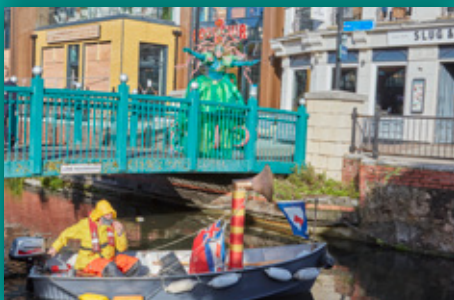


# CHELMSFORD FOR YOU

## BUSINESS IMPROVEMENT DISTRICT PROSPECTUS 2023 - 2028

The Heart of Essex



[CHELMSFORDFORYOU.CO.UK](http://CHELMSFORDFORYOU.CO.UK)

# FOREWORD

CHELMSFORD BUSINESS IMPROVEMENT DISTRICT (BID)  
PROPOSAL AND BUSINESS PLAN 2023-28

Over the last 5 years, Chelmsford Business Improvement District being one of the largest operating BID's in the region has delivered a diverse, comprehensive and very successful programme of projects and events across the city.

The BID has worked tirelessly in promoting our city businesses, creating a welcoming experience, and delivering a full calendar of events and festivals, as well as setting up sustainable initiatives, drawing in investment, and providing a stronger voice for the Chelmsford city centre business community.

We are proud to be introducing this new BID Proposal and Business Plan for the second term of Chelmsford BID which, with your YES vote, will run for the next 5 years.

In this proposal, you will find out how Chelmsford BID plans to build on the many successes of

our first term. Our aims are spread across three key areas, Chelmsford for Discovery, Chelmsford for Experience and Chelmsford for Growth.

Your support, your YES vote, your involvement in the initiatives and your input in how the BID programme evolves will ensure the BID continues to celebrate, support, and promote Chelmsford and all of our businesses.

I believe the BID is fundamental to the recovery of our city. We will continue to work hard for you, supporting and shaping future growth of our city that all of us depend upon.

I think you will agree that together, we have overcome many challenges and great work has been achieved.

This can only continue with your support, so please vote YES in the forthcoming ballot, let's continue to shape the future of our city together.

Thank you.  
Sue Patel  
The Meadows Shopping Centre  
Chair of Chelmsford Business Improvement District Ltd



# OUR BOARD MEMBERS

CHELMSFORD BUSINESS IMPROVEMENT DISTRICT LTD BOARD  
BID BOARD MEMBERS & DIRECTORS

The BID Company, Chelmsford Business Improvement District Ltd is a company limited by guarantee, is the body which has proposed the BID for the purposes of the BID Statutory Provisions and is responsible

for the implementation of the BID plan.

The membership of the board of the company is open to all business levy payers in the BID area. Membership of the company

is open to all BID Levy payers, and also to Voluntary Members. The Members of the Company control the membership of the Board, through their Articles of Association and votes at General Meetings of Members.

THE CURRENT MEMBERS OF THE BID BOARD ARE AS FOLLOWS:



Sue Patel (Chair)  
The Meadows Shopping Centre



James Gardner (Vice Chair)  
Gardner Building Ltd



Graham Whyatt  
James Hallam Insurance



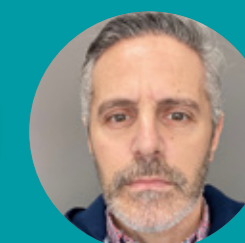
Ben Backhouse  
Backhouse Solicitors



Cllr Simon Goldman  
Chelmsford City Council



Cllr Anthony McQuiggan  
Essex County Council



Andrew Bresgall  
Chelmer Fine Art



Perminder Gray  
Another Level Medispa



Sean Manley  
Toni & Guy



Tracey Odell  
John Lewis & Partners



Ryan Rezazadeh  
Popworld (Stonegate)

# CHAIR'S INTRODUCTION

# OUR VISION

Through a business-led programme our vision is to create: 'A vibrant and appealing destination for local people and visitors and a thriving and inspiring location for businesses and residents.'

## WHAT IS A BID?

// A Business Improvement District (BID) is a defined geographical area within which the businesses have voted to invest collectively to improve their trading environment.

// The lifetime of the BID is covered by regulations and is set at no more than five years.

// A not-for-profit company is set up and run by the businesses in the area and is responsible for ensuring

that the aims and objectives of the BID Proposal are delivered.

