



Your Horsham

BID LEVY PAYERS MEETING

21st May 2025



1. Welcome
2. Meet the Team
3. Vision, Mission and Values
4. Finances
5. Delivery
6. Priorities for 2025 and onwards





**Your
Horsham**

| MEET YOUR TEAM

RACHEL NOEL



BID Manager

WILLIE HAMILTON



Chair & Wakefields
Jewellers

CHARLIE SOUTH



Finance & John Lewis

BARBARA CHILDS



Director of Place, HDC

BEN HEWSON



The Bear Pub

GILL BUCHANAN



Swan Walk Centre
Manager

PAUL DAVIES



At Home Estate Agents &
D'Arcy's Wine Bar

LUKE SMITH



The Horsham Cellar

KAREN THOMPSON



Beauty Secrets

SOPHIE BURSTOW

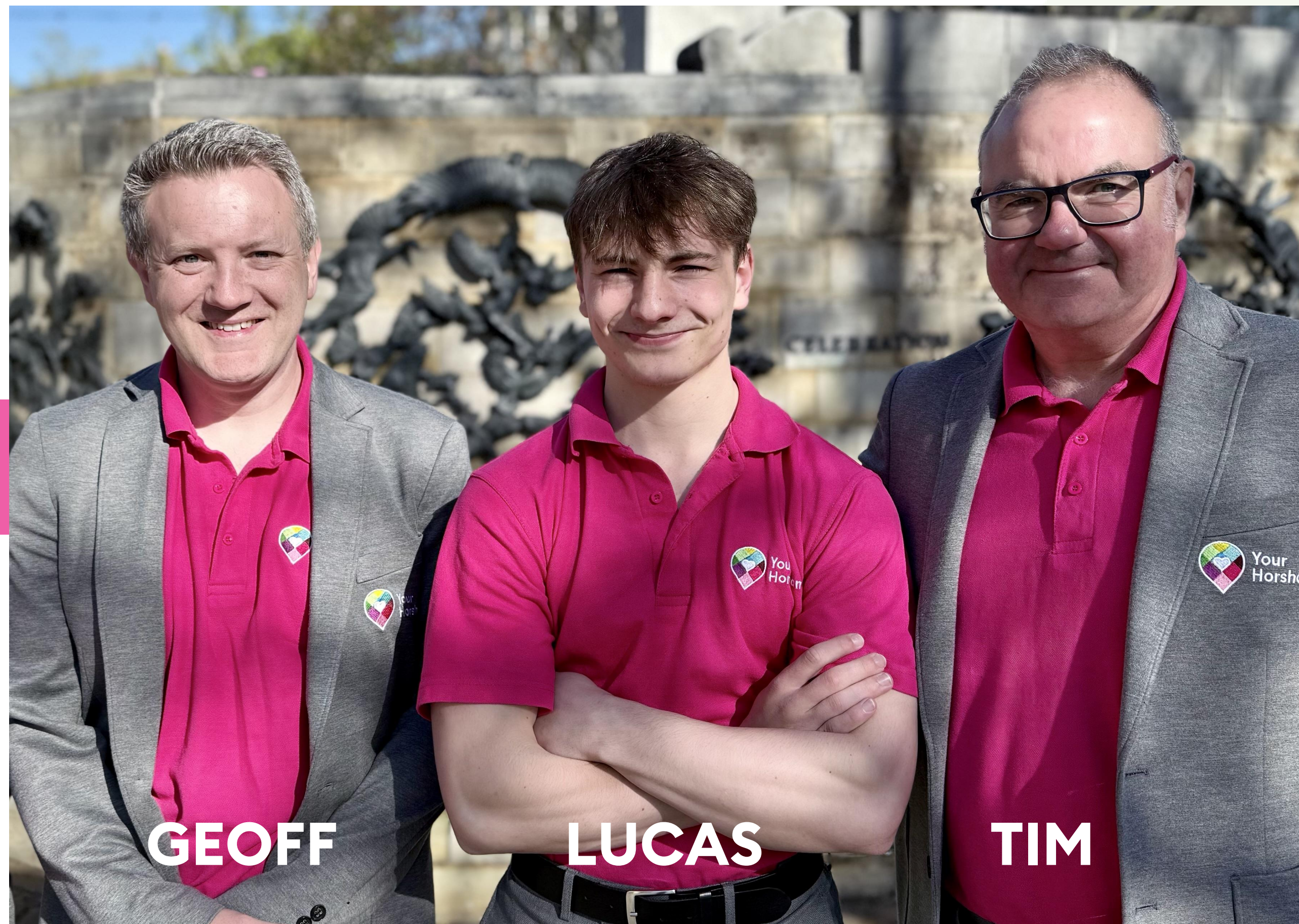


M Bar



Your
Horsham

| MEET YOUR TEAM - the Ambassadors



GEOFF

LUCAS

TIM



Your
Horsham

| TERM 1



| TERMS 2, 3, 4...???





Your
Horsham

VISION, MISSION & VALUES

YOUR HORSHAM

Empowering business, welcoming
customers, strengthening
community



Your
Horsham

| **VISION, MISSION & VALUES**

VISION

Your Horsham drives a vibrant, resilient town centre empowering businesses, welcoming customers, and supporting community. Through clear communication and strong representation, our vision is to create a lasting impact, identify opportunities and shared success.



Your
Horsham

| VISION, MISSION & VALUES

MISSION

Your Horsham unites and empowers Horsham's town centre businesses driving success through collaboration, clear communication and strategic action to ensure our town thrives as a place to live, work, and visit.

VALUES

Integrity & Communication

