

ANNUAL REPORT 2019/2020



Allison Herbert
CEO, Bath Business Improvement District

"There's never been a more important time for you to come together through your BID. Please do make the most of it."

Welcome to our annual report of activity.

This financial year came to a dramatic close with the COVID-19 lockdown bringing some challenges to our anticipated programme.

There is, nevertheless, a lot to celebrate and your BID team achieved significant progress during the year, focussing on continuing to deliver those key activities which make the most impact on your businesses and enhancing our work with some new projects.

GOVERNANCE

The Bath Business Improvement District (BID) is an independent, not-for-profit, business-led company working to provide the environment for businesses in Bath to succeed.

The BID represents over 655 businesses that operate within the city centre in the BID designated area. Each business sector is represented by one or more Directors on the Board of the Bath BID and each Director supports one of our themed sub-groups.

MANAGING AND SAVING

The work of the Managing and Saving group is focussed on keeping the city streetscape clean and safe and creating opportunities for cost savings to levy payers.

WELCOMING AND PROMOTING

The Welcoming and Promoting group works on promotions and events, the Bath Gift Card and creating a welcoming environment for visitors with our volunteer Welcome Ambassadors and city dressing.

DEVELOPING AND INNOVATING

The Developing and Innovating group works on developing partnerships that create a more integrated approach to supporting businesses, office sector support and on providing relevant research and insights.

BOARD OF DIRECTORS

The Bath BID Company is governed by a Board of Directors who are responsible to levy payers. There are currently 15 Board members, representing the whole spectrum of city centre businesses.

At every AGM, the Directors retire from office and may offer themselves for reappointment by the voting members. New Directors are voted for by members of the Bath BID at the AGM.

David Hobdey, Bath BID Chair – Property Landlord (St John's Foundation)
Maeve England – Office (Mogers Drewett)
Richard Godfrey – Office (Rocketmakers)
Simon Hall – Leisure (Hotel Indigo Bath)
Guy Henderson – Property Landlord (SouthGate Bath)
James Hughes – Small Retail (Loakes)
Mike Kilpatrick – Small Retail (Ellis and Kilpatrick)
Allan Lloyd – Office (Colston & Colston)
Tarquin McDonald – Leisure (Bath Rugby)
John Pearce – Large Retail (Mallory Jewellers)
Paul Robertson – Large Retail (Sainsbury's)
Cllr Dine Romero – Local Authority (B&NES)
Andy Salmon – Bath Spa University
Nicholas Wyld – Small Retail (Wyld Jewellers)
Mandy Bishop – Local Authority (advisory)

DATE OF NEXT AGM:
30th September 2020 – via Zoom

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"In its fourth year of operation, the BID has continued to invest in its very popular Ranger services, seeking to extend and improve them where the opportunity arises. The Board is also pleased that we have developed new services for businesses in the city and improved the way we work in partnership with others. This has proved crucial in our response to COVID-19 and supporting the city's businesses through this difficult period."