// BIDs are about additionality. They do not replace local authority or police services but have to provide additional resource and activities to benefit the area.

// There are over 320 BIDs in the UK. For more information about BIDs visit [placemanagement.org/the-bid-foundation/what-is-a-bid/](http://placemanagement.org/the-bid-foundation/what-is-a-bid/)



The BID has been a fantastic tool for us, as an established company who is new in the area, we received lots of support and inclusion with well-advertised events throughout the year. The business-to-business tools, like the Chelmsford For You App, have helped our team members connect with businesses in the town, to establish regular services including parking arrangements. They have my vote again this year.

Hayley Watts  
Mortgage Operations Manager,  
Mortgage Business



# YOUR FEEDBACK

The last few months has seen extensive research undertaken across a wide range of businesses, organisations and stakeholders to ensure that the plan which has emerged has an in depth understanding of the views and aspirations of the businesses in the area as well as an appreciation of the

perceptions of those who visit and also work in the area.

Research and findings from the surveys, interviews and interactions of businesses and organisations from across the Chelmsford BID area has been considered, in shaping the ultimate Vision, Objectives and their associated activities.

## THE STATS



All potential levy paying businesses in the BID area were sent surveys via an ebulletin, visit from a BID representative and via the BID website and were given the option to complete the survey either via telephone or video call with a member of the BID team.



All levy paying businesses were invited to complete the business survey.



A dedicated BID renewal page on the CFY website giving businesses up-to-date information on the renewal of the BID, with links to the renewal survey.

There were  
**528**  
business visits in total, with 211 of these being unique visits. 48% of all businesses which meet the levy criteria had a personal visit to discuss the BID.

**98**  
detailed surveys completed by businesses.

PROJECTS AND ACTIVITIES TO SUPPORT BUSINESSES

# BID ACHIEVEMENTS OF 2018-2023

Christmas Lights & Switch On Event



Concrete Canvas Street Art Festival



CFY Monster Invasion



Green City Family Eco Festival



Pride Window Art Trail & Floor Vinyl



**Plus**

Chelmsford For You	Radio Gaga campaign	Family Boat Rides	CM1stmas brand campaign
Chelmsford Book Week	CFY Easter Egg Hunt	CM1stmas Community Awards	inc. digital & outdoor media and magazine

Enhance City Centre profile

Increase Dwell Time

Increase Footfall

## MORE DESTINATION SUPPORT ...



Developed the city-wide brand Chelmsford For You to promote businesses and events across the district via our website, outdoor media and social channels



Partnered with Chelmsford City Council to obtain funding in order to include major tourism venues within our destination marketing



Installed 3 Tommy statues as part of the Centenary celebrations



Sponsorship of key city events such as Volfest, Chelmsford Festival, Essex Pride, Chelmsford Photography Competition, Chelmsford Fringe Festival and various art trails



Welcome back campaign with colourful ribbons



Animating vacant units through colourful vinyls or local artist's murals

## CITY CENTRE OPERATIONS

- 1 We Are Purple partnership and access audit conducted across the city centre
- 2 DISC licensed software for evening economy businesses
- 3 Sponsorship of Open Road SOS Bus
- 4 City Centre Ambassadors in partnership with the City Council
- 5 Chairing the relaunched Townlink meetings in conjunction with Essex Police and Chelmsford City Council
- 6 Running Dementia Friends Sessions for city centre businesses
- 7 Additional street lighting installed alongside the river to Baddow Road car park and along M&S and ACanteen
- 8 Women's Safety Charter and campaign
- 9 Funding Nightlife Crews in evening economy venues in partnership with Essex Police

## Managing Crime Together



**STRONGER BUSINESS COMMUNITY**

Chelmsford For You app providing employees with offers and discounts across the city including cheaper parking rates



Communications strategy including monthly newsletters, e-bulletins, push notifications on the app and our social media channels



Monthly Coffee Clinics with the BID team



Installation of footfall counters across the city to track visitor trends and evaluate the event calendar



Utilities joint procurement scheme for member businesses



Chelmsford For You video podcast, highlighting independent businesses



Key stakeholder in public realm consultation and strategies including parking and transport matters, redevelopment and planning



Partner on the Ignite Cultural Partnership to ensure that the business community is represented within Chelmsford's Cultural Strategy



Secured additional income through external funding, associate membership scheme and sponsorship of key events that we have organised



**COVID 19 SUPPORT**

**Throughout the challenging period of the pandemic, the BID has remained open and operational, supporting businesses throughout the pandemic wherever it could and ensuring that latest guidelines and information was available.**



// Provided BID members with levy relief during the most challenging of times.

