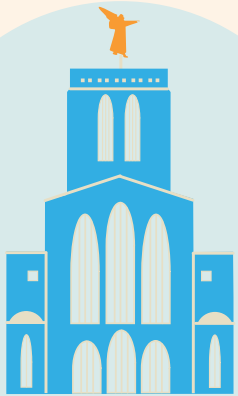


# Together

experience**eg**uildford™

Business Plan 2023-2028



**3**

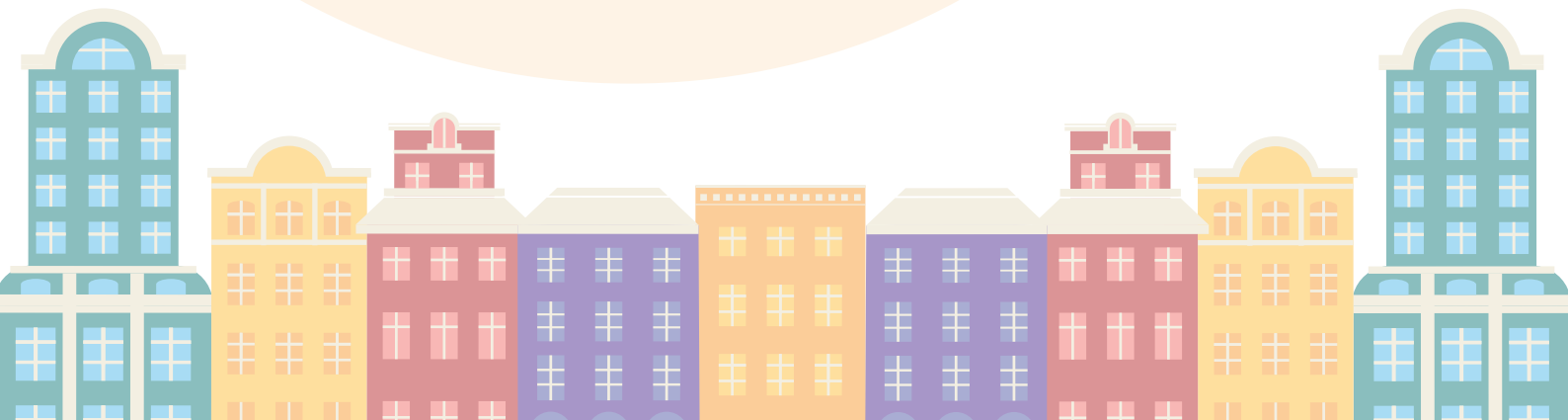
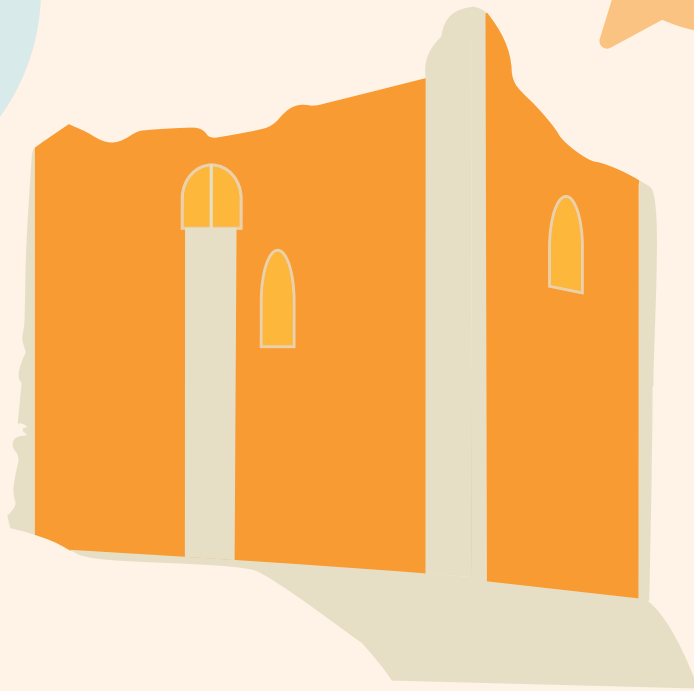
theatres &  
a cinema

**240**  
retailers

**3**

shopping  
centres

**100**  
places to eat  
& drink



# CONTENTS

**Page 3**

Introduction

**Page 5**

What is a BID?

**Page 7**

Experience Guildford Delivers

**Page 15**

Listening to You

**Page 16**

The Next 5 Years

**Page 18**

The BID Area

**Page 19**

The BID Levy

**Page 20**

Budget Forecast

**Page 21**

BID Governance and Management

**Page 22**

FAQ's

**Page 23**

Measuring Performance

**Page 24**

BID Rules and Ballot

**Page 26**

What happens if there is a no vote

**Page 27**

Get in touch





*The BID has become an increasingly important element of the business community over the last 10 years and our role in supporting businesses, not only through our plans, but the unexpected challenges brought about by COVID has grown.*

*I am very proud of the achievements of the Experience Guildford BID both prior to and during the pandemic. The BID has gone from strength to strength in the last decade and I firmly believe it is a tremendous asset to our businesses, giving us a firm advantage in this ever changing environment.*

**Claire Suggitt**

Chair, Experience Guildford BID



## INTRODUCTION

The Experience Guildford BID (Business Improvement District) is now nearing the end of our second, five year term and we ask you to support us once again so that we can continue all we do for the retail and leisure business community. We want to continue to build upon the work that we have done to market and promote our town centre and help keep it a safe, clean and friendly environment so that customers will want to visit, and businesses have the chance to prosper.

Working in collaboration with a range of other partners, the Experience Guildford Board of Directors (drawn from local business representatives who work on a voluntary basis) have diligently delivered the business plan projects and more.

