



FIVE YEAR  
BUSINESS PLAN  
**2024-2029**

HORSHAM BUSINESS  
IMPROVEMENT DISTRICT



**Horsham**  
**BID**

**VOTE**  
**YES**  
FOR HORSHAM BID



# THE HORSHAM BID

**Horsham is an attractive, historic and vibrant market town with a huge amount to offer. Positioned between London and the coast and with access to stunning countryside, woodlands and nearby villages, it offers its residents and visitors versatility, jobs and travel, combined with a range of service industries, leisure activities and retail opportunities.**

With most of the town centre pedestrianised, Horsham provides a safe, clean and welcoming environment to its visitors, with ample options for relaxation, eating and drinking alfresco in one of its many thriving cafes, bars and restaurants.

Hosting a range of shops and stunning buildings Horsham is home to an array of independent stores and businesses, as well as larger chains, serving its growing population of over 145,000. The town centre supports a range of markets throughout the week, offering fresh produce, street food and a variety of shopping opportunities including antiques, hand-made arts and crafts, plants and flowers and locally distilled spirits. Let's not forget the two cinemas, hotels, The Capitol Theatre, Horsham Park and The Pavilions Leisure Centre are only a short stroll away.

Ancient, cobbled streets still cover parts of the town and historic buildings such as St Marks Spire (built 1870), the striking Town Hall building built in local stone circa 1812 and Horsham Museum (which can be traced back to the 17th century) mean that Horsham has something for everyone.

But, like any town, Horsham has its challenges including, local, regional and online competition, refreshing and activating the public realm, access issues, the need to adapt to modern consumer demands and behaviour and attract investment in a different and fast changing environment.

This business plan aims to galvanise efforts to help Horsham thrive in the coming years.



# A MESSAGE FROM THE CHAIR

Dear Colleagues

Reading our introductory text, you might question why, if Horsham is such a vibrant and successful town, does it need a Business Improvement District (BID). After all, aren't BIDs for failing town centres? Without a doubt Horsham is a great place to live and work. However, some improvements can always take place. As society evolves, we also need to keep the town moving forward as its population increases placing differing demands on town centre space and services. Post-COVID, this has become even more relevant, as well as during the current cost of living crisis.

Several years ago, a group of like-minded business owners and managers came together to discuss the potential for developing a BID in Horsham. Each member came with different views and experiences but one common goal: to make Horsham an even better place to live and work, to make it the best business environment that it could be.

It has been our ambition, for some time, to introduce such a BID for our town and to create a strategic business plan, which is developed by and for the Horsham town centre business community. We have persevered in our quest to drive our thriving town centre forward and hope that, through our active consultation process over the past months, we have been able to capture, identify and reflect the main challenges and opportunities that we will address to help put Horsham on the map as a key destination for visitors and a vibrant place to attract new business ventures and staff alike.

I truly believe Horsham is already a fantastic town and, with relatively small changes to be made, it will open the path to reach its full potential. Horsham already has many successful businesses, a beautiful town centre, historic buildings and is also surrounded by beautiful countryside. However, it is clear from talking to over 200 businesses that there is a need for change and action. There are still gaps in our High Street, stores are closing and there are concerns about anti-social behaviour in the town centre.

Horsham BID is a business opportunity for us to achieve more for our town centre, managed directly by those of whom the impact will be most felt. With over £1.5 million to invest over the next five years, it is an opportunity for us to manage our own trading environment to the benefit of ourselves, our staff, customers, clients and visitors alike. It's clear from our consultation process that you want to be part of a thriving business community, but you also want to reduce costs, increase income and feel safe when you are here. We've collated your thoughts and ideas and have developed a business plan that will support your business, attract employees, help to retain staff, bring more people into the town, encourage them to stay longer and spend their money with you.

We've addressed the major themes raised by you. We've developed something that benefits all, whether you are in the retail and service industry or operate one of the many professional services organisations and creative industries throughout the town. Now it's over to you.

I encourage you to vote YES for a BID in Horsham so that we can secure greater success for the future of our incredible town and become an aspiration for others to follow. Vote yes for Horsham.