// Partnering with the City Council to provide city centre ambassadors, supporting businesses and visitors to keep safe during the various stages of lockdowns and restrictions.

// Installing signage across the city with key safety messages around restrictions and social distancing.

// Sharing information to businesses about grants and available support.

// Awarded funding from ECC to provide a programme of events, supporting the welcome back to Chelmsford city centre.

// Coordinated the collection of items donated by city centre businesses and sent to Broomfield Hospital.



# YOUR PRIORITIES

Businesses from across Chelmsford identified key priority areas for a new BID which fall into three objectives:

## 1 Chelmsford for Discovery

**OBJECTIVE** Position Chelmsford and build its profile as a destination of choice for local residents and visitors.

## 2 Chelmsford for Experience

**OBJECTIVE** Build on Chelmsford's appeal as a vibrant, welcoming and safe place for those who visit, live and work in Chelmsford.

## 3 Chelmsford for Growth

**OBJECTIVE** Work collaboratively and strategically, representing business interests to encourage growth, development and investment of businesses in Chelmsford city centre.

### OBJECTIVE 1

# CHELMSFORD FOR DISCOVERY

Position Chelmsford and build its profile as a destination of choice for local residents and visitors.

Amount the BID will spend:

An average of **£283,000** per year  
a total of **£1.4million**  
over five years.

In the survey, marketing came out as being an important activity for businesses. The joint top future project that businesses said would be beneficial to their business was 'Developing the Chelmsford identity and branding to attract more visitors', with 90% of businesses surveyed saying this would be beneficial to them.

In the survey, suggestions for improvements in marketing included more shop local incentives and keeping businesses and customers up-to-date on new stores coming into the city centre.

Also in the survey, when businesses were asked to suggest future beneficial projects, projects that came under the category of events

were joint most suggested. Comments included the need to focus on high impact or very marketable events/schemes that make material impact and also putting on local food/coffee festivals. There were also suggestions that it would be good to celebrate diversity through events such as Pride and Disability awareness day/week.

**86%**

of businesses said 'Increase marketing across digital, online and mobile channels' would be beneficial to them.

**73%**

of businesses said Promotion and awareness of reasons to visit would be beneficial to them.

**77%**

of businesses said 'Christmas Lights Switch On' was the most beneficial current project.

# OBJECTIVE 1 CHELMSFORD FOR DISCOVERY

## WHAT CAN BE DELIVERED IF YOU VOTE YES



1

Continue to develop the city's identity through the 'Chelmsford for You' brand and ensure that the marketing of Chelmsford by other key partners such as the City Council serves to support and use the same branding.

2

Continue to target employees and residents through the 'Chelmsford for You' app and its associated communication to profile businesses and provide exclusive offers, promotions and events.

3

Using all media channels, digital and printed marketing, social media and PR, lead and coordinate the promotion of the city to help attract visitors and raise its profile and awareness of its events and all it has to offer in a way which is consistent with its identity.

4

Continue to work with key stakeholders to encourage, support and act as hosts to deliver events and markets on the streets, open spaces and our rivers throughout the year which help to drive footfall and create a vibrant and attractive place that people will want to visit.

5

Promote and develop award schemes which profile businesses and individuals and celebrates, recognises and promotes excellent customer service and a great experience.

6

Develop market intelligence and use marketing capability from schemes and initiatives to attract even more shoppers and clients.



## MEASURES AND RESULTS

// Increased awareness of Chelmsford

// Positive media exposure locally and regionally measured through numbers of articles, publications, click-throughs on digital media and value through using advertising value equivalent. (a.v.e)

// Numbers of businesses and organisations actively engaged in BID activities and the use of and their association with the 'Chelmsford For You' brand in their own marketing and promotion

// Increased levels of sales activity and footfall across the city centre



## OBJECTIVE 2

# CHELMSFORD FOR EXPERIENCE

Build on Chelmsford's appeal as a vibrant, welcoming and safe place for those who visit, live and work in Chelmsford.

Amount the BID will spend:

An average of  
**£267,600** per year  
a total of **£1.3million**  
over five years.