Your BID levy raises over £500,000 each year to deliver the projects that you voted for. When this is coupled with additional income, it totals a spend and investment of over £3m during the course of its lifetime.

Post COVID, the team has focussed on the re-opening and recovery of our High Street to ensure that we can welcome back customers to a safe town centre and build on what we had already achieved. We continue to look at ways to support our levy payers with both the opportunities and challenges they face. As predicted previously, and accelerated by COVID, Guildford, like other centres is experiencing changes as peoples' shopping habits move and their choices change. Current pressures such as the 'cost of living' crisis, unpredictable energy and supply chain challenges can further complicate matters. With the BID, Guildford is better placed to address these issues, adapt and thrive.

On behalf of the Board of Directors and the BID Team, I am now asking you once again to consider this business plan and vote YES for another five years of the BID. It is only by you voting 'YES' for a third term that Guildford continues to be a leading shopping and leisure destination.

Thank you for taking the time to read our business plan for the new Business Improvement District (BID) term and I hope you will find it informative, interesting and above all inspiring and worthy of your support once again.

**Claire Suggitt**

Chair, Experience Guildford BID





“

*The team were incredible in dealing directly with the council for grants during lock-down and that is worth every penny I have ever contributed to the BID.*

**Darren Ayres**  
Five & Lime

”



**1**  
**PROMOTING**  
awareness of  
the town

**2**  
**ENHANCING**  
the safety &  
cleanliness of  
the town

**3**  
**IMPROVING**  
town parking  
& access

**4**  
**PROVIDING**  
business support  
for BID members

## WHAT IS A BUSINESS IMPROVEMENT DISTRICT (BID)?

**A Business Improvement District, or BID, is an arrangement whereby businesses collaborate to decide what services and improvements (in addition to those already provided by the public agencies) they wish to make in their location, how they are going to manage and deliver those improvements and what they are prepared to pay to make them happen. This information forms a business plan that will be voted upon by all prospective levy payers. If the majority vote YES by both number and rateable value a BID comes into being and exists for a maximum of 5 years and must spend the funding raised within the BID area and in accordance with the agreed business plan.**

### **An Investment in Your Business**

This document aims to both review the success of Experience Guildford BID and offer the opportunity to all in the BID area to secure a third term for the BID. A chance to invest nearly £3m in the next 5 years to secure the firm foundation we have laid and to build upon it. Together we can continue to improve footfall, increase sales, reduce business costs, and not only sustain the Town Centre but be aspirational for it and our businesses.

### **The Funding - Your Money, Your Say**

As central and local government funds steadily decrease, a great many town centres are deciding to adopt or continue this private sector management model called BIDs, to better fulfil the wishes and wants of their business community. Experience Guildford BID is an example of this and is funded by retail and leisure businesses in the area that pay a set levy based upon their rateable value. This investment is ring-fenced and can only be spent within the BID area on the ideas and themes agreed and voted upon in the business plan.

### **The BID Company**

Experience Guildford BID is managed by a Board of Directors (on a voluntary basis) drawn from local large and small businesses from within the BID area. The BID is a private, not for profit, independent company. Any levy payer is eligible to become a member of the BID Company and can then be put forward to serve as a Director of the BID.

### **The Vote**

If you are eligible to pay the levy, you are eligible to vote, so you decide if the BID continues. Of those that vote, if a majority of businesses vote in favour of the BID by number and by total rateable value, the levy will be mandatory on all businesses in the BID area apart from those that are exempt.

**If you value the services that Experience Guildford BID provides, please vote YES.**





“

*During the first lockdown, without the help of Experience Guildford, Biddles of Guildford Ltd probably wouldn't be here! We'd been made redundant, the business was to close, we needed ideas quickly and for us to re-open Biddles under staff ownership. A quick call into Experience Guildford and within days Amanda had set up a meeting for us with Crowdfunder and as they say 'the rest is history'.*

*We have chosen to take part in many of the initiatives offered by Experience Guildford, over the years, our thinking is 'if we are paying for a service we like to make the most use of it to the benefit of our business.' We're keen to see more and we would be happy to take part in, trails and competitions so that we get people walking around Guildford discovering the character of Guildford via it's independents.*

*Also, the Rangers are the public face, providing assistance around town, reporting problems to GBC that would go unreported until they became a real issue.*

**David Goddard**  
**Biddles of Guildford**

”



## EXPERIENCE GUILDFORD DELIVERS

**Vote YES for Experience Guildford BID 3 to see these services and projects continue and new ones developed. A great deal of our time and effort is operational, delivering those services that you believe are so important for the success of your business and the town. These are all over and above the services provided by the public agencies.**

By investing your levy payments into the town centre, your BID has a significant impact on the marketing, promotion, safety and cleanliness of the town centre, meaning that Guildford is a better place in which you can do business.

As the BID matured for a second term, we continued to build on our early successes and focus on the priorities that you identified as being most important to your business.

When COVID restrictions came into play in 2020-21, much of our normal work had to pivot to support business during these unprecedented times. The BID team was flexible and versatile and was able to support businesses through the COVID pandemic by diversifying and adapting to an ever-changing economy.

We have a track record of delivering and below are the themes Guildford BID focused on during the second term and the results were achieved.



If you value the services that Experience Guildford BID provides, please vote YES.







