs are business-led partnerships voted for by the local business communities in which they operate. The Bath BID was voted for by the businesses in Bath and put in place in April 2011 for a five year term, at which point the BID will undertake a renewal process. Businesses obliged to pay the BID levy are those businesses located inside the designated Bath BID boundary and that have a rateable value of over £25,000 per annum. The levy is 1% of that rateable value.

The core areas of focus for the Bath BID are:-

Better Management

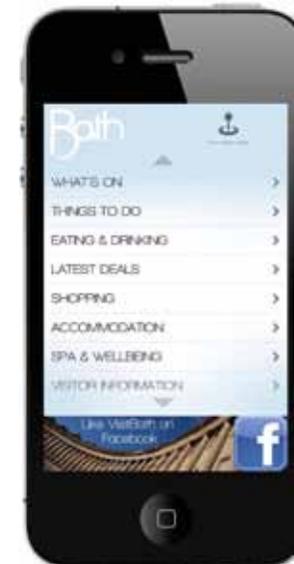
The Bath BID is entirely focused on improving and enhancing the city centre by proactively managing an ongoing programme of cleaning activities that ensures better and active management of the city centre. It acts as a catalyst for change, encourages collaboration and wherever possible takes ownership of problems considered too difficult to manage and provides solutions.

Business cost savings

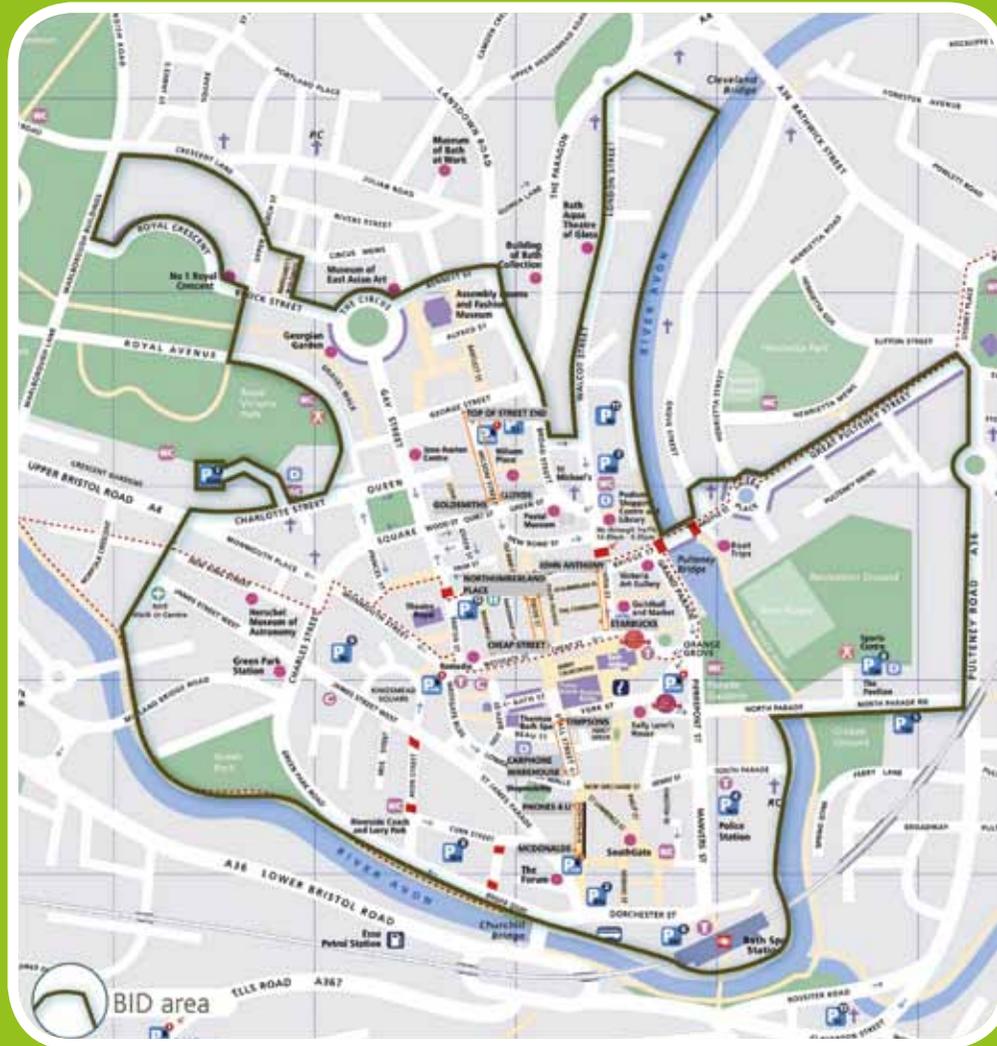
As well as better management, the Bath BID looks for ways to leverage the strength of the levy paying group by striking partnerships and developing initiatives that will create considerable savings for businesses. During 2013 the initiatives put in place by the Bath BID Company directly assisted 53 business which in total, over the year was conservatively estimated at collectively saving £81,000 for these businesses.

