

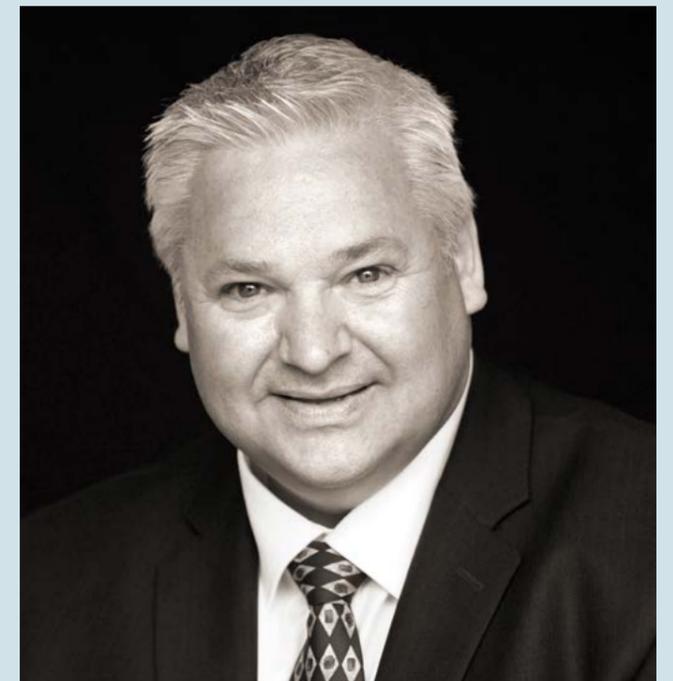
WELCOME

THE STORY SO FAR..

The Bath Business Improvement District (Bath BID) is an independent, not for profit, business led initiative voted for by the businesses of Bath and introduced in 2011. There are 208 Business Improvement Districts in the UK which equates to over 75,000 businesses investing over £200m. BIDs have been in place in the UK since 2004 and are recognised as a successful mechanism for businesses to champion their interests and deliver tangible results.

The fourth year of our city's Business Improvement District has now passed and it is worth reflecting not only on the successes achieved, but on the BID's growing importance to the overall care of the city. Ranger rapid response cleaning, promotional events, security & safety, as well as savings have become seamlessly integrated to ensure that Bath businesses are supported. This in turn enables the city to remain an attractive one where people want to visit and do business. There is still much work to be done and I would encourage businesses that don't take full advantage of the BID to better engage and to look for how the BID can further improve their individual situations.

As we begin the fifth year, we should stop to recognise the Bath BID's overall success since 2011, celebrate its individual highpoints and appreciate the way in which it has been instrumental in looking after this fine city.



NIGEL HUXLEY Chair of the Bath BID



ANDREW PITT Finance Director

One of our key events, Bath in Fashion, was held twice in one financial year. The increased income and expenditure when compared to the budget for the year was largely due to no provision in the budget 2014/2015 to run the March 2015 event. Even if the income from Bath in Fashion 2015 is excluded, our private sector income is still 25% greater than budgeted. This enabled flexibility to expand our services for the benefit of all our levy payers.

The Company generated a deficit in 2014-2015 and 2013-14, these deficits are covered by accumulated surpluses generated from previous years.

A full audited set of accounts will be available at the Annual General Meeting in September 2015.

HOW IS THE MONEY SPENT?

2014 – 2015 Financial Report

INCOME

B&NES	62,314	41,000
Private Sector – BID Levy	615,570	595,000
Private Sector – Total	225,501	102,500
TOTAL COMPANY INCOME	903,385	738,500

EXPENDITURE

BID PROJECTS

Managing	238,578	244,293
Saving	54,317	87,090
Promoting and events	472,755	296,875
Depreciation charge	25,370	-
TOTAL COMPANY EXPENDITURE	791,020	628,258

BID MANAGEMENT COSTS

Management & Overheads	112,232	90,650
B&NES-Levy collection costs	32,500	33,500
TOTAL COMPANY EXPENDITURE	144,732	124,150

TOTAL COMPANY EXPENDITURE	935,752	752,408
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LOSS BEFORE TAXATION	(32,367)	(13,908)
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Actual * YT Budget

Are you making the most of the Bath BID?