## Proudly Independent

#Gfordindie



www.experienceguildford.com

# 2019

7,000

vouchers redeemed  
from Little Book  
of Offers



experienceguildford  
**CUSTOMER  
SERVICE  
AWARDS**  
• 2022 •



## Marketing, Promotion and Events

- We have continued to support our small businesses through the **Proudly Independent** campaign and promotions.
- 2022 saw the introduction of **Fun Time Thursdays** giving free activities for families across the town.
- **Guildford-on-Sea** grew between 2018 and 2019 and we were delighted to be able to add 'Guildford-on-Sea Sundown Sessions' to support the evening economy, which included a charity volleyball tournament for local businesses with over **1250 attendees**.
- Annual sponsorship of footfall driving events including; **Guildford Fringe Festival and Guildford Shakespeare Company** attracting over **5,000 visitors** into town.
- **Guildford in Bloom** 40 additional planters/baskets provided in addition to those provided by the Council).
- Supported Guildford Walkfest which drew over **600 attendees**.
- The **Events Guide** was published bi-monthly.
- We have expanded the **Christmas lights** offer. In 2021 we supported **Tunsgate Quarter Twinkle** and will continue to support and enhance all partners' activities.
- We have averaged 132 offers in the Little Book of Offers each year. In 2019, 40,000 books were printed and nearly 7,000 vouchers were redeemed, representing a 28% increase on 2018.
- We have continued to promote your business through our social media channels. Our **social media** channels gained a combined **reach of over 220,000**.
- The Official Guildford App has been downloaded over 6,000 times.
- With the exception of the pandemic years, we delivered our successful annual **Customer Service Awards**.
- The Night Time Economy has been supported with our **Best Bar None awards** and the **Purple Flag scheme**.
- Additionally, we have supported ad hoc events including the **Innovate Guildford/Innovation Awards**.







5

Town Rangers

118

rubbish issues  
dealt with in  
a year

236

Guildford Business  
Crime Reduction  
Partnership (BCRP)  
members



We're a member of Guildford

B Business  
C Crime  
R Reduction  
P Partnersh

### Safe, Clean and Welcoming

- In a typical year our 5, hard-working Town Rangers make approximately **450 business visits each**. They actively support BID businesses and the public. They are your designated eyes and ears on the street, and a friendly and approachable presence in the town who are always happy to help.
- In the last 12 months our Town Rangers have attended **25 first aid** incidents, reported **118 rubbish** issues, **80 environmental** hazards, **30 graffiti** removal incidents and **10 pavement** defects to the Council, plus **3 Thames Water** issues.
- Our **Town Rangers** continue to work in partnership with local agencies, the homeless outreach team, neighbourhood police and fire service teams.
- We liaise with Guildford Borough Council to ensure that the streets and street furniture are cleaned quickly to the expected standard.
- **Guildford Business Crime Reduction Partnership** (BCRP) has gone from strength-to-strength, providing a secure platform through the DISC system to share information on people shoplifting and about criminal and antisocial behaviour. The BCRP now has **236 members** logging in regularly to help reduce business crime.
- The **Real Change Guildford** initiative has reduced begging and homelessness on our streets, whilst helping many take new steps to a brighter future.
- We have continued to work with partners and businesses to retain the town's **Purple Flag** status.
- We continue to support the town's evening economy by providing **Taxi Marshalls** on Friday and Saturday nights along with additional security for the late bus on Wednesday and Friday evenings to ensure your safety.
- We continue to support our night time economy with the **Best Bar None** scheme, highlighting the excellence across our licensed industry.

experienceguildford

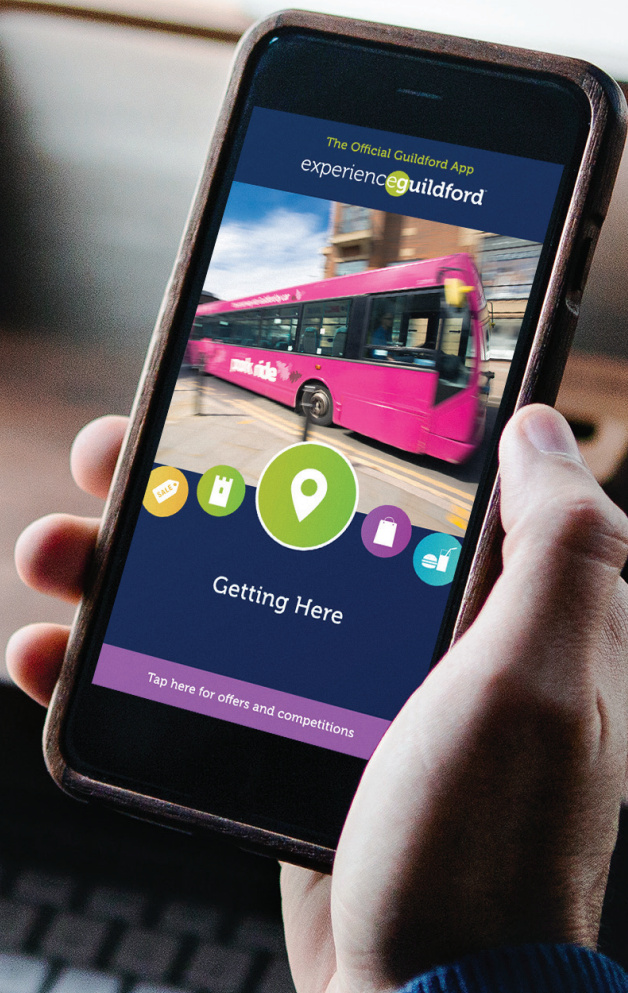
**B** BUSINESS  
**C** CRIME  
**R** REDUCTION  
**P** PARTNERSHIP





# FREE parking in Guildford town centre

Every Thursday in August **4, 11, 18** and **25** from 10am when you park with RingGo in selected car parks.  
Choose which 3 hour slot you want to enjoy up to 10pm.



Brought to you by  
**experienceguildford**





**FREE**  
parking  
incentive for  
shoppers



**2,000**  
plus employees  
given training



experienceguildford

### Access and Car Parking

- We continue to lobby for car parking and access improvements.
- Signage has been used to promote **Secret Guildford** and the businesses that operate off the High Street and North Street.
- We have delayed the parking charge increase for the town centre and are lobbying to achieve a staff travel scheme.
- **Free parking after 4pm at Christmas** and **Free parking on Thursdays throughout August**, partnering with RingGo.