Proactive marketing

When Mary Berry CBE switched on Bath's Christmas lights she said "Bath has an awful lot to offer" and the Bath BID works hard to emphasise this message and make sure our City's businesses are promoted on a national stage. By hosting events, coordinating promotions, funding regional advertising and working in partnership with Bath Tourism Plus on joint marketing initiatives like the Official Bath App, we are putting Bath on the map.



City centre map showing the BID boundary



“ The Business Improvement District continues to play a key role in making Bath’s city centre a great place to live, work and play. The BID has helped to keep this spirit alive and the offer fresh ideas through the work it does to engage and support our local businesses, the events it delivers and the clean and safe environment it creates. These combine to make Bath a destination of choice, contributing to the successful economy that we all benefit from.”

Cllr Ben Stevens, Bath

“ The Great Bath Feast was a wonderful event. Well organised and a perfect event to publicise our business.”

Celia Gay, Newton Farm Shop

“ Many thanks to the BID for all your help over the last year. We have been so grateful for your continued support with (cleaning up) the frequent mess that is left at the back of our premises. Also we really appreciated your suggestion of painting our front railings which has greatly improved the look of the building.”

Edward Bayntun-Coward, George Bayntun, Manvers Street

Bath BID Outstanding Achievements 2013



Launch of Purple Flag Week in Bath

- ➔ Bath retains Purple Flag Accreditation helped by the management of our Nightwatch scheme
- ➔ BID Night Marshals help 2,000 people each week easing pressure on our local emergency services



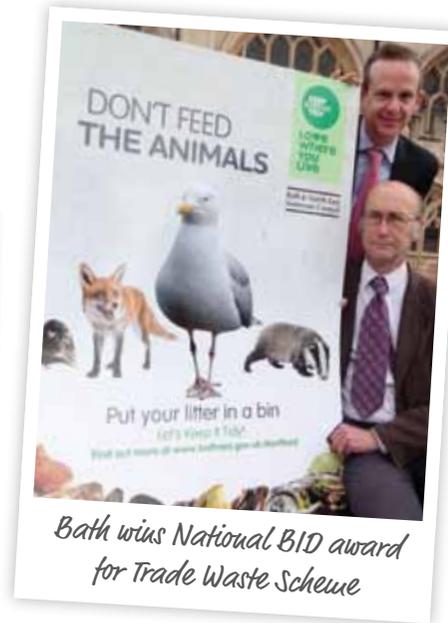
Bath in Fashion 2013 wins Best Event at Bath Life Awards

- ➔ BID Rangers responded to over 700 call outs to businesses
- ➔ Implementing a city centre trade waste scheme and winning a National British BID Award in recognition of the scheme and the savings it has already delivered