From the survey results it is clear that reducing crime and enhancing safety is important to businesses in Chelmsford and is something that needs to continue to be addressed. Three out of the top six issues that were ranked as very poor or quite poor were all crime and safety related issues. In addition, during the workshops the most discussed topic by

businesses was about crime and safety and comments included the need to improve street lighting in certain areas and helping to improve women's safety in the city.

Another factor in ensuring visiting and working in Chelmsford is a great experience is the access to the area. As the second most discussed topic was around cost and availability of car parking for both businesses and customers.

The cleanliness and appearance of the area is also an important aspect in making Chelmsford a great experience. With most comments in the survey relating to Street cleansing and litter control. In addition, businesses in the workshops commented that they enjoyed the street art murals that were put in place and that they would like to see initiatives like this continue.

80%

of businesses say that 'Street begging and rough sleepers' are the worst issue, ranked as either very poor or quite poor.

90%

of businesses said 'Parking initiatives for staff' would be beneficial to them.

78%

of businesses said 'Street cleansing and litter control' was important to them.

## OBJECTIVE 2 CHELMSFORD FOR EXPERIENCE

### WHAT CAN BE DELIVERED IF YOU VOTE YES



1

Continue to work closely with the Police, Local Authority and other agencies in tackling antisocial behaviour, shop lifting and begging on the streets which impacts upon businesses and the visitor experience.

2

Work with others to enhance wherever possible to improve the appearance of the streets and open spaces.

3

Explore and implement where appropriate initiatives and schemes which support environmental sustainability and mitigate the impacts of climate change which benefit businesses.

4

Enhance the area through the provision of floral displays and greenery, public art and festive and creative lighting to improve the appearance and vibrancy of the streets, open spaces and rivers where appropriate.

5

Continue to assist in making Chelmsford easier to access by working with stakeholders to communicate travel disruption and promote cycling and walking routes round the city centre.

6

Work with others to create sustainable and cost-effective public and private travel options which encourage access and support the needs of businesses on a day-to-day basis.



## MEASURES AND RESULTS

// Improvement of visitor and business perception of personal and business safety.

// Reduction of incidents of crime and anti-social behaviour.

// Regular flow of information and sharing of intelligence to support business crime prevention.

// Perception surveys of visitors and those who work in the city centre about the way they feel about the place.

// Improved perceptions of ease with which visitors, workers and residents can access and navigate Chelmsford city centre.



## OBJECTIVE 3

# CHELMSFORD FOR GROWTH

Work collaboratively and strategically, representing business interests to encourage growth, development and investment of businesses in Chelmsford city centre.

Amount the BID will spend:

An average of  
**£87,000** per year  
a total of **£433,000**  
over five years.

From the workshops, the second most discussed topic was 'Commercial Attractiveness'.

Comments related to commercial attractiveness highlighted the need to fill the vacant units in the city centre, possibly by encouraging pop-up shops and other options for more flexible use.

Also in the workshops, the third most discussed topic was around business community and comments included the need to encourage members who support the BID to share knowledge/experience with other businesses and invite them to become involved.



**78%**

of businesses said that as 'Marketing to target and attract new businesses/investors' would be beneficial for future project.

**83%**

of those businesses surveyed said 'Local networking and initiatives to encourage more local trading' would benefit them.

**77%**

of businesses said that 'Develop improved methods of communication between the BID and its businesses' would be beneficial to them.