### Business Support

- We have provided extensive **PR and Marketing** support to our businesses including but not limited to, the introduction of a website directory, an app directory and promotion of offers. Our 'How To' guides have also supported you to write news stories to help promote your businesses.
- **COVID support work** including information on PPE's, **Social Distancing**, **Grants** and **Financial Support** and **Re-opening Campaigns**.
- **Welcome Packs** produced by the BID have been distributed by the **Town Rangers** to newly opened businesses, new managers and employees in the town.
- We have continued to communicate with you via a number of methods throughout this term including **weekly e-shots**, **monthly newsletters** and **events listings**.
- Experience Guildford team pro-actively promote the opportunity to have **job vacancies on our website** which attracts over 11,000 visitors.
- We lobby effectively at a local and national level to ensure that your business voice is heard. Additionally, we have provided businesses and external partners with industry leading statistics and **analysis of weekly and monthly footfall** on the High Street and other local shopping areas.
- The Experience Guildford website [www.experienceguildford.com](http://www.experienceguildford.com) was redeveloped in 2020.
- A broad programme of free training to all BID members, covering **First Aid**, **Defibrillator** use and **Mental Health**, as well as **DOT Deaf Awareness**, **Dementia Awareness** and **Social Media**. Over the last 5 years we have organised the training of over 2,000 members of staff.







  
**VOTE  
YES**

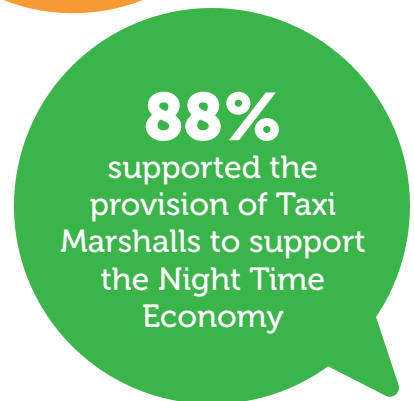
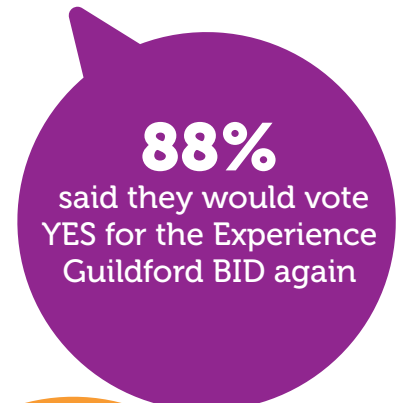


## LISTENING TO YOU

We have consulted with you during the renewal process. In addition to our usual newsletters and daily contact with businesses, we have undertaken specific consultation and engagement with regard to renewing the BID. This has included:

- January 2022: Impact Assessment of current Business Plan completed with the Guildford BID Board which is made up of representatives of BID businesses and stakeholders.
- April 2022: Our Achievements Fact Sheet outlining the story so far, was sent to all businesses along with a Renewal Survey.
- May 2022: Engagement with public agencies to develop Baseline Statements, collection arrangements and conduct of the ballot.
- June 2022: Business Engagement workshops held.
- August 2022: Full Business Plan circulated to levy payers for consideration.

Over 150 businesses responded to our consultation. Here is a summary of the results:



## THE NEXT FIVE YEARS

We have listened carefully to what you have had to say throughout the consultation process. You have told us that you are very pleased with the services that we deliver and that you would like us to continue to focus on what we do best in terms of promotions and events, and the look and feel of the place.

We are also very much aware that the changing nature of our town centres across the UK and consumer behaviour means we have to adapt and grow if we want to thrive. What will a **YES** vote mean for Guildford Town Centre?

In summary:

- Nearly £3 million of investment from the BID Levy and other income
- 550+ businesses will continue to be supported by the Experience Guildford BID
- The continuation of our existing popular projects and services

Below you will find further details of the projects and services we will undertake.

## MARKETING, PROMOTION AND EVENTS

We will continue to deliver a programme of well-established events and develop new ones to attract and engage visitors and promote spend and footfall.

We will:

- Continue to promote your business via our social media channels, including Facebook, Instagram and Twitter. We will embrace new media to ensure we grow our engagement which is already strong with a reach of over 236,000 across the existing three platforms
- Further develop and invest in the Experience Guildford website
- Invest and improve The Official Guildford App
- Deliver seasonal events, markets, festivals and trails
- Sponsor events and awards
- Publish an Event Guide
- Provide Christmas lights across the town centre with a further investment in additional lights for North Street
- Support the Night Time Economy via the Purple Flag Scheme and awards





## **SAFE, CLEAN & WELCOMING**

You have told us that enhancing the cleanliness and safety of the town is important to you and we will continue to ensure that the town centre is clean, safe and welcoming.

We will:

- Provide Town Centre Rangers to liaise with businesses and customers to support crime reduction and ensure a safe, clean & welcoming town centre. Also, to monitor and report on town centre issues
- Liaise with Guildford Borough Council to ensure that the streets and street furniture are cleaned to an acceptable standard and in a timely manner
- Remove graffiti when it appears
- Continue to grow and lead the Business Crime Reduction Partnership (BCRP) with a view to reducing the amount of shoplifting and anti-social behaviour in the town
- Adopt initiatives to reduce the impact of begging and homelessness in the town centre
- Work with partners and businesses to retain Purple Flag Status
- Provision of Taxi Marshalls to ensure the student population are safe and continue to support the evening economy

## **CAR PARKING & ACCESS**

Easy access into the Town Centre and the ability to move around freely and easily within it will always be a key part of the offer.