BID's city centre Trade Waste Scheme launches

- ➔ Working with B&NES Council and First Bus to ensure park & ride facilities were extended to reflect retail opening hours. The expansion programme has been successful in particular to help retailers ensure their staff have comprehensive travel options during the festive season
- ➔ Helping to increase footfall and spend in the city by the organisation and promotion of Bath in Fashion and The Great Bath Feast. These combined activities attract thousands of visitors to Bath each year



Bath wins National BID award for Trade Waste Scheme



Bath BID city wide Christmas promotions and incentives



BID Night Marshals at work

- Nominated for a Chairman's Community Award
- The BID funds available have leveraged new money from the Regional Growth Fund to enable a total sum of £1m over three years in partnership with Bath Tourism

- Successfully hosting the Bath Christmas Lights Switch-on once again attracting a high profile local celebrity in Mary Berry CBE to capture interest and attract visitors at the very start of one of the most important times of the year for retailers – the Bath festive season



Mary Berry switches on the Christmas lights



Coordinating Community Payback scheme

- Helping the probationary service implement its community payback scheme by identifying projects to do in the community such as litter picking and painting. Previously this initiative was failing to find enough hours for convicted criminals to carry out community service but with our help over 3,000 man-hours have gone into these improvements

- Bath in Fashion 2013 wins Bath Life Best Event Award
- Marketing the city through a series of local, regional and national campaigns
- The BID has pioneered the way with Seagull Proof bags for trade waste in the city
- BID wins Contribution to the Community Award at the Bath Chronicle Business Awards 2013
- Western Daily Press – Business in the Community nomination
- Rangers shortlisted in the Bath PRIDE awards environmental hero category



Bath wins National BID award for Trade Waste Scheme



BID co-launches Great Bath Feast to help attract visitors to the city

The BID Rangers | Keeping Bath Tidy

The Bath BID Rangers provide a number of services from cleaning door steps, shop fronts and railings to odd jobs and general maintenance around the city centre. Operating with an electric powered cleaning and utility vehicle means the Rangers carry their own water supply, pressure washer and have a flatbed with a cage to store litter.

This daily on-call service is free to all levy payers and helps businesses reduce everyday running costs as well as time and energy. The Rangers also manage a programme of deep street cleans throughout the year, cleaning pavements, public and private spaces removing ingrained dirt.

During 2013 the BID Rangers responded to over 800 call outs to businesses and completed 562 man hours of deep street cleaning.

The BID Rangers are available Monday to Friday 7.30am to 5pm and Saturday 8am to 12 noon.



“ Tom and Sam do a fantastic job. Always quick and efficient when anything needs doing.”

Russell & Bromley Retailer

“ Sam is a great asset to the Bath BID Rangers team, he is always happy to assist and deals with our requests with good grace and efficiency. As a still relative newcomer to the city I am hugely impressed by the work the Rangers undertake.”

Ian Taylor, Proprietor The Abbey Hotel

“ During the BID's Green Street Market's Jonathan's presence is always known and he is very supportive of the existing Green Street businesses. Jonathan often pops into the business to see how things are and if we are having any issues.”

Ben Slater, French Connection

Bath Trade Waste Scheme

The Bath BID's trade waste scheme provides a heavily subsidised trade waste and recycling service for all BID levy payers and businesses in the improvement district area. It is now used by more than 300 businesses and collectively saving those businesses £285,000 in annual waste collection charges. This ambitious project for waste and recycling has been proposed in many cities but has never been implemented in the whole of Europe until now. The success of the project gained the Bath BID a national award in recognition of its innovative and efficient waste management system.

Not only does this service provide a higher quality of service, such as daily timed and multiple collections, waste is now managed at a much cheaper price improving efficiency and profitability for the businesses involved.

The scheme is open to all BID levy payers and business based in the BID area that are not levy payers can pay an annual fee to the Bath BID Company for the service.