David Hobdey, Bath BID Chair

FINANCIAL REPORT

2019/2020

ANNUAL INCOME

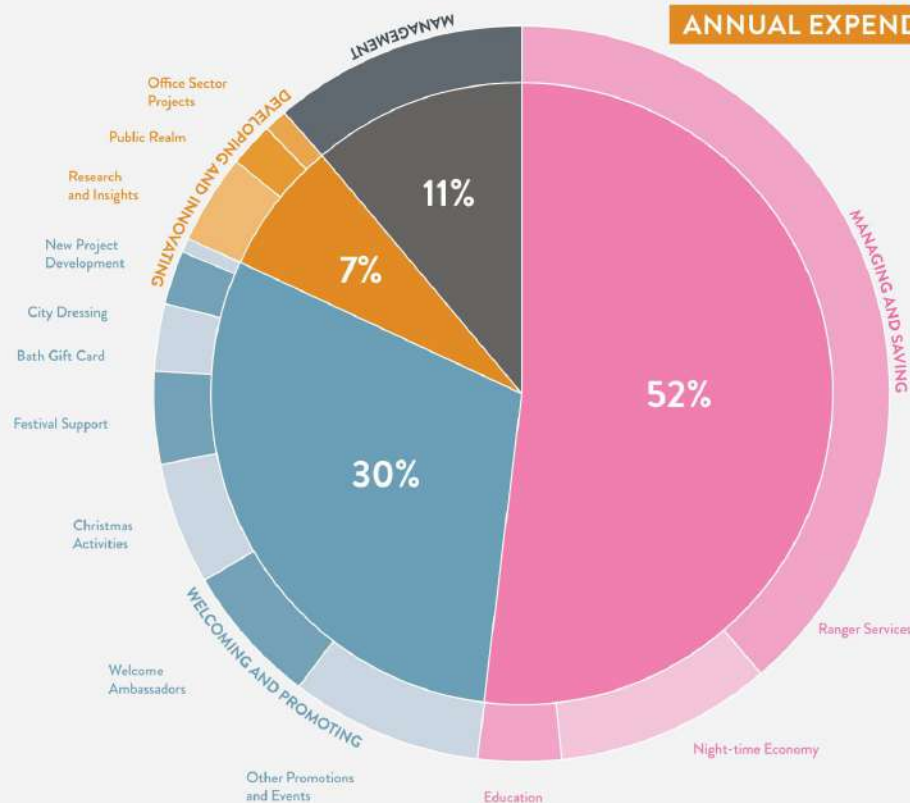
BID Levy Income

Earned Income
Voluntary Levy Income

90% 4% 6%

Annual Income: £774,429

ANNUAL EXPENDITURE *



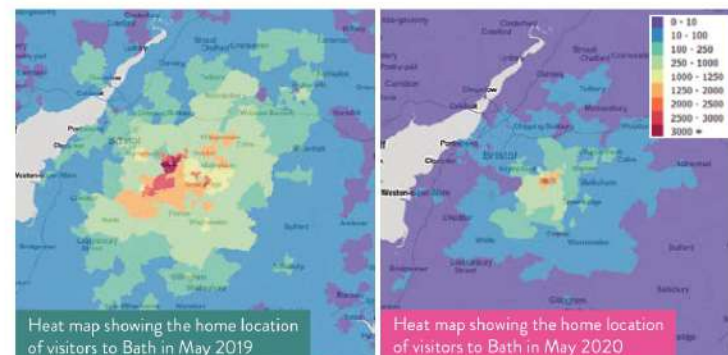
Annual Expenditure: £795,865

BALANCE SHEET RESERVES	ACTUAL	BUDGET
Deficit for the year 2019-2020	-£21,436	-£103,282
Retained surplus B/F at 1st April 2019	£242,647	£242,647
Retained surplus C/F at 31st March 2020	£221,211	£139,365



BATH UNDER COVID-19

As a visitor destination, Bath was seriously impacted by the change in behaviour due to lockdown. Numbers of people in the city dropped dramatically. The map to the right shows how the city looked during May 2020 in terms of visitors by home location demonstrating how users of the city changed compared to May 2019.



BATH BID RESPONSE TO COVID-19

We produced a responsive plan focused on resource management, working in partnership and looking to the longer-term recovery period. Throughout lockdown, we maintained both Ranger and office staff to provide services for those business

which were operating. We also provided proactive support as businesses planned their reopening. We continued to report on business intelligence and shared factual data to support the recovery and business adaptation.

WE HAVE DELIVERED



Regular and Reliable Communication

Supporting businesses by providing regular updates about national and local issues on our website and via e-newsletters, our social media channels, webinars, TV, radio and PR. Signposting to Government guidelines and promoting operational businesses via our digital channels.



Environmental Services

Daily security check throughout lockdown reporting to police and homelessness organisations, regular proactive cleaning of premises and shared public areas (including bins, benches and wayfinders), responsive callout service to deal with emergency environmental issues (graffiti, trade waste, vermin and flooding), supply of free floor graphics and hand sanitizer.



Coordination and Partnership

Working with a huge cross section of B&NES Council departments, business groups and Visit Bath to streamline information and activities, arranging for businesses to present their feedback to the Council and influencing where necessary, providing data and feedback to support campaigning for high street business support from local and central Government.