**India De Silva Jeffries**  
Chair  
Horsham BID Task Group & Owner of Brod + Wolf





# BID FACTS

**330+**  
BUSINESS UNITS  
WITHIN BID  
BOUNDARY

OVER **£300,000**  
ANNUAL LEVY RAISED

TOTAL RV OF OVER  
**£20M**

TOTAL INVESTMENT OF  
**£1.5M**  
OVER 5 YEARS

# THE BID AREA

**68%**  
RETAIL

**15%**  
OFFICE & COMMERCIAL



"Horsham is a thriving market town with much to offer - but in this rapidly changing business environment it is essential to have a collective approach to ensure every opportunity is taken to improve the town economy. Being a 'BID' town would provide that coordination and extra funds to ensure businesses and therefore the community as a whole benefits."

**James Duffy, MD Private, Property Owner**



"Horsham District Council is pleased to support a Business Improvement District for Horsham. We are fortunate to have a beautiful and thriving town centre but the economy and role of the high street is changing so it is essential that we work with the business community to ensure Horsham remains attractive and vibrant. The District Council already provides many services and facilities in the town centre but the BID will invest further and working together will help Horsham to really stand out as a destination of choice to live, work and visit."

**Barbara Childs, Director of Place Horsham District Council**



"With nearly 30 years on site at Swan Walk I am passionate about the ongoing success of Horsham town centre and sustainable growth despite the economic challenges all high streets face. The BID gives our town centre business community a chance to come together and collaborate in driving the growth and sustainability of our great town. The BID can be agile in ensuring we address the key opportunities and challenges, adapt to market forces and meet the needs of our customers and employees. That is why I am delighted to have been part of this process and will be voting YES for the future of our wonderful town."

**Gill Buchanan, Swan Walk Shopping Centre**



"As a local and independent business, we're keen to support any initiative that attracts people to the town centre as it not just supports the local economy, but having lost a lot of socialising and fun times in the Covid period, it's important for people to get out and interact with each other. The BID will help facilitate both of these by putting the decision making and finance in the hands of people who know the town centre and community best."

**Paul Davies, At Home Estate and Lettings Agency**



"Both Rebecca and myself are excited at the prospect of a local BID in Horsham. Our group currently has over 100 branches across the UK, many of which play active roles within their prospective BID's and speak highly of the positive community impact that they have.

The BID will enable local businesses to come together with a combined voice and have a greater degree of control. Collectively this means we will have access to more resources and a greater capacity to tackle key concerns within the area. Without a BID these may well continue to be overlooked."

**Ross Inglis & Rebecca Williams, A-Plan Insurance**



"Wakefields Jewellers are highly supportive of the Horsham Business Improvement District and a successful BID will enable Horsham businesses to invest in the town centre to enable growth, collective vision and business support. The business community has the chance to shape the future of the town centre with dedicated funding and resource specifically aimed at our local companies. We have so much to gain from achieving a Horsham BID and I hope we can achieve a successful ballot later this year"

**Dominic Wakefield, Managing Director Wakefield Jewellers**



# WHAT IS A BID?

## What is a BID?

A BID is an arrangement whereby businesses come together and decide which improvements they feel could be made in their village, town or city centre, how they will implement these improvements and what it will cost them. BIDs are financed and controlled by the businesses within the selected area. BIDs deliver additional projects and services over and above those already provided by public bodies.

## Why do businesses support BIDs?

A BID is a mechanism which allows businesses to raise a sum of money to manage and deliver projects that they have identified and believe will improve their trading environment, ultimately increasing trade for those businesses who are paying for the improvements. These projects also can help attract and retain staff and reduce business costs.

## How is the BID funded?

Once the projects and services have been agreed by businesses, along with how they are going to be delivered and managed, they are costed and set out in a detailed business plan. The cost to each business is worked out on a pro rata basis. This is called the 'BID LEVY'.

This investment is ring-fenced and can only be spent within the BID area on the projects detailed in the business plan. It is important to note that the levy has nothing to do with normal business rates which pass straight to the government.

An independent and formal vote then takes place and if the majority vote is YES then ALL eligible businesses within the BID area are required to pay the BID levy.

## How does an area become a BID?

Normally a 'BID Task Group' is set up which is responsible for putting together a business plan setting out the projects it aims to deliver on behalf of the businesses in the BID area. This is based on a consultation process with businesses. The business plan will include the projects, cost, delivery guarantees,

performance indicators and the management structure. A confidential postal vote is held with all the businesses that would pay the BID levy getting a vote. To become a BID a majority of those that vote must be in favour by number and rateable value. A successful BID then has a mandate for a maximum of 5 years after which the BID would need to seek a re-ballot.