“ The BID is all about doing; the streets are cleaner, our rubbish is handled better and considerably more cheaply and crucially the BID funded promotion of Bath to the regional audience has been innovative and collaborative. Much of BID's work is unseen. It is about enabling others in the city to do good things. This role has quietly helped remove barriers to progress and ensure levy payer's interests are represented wherever and to whomever is needed.”

Jon Overton, Sally Lunn's

“ As a business owner, I am always interested in opportunities to save money and I welcomed the new trade waste collection scheme with open arms. The introduction of the system has already had a knock-on effect for me – it costs less than the previous scheme and this means I have been able to invest the cost savings into the business and staff. Efficient waste collection is a key issue here in Bath as we need to create a positive and pleasant environment for tourists as well as residents to encourage more visits. The new scheme addresses this issue. I am really pleased with the work the BID has done and I strongly encourage other businesses to find out more about how the scheme can benefit them.”

David Price, Woods Restaurant



BID Cost Reduction Consultancy | In action

Our consultancy service provides a no hassle, non-obligation service which offers all levy payers a free review of the cost of utilities, telecoms and insurance bills as well as providing access to the best tariffs on the market. During 2013, our cost saving consultancy continued to be very popular with levy payers, directly assisting in saving money and unlocking profit for 53 individual businesses which equates to over 80 business sites around the Bath BID area. Over the year we can show a direct cost reduction of a conservative amount of £81,000 for these businesses. We have seen, advised and been in contact with in excess of 100 businesses with no obligation. On average a business can anticipate reducing its costs by 27% following a review.

Many businesses have taken advantage of our ability to take multi-site businesses and place them all with one supplier giving them a common end date regardless of them being with multiple suppliers and having multiple end dates when we started the process. This means less administration as they receive one bill, less chance of rollovers as they all end at the same time and better rates through basket purchasing. Below are examples that demonstrates the BID cost saving consultancy in action.

“ After many years of unsatisfactory and biased sales advice from the energy industry I have found this service to be a truly independent, honest, no fee solution. I would like to take this opportunity to thank Ben for providing me with the real costs and advice to allow me to make an informed decision future proofing my contracts and providing piece of mind. BCR Associates have helped me arrange the most cost effective solutions for my energy needs with no fee.”

Myles Gallagher, Flan O'Briens, Bath

“ It has been an incredibly satisfying year working in partnership with the Bath BID to save so many businesses money by unlocking hidden profit that was already there. Our valued members are constantly harassed by service providers offering the 'best deal' by phone at all busy times and seem happier to work face to face with us as we are locally based, completely free of charge and are on hand to offer a completely no obligation managed service.”

Ben Leighton, BCR Associates



Case Study 1

Flan O'Briens is a public house in Bath, the company has a contract with British Gas. Our consultant noticed that due to their management company changing the details of the direct debit this resulted in their contract being highlighted as ending and the company was placed on an "out of contract" tariff which is almost 50% more expensive. We contacted Flan O'Briens and a reversal of the change of tenancy was actioned placing the old contract rates back. As Flan O'Briens had not realised the computer error potentially we saved them three to four months at 50% higher rates and huge amounts of administration to resolve. In addition, we identified by changing the way Flan O'Briens purchased its gas and electricity and moving it from short term contracts to a 3 year gas and electric contract we have saved them over £5,000 over the next three years.

Case Study 2

The previous owners of the business The River Canteen had gone into administration leaving unpaid utility bills and the new owners of the restaurant had no understanding of the previous suppliers or how to secure them.

We managed the Change of Tenancy and put in place contracts to ensure that the new account was opened correctly with no bills from the previous company being chargeable.

Ben Leighton of BCR Associates, is subcontracted to manage the cost reduction consultancy on behalf of the Bath BID.



Flan O'Briens public house in Bath



The Ponte Vecchio, previously The River Canteen

Closing Remarks

by Simon Pullen, Chairman of the Bath BID

This year, the Bath BID has significantly raised the bar both in the delivery of better city centre management and in the launching of new schemes that save all business levy payers money and promotional initiatives that actively encourage more people to come and visit Bath.