Strategic Recovery Planning

Promoting the take-up of new licensing regulations and supporting businesses to raise awareness, working with business groups to ensure that new environmental requirements are adopted, investment in and development of consumer-facing campaigns with Visit Bath to support the city recovery, proactive engagement with strategic planning activities locally and regionally which will address the future shape and function of Bath city centre.



MANAGING AND SAVING



OUR RANGER SERVICES

Our Ranger services remain at the heart of what we do to support businesses in Bath. The friendly, flexible team of Rangers accomplishes planned and responsive cleaning and light maintenance tasks every day. Rangers are on duty seven days a week and we have introduced new Rangers to the team.

3178 individual tasks completed in 2019/20



3% increase on 2019/20

TRADE WASTE

The management of trade waste is an important ongoing activity in the city. The BID co-funds an Education and Enforcement Officer who works to improve compliance by visiting businesses personally. There has been a significant rise in the number of visits leading to fewer incidents and fines, which means businesses save money and trade waste is dealt with effectively: good news for everybody!



New for 2019 – Investment in clean and tidy trade waste containers for George Street.

The SUEZ trade waste initiative has been successful for many years, providing a cost saving for levy payers who can make use of the 13 collections per week offered by SUEZ. Over 300 Bath BID levy payers take advantage of this trade waste deal.

FOOD WASTE

This year, we have been trialling a food waste initiative for businesses in the Kingsmead area. A shared bin for food waste was located in the square and businesses were invited to participate by buying special food waste bags. The scheme was interrupted by the COVID-19 outbreak and will be reviewed for the future.

NIGHT-TIME ECONOMY

Bath BID is committed to providing visitors with a safe environment all year round. We invest time, expertise and money into the Nightwatch programme which includes Night Marshals, Taxi Marshals and a Medic Marshal on Thursday, Friday and Saturday nights as well as the radio system that connects key personnel. We coordinate activity with Avon and Somerset Police and the Council security teams. This year has also seen us develop a closer working relationship with Bath and District Crime Reduction Partnership and indeed we have provided office space for the coordinator.

Our coordinated approach ensures that the city centre is prepared for changes to night-time activities, such as Freshers' Week, planned public events and busy highlights such as New Year's Eve.

Businesses who operate at night can rest assured that any of their customers who find themselves in a vulnerable position on their way home are well looked after by the BID team of marshals and medics, and this has a direct impact on hospital visits and police callouts.



39,028 service users



186 police call-outs prevented



80 ambulance call-outs prevented



The Nightwatch team keep the city centre safe every single weekend of the year.



SEAGULL MANAGEMENT

Managing the seagull population in the city is a challenge which Bath BID tackles in collaboration with the council. During summer 2019 we brought a Harris Hawk into the city regularly to disrupt the seagulls and discourage them from nesting. Council specialists remove nests and eggs and the BID distributes seagull proof sacks to remove the food source.

COST SAVINGS

Building on the success of the SUEZ Trade waste initiative, this year we introduced a savings advice service (Meercat) across a range of products.

"We're now saving over 50% using the new supplier Haven rather than British Gas for our electricity. The Meercat Associates were very helpful in finding this deal for us and overseeing the transition of providers. I would recommend them to anyone wanting to save on expenses."



Ellis and Killpartrick

£16,547 savings made so far by levy payers who used Meercat

Typically 25% lower bills with SUEZ



WELCOMING AND PROMOTING

The focus of this group is the promotional events, campaigns and installations which make the city an attractive place to visit. We achieve this by supporting events, creating campaigns and of course by having our very own team of living welcomers who make sure that every visitor has a good experience.

PUBLIC REALM IMPROVEMENTS

UNION STREET

Analysis of footfall data by Bath BID last year found Union Street to be the busiest street in Bath. However, the data also showed that people did not tend to linger in the area and missed out on the hidden adjacent streets and the businesses residing in them. Bath BID and B&NES created a partnership funding application to invest in new eco-friendly street furniture and planters in the area to create a sense of place.

The BID provided funding for the early design and consultation work with award-winning local practice Macgregor Smith. Business stakeholders asked for 'a pop of colour and a sense of identity' and the colourful benches and planters were installed in autumn 2019 with great success, pressed into service for families and visitors immediately.