We will:

- Continue to lobby for car parking and access improvements
- Improve signage and add to the Secret Guildford campaign to highlight the smaller streets

- Develop car parking and public transport incentives where we can
- With the rise in the use of Electric Vehicles the BID will ensure that businesses are consulted on Surrey County Council proposals for EV chargers in the town centre and we will lobby as required. Our priority will be to ensure the installation of EV chargers encourages visitors to the town centre

## **BUSINESS SUPPORT**

During the consultation period you told us how much you value the support that the BID provides and that you want us to continue with these services.

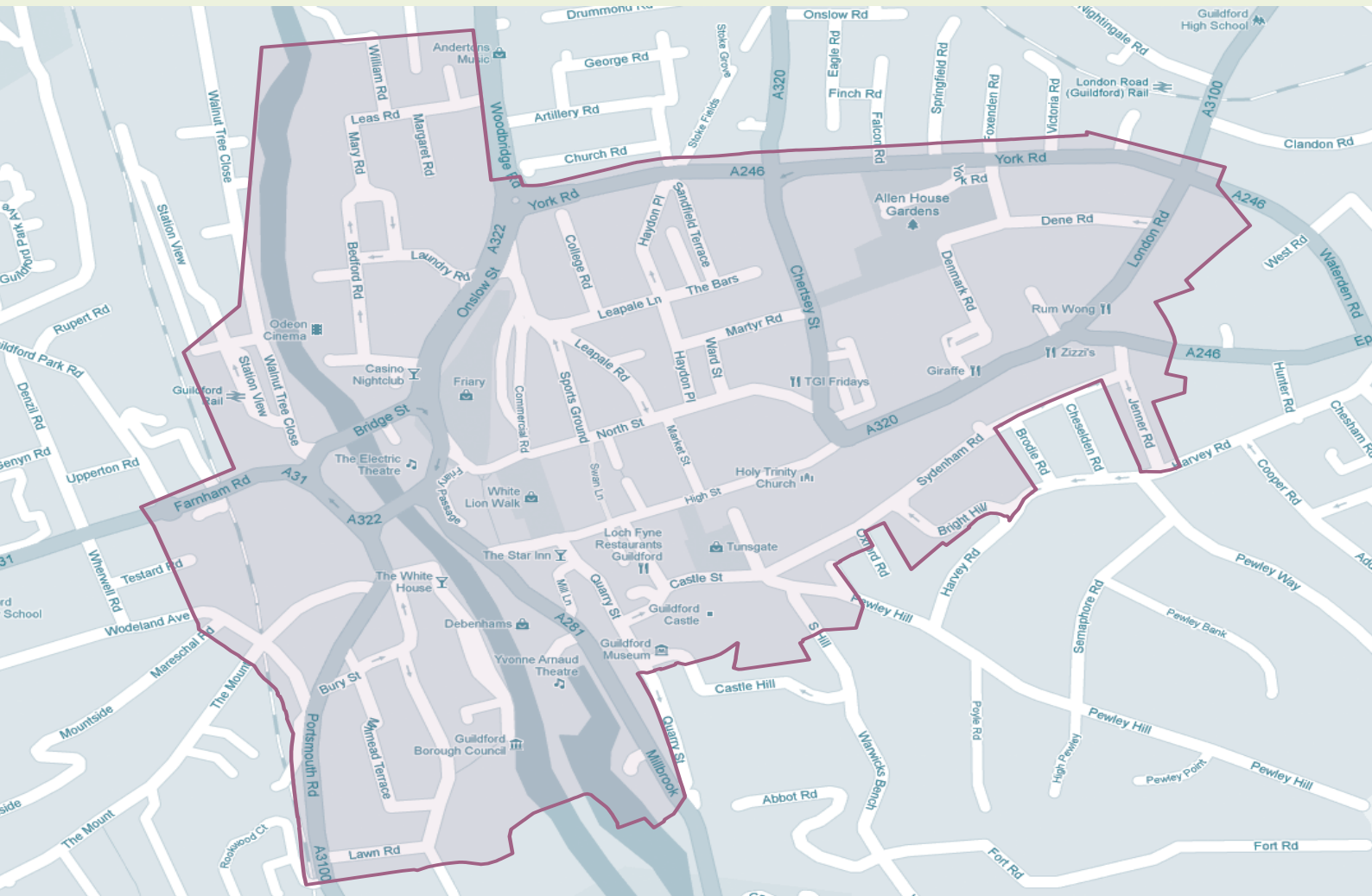
We will:

- Provide extensive PR and marketing support
- Training courses will be available to all businesses
- Produce welcome packs for distribution
- Promote your job vacancies, events and special offers on our website and on our social media channels
- Be your voice. Promoting and supporting your views and interests in response to official consultations from local and central Government
- Collect and share statistics and market data which will enable you to understand what is happening in your town centre compared to others
- Track footfall and movement via technology
- Invest further in the Experience Guildford website and The Official Guildford App.



## THE BID AREA

The following streets are included in the BID in whole or in part. If you are unsure whether your business falls within the BID boundary, please get in touch with a member of the BID team.



Streets included in the BID area:

- Alexandra Terrace
- Angel Gate
- Bedford Road
- Bridge Street
- Bright Hill
- Bury Street
- Buryfields
- Castle Street
- Chapel Street
- Chertsey Street
- College Road
- Commercial Road
- Denmark Road
- Eastgate Gardens
- Epsom Road (part of)
- Farnham Road (part of)
- Friary Street
- Guildford Park Road (part of)
- Harvey Road
- Haydon Place
- High St
- Jeffries Passage
- Jenner Road
- Lawn Road
- Leapale Lane
- Leapale Road
- Leas Road
- London Road (part of)
- Margaret Road
- Market Street
- Mary Road
- Milkhouse Gate
- Mill Lane
- Millbrook
- Millmead
- North Street
- Onslow Street
- Pannells Court
- Park Street
- Phoenix Court
- Portsmouth Road (part of)
- Quarry Street
- Railway Approach
- Sandfield Terrace
- South Hill (part of)
- Station view (part of)
- Stoke Road (part of)
- Swan Lane
- Sydenham Road
- The Bars
- The Friary
- The Mount (part of)
- The Shambles
- Trinity Churchyard
- Tunsgate
- Tunsgate Quarter
- Walnut Tree Close (part of)
- Ward Street
- White Lion Walk Shopping Centre
- William Road (part of)
- Woodbridge Road (part of)
- York Road



## THE BID LEVY

Every eligible BID business in the area shown on the map on the previous page will pay the BID levy which is calculated as 1% of the rateable value of its premises. This rate will not change throughout the duration of the BID term.