We build trust through honest, transparent communication ensuring our actions reflect the needs of Horsham's business community.

Collaboration & Advocacy

We unite and represent our levy payers, working together to influence change, support growth, and strengthen Horsham's future.

Innovation & Impact

We deliver forward-thinking solutions and meaningful initiatives that help businesses thrive and enhance Horsham as a dynamic, welcoming destination.



Your
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| FINANCES

- BID operations began Jan 2024 (bank account opened)– but levy payments applied from April 2024.
- Our figures presented here apply from Jan 2024 to 31st March 2025. Income includes money transferred from Horsham Business Initiative and sales at events.
- We use Xero software to manage our finances.
- For the last year, the Board have met on a monthly basis to gain oversight of income, expenditure and projects being worked on.
- In 2025 – 26 we are looking to bring more businesses on board as voluntary levy payers



Account	22 Jan 2024-31 Mar 2025	22 Jan 2024- 31 Mar 2025	Total
Turnover			
200 - Sales	533.40	0.19%	533.40
260 - BID levy income	283,538.47	99.81%	283,538.47
270 - Interest Income	0.00	0.00%	0.00
Total Turnover	284,071.87	100.00%	284,071.87
Cost of Sales			
310 - Cost of Goods Sold	0.00	0.00%	0.00
320 - Direct Wages	49,863.90	17.55%	49,863.90
325 - Direct Expenses	0.00	0.00%	0.00
Total Cost of Sales	49,863.90	17.55%	49,863.90
Gross Profit	234,207.97	82.45%	234,207.97