# OBJECTIVE 3 CHELMSFORD FOR GROWTH

## WHAT CAN BE DELIVERED IF YOU VOTE YES



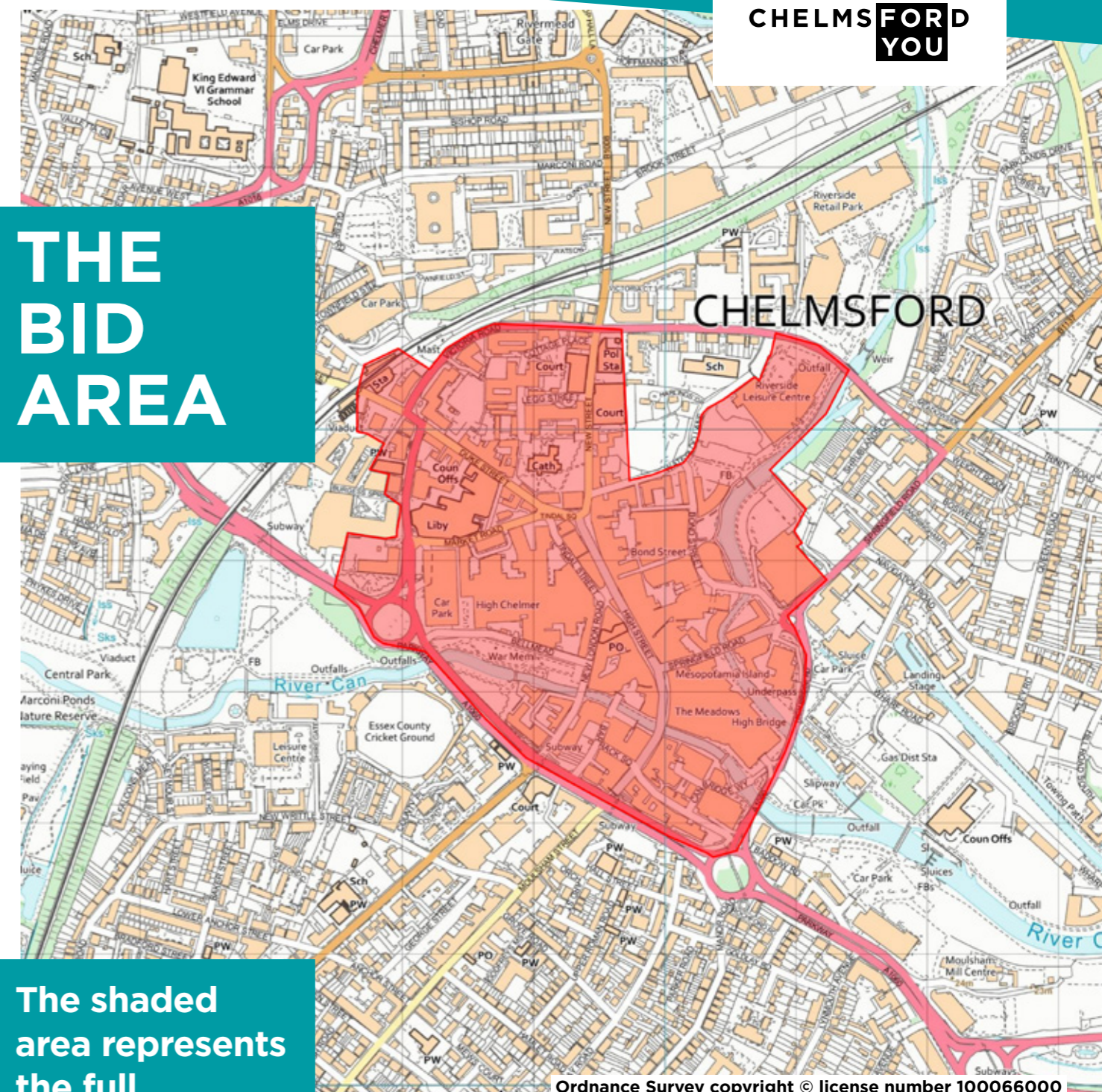
- 1** Work closely with the local authority, partner organisations and other businesses to encourage a coherent and planned approach to the use and development or refurbishment of properties, sites and the public realm in Chelmsford city centre.
- 2** Work with businesses, landlords and potential investors to encourage flexibility on the use of space for new and existing businesses to encourage development and growth.
- 3** Support the growth of a distinctive evening and night time leisure offer, to create an attractive and vibrant atmosphere.
- 4** Seek match funding, grant opportunities and other sources of revenue, both financial and in-kind, both for the BID and others, to increase the BID's ability to achieve its vision and objectives.
- 5** Develop relationships between businesses and organisations in Chelmsford and those outside the area who have an interest in seeing a vibrant and successful city.
- 6** Communicate between the BID and its businesses and organisations, to keep businesses engaged and informed of BID activities and issues which may affect their environment and to keep the BID informed of business needs and priorities.
- 7** Work with others to provide and report on a range of indicators which monitor the economic performance of Chelmsford including: footfall and foot-flow, commercial performance and customer perceptions.
- 8** Work closely with emergency services, the local authorities' statutory services and other key stakeholders during times of national or local incidents, emergency situations or economic or logistically challenging periods to maintain a safe and positive experience for visitors and workers and support businesses in Chelmsford.