WINDOW DISPLAYS

In the city there are always some empty shops. Apart from keeping them clean and clear of rubbish, we also invest in city dressing to support neighbouring properties. We also work with a range of partners across the city to make sure that support is targeted to people who are rough sleeping or vulnerable in the city centre.



BATH GIFT CARD: PRESENTS AND PRESENCE ON THE HIGH STREET

The Bath BID introduced the Bath Gift Card scheme in 2018, following the rubric of schemes already existing in cities across the UK, including Edinburgh and York. It very quickly proved to be a fantastic fit for Bath and has continued to be successful this year.

A Bath Gift Card is the perfect flexible present for any occasion. It is a MasterCard based gift card, working in the same way as a store gift card, and can be used at over 200 participating businesses in Bath.

It is completely free for Bath BID businesses to accept the card and the process for joining is straightforward. Over £40,000 worth of cards were purchased between 1st April 2019 and 31st March 2020! For the BID, we are pleased to have a way of promoting footfall which goes inside our levy payers' stores and brings people right to the till. Gift card recipients are encouraged to visit the high street in person, often spending their own cash on top of the gift card in the shops or attractions they visit.



THE BATH GIFT CARD
bathgiftcard.com

The best of Bath in one little card

£40 average card value
(twice the national average)

£40k gift cards bought

220 places to spend
your Bath Gift Card

We'd like to thank My Small World and the Visitor Information Centre for their support in the launching of the scheme, namely selling it in their shops. Due to the COVID-19 distancing requirements in shops and the closure of the VIC, cards can now exclusively be purchased online from bathgiftcard.com.

EVENTS AND GEOGRAPHIC SUPPORT

EVENTS AND ACTIVITIES

The BID supports a wide range of city centre activities. City events bring footfall and support Bath to maintain its attraction as a destination. Some events we run. Some we support. Some we provide Ranger services. Some we help to promote.



WELCOME AMBASSADOR VOLUNTEERS



We added a team of volunteer Welcome Ambassadors to our services in November 2018 and over the past year they have gone from strength to strength. They provide a warm welcome to visitors to the city centre, acting as human information points in key areas of the city giving directions, guidance and advice and handing out free maps.

The team has answered over 17,000 enquiries over the past year. We record all interactions so that we can promote improvements in the visitor experience of Bath.

17,445 visitors helped

2 Volunteer Coordinators

11 Welcome Ambassadors

11,311 maps handed out

2,662

recommendations
made

Given directions
to **5,945** shops
or attractions

BATH BID WINS GOLD

BRITAIN IN BLOOM

The Bath BID works with numerous partners to help provide and maintain the city's floral displays. Our aim is to enhance the experience of visitors and residents in the city, and whose day isn't brightened by a burst of colourful flowers or a splash of Mother Nature's green? In fact, there is plenty of evidence to prove that visitors will stay longer and be happier in a place which includes planting.

When it comes to horticulture, this year, Bath has planted its feet firmly on the winner's podium. Our biggest accolade was winning Gold at the UK finals of Britain in Bloom, which was complemented by an additional Gold at the Royal Horticultural Society's South West in Bloom competition. This was a huge achievement and led to national PR for the city.

BATH AT CHRISTMAS

Christmas is an important part of the year for business in Bath, and this year, we increased our Christmas activities in the city. As the Bath BID supported Bath Christmas Market and our charity gift wrapping station was a great way to fill a prominent empty shop and provide a point of difference for the Bath shopper. Our new activities this year were a poster campaign promoting Christmas visits to the city targeted to railway stations and key roads within a 40-mile radius of the city. Our work for Christmas was rewarded by an increase in footfall during the month of December compared to the previous year.



GREAT WEST WAY



Bath BID continues to be part of the ambassador network of the Great West Way, a Discover England Fund Project.

The Great West Way is a 125-mile touring route between Bristol and London. This promotional campaign is funded by central government and supports hotels, shops and food and drink businesses in the city. The initiative is targeted at the US, Scandinavian and German markets and the BID's focus is on promoting Bath as the key shopping destination on the route.