The national and local awards the Bath BID has won are clearly testament to the team's management and delivery ethic however, that aside the winning truly comes in the results we see and perhaps often take for granted as we go about our daily business lives in Bath. Cleaner streets, more efficient waste up lift, BID Rangers on hand to help with general maintenance and providing solutions to problems that no one seems to own is for me the real legacy of the first three years of the Bath BID. We have successfully introduced initiatives that other cities want but have not managed to implement. I believe we have succeeded where others have failed as a direct result of our appetite to collaborate wherever we can, to create understanding about the fundamental principles of the BID and find mutually beneficial ways to develop programmes which will ultimately pay back the levy both financially and in efficiencies to those businesses that contribute towards it.

We must recognise that thanks should go to our hugely supportive partner organisations. They work alongside us in the delivery of key projects such as the local emergency services on the Nightwatch scheme, Bath & North East Somerset Council and Bath Tourism Plus for the delivery of key promotional events and lastly to our local media whose help in communicating our news and efforts to the business community is invaluable.

While it is pleasing to read so many testimonials from local business people about how the Bath BID is making a noticeable difference, I am sure there are still many businesses who are not taking full advantage of the benefits behind being a BID levy payer. We have delivered on our promise to put initiatives in place the onus is now on you, as a BID levy payer to engage with us and make the BID work as hard for your business as you possibly can.

During 2014, we will continue to focus on bringing projects and new initiatives which underpin our three core areas of better managing the city centre, establishing efficiencies and savings for our levy payers as well as promoting Bath as one of the best places to live, visit and do business in.

Simon Pullen
Chairman of the Bath BID



“ From working with the BID and council on day to day cleanliness, through to working with the BID on community projects, I have been very proud by the impact we have all made. I would also recognise the BID for the fantastic night marshal scheme, keeping our streets safer at night and our prestigious purple flag flying proudly. You get out what you put in and I feel like my business has really benefited from the work of Andrew and the BID team.”

Paul Pearson, McDonald's Restaurant Bath

Contacting the Bath BID

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The Bath BID Company Board

Mr Simon Pullen

BID Chair
SouthGate Bath

Mr Jonathan O'Shea

Vice Chair & Finance Director
St John's Hospital

Mr Paul Pearson

Chair of the Managing Group
McDonalds

Ms Sarah Mansfield

Chair of the Promoting Group
L&R Group

Mr Phil Lodge

Chair of the Savings Group
Specsavers

Cllr Ben Stevens

B&NES Council

Mr Laurence Swan

Hands Tea Room

Mr David Collett

The Bath Gallery

Mr Nigel Huxley

Waitrose

Mr Peter Rollins

Thermae Bath Spa

Mr Jim Charlton

The Cork

Mr Julian Newton

Barclays Bank

Ms Linn Hughes

Local World

Mr Ian Davies

Company Secretary
Mogers Drewett Solicitors

Mr Jonathan Overton

Sally Lunn's

Board Observers

Ms Louise Fradd

B&NES Council

Mr David Beeton

Former Chair of the World Heritage
Steering Group



“ Bath and North East Somerset Council works with the Bath BID in a number of varied ways to ensure the on-going economic prosperity of the city.

We jointly fund the BID Night Marshals, a project which recently received the Purple Flag Accreditation. B&NES Council also provides financial support to the BID to enable events such as Bath in Fashion and the Great Bath Feast to take place.

Finally, it is important we work collaboratively with the Bath BID on projects where the council needs to engage proactively and practically with the business community.”

Paul Crossley
Leader Bath and North East
Somerset Council

“ The Bath BID is making a real impact on the City. It has fully delivered what it set out to do and that was to enable change by encouraging partnership amongst the business community. The economic, social and environmental benefits it delivers are clearly visible: from its cost saving initiatives, to its collaborative work and city centre management, right across the city there is clear evidence that the Bath BID team is doing a great job.”

Colin Skellett
Chief Executive of Wessex Water