## MEASURES AND RESULTS

- // Numbers of businesses and organisations actively engaged in BID activities
- // Increased level of investment in existing and new businesses
- // Increased range of businesses and organisations
- // Reduced levels of vacant and derelict properties
- // Increased number of new businesses and organisations
- // Increased interaction with and support from stakeholders including local authorities
- // Maintaining Purple Flag Accreditation

## THE BID AREA



The shaded area represents the full extent of the Chelmsford Business Improvement District.

Ordnance Survey copyright © license number 100066000

The BID covers those businesses whose rateable value is £15,000 or greater. The area includes any smaller business areas located off the roads or streets that are located within the boundary of the BID area defined by the shaded area on the map and any other

road or street, even if they are not listed in Appendix two of the full Business Plan and Proposal.

Any new road or street which is developed or created during the life of the BID which is within the BID area will be included.

# VOTE YES WHAT PEOPLE SAY



James Callaghan | Director  
Blue Sky Printing

During the time Chelmsford For You has been running I have seen so many wonderful events come alive in Chelmsford; Chelmsford Pride, Christmas Light Switch On, Street Art Festival, Chelmsford Festival and the amazing Monster Invasion to name a few. Without the funding and support CFY gives to these events there would be nowhere near as many fantastic things to bring people from the surrounding areas into the city centre. During the 5 years CFY has been around, the city centre retail and hospitality landscape has gone from strength to strength bucking the trend from many other city centres across the country.

I feel this has a lot to do with the vibrant landscape of events and offerings Chelmsford has to offer which a large part has a lot to thank Chelmsford For You. The teams co-operation with Chelmsford City Council has proved to be a winning formula to really get things done and make Chelmsford the amazing place for us to own a business and for our customers to visit.

## Blue Sky Printing will be voting yes to keep our Business Improvement District.

We can see that the team are going from strength to strength, everything they do enhancing what Chelmsford has to offer, securing the future of this prosperous shopping destination.

Since the BID has been in Chelmsford there has been a massive uplift in the number of people visiting the city. The BID have arranged so many fantastic events though out the year that has drawn in so many additional people to visit the city.

The events organised by the BID are also so unusual and Chelmsford has never seen amazing events like this in the city. The recent one with the street artists painting the buildings in city was simply phenomenal. From the cute paintings on the bollards, the stunning artwork on the telephone exchange boxes and the fabulous work on the side of buildings, this art is here to stay as well.

Chelmsford is a city that is now being spoken about as a city to visit when events are on, which in turn increases the footfall to the city and to our business. Sarah and her team from the BID always stay in contact and let us know when events are taking place so that we can coincide our own events with theirs and send our Mascot out to support. They also advertise our events as well on their site.

I will definitely be voting YES in November, as the BID since it has been in place has made such a significant difference to our city and the footfall of our business.

Sue O'Brien | Store Manager Chelmsford  
Metro Bank



The Chelmsford BID has been a huge source of support since Patch opened at the end of 2021. We are grateful for the time and energy that the team have put into helping raise our profile in the local area and continue to enjoy being part of the well-thought out events put on by the BID, in particular the recent Green City Festival which strongly aligned with our values. Patch looks forward to what the future holds for the BID, and will be voting YES in November!

Naomi Briffett | Site Director  
Patch Chelmsford



Chelmsford BID has been great for the city with projects like the Street Art Festival and the Monster Invasion. Two completely incredible events for all to enjoy and gives the people of the city something to look forward to and enjoy.

Ryan Rezazedah  
Popworld

## BUDGET

INCOME						
	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	TOTAL
Bid Levy Revenue (Note 1)	£580,000	£591,600	£603,432	£615,500	£627,811	£3,018,343
Bid Levy Reserves B/F	£35,000	£10,000	£-	£-	£-	£45,000
Other inc. (Note 2)	£115,500	£118,610	£120,982	£123,402	£125,870	£604,364
<b>Total Income</b>	<b>£730,500</b>	<b>£720,210</b>	<b>£724,414</b>	<b>£738,902</b>	<b>£753,681</b>	<b>£3,667,707</b>
EXPENDITURE						
Chelmsford for Discovery	£283,621	£283,621	£280,621	£283,621	£285,621	£1,417,105
Chelmsford for Experience	£269,200	£260,200	£265,200	£269,200	£274,200	£1,338,000
Chelmsford for Growth	£85,828	£85,828	£85,828	£87,828	£87,828	£433,140
Central Management Costs, Administration, Office (Note 3)	£54,300	£54,300	£54,300	£54,300	£54,300	£271,500
Levy Collection Costs & Refunds	£11,250	£11,250	£11,250	£11,250	£11,250	£56,250
Contingency (Note 4)	£24,000	£24,000	£24,000	£24,000	£24,000	£120,000
<b>Total Expenditure</b>	<b>£728,199</b>	<b>£719,199</b>	<b>£721,199</b>	<b>£730,199</b>	<b>£737,199</b>	<b>£3,635,995</b>
Balance / Accrual	£2,301	£1,011	£3,215	£8,703	£16,482	£31,712
	£730,500	£720,210	£724,414	£738,902	£753,681	£3,667,707