## How is a BID monitored?

Like any good business plan, specific key performance indicators (KPIs) are set, and performance is monitored against the KPIs by the BID board. The BID Company is answerable to the businesses that pay the BID levy and will be required to monitor and inform its members on its progress towards the agreed KPIs.

## Does this mean the local authority will stop delivering services?

No. BID money can only be used to carry out projects/services which are ADDITIONAL to those that the public agencies are required to provide. Prior to the BID business plan being produced, the current services being delivered by all public agencies including the Local Authority and Police are set out in Baseline Statements. Baseline Statements for the following areas are available for the Horsham BID:

### Housing & Community Services

#### Community Events

### Economic Development & Business Support

#### Litter and Cleansing

#### Property & Facilities

#### Parking Services

The BID company can agree to provide additional resources to deliver a higher level of service over and above the benchmarked level if this is what businesses have identified they want.

# LISTENING TO YOU

Since May 2023 we have undertaken a consultation process in Horsham Town Centre.

## This has included:

- Newsletters to all of the 300+ eligible businesses in the BID area
- The provision of a dedicated website with contact form
- Survey sent to all 300+ businesses.
- Face to face meetings with over 200 stakeholders
- Three workshops to give businesses the opportunity to share their thoughts on the Business Plan ideas.

The information you provided has helped us to shape this 5-year business plan reflecting your priorities as outlined in this document.

## For a BID to be introduced, the vote must meet two conditions:

1. Over 50% of businesses that vote must vote in favour of the BID.
2. The businesses that vote yes must represent a greater total rateable value than those that vote no.

## NEXT STEPS

October 2023

31st October 2023

30th November 2023

1 December 2023

Final business plan mailed to all businesses.

Ballot papers issued by post.

Ballot closes.

Result announced.

If you vote **YES** for the Horsham BID you will be saying **YES** to investing circa **£1.5m** in the town over the next 5 years.

There are currently over 320 BIDs across the UK with local BIDs including Guildford, Crawley, Worthing, Chichester, Camberley, Dorking, Cobham, Epsom, Walton-on-Thames, Caterham and Oxted. Several other BIDs are currently being developed.





# SAFE & WELCOME

£685,000 OVER 5 YEARS

## THE HORSHAM BID INTENDS TO DELIVER:

Provision of **Town Centre Street Ambassadors** who will work alongside Horsham District Councils' Anti-Social Behaviour Case Workers and two Neighbourhood Wardens to act as eyes and ears for the town. Our Ambassadors will only cover the BID area and will be active during certain hours to support both daytime and nighttime economies. We will provide a customised approach to the provision of Ambassadors depending on the trends and matters raised by businesses once the BID is active.

### They will:

- Build relations with businesses and work to help report and address issues such as anti-social behaviour and theft.
- Seek to enforce community orders such as Public Space Protection Orders, Civil Injunctions, Community Protection Notices and Criminal Behaviour Orders.
- Work closely and liaise with the Police, Neighbourhood Wardens, ASB case workers, businesses, HDC and use the DISC scheme to report crimes and identify offenders.
- Support the local community within the town centre, offering guidance and assistance including giving directions and showing people where to go.

Our Ambassadors will primarily be there for the businesses, to assist them in supporting their staff and customers and making them feel comfortable, welcome and safe whilst in the Town Centre.

**Improved lighting** to address anti social behaviour in certain locations within the town centre. We will work with local businesses and landlords to install and improve motion activated lighting in areas of the town centre highlighted by you as hot spots for criminal activity.

**CCTV** coverage will be reviewed and investigated with areas of concern identified for potential additional/ improved CCTV coverage.

## YOU TOLD US:

An overwhelming majority of you told us you want your customers and staff to feel safe at any time of day and that you wanted more support to tackle anti-social behaviour and shoplifting specifically.