Your
Horsham

FINANCES

Administrative Costs			
001 - Destination Marketing	11,454.51	4.03%	11,454.51
002 - Safe and Welcome	37,324.22	13.14%	37,324.22
003 - Business Support	2,504.41	0.88%	2,504.41
004 - Access & Parking	0.00	0.00%	0.00
005 - Events and Promotions	64,282.34	22.63%	64,282.34
400 - Advertising & Marketing	174.08	0.06%	174.08
401 - Audit & Accountancy fees	1,554.00	0.55%	1,554.00
404 - Bank Fees	61.04	0.02%	61.04
408 - Cleaning	35.77	0.01%	35.77
412 - Consulting	0.00	0.00%	0.00
416 - Depreciation Expense	0.00	0.00%	0.00
418 - Charitable and Political Donations	0.00	0.00%	0.00
420 - Entertainment-100% business	224.70	0.08%	224.70
424 - Entertainment - 0%	0.00	0.00%	0.00
425 - Postage, Freight & Courier	0.00	0.00%	0.00
429 - General Expenses	1,009.35	0.36%	1,009.35
433 - Insurance	800.48	0.28%	800.48
437 - Interest Paid	26.50	0.01%	26.50
441 - Legal Expenses	1,660.16	0.58%	1,660.16
442 - Professional Fees	582.90	0.21%	582.90
445 - Light, Power, Heating	0.00	0.00%	0.00
449 - Motor Vehicle Expenses	0.00	0.00%	0.00
457 - Operating Lease Payments	0.00	0.00%	0.00
461 - Printing & Stationery	8.33	0.00%	8.33
463 - IT Software and Consumables	2,869.54	1.01%	2,869.54
465 - Rates	0.00	0.00%	0.00
469 - Rent	8,366.83	2.95%	8,366.83
473 - Repairs & Maintenance	0.00	0.00%	0.00
477 - Salaries	0.00	0.00%	0.00
478 - Directors' Remuneration	0.00	0.00%	0.00
479 - Employers National Insurance	0.00	0.00%	0.00
480 - Staff Training	363.75	0.13%	363.75
482 - Pensions Costs	2,487.10	0.88%	2,487.10
483 - Medical Insurance	0.00	0.00%	0.00
485 - Subscriptions	179.14	0.06%	179.14
489 - Telephone & Internet	368.28	0.13%	368.28
493 - Travel and Subsistence	68.69	0.02%	68.69
500 - Corporation Tax	0.00	0.00%	0.00
Total Administrative Costs	136,406.12	48.02%	136,406.12
Operating Profit	97,801.85	34.43%	97,801.85
Profit on Ordinary Activities Before Taxation	97,801.85	34.43%	97,801.85
Profit after Taxation	97,801.85	34.43%	97,801.85

FINANCES - Feb 2024 to March 31st 2025

PROJECT COSTS

£

Business Support

2,504.41

Destination Marketing

11,454.51

Events and Promotions

64,282.34

Safe and Welcome

37,324.22

Total Project Costs

115,565.48



BREAKDOWN OF COSTS

Events and Promotions	%
Launch event marketing	1
Horsham Peaks	4
Christmas Events	13
Christmas Lights	76
Christmas Social Media	1
Income Facepainting Xmas events	-1
Christmas Window Display Competition	0
Valentines Social Media Competition	1
Easter Trail	0
February Half Term entertainment	1
Social media	1
Networking	0
Newsletters	1
Promotional material	0
Events and Promotions	0
Advertising	2

Business Support	%
Training Courses for BID businesses	66
British BIDS membership	34
Email support - Mailchimp	0
Parking	0

Destination Marketing	%
Your Horsham Setup	60
Newsletter	7
Media Support	25
Web Support	6
Parking	0
Advertising & marketing	2



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KEY PROJECTS COMPLETED 2024/25

Safe and Welcome

- Recruited 3 Ambassadors
- Supporting roll out and implementation of DISC
- Attend and contribute to BCRP meetings every 2 months
- Festoon lights kept on until clocks went forward





Your
Horsham

AMBASSADOR ACTIVITIES

- Building relations with business
- Making members of the public feel welcome
- DISC reporting
- Logging environmental reports
- Logging health and safety issues
- Reporting intelligence back to BID Manager