### NOTES:

1/ Assumes a 95% collection rate and 2% per annum inflation.

2/ Including income from landlords, associate members of the BID and other sources (including in-kind).

3/ Central admin, office and fixed overheads.

4/ Calculated as 5% of total levy billed.

5/ Accrual retained from levy revenue to provide for costs of renewal of the BID for any additional term, otherwise they will be spent on additional projects in the final year.

# WHAT WILL IT COST YOU

The levy is based upon a property's rateable value. In the first billing cycle of the 1st April 2023, the levy will be charged at 1.5% of rateable value for properties outside the shopping mall and 1.4% of the rateable value for properties in a shopping mall. This is explained in more detail within the Levy Criteria of the full BID Proposal and Business Plan.

With effect from the start of the third billing cycle commencing 1st April 2024 there will be an annual inflationary increase of all levy charges year on year for the duration of the Business Improvement District.

This will be a minimum of 2% increase year on year or the inflation percentage as determined by the Consumer Price Index as

at the 1st December of the year before the next billing process, whichever is the greater, rounded to the nearest tenth of a penny. (e.g. if a levy bill is £200 the inflation applied to this at a level of 2% would be £4 per annum). Negative inflation will not apply.

For the smallest business in the Business Improvement District, the cost is equivalent to **£4.33 a week.**

## HOW THE COST BREAKS DOWN

RATEABLE VALUE	LEVY RATE	ANNUAL	THIS EQUATES TO:	
			WEEKLY	DAILY
£1 - £14,999	Zero	Zero	Zero	Zero
£15,000	1.50%	£225	£4.33	£0.62
£25,000	1.50%	£375	£7.21	£1.03
£50,000	1.50%	£750	£14.42	£2.05
£75,000	1.50%	£1,125	£21.63	£3.08
£125,000	1.50%	£1,875	£36.06	£5.14
£150,000	1.50%	£2,250	£43.27	£6.16

## YOUR BENEFITS

As a business which pays, whether through a levy or voluntary payment, you will have the opportunity to be directly involved in the decision making and action planning for everything the BID delivers based upon the BID's business plan.

As a business who pays into the BID this is an investment. The aim of the BID is to deliver as much value back in benefits, if not more, than the money you pay in.

By working together as a collective voice, you will be not only be benefiting your business but improving Chelmsford.

## ADDITIONAL FUNDING

The BID Company is committed to seeking additional funding where possible to increase the benefits that can be delivered by the BID to businesses.

Businesses with a rateable value of £14,999 or less will be invited to enter into a voluntary arrangement with the BID to receive their own direct benefits and services.

This prospectus should be read in conjunction with the full Business Improvement District Proposal and Business Plan accessible at [chelmsfordforyou.co.uk](http://chelmsfordforyou.co.uk) emailing [info@chelmsfordforyou.co.uk](mailto:info@chelmsfordforyou.co.uk) or calling 01245 260009.

## MONITORING SUCCESS

### WORKING WITH KEY PARTNERS

In order to deliver exceptional value for money within the framework of the aims and objectives of the plan, the BID will work closely with other key stakeholders and strategic partners such as property owners, local authorities, Police and other public bodies.

### MONITORING OF BASIC SERVICE PROVISION

Chelmsford City Council and Essex County Council are committed to sustaining core or basic services to the area for the duration of the BID so that the activities of the BID will be totally additional and complementary.

Provision of Baseline Statements will allow the BID Company to regularly appraise the delivery

of core services and compare them with the details in the statements. From experience elsewhere we know this has an impact on delivery and helps to guarantee that money provided to the authorities via the business rates mechanism is targeted appropriately and well spent. This means that local businesses have some influence over Business Rates investment in their area and the effectiveness of local authority service provision.