The levy will be collected by Guildford Borough Council on behalf of the Experience Guildford BID and will be transferred to the BID Company's bank account.

This income is then ring-fenced and used only to fund the projects included in this business plan.

The table below shows examples of what you will pay:

Rateable Value of Premises	Annual Levy Payable
Under £12,000	Exempt
£12,000	£120
£10,000	£100
£20,000	£200
£40,000	£400
£60,000	£600
£100,000	£1,000
£250,000	£2,500
£500,000+	£5,000

The Experience Guildford BID will raise approximately £580,000 per annum from the levy – nearly £3m over 5 years. We will use this income to deliver projects but also to leverage match funding, grants and any other additional funding as opportunities arise. We will also seek ways to generate additional income.

### ADDITIONAL INCOME

BIDs across the UK on average generate 10% in additional income through their lifetime. Experience Guildford BID will endeavour to do this through sponsorship, grant funding and other income generating activities. It is expected that this form of income could generate an additional £50,000 per annum to be invested back into the projects outlined in this plan.

### VOLUNTARY MEMBERSHIP

A voluntary investment can be made by businesses that are exempt such as those that have a rateable value under £12,000 and those outside the BID area. This will entitle them to selected projects and services outlined in this business plan as well as full rights as members in the management and governance of the BID company. Details and eligibility will be set by the Board.

## BID BUDGET FORECAST 2023 – 2028

	Year 1	Year 2	Year 3	Year 4
<b>Income</b>				
BID Levy*	£580,000	£580,000	£580,000	£580,000
Additional Income**	£0	£0	£0	£0
<b>Total Income</b>	<b>£580,000</b>	<b>£580,000</b>	<b>£580,000</b>	<b>£580,000</b>
<b>Expenditure</b>				
Projects and Services				
<b>Promotion &amp; Events</b>	<b>£200,000</b>	<b>£200,000</b>	<b>£200,000</b>	<b>£200,000</b>
<b>Safe &amp; Clean</b>	<b>£130,000</b>	<b>£130,000</b>	<b>£130,000</b>	<b>£130,000</b>
<b>Car Parking &amp; Access</b>	<b>£50,000</b>	<b>£50,000</b>	<b>£50,000</b>	<b>£50,000</b>
<b>Business Support</b>	<b>£80,000</b>	<b>£80,000</b>	<b>£80,000</b>	<b>£80,000</b>
Administration/Costs**	£100,000	£100,000	£100,000	£100,000
Contingency/Reserve	£20,000	£20,000	£20,000	£20,000
<b>Total Expenditure</b>	<b>£580,000</b>	<b>£580,000</b>	<b>£580,000</b>	<b>£580,000</b>

“

*Experience Guildford is an invaluable support to small organisations and businesses like us! It offers so many fantastic opportunities to get involved and be a part of all the great things going on in the town – from Mi Rewards, to Proudly Independent and the Customer Service Awards. Nothing is ever too much trouble for the team, they are always on hand to assist and go above and beyond to promote what we do. Particularly during the pandemic, they were a great source of help to us. Being a BID member has really benefited our small charity – the support offered is second to none.*

**Emma Wilkinson**  
The Guildford Institute

”





<b>Year 5</b>	<b>5 Year Totals</b>
£580,000	£2,900,000
£0	£0
<b>£580,000</b>	<b>£2,900,000</b>
<b>£200,000</b>	<b>£1,000,000</b>
<b>£130,000</b>	<b>£650,000</b>
<b>£50,000</b>	<b>£250,000</b>
<b>£80,000</b>	<b>£400,000</b>
£100,000	£500,000
£20,000	£100,000
<b>£580,000</b>	<b>£2,900,000</b>

The proposed budget for the new term is set out below.

\*Based on 2022 Rateable Value list provided by Guildford Borough Council. Subject to change in accordance with alterations to the list. Correct at time of going to press.

\*\* We have a commitment to aim to raise additional income of 10% from non-levy income sources annually. Only committed and fully disclosed sources of additional income may be included in the budget.

\*\*\* Includes levy collection costs, rent, rates, bank, insurance, renewal cost, etc.

## **BID GOVERNANCE & MANAGEMENT**

### **THE BID COMPANY AND BOARD**

Experience Guildford BID is managed by a Not for Profit, private company, limited by guarantee. The Board of Directors are drawn from businesses across the BID area and relevant public agencies. Board Director positions are unpaid and voluntary and include a mix of all sectors of business that operate within the BID area as well as the necessary skills and experience required to deliver the business plan.

In order to stand for company positions and vote on company businesses all eligible levy payers are legally required to register as members of the company.

There will be regular updates via newsletters and e-bulletins. The annual reports and accounts will be produced at the end of each year and available to members.

If successful at renewal ballot the new term will commence on 01 February 2023. It will run for five years and then be required to seek renewal through a new ballot.

The Experience Guildford BID will have a staff team headed by the Chief Executive who will be responsible to the Board for managing the day-to-day implementation of the BID projects.