1,613

business visits
August 24 to March
31st 2025



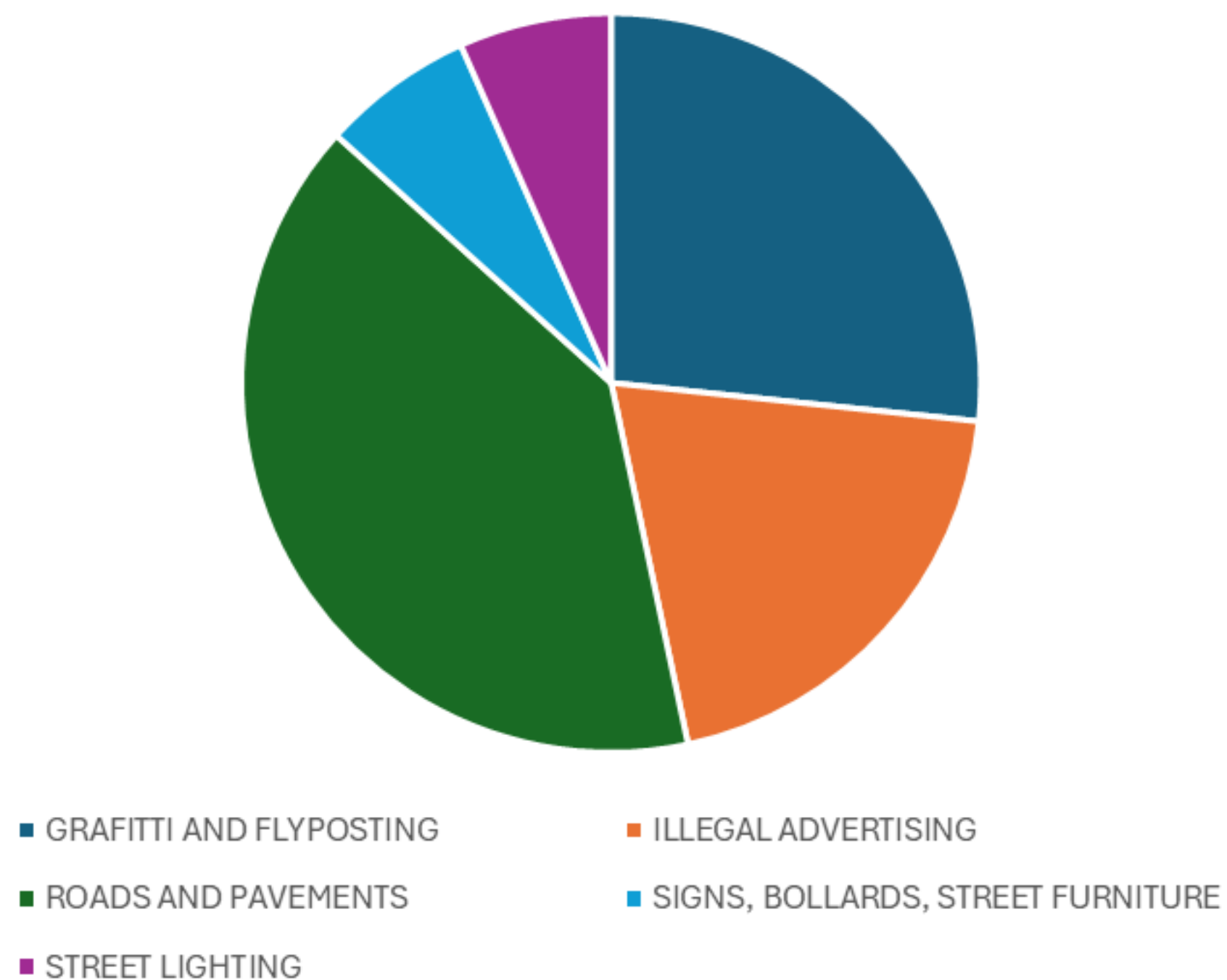
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| AMBASSADOR REPORTING