### MONITORING BID DELIVERY

Monitoring and measuring the performance and effectiveness of the BID activities is an integral and essential part of the plan.

Businesses need to be confident that their levy money is being invested as productively as possible to maximise results. The effectiveness of the measures undertaken will be gauged by key performance indicators monitored and relevant for each project area.

They will include business surveys, photographic evidence, vacancy levels and new investment into the area. These measures and key performance indicators are identified for each objective and need to be monitored on a regular basis throughout the life of the BID.



# GOVERNANCE

The preparation of this BID Proposal has been managed by Chelmsford Business Improvement District Ltd which is a not for profit company, limited by guarantee. It is legally and operationally responsible to the businesses in the BID area for all BID activities and acts on their behalf.

The Board is elected by the members of Chelmsford Business Improvement District Ltd, drawn predominantly from those paying a levy in the area and made up of a representative cross-section of the businesses and stakeholders of the area and key agencies associated with the successful delivery of the BID projects. It will continue to be driven by the private sector and may include a Councillor from each local authority Chelmsford City Council and Essex County Council.

The main role of the Board is to safeguard the interests of levy payers by ensuring that the business operates in line with the BID plan, is professional and offers consistent value for money in line with its targets. The Board will ensure that the implementation of the BID will be monitored and delivered cost effectively, through keeping overheads to a minimum and using methods which will optimise the use of the revenue budget and add real value to the delivery of the plan.

All businesses will be encouraged to be actively involved in the Board and associated working groups to represent the levy payers. Through specific working groups, the Board will be instrumental in prioritising the requirements of the levy payers into deliverable projects which

address their needs, within the framework of the business plan. All roles on the Board, and any working groups are voluntary and are undertaken with a commitment to represent the interests of all businesses in the area.

There will continue to be hands-on dedicated Project and Contract Management to support the initiatives from any working groups. This management role will also provide administrative support and project delivery for the BID Company as well coordinating activity with partner organisations and ensuring cost-effective delivery of projects through tendering and careful management of contracts.

## BALLOT TIMETABLE

Businesses in Chelmsford will be asked to vote on whether or not they wish the Chelmsford BID to implement the business plan over the next five years 2023 to 2028.

Ballot papers will be sent out on Thursday 27th October 2022 to the person identified in the specially prepared register of potential voters held by Chelmsford City Council. Each rateable property has one vote. A proxy vote will be available.

Completed ballot papers are to be returned no later than 5pm on Thursday 24th November 2022.

The result will be announced on the following day.

THU  
27 OCT  
2022

Ballot papers issued.

THU  
24 NOV  
2022

Ballot closes at 5PM.

FRI  
25 NOV  
2022

Ballot results announced.

SAT  
01 APR  
2023

Operations of the new BID start.



# THE IMPORTANCE OF VOTING YES



If you want the BID and its collective influence and all its associated benefits to continue and support your business you will need to vote for it. If the vote does not get sufficient votes in favour both by number and rateable value the BID and all its associated activities will stop as of 31st March 2023 and businesses will be left to face the challenges and uncertainties of the future alone.

The ballot has to meet two tests to succeed:

- ✓ A simple majority of those who vote must register a **YES** vote.
- ✓ The aggregate rateable value of those that vote **YES** must be greater than that of those that vote **NO**.



# FINAL THOUGHTS - VOTE YES!

The renewal of Chelmsford Business Improvement District, working closely with the local authorities and other key organisations, will provide us with an opportunity to drive key projects and plans which will shape the future of Chelmsford.

'Chelmsford For You' and the business community will play a pivotal role over the next five years and beyond in reshaping and reinventing our city centre, taking account of changes in people's lifestyles.

Building on the cornerstones of our business plan, our aim is for Chelmsford to evolve into a vibrant and appealing destination for local people and visitors and a thriving & inspiring location for businesses and residents.

The first step for you in making this happen is to vote **YES** in the ballot in November.

Sue Patel | The Meadows Shopping Centre  
Chair of Chelmsford Business Improvement District Ltd



# CHELMSFORD FOR YOU



## GET IN TOUCH ...

Find out how you can be more involved, or ask us a question:

**T:** 01245 260 009

**E:** [info@chelmsfordforyou.co.uk](mailto:info@chelmsfordforyou.co.uk)



[chelmsfordforyou.co.uk](http://chelmsfordforyou.co.uk)