## Continued implementation of a crime and anti-social behaviour monitoring and reporting tool - DISC

The DISC scheme is a widely used app-based crime reporting and awareness tool that Horsham District Council is currently rolling out across the town. HDC has provided funding for the tool for the next three years (2023-2026). The tool enables staff to enter crime reports (which go direct to Sussex Police) and submit intelligence about criminal activity that has occurred on or near their premises. Information, including photos is shared with other DISC members. The BID will actively support this scheme and pay for its continuation when due for renewal in June 2026.

As the DISC scheme will have a wider reach, beyond the Town Centre, the BID may use this as an opportunity to charge a fee to other business outside of the BID area who wish to continue using DISC. This will help cover costs of the DISC Scheme.

Based on the success of the various initiatives implemented by the BID and other stakeholder initiatives, we will consider applying for **Purple Flag accreditation**. This scheme is intended to help create a safe and thriving town centre at night for all users. It will require Horsham town centre to meet or surpass the standards of excellence in managing the evening and night-time economy. We will work towards achieving standards in the following areas (as set out by the scheme)

- An after-hours policy that shows a clear strategy based on sound research, integrated public policy and a successful multi-sector partnership
- A safe and welcoming environment with all sectors playing their part in delivering high standards of customer care
- People are able to get home safely and are able to move around the town centre with ease.
- A vibrant choice of leisure and entertainment for a diversity of ages, groups, lifestyles and cultures
- Alive during the day, as well as in the evening . They contain a blend of overlapping activities that encourage people to mingle and enjoy the place. They reinforce the character and identity of the area as well as flair and imagination in urban design for the night.
- Wellbeing – that a location is welcoming, clean and safe

# DESTINATION MARKETING

£270,000 OVER 5 YEARS

## THE HORSHAM BID INTENDS TO DELIVER:

### Horsham Town Brand:

We will work to develop a professional, strong, and identifiable brand for the town including a town logo. This will be used within all marketing and PR activity to ensure consistency of messaging and familiarity of brand.

### Horsham Reward scheme:

Horsham Loyalty or Gift card scheme: We will investigate options for the development of a BID gift/reward card scheme. This could include incentive schemes which will reward visitors for their loyalty to all businesses within the BID area. This is to encourage people to return to Horsham.

### Development of a Town Centre Investment Portfolio:

We will work to develop a portfolio of the Town Centre. This will capture Horsham Town Centre's assets in terms of its retail, commercial, leisure and transport facilities with the intention to attract investment and recruitment opportunities.

### Active, regular promotions:

We will work to promote the full extent of the town centre's offering including its leisure, independent, office and commercial businesses. We will seek to create marketing campaigns that will build momentum and raise awareness of Horsham. We aim to use a range of media to ensure the best coverage both locally, regionally, and nationally.

This could be in the form of:

- Promotion screens throughout a variety of locations within the town centre
- Making use of radio promotions
- Using online platforms and print

## YOU TOLD US:

You are worried about the costs you are going to incur if the BID is successful and want to know how it will benefit you financially.

# BUSINESS SUPPORT

## WE WILL DEMONSTRATE A RETURN ON YOUR INVESTMENT BY:

Seeking to reduce business costs through centrally negotiated services such as trade waste, advertising, insurance and reducing energy costs through group purchasing.

We will support businesses through raising awareness of when there are opportunities and will lobby for improvements and will be a business voice.

The BID manager will be a key conduit to engaging with local authorities to represent the businesses.

We will identify training opportunities and share them with our members.





# ACCESS & PARKING

£210,000 OVER 5 YEARS

## YOU TOLD US:

This is an important issue for many businesses, their customers and staff. We have heard how many of you worry for your staff who can't afford all day parking costs. You want to encourage customers to spend more time in the town centre and want to make it easier to find you, but think charges put them off. You feel that parking enforcement is too strict when your deliveries cannot find space in the loading bays.

**THE BID WILL WORK ALONGSIDE HDC TO REVIEW AND CONSIDER OPTIONS TO INTRODUCE PARKING PROMOTIONS DURING THE QUIETER TIMES OF THE YEAR TO ATTRACT PEOPLE INTO THE TOWN CENTRE. THIS WILL BE IN THE FORM OF:**

### Wayfinding:

The BID will work with businesses and HDC to increase wayfinding signage throughout the town centre. There are areas that we will focus on to begin with.