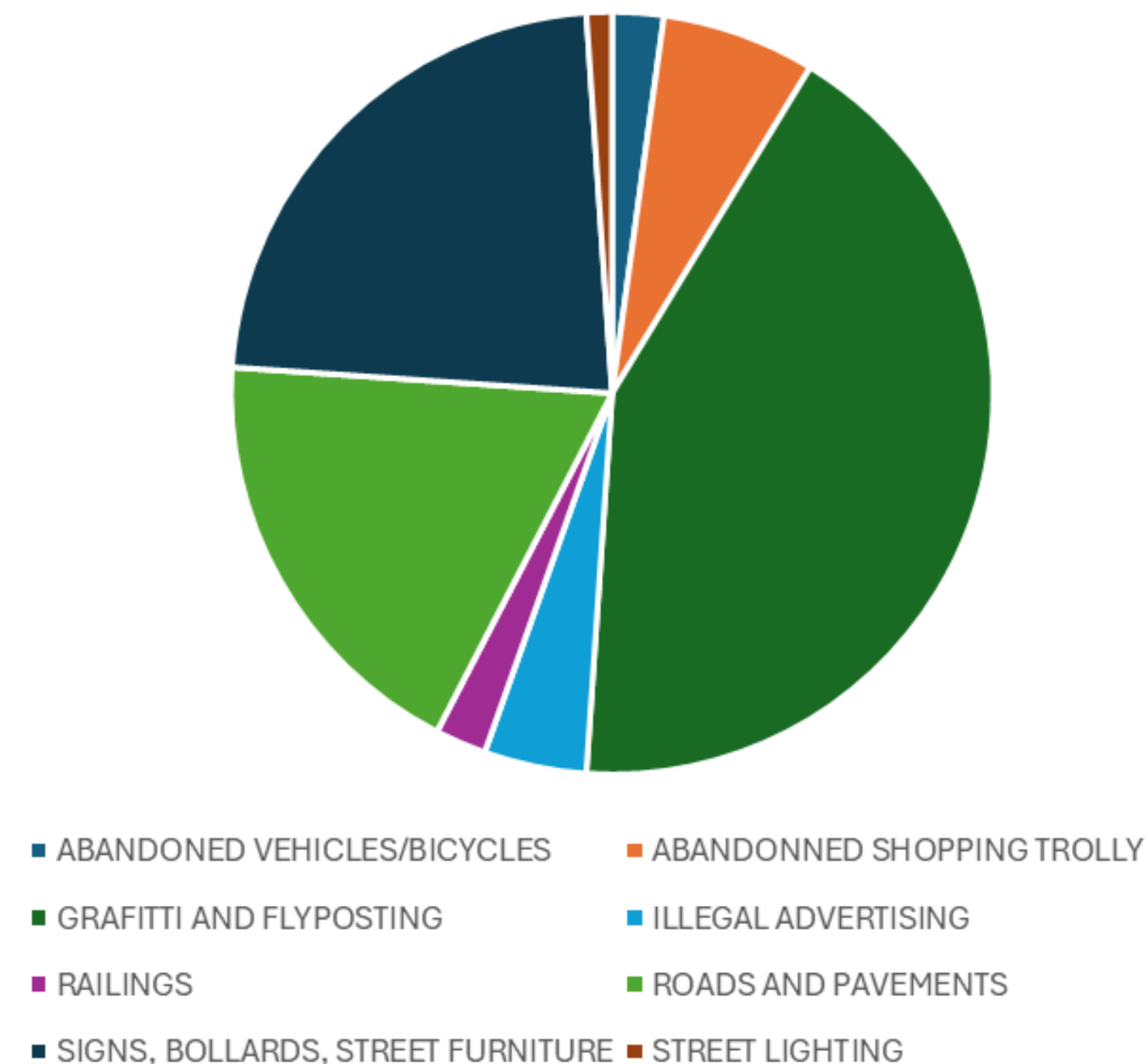
Aug 24 to end Mar 25

Environmental Reports - 77 issued

% environmental issues



% environmental issues





AMBASSADOR REPORTING

Aug 24 to end Mar 25