### **FINANCIAL MANAGEMENT ARRANGEMENTS**

As a Company Limited by Guarantee we will ensure it meets all its statutory duties including filing of annual accounts. In relation to the BID Regulations of 2004 it will also ensure, with the Billing Authority, the sound management BID Revenue Account through a Monitoring Group, which will meet at least once a year as set out in the Operating Agreement.

### **BALLOT ARRANGEMENTS**

The ballot will be held and conducted in accordance with The Business Improvement Districts (England) Regulations 2004 as amended. The ballot will be a postal ballot of all businesses in the BID area liable to pay the BID Levy. It will be conducted on behalf of the Returning Officer by Civica Election Services.

Ballot papers will be despatched on 29 September 2022 and you will have until 5pm on 27 October 2022 to cast your vote. All eligible businesses in the BID area entitled to vote will be notified of the ballot arrangements and will be sent the ballot papers. Proxy voting can be arranged for those that require it.

## FREQUENTLY ASKED QUESTIONS

### **The BID has been running for five years, why can't it just continue?**

BIDs last for a maximum of five years, once that term is over the BID is legally required to review its projects, produce a new business plan, stating its objectives for the next term. This plan is then voted on by BID businesses that will be required to pay the levy. This is known as a renewal ballot.

### **Is this just another tax and will it substitute those services that Guildford Borough Council is responsible for providing?**

A BID cannot replace or substitute local authority services i.e. those covered by your business rates. Guildford Borough Council has provided appropriate Baseline Statements as part of the BID renewal for both its statutory and discretionary services. These can be viewed on request. Experience Guildford can choose to enhance and add to these services using BID levy income.

### **How much will I pay?**

On behalf of the BID, Guildford Borough Council will collect a levy from each BID business which will be transferred to the BID Company and used to implement the projects laid out in this plan. Eligible businesses in the BID area will pay 1% of their rateable value. This is collected annually for 5 years.

### **My business is not a part of the BID area, can I still take part?**

Yes, any businesses that are formally exempt from paying the BID levy or not in the BID area can contribute voluntarily. If you join the BID in this way, you have exactly the same rights to the governance and management of the company as any other business. To discuss voluntary contributions please contact the BID Team using the contact details in this document.

### **When will the next mandate projects be delivered?**

The current term of the BID is due to end on 31 January 2023. If the renewal ballot is successful, the new term will commence on 1st February 2023 for five years.





## MEASURING PERFORMANCE

We recognise the importance of measuring our performance and demonstrating the return on your investment. Experience Guildford BID measures and provides industry leading data to keep businesses up to date on our activities and its impact.

### **Guildford's performance**

We will continue to produce an annual barometer of performance, including footfall figures, consumer spend, visitor numbers and vacancy rates to provide vital intelligence on the town's trading performance.

We will undertake an annual town centre perception review which measures cleanliness, safety, access and navigation. We will share the results with you and relevant departments to review quality and management standards of the town's services.

### **BID Performance**

The BID will provide robust appraisals of projects and will report to you through newsletters, via the website and production of an annual report.

The BID will hold an Annual Meeting where members will be encouraged to take part in company business and ask questions of the team's performance.

Events coordinated by the BID will be monitored using attendee numbers and reported to participating businesses.

The Official Guildford App download numbers will be reported on in newsletters, as will our click-through rates on [experienceguildford.com](http://experienceguildford.com), which we are aiming to increase by 10% each year.

We will report on the success of the Experience Guildford Business Crime Reduction Partnership by helping to lower crime and anti-social behaviour statistics.

We will continue to request business feedback using annual stakeholder surveys facilitated by an external contractor.

The CEO will meet quarterly with the local authorities to discuss the town and the BID's performance and review the baseline agreements to ensure the business plan is kept on track.



## BID LEVY RULES & AND BALLOT

**The BID Regulations of 2004 (as amended), approved by the Government, sets out the regulatory framework within which BIDs will have to operate, including the way in which the levy is charged and collected, and how the ballot is conducted.**

- The BID will last for five years from 1st February 2023 until 31st January 2028.
- The BID levy will be applied to all eligible businesses within the defined area (see map) with a rateable value of £12,000 or more which are not classified as 'Offices' on the NNDR list. Retail and leisure includes the following sectors: retail, leisure, entertainment, accommodation, transport, education, food & drink, clubs & societies and car parks. Non-retail charities with no trading income, arm or facilities, not-for-profit subscription and volunteer based organisations will be exempt from paying the BID levy.
- The BID levy will be charged to any eligible business occupying any existing hereditaments within the BID area.
- New hereditaments will be charged from the point of occupation based upon the rateable value at the time it enters the rating list.
- Where a hereditament is deleted from the Non Domestic Rating List liability for the BID will end from the effective date used by the Valuation Office.
- Where a hereditament or hereditaments are reorganised by way of split, merger or other reorganisation, liability on the old hereditament(s) will cease from the effective date used by the Valuation Office. Liability for the new reorganised hereditament(s) will start from the effective date of change used by the Valuation Office and will be based on the new rateable value.
- Where a rateable value increases or decreases without a reorganisation, the new value will take effect from the start of the next levy period (i.e. 01 February annually).
- If a business ratepayer occupies a premise for less than one year, the levy paid will be calculated on a daily basis.
- Vacant properties, those undergoing refurbishment or being demolished will be liable to pay the BID levy via the registered ratepayer. Where a property has been demolished the last ratepayer remains liable until the following billing period.
- VAT will not be charged in the BID levy.
- The BID levy rate will not be subject to inflation.
- The BID levy rate will be 1% of the rateable value of each eligible business using the current Non Domestic Ratings List on 1st February annually, of the term, or for new entries, at the point of entry on the list.
- The BID levy is payable in one instalment, by the date specified in the invoice.
- The BID levy will not be affected by service charges paid to landlords, or any rate relief, exemptions, or discounts granted under the Local Government Finance Act 1988 as amended.
- Under the Government's BID Regulations 2004, Guildford Borough Council is the only authorised body able To collect the BID levy on behalf of the BID company.
- The BID funding will be kept in a separate BID account and transferred to the BID company.
- BID projects, costs and timescales may be altered by the Board of Directors, providing that they remain in line with overall BID objectives.
- The BID Board Directors will meet at least six times a year. Each levy paying business will be invited to become a member of the BID company which will entitle them to vote on company matters and be invited to the BID Annual Meeting.
- The Board will produce a set of annual accounts made available to all company members.