### This will include (but not limited to) signage from:

- Piries Place car park to the shops in Park Terrace
- Carfax, Piries Place and Swan Walk towards the Bishopric and John Lewis via either the Forum or the Albion Way crossing, opposite the Bishopric
- Horsham train station into the town centre

Our **Ambassadors (see above)** will work with local business and traffic enforcement to encourage users of loading bays to comply with the regulations.

### Pilot parking Discount Scheme:

Marketing and promoting a pilot parking initiative in early 2024 to promote free/discounted parking between the hours of 12:00 - 14:00 for a set period of time. This initiative would be aimed particularly at those working from home, encouraging visits the town centre during lunch periods. HDC will monitor footfall and cover the costs of this parking trial and the BID will cover the costs of marketing and promotion.

Based on the success and costs associated with the pilot scheme we will investigate covering the costs of subsidising parking on a small number of quieter periods during the year to encourage people to come into the centre. We will market such activities through our marketing and promotions initiatives, running focused promotions at certain times of the year.

### Review of the Hop Oast Park and Ride scheme:

We will liaise with key stakeholders such as West Sussex County Council and Metrobus to identify opportunities to encourage and support staff working in the Horsham Town Centre to use the Park and Ride.

Finally, the BID will work to improve people's experience of parking in the town centre. We will work with HDC to tackle concerns around parking management and enforcement by acting as a liaison between businesses and the council.



# EVENTS & PROMOTIONS

£220,000 OVER 5 YEARS

## YOU TOLD US:

You are keen to see more events spread across the town centre that are focused on drawing customers to your business. You are particularly keen on having events at Christmas. You want to see improved Christmas light displays spread throughout the town centre to include areas such as The Bishopric and The Forum. Most of you were keen to see the return of a big event.

The BID will work to develop an events strategy that can be beneficial across the town centre so that multiple locations are used. The events will be business focussed, this might include specific promotions and trails which encourage shoppers to visit your site to meet the requirements of a challenge or quiz. The events strategy will include a Christmas Event incorporating the Switch On. In 2024, we will look at the provision of additional Christmas lighting.

The events will be planned in conjunction with businesses and in consultation with Horsham District Council so that they work alongside and in harmony with any existing community events.

## HOW WILL THE PROJECTS BE DELIVERED?

**A BID manager together with the BID Board and specialist third party contractors will ensure a structured and consistent approach to delivering the business plan as well as monitoring and ongoing evaluation.**

**We recognise that effective communication is key to the success of the BID and will ensure that regular, timely and relevant communications are shared with the BID levy payers.**





# THE BID LEVY

Every eligible BID business in the area shown in the boundary map will pay the BID levy which is calculated as 1.5% of the rateable value of its premises. The levy rate will not change throughout the duration of the BID term.

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

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

## Examples of what you will pay:

Rate Value of Premises	Annual Levy Payable
Below £12,000	Exempt
£12,000	£180
£15,000	£225
£25,000	£375
£40,000	£600
£60,000	£900
£80,000	£1,200
£120,000	£1,800
£160,000	£2,400
£300,000	£4,500
£1,000,000	£15,000

Over 75% of businesses will pay less than a £2.50 per day.

The Horsham BID will raise approximately £301,000 per annum from the levy - raising just over £1.5 million over 5 years. We will use that income to leverage additional funds from grants and other opportunities as they arise.

### BID Membership

Any BID levy payer or equivalent financial contributor can become a member of the BID Company.

This enables them to take part in the decision-making process, as well as stand for and vote during Board of Director elections.

### Voluntary Membership & Additional Income

BIDs across the UK on average generate 15% in additional income over a 5-year term. This could be in the region of £225,000. Horsham BID will endeavour to do this through grant funding and other income generating opportunities such as a voluntary membership scheme for businesses outside the boundary area or for those businesses with a rateable value of £12,000 or less. This will entitle them to all the 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.

# THE BID AREA

The map below shows the Horsham BID area, all businesses on the streets (part & whole) shown and listed are included in the BID. If you are unsure as to whether you are included and therefore will be liable for the BID levy, please contact one of the team.

