

HORSHAM BUSINESS IMPROVEMENT DISTRICT



Horsham BID

NEWSLETTER FEBRUARY 24



The BID will work to deliver projects & events that support you.

You told us that you want:

- Your staff and customers to feel safe and welcome.
- To see empty properties filled.
- Improvements to access and parking.
- Events to support your business and the entire town centre.
- Opportunities to reduce costs through central purchasing options.
- Improved marketing strategies for the town centre.

How can I be involved?

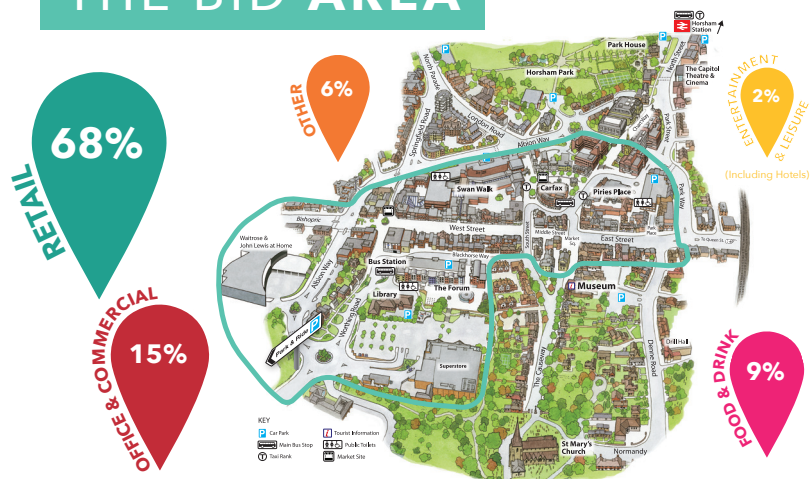
1. Become a Board Director. This requires a commitment of approx. 1 hr per week. Board Directors are responsible for the running of the BID Company on behalf of its members.
2. Join as a Member. This gives you voting rights to elect the Board of Directors. You need to sign up to a number of rules and commitments as a member.
3. Join one of our working groups and contribute to an event, help inform and advise a process or contribute ideas and your knowledge to BID projects.

It is with great delight that we are able to start the New Year with exciting news. As you know, throughout November the proposed Business Improvement District for Horsham Town Centre went to vote. The results were announced by The Returning Officer and Chief Executive of Horsham District Council, Jane Eaton, on December the 1st with 77% of those who voted voting in favour of the BID which equated to 53% by rateable value. This means that Horsham BID received a "yes" vote.

What does this mean for you?

As a levy payer, you will rightly want to know what happens next and how will this impact your business. There is lots to be done and plenty going on behind the scenes. It is now our job to make things happen, start progressing the objectives of the business plan and demonstrate the benefits of the BID. This will take time, but we do have some ideas and will be seeking your input through a **launch event on the morning of 27th March at The Everyman Cinema** where you will get the opportunity to meet the team, hear more about what we have planned and offer your services as a potential working group member, Board Director or Company Member. Keep an eye on emails, newsletters and the Horsham BID website. www.horshambid.org and register your wish to attend the event using the link at the back of this Newsletter.

THE BID AREA



See the back page of this Newsletter to register your details and interest in supporting the BID.

What sort of projects & events can you expect to see in the coming 5 years?

- Town Centre Ambassadors - here to welcome visitors, support businesses, report anti-social behaviour and help people feel safe and welcome.
- Christmas lighting and a Christmas event, along with other business focused events throughout the year.
- Training and development opportunities for yourselves and your staff.
- Town branding and marketing to help raise awareness of our town and its businesses.
- Loyalty schemes rewarding customers for visiting your store or using your service.



Who & how will all of this be delivered?

- Your dedicated BID Manager, Rachel, will work solely on delivering the projects set out in the Business Plan whilst working with you to understand your aspirations for the town and your business.
- A voluntary Board made up of local BID levy payers will support the BID Manager in their delivery whilst ensuring the BID company runs efficiently and effectively.
- Focus Groups made up of members of the business community and other stakeholders will help shape and define some of our projects.



How can I contact a member of the BID team or voluntary BID Board?

- Email: rachel@horshambid.org
- Telephone: 07568 786300

How often will the BID contact my business?

Monthly or more frequently if we are working with individual businesses on projects or events.

There is more than one owner/partner/manager in my business, how can we all find out more information about projects & events the BID is delivering & supporting?

Contact Rachel@horshambid.org and leave their preferred email address and we will add them to the BID's database for communications. Or scan the QR code on the back page of this Newsletter to register your details.

How can I pay my business's BID levy?

Payment details will be included on the BID invoice which will be sent out by Horsham District Council who will also collect the monies on behalf of the BID. You will have 28 days to pay your levy from the date of the invoice or a reminder letter will be sent to you giving you a further 7 days to make your payment.

How is my business's BID levy calculated?

The BID levy is calculated at 1.5% of the rateable value of your business premises.

When will I receive my business's BID levy invoice 2024/2025?

Invoices will be sent out towards the end of May 2024 but the bill will be retrospective from April 1st, when the BID becomes active.

How can I find out how my levy is being spent?

The newsletter will update you monthly on BID funded projects and events. There will be an AGM which you will be invited to and you will be given the opportunity to contribute to working groups over the coming months

How can I influence how my BID levy is being spent?

Speak to the BID team including any member of the voluntary BID Board. Attend networking events, the AGM and complete any questionnaires sent by the BID.

How will the BID team be managed?

The BID Manager will be line managed through the voluntary Chair of the BID Board.

How will the outputs of the BID funded projects and events be measured?

The BID board will evaluate individual projects and events through a KPI matrix which will be reported to the BID Board and minutes of these meetings will be available via the website. Full annual evaluation will be presented as part of the annual report.

How will I know the BID funds are being managed transparently?

Notes of Board meetings will be available through the website and this will include how the funds are managed.

If a business is not in the BID area, can they still be involved with the BID?

Yes - they can join the voluntary membership scheme - details of this will be available from Spring 2024.

My business would like to contribute additional funds to the BID, is this possible?

Yes - you can make voluntary payments in addition to your Levy invoice - details of this will be available from Spring 2024.





Keep in touch!

If you want to be part of the journey, have special skills to contribute or just want to be kept in the loop, please complete the form by clicking on the link (or go onto the Horsham BID website and click there) or scan the QR code below with your phone. We want to make sure we have your up to date details and that we engage and respond wherever we can.

<https://forms.office.com/r/DUeYYMpYS8>



**Horsham
BID**

Meet your BID Manager Rachel Noel.



Rachel has lived in Horsham on and off for over 20 years and recently moved back after a 5 year period away. Many of you will have already met her when she was canvassing your opinions in the run up to the BID Ballot. She is honoured to be taking on the challenge of implementing the BID business plan. A great advocate of the Town Centre, it is Rachel's ambition to take Horsham to the next level. She wants to encourage more people to shop, buy our services and work here and will endeavour to work with you and other key stakeholders to make the BID a success. If you have not had the chance to meet her, please get in touch and she would be delighted to meet up.

Contact: rachel@horshambid.org