We are particularly proud to report that the national judges, who visited the city in July 2019, were impressed by the community work underpinning Bath's entry. This includes projects such as the Wild Walcot community garden supported by local 'Rainbows', and the community-led revitalisation of the beds in Manvers Street (sponsored by Hotel Indigo Bath), which was undertaken by a team of unstoppable Bath in Bloom volunteers.



NEW FOR 2019

Just before Christmas, the BID created a modern way to help rough sleepers off the street with our pioneering Tap to Donate point in Union Street. Passers-by are encouraged to support the vulnerable by tapping their phone to make a £3 donation to the Good Start Fund which can be accessed by a number of support agencies to help an individual off the streets and into secure accommodation. Prior to COVID-19, the tap to donate point was typically raising £200 per week.

DEVELOPING AND INNOVATING

RESEARCH AND INSIGHTS

We invest in business intelligence about the city centre, which we use to measure the positive and negative impact of events and campaigns. During COVID-19 our data has been in great demand and has been on the agenda for the city's recovery board every week.

As well as citywide analysis, individual businesses use the data to plan staffing levels and opening times. This has been particularly key for businesses in choosing when to reopen as we emerge from lockdown.

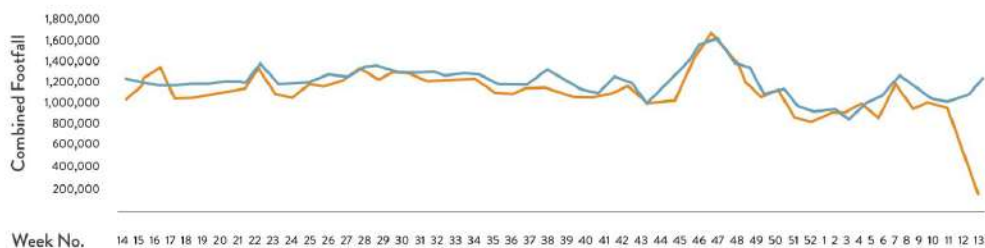
FOOTFALL DATA

Bath BID provides weekly footfall data updates, a measure of the number of people in the city each day. There are ten counters so that we can identify which areas of the city are busiest and at what times of day – all of which can be compared to regional and national averages. With two years of data we can make year-on-year comparisons.

BATH'S PERFORMANCE DURING 2019/20

Footfall Comparison By Fiscal Year

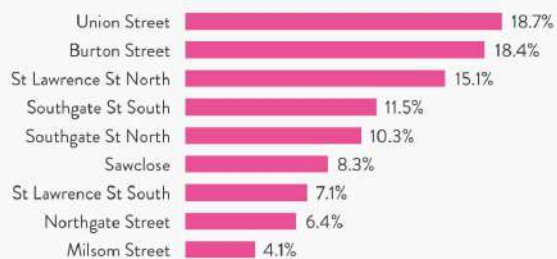
18/19 19/20



Week No. 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 1 2 3 4 5 6 7 8 9 10 11 12 13

(NB. HoF counter not included because it wasn't running all of the 18/19 FY)

All FY19/20 Footfall By Counter Location



Overall, footfall in 19/20 was down by 8% compared to 18/19 with a significant drop in March 2020 as lockdown was introduced.

The trends for both 18/19 and 19/20 show similar patterns; increasing during the three weeks of Bath Christmas Market and showing slightly smaller peaks during the year for the Easter and May school holidays (week 15 and 21).

As in FY18/19, the busiest two locations for footfall in FY19/20 were Union Street and Burton Street representing 18.7% and 18.4% of total FY19/20 footfall respectively.

FOOTFALL STATS



10 footfall counters

1pm to 2pm
the busiest
time in the city

Saturdays
are the
busiest days

Union Street is the busiest location

SMART CITY DATA PROJECT



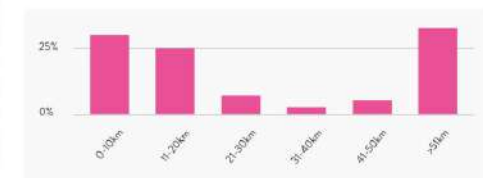
UNDERSTANDING BATH AND VISITORS TO THE CITY

Bath BID has pioneered the Smart City Data Project, a collaborative initiative to provide the city with cutting-edge visitor profiling.