### Street:

- Albion Way
- Black Horse Way
- Bishopric
- Carfax
- Chart Way
- Copnall Way
- Denne Rd
- East St
- Lower Tanbridge Way
- Market Square
- Medwin Walk
- Middle St
- North St
- Park Place
- Piries Place
- South St
- Springfield Court
- Swan Walk
- Talbot Lane
- West St
- Worthing Rd





# THE BUDGET FORECAST 2024 - 2029

The proposed budget is set out below:

	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	5 YEAR TOTALS
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INCOME						
BID Levy	£301,000	£301,000	£301,000	£301,000	£301,000	£1,505,000
Voluntary Contributions & Other Income	£45,000	£45,000	£45,000	£45,000	£45,000	£225,000
Total Income	£346,000	£346,000	£346,000	£346,000	£346,000	£1,730,000

EXPENDITURE: PROJECTS & SERVICES						
Safe & Welcome	£137,000	£137,000	£137,000	£137,000	£137,000	£685,000
Destination Marketing	£54,000	£54,000	£54,000	£54,000	£54,000	£270,000
Accessibility & Parking	£42,000	£42,000	£42,000	£42,000	£42,000	£210,000
Events & Promotion	£44,000	£44,000	£44,000	£44,000	£44,000	£220,000

ADDITIONAL COSTS						
Staff	£40,000	£40,000	£40,000	£40,000	£40,000	£200,000
Training	£500	£500	£500	£500	£500	£2,500
Office & IT	£2,000	£2,000	£2,000	£2,000	£2,000	£10,000
Insurance	£1,000	£1,000	£1,000	£1,000	£1,000	£5,000
Levy Collection	£20,500	£20,500	£20,500	£20,500	£20,500	£102,500
Contingency	£5,000	£5,000	£5,000	£5,000	£5,000	£25,000

<b>Total Expenditure</b>	<b>£346,000</b>	<b>£346,000</b>	<b>£346,000</b>	<b>£346,000</b>	<b>£346,000</b>	<b>£1,730,000</b>
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\*Note: BID levy set up costs of £34,000 have kindly been provided by by Horsham District Council.

# BID GOVERNANCE & MANAGEMENT

If the BID Ballot is successful, an independent, not-for-profit company, limited by guarantee, will govern the BID. The Board will have up to 15 Directors made up of representatives from levy paying businesses or voluntary contributors. Additional, non-levy paying members may be co-opted, as required.

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 having the necessary skills and experience required to deliver the Horsham BID business plan.

Board elections will be held and any levy paying business or equivalent financial contributor will be eligible to stand as a BID Board Director. Nominated representatives from Horsham District Council will also be present at board meetings.

By becoming a member of the BID Company, you can have your say in controlling how the funds are spent and also holding the BID company accountable throughout the 5-year term.

The BID company will not be able to make a profit and any surplus must be spent on the projects and services agreed by the levy payers and Board of Directors.

In the first year, the BID Task Group, who have been involved with the development of the BID, will form an interim Board to allow for continuity. Elections to the Board will then take place in the second year. One of the Directors will then be voted in as Chair by the Directors.

The BID will also employ a dedicated Manager to ensure the projects outlined in this Business Plan are delivered effectively and efficiently. The BID Manager will be responsible for:

- Being the main point of contact between levy payers and the Board
- Delivery and management of the BID Business Plan
- Seeking additional financial contributions towards the BID 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 vote the BID term will commence from 01 April 2024. It will run for five years and then be required to seek renewal through a new ballot.

## Measuring Performance

The board will set key performance indicators (KPIs) and criteria upon which to measure the BID's performance. The BID will keep businesses updated on a regular basis through the website, newsletters, face to face meetings and annual meetings.





# BID GOVERNANCE & MANAGEMENT

**1.** The BID Regulations of 2004 (as amended), approved by the Government, sets out the legal 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.

**2.** The BID levy rate will be fixed for the full term and will not be subject to variation by the annual rate of inflation. This will be set on the 1st of April (Chargeable Date) each year using the most current Non-Domestic Ratings list. It will be updated for any changes in ratepayer appeals, additions, or removals.

**3.** The BID Levy will be applied to all eligible business ratepayers within the defined area with a rateable value of £12,000 and over.

**4.** The following exemptions to the BID Levy apply:

- Those with a rateable value of less than £12,000
- Non-retail charities with no paid staff, trading arm, income or facilities
- Not-for-profit subscription and entirely volunteer-based organisations
- Business that fall in the following sectors - industrial, manufacturing, storage and workshops

**5.** The minimum levy amount or equivalent financial contribution payable will be £180.

**6.** The BID levy will be paid by any new ratepayer occupying any existing hereditaments (business rated unit) within the BID area.