- Free cleaning by our Ranger team
- Trade Waste and recycling scheme savings
- On average businesses save 27% on utility overheads
- Discounted staff travel
- Nightwatch service for licensees
- PR & Marketing opportunities through BID events
- BID e-newsletter – a voice for your business
- FREE entry on the Bath app



Our focus of Managing, Promoting and Saving continues to deliver strong results and projects spearheaded by the Bath BID are seen as a vital part of city life. The Ranger service, Nightwatch scheme, Trade Waste initiative, as well as our annual events and seasonal campaigns are firmly established and attract further investment from other stakeholders. During 2015 we will build on our success and continue collaborative working to manage the city's challenges, create vibrancy and commercial success; shaping the city for the decades ahead.

ANDREW COOPER Chief Executive

* 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 2015 and available on the BID website.

OUTSTANDING ACHIEVEMENTS 2014

Jolly's Video mapping – Christmas lights Switch on 2014



Over £100,000 of in kind financial contribution from businesses

“Bath is different... as regional fashion weeks go, Bath in Fashion is in a league of its own”

Claudia Croft, Head of Fashion Sunday Times Style



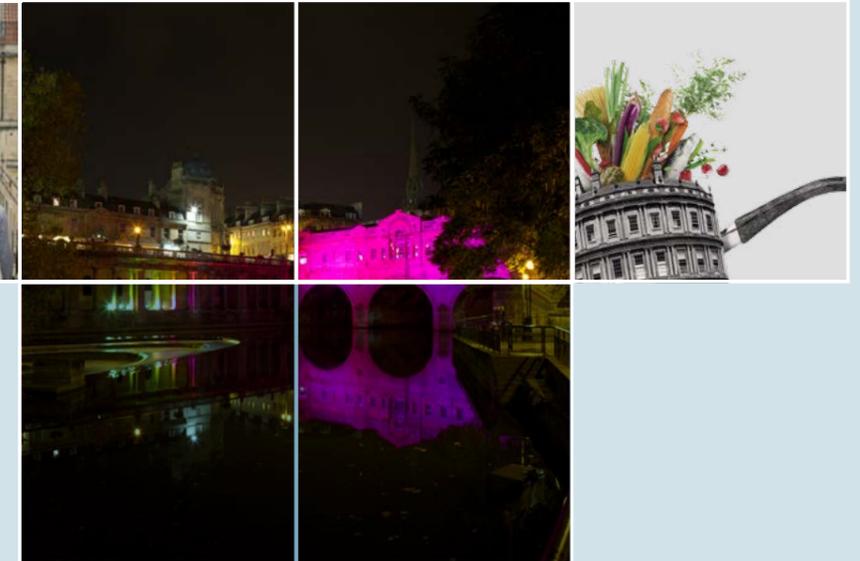
850 hours of BID Night Marshals keep Bath Safe at Night.

Finalist in the Awards for Excellence in Recycling and Waste Management



Over 600 hours of deep cleaning and chewing gum removal

Great Bath Feast 2014 Bath Life Best Event Award



Retention of the Purple Flag Award for the city

WHO REPRESENTS MY INTERESTS?

The Bath BID has a board of 16 business leaders who represent the sector in which they do business. They oversee the running and governance of the BID on a voluntary basis and are voted in at the

Annual General Meeting. We are also grateful to the many volunteers who give of their time freely to support the BID through our working groups, events and day to day activity.

“The Bath Business Improvement District team have helped weave together and be the glue in bringing together what used to be a fragmented city centre operation.”

MARKS AND SPENCER

“The Bath BID are important partners working with my officers on a daily basis... their work along with all partners makes a significant contribution to the on-going Purple flag status of the city.”

AVON AND SOMERSET POLICE



The Bath BID has generated 3.5 times more income than predicted when the original BID business plan was put together, this is a remarkable success story. Many businesses comment on the benefits they gain from the BID, in fact some choose to invest as voluntary contributors each year. The additional annual income generated, collaborative working with stakeholders and the dedication of the team to achieve the targets, I believe, will lead to this city being acknowledged as the best place to enjoy in the UK.

PAUL PEARSON Vice Chair

“I asked the Bath Business Improvement District for help, to clean the rear patio and seating area which had become rather tired. I had heard they were good, WOW they were good. They were prompt, efficient and highly professional. The result was superb.”

CRYSTAL PALACE

“It is noticeable the difference made by the BID in terms of city centre cleanliness and night safety since 2011.”

L R SENERGY

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Bath | Business
Improvement
District



The Bath BID Company is a member of British BIDs and The Association of Town and City Management.