- The renewal ballot will take place between 29 September and 27 October 2022 and will be a postal vote.
- The eligible voter list will be provided from the Non Domestic Ratings List database provided by Guildford Borough Council.
- The BID area and an increase in liability for the levy cannot be changed without an alteration ballot. The BID projects, costs and timescales can be altered with the agreement of the BID Board. In these circumstances the Board will consult with the levy payers before changing the rules.
- The BID Proposer is Elevate Guildford Ltd which is a Company Limited by Guarantee and is not for profit.

### **BID Ballot**

- Funds to carry out the renewal ballot will not be recovered from the levy in the new term.
- All eligible businesses will have the opportunity to vote.
- The postal ballot will be conducted by the Returning Officer at Guildford Borough Council (or their appointed agent), which is the responsible body as determined by the BID legislation.
- Each eligible business ratepayer will have one vote in respect of each hereditament within the BID area, provided they are listed on the National Non-Domestic Rates List for the defined area as provided by Guildford Borough Council.
- A proxy vote is available, and details will be sent out by Returning Officer.
- Ballot papers will be sent out to the eligible voters from 29 September 2022 and need to be returned no later than 5pm on 27 October 2022.
- For the BID to go ahead, two conditions must be met:
  - More than 50% of businesses that vote must vote in favour.
  - Of the businesses that vote, the 'yes' votes must represent more than 50% of the total rateable value of all votes cast.
- The results of the ballot will be declared on 28 October 2022.

### **NEXT STEPS**

September 2022 - Final Business Plan mailed to all eligible businesses in the BID area

29 September 2022 – Despatch of Ballot Papers

27 October 2022 – Ballot closes

28 October 2022 – Declaration of results



## What Happens if it is a 'NO' Vote

**We very much hope that you will vote YES but this is not guaranteed. If there is a NO vote, the Guildford BID company will be wound down and will cease to exist. All of the BID projects and services on which you currently rely, will cease after 31st January 2023.**

These include:

- We will lose our valuable Town Rangers from the town centre.
- The loss of nearly £3 million of BID levy investment to support businesses across the town centre.
- The website [www.experienceguildford.com](http://www.experienceguildford.com) will close.
- Content creation for our successful Experience Guildford social media platforms, namely Facebook, Instagram and Twitter will stop.
- Popular footfall-driving events such as the Street Festivals and other seasonal events like the Easter Egg Hunt and White Rabbit Trail will end, as will our bi-monthly events guide.
- Guildford's Christmas campaign, including Little Book of Offers and the Christmas markets will simply stop.
- Our sponsorship of events like Guildford Fringe, Guildford Shakespeare Company Productions, Guildford in Bloom and Walkfest will cease.
- Our numerous campaigns to support independent retailers will end.
- The Privilege Card Scheme will not be available.
- We will be unable to support the Night Time Economy via awards and partnership working, including the hugely important Purple Flag accreditation and the Best Bar None awards.
- The enhanced level of service in regard to street cleansing, which is a result of the rangers being your ears and eyes on the street, will end. The BID will not be there to liaise with the Council to ensure that the streets are clean and the environment graffiti free.
- We will no longer be able to deliver The Business Crime Reduction Partnership or provide Taxi Marshalls.
- Lobbying for parking and access improvements will cease. Businesses will no longer have an organisation to represent them in these important discussions.
- The Business Support that we provide as a matter of course and which has been critical during the pandemic will cease. This includes all the communications that we have with you, the market intelligence we share, plus the training that we offer.
- Neighbouring towns with BIDs and associated investment will gain ground on Guildford.
- Free parking promotions will cease.

**THERE IS NO  
PLAN B  
AND NO OTHER  
ORGANISATION WILL  
REPLACE THESE  
PROJECTS AND  
SERVICES**

**VOTE  
YES**



## GET IN TOUCH

If you have any questions or require further information please call Amanda Masters, Chief Executive, Experience Guildford on 07885995711 or email: [amanda@experienceguildford.com](mailto:amanda@experienceguildford.com)

For other information about Experience Guildford and to keep up to date, please visit our website:

[www.experienceguildford.com](http://www.experienceguildford.com)



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*Experience Guildford has been a wonderful asset in supporting Lush Guildford. We've made full use of their training opportunities for our staff and, as a result, have developed a strong, knowledgeable team with outstanding customer service. The Experience Guildford team are always on hand to support us with anything from advertising events and vacancies to keeping our team safe. The hard work they put into fun initiatives like the Customer Service Awards never goes unnoticed and really helps motivate our entire store. We've built a strong relationship with the whole Experience Guildford team and their support has really helped develop our business as a whole. Experience Guildford is absolutely invaluable and we're incredibly grateful to have them.*

**Becky Craggs, Lush Guildford**

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“

*We have been massive fans of the Experience Guildford Bid Group from day 1.*

*They are our first point of contact for all incidents, whether crime related, accident and injury, petty nuisance such as the failure of delivery of bin bags. No matter what our request/enquiry they always have an answer.*

*We know each of them by name and whenever we see those blue uniforms around town we feel supported.*

*We have been at No 2, Market Street for 22 years now and are now the longest established business in the street, we tell all newcomers to 'get to know these guys in blue, they will be your friends as you build your business'.*

**Susan Turner**

**Neal's Yard Remedies**

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