**7.** New hereditaments will be charged from the point of occupation based on the rateable value at the time it enters the rating list, even though they did not vote on the initial proposal.

**8.** If a business ratepayer occupies premises for less than one year, the amount of BID levy payable will be calculated daily.

**9.** Empty properties, those undergoing refurbishment or being demolished will be liable for the BID levy via the registered business ratepayer with no void period.

**10.** The BID levy will not be affected by the small business rate relief scheme, exemptions, relief, or discounts prescribed in the Non-Domestic Rating

(Collection and Enforcement) (Local Lists) Regulations 1989 made under the Local Government Finance Act 1988.

**11.** Where the rateable value changes, including rating list revaluation, and results in a change to the BID Levy amount, this will only come into effect from the next chargeable year and no refunds of the BID levy will be made for previous years.

**12.** VAT will not be charged on the BID levy.

**13.** The billing body is authorised to collect the BID levy on behalf of the BID Company.

**14.** The levy income will be kept in a separate ring-fenced account.

**15.** Collection and enforcement arrangements will be like those for the collection and enforcement of non-domestic business rates with the BID Company responsible for any debt write off. The BID area and the levy rate cannot be altered without a further ballot.

**16.** The BID projects, costs and timescales can be altered subject to Board approval providing the changes fall within the income and overall objectives of the BID.

**17.** The levy rate or boundary area cannot be increased without a full alteration ballot. However, if the BID Company wishes to decrease the levy rate or change those BID Levy rules that they can, during this term, it will do so through a consultation, which will, as a minimum, require it to write to all existing BID levy payers. If more than 25% object in writing, then the proposed course of action or changes will not proceed.

**18.** The BID Board will meet at least six times a year. Every levy paying business or equivalent financial contributor will be eligible to be a member of the BID Company.

**19.** The BID Company will produce a set of annual accounts available to all company members.

**20.** The BID will commence on 01 April 2024 and will last for five years. At the end of five years a ballot must be held if businesses wish the BID to continue.

# THE BID BALLOT

All eligible businesses have the opportunity to vote.

The ballot will be conducted through an independent, confidential postal vote conducted by the Returning Officer at Horsham District Council which is the responsible body as determined by the BID legislation.

Each eligible 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 Horsham District Council. Organisations occupying more than one hereditament will have more than one vote.

A proxy vote is available, and details will be sent out by the Returning Officer at Horsham District Council.

Ballot papers will be sent out to the eligible hereditaments from 31st October 2023 to be returned no later than 5pm on 30th November 2023.

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 1st December 2023.





# MEET THE HORSHAM BID TASK GROUP



**INDIA DE SILVA  
JEFFRIES**

Owner, Brod + Wolf  
& Chair of the Task Group



**GILL BUCHANAN**

Centre Manager, Swan Walk



**PAUL DAVIES**

Founder & Managing Director,  
At Home Estate and Lettings Agency



**BARBARA  
CHILDS**

Director of Place, Horsham  
District Council



**JAMES DUFFY**

Director, MD Private Ltd



**RACHEL NOEL**

BID Project Manager



**BEN HEWSON**

Horsham Business Initiative  
& Owner of The Bear



**LUCA MALAVASI**

Operations Director, Monte Forte



**REBECCA  
WILLIAMS**

A-Plan Insurance



**CLARE MANGAN**

Head of Economic Development,  
Horsham District Council



**LUKE SMITH**

Owner, The Horsham Cellar



**ROSS INGLIS**

A-Plan Insurance



**DOMINIC  
WAKEFIELD**

Managing Director, Wakefield  
Jewellers



**MICHELLE BETTS**

ByJove Media



**WILLIE  
HAMILTON**

Hamilton Business






**FOR FURTHER INFORMATION PLEASE CONTACT:**

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RACHEL@HORSHAMBID.ORG

TEL: 07568 786300

Please visit our website [www.horshambid.org](http://www.horshambid.org) for up-to-date information and more



**VOTE  
YES**  
FOR HORSHAM BID

HORSHAM BUSINESS  
IMPROVEMENT DISTRICT



**Horsham**  
**BID**