Data collection began in late January 2019, so we are able to show a year's data from the project and have begun to form a picture of 'Who is the Bath City Centre User?'

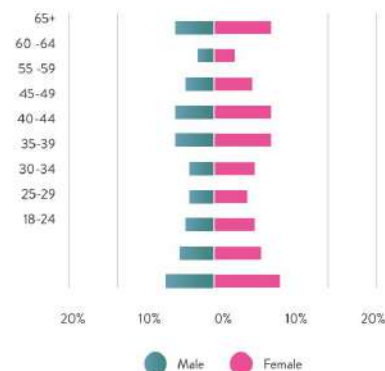
WHERE DO PEOPLE COME FROM?

Based on UK resident mobile contracts, we can see that during 2019/20, over 70% of visitors to the city centre travelled less than 20km. The next largest group are those who have come from further away (home postcodes 51+km away from Bath city centre – which would include Salisbury and Cardiff).



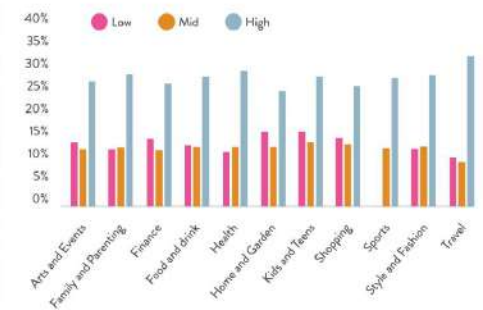
DEMOGRAPHIC INFORMATION

- The city's visitors are consistently 60% female.
- The largest age groupings present in the city are 18-24, 45-54 and 65+; this is consistent throughout the financial year.



SPEND PROFILE OF BATH VISITORS

Bath consistently attracts people with the highest propensity to spend, approximately 10% more than the national average. These high spenders are mostly interested in Travel and Health, according to their mobile web browsing habits.



Local residents spent the most in the city centre – the top ten postcodes by total amount spent during the fiscal year are all in BA1 or BA2.

The BID runs regular workshops for levy payers to understand the data and what it can do for you and we include weekly reports in our newsletters. Businesses requiring a more bespoke data report can request it by contacting the office.



LOOKING FORWARD TO BATH BID III

Despite the challenging circumstances presented by COVID-19, the BID continues to plan for our third five-year plan, covering the period commencing in April 2021. A lot has changed in the ten years that the BID has been operating; it is a privilege to serve the city of Bath and we are enthusiastic about delivering the next phase of our work and building on the successful partnerships we have already formed.

Bath BID III will see a continuation of our key purpose, which is to improve the environment for businesses in Bath. It is our ambition to build on the excellent foundations of the last ten years, in providing a welcoming, safe and clean city. We will support the city in its recovery from the COVID-19 pandemic and to 'build back better', using strong place management principles, which create increased pride in the city as a place to be enjoyed by local residents and visitors alike, and in which businesses are supported to flourish.

The challenges faced in Bath city centre are complex, and the pace of the changes impacting the city has been accelerated by the pandemic. The Bath BID is well-placed to help deal with the challenges and support positive change through comprehensive and innovative partnership programmes that improve the public realm, help tackle environmental issues, make the best of development opportunities, increase the profile of the city as a place to do business, and improve the quality of life for the people who use the place. Our key aim is to improve our area for the benefit of its users, making it more accessible to more of the communities surrounding Bath and to reflect the principles at the heart of place management – the process of making places better.



KEY DATES FOR BATH BID III

1

September to October
Final consultation on
Bath BID prospectus.

2

January 2021
Bath BID Business
Plan launched.

3

January 29th 2021
Ballot voting begins.

4

February 25th 2021
Ballot voting closes.

5

26th February
Ballot result announced.

WITH THANKS TO OUR PARTNERS AND SUPPORTERS

Bath Festivals, B&NES Council, Bath and District Business Crime Reduction Partnership,
SouthGate Bath, St John's Foundation, Julian House, Visit Bath,
and all of you.



01225 430 640



Bath BID is a member
of the Institute of
Place Management

bathbid.co.uk

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