Cleansing - 6 issues reported





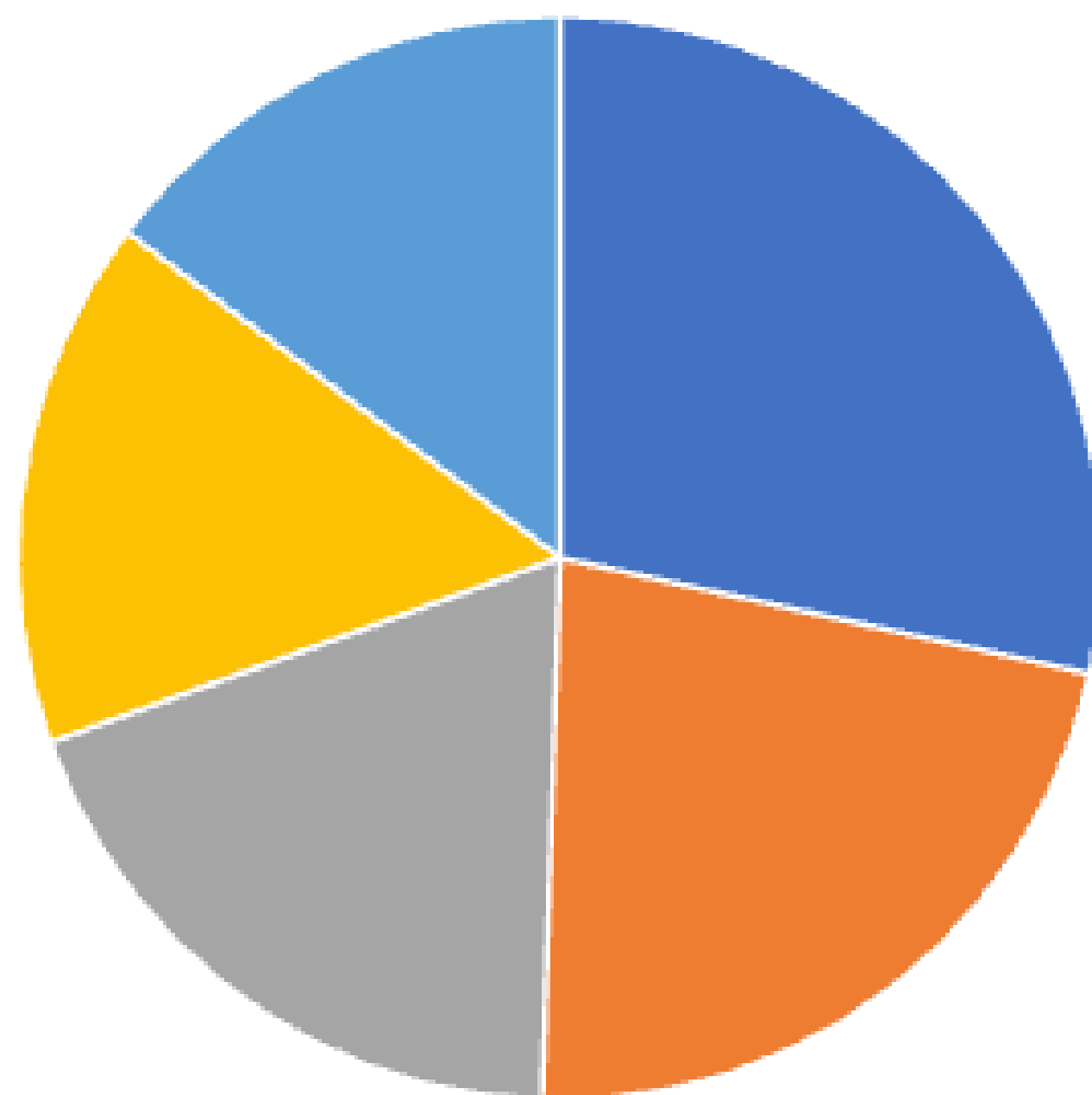
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| AMBASSADOR REPORTING

Aug 24 to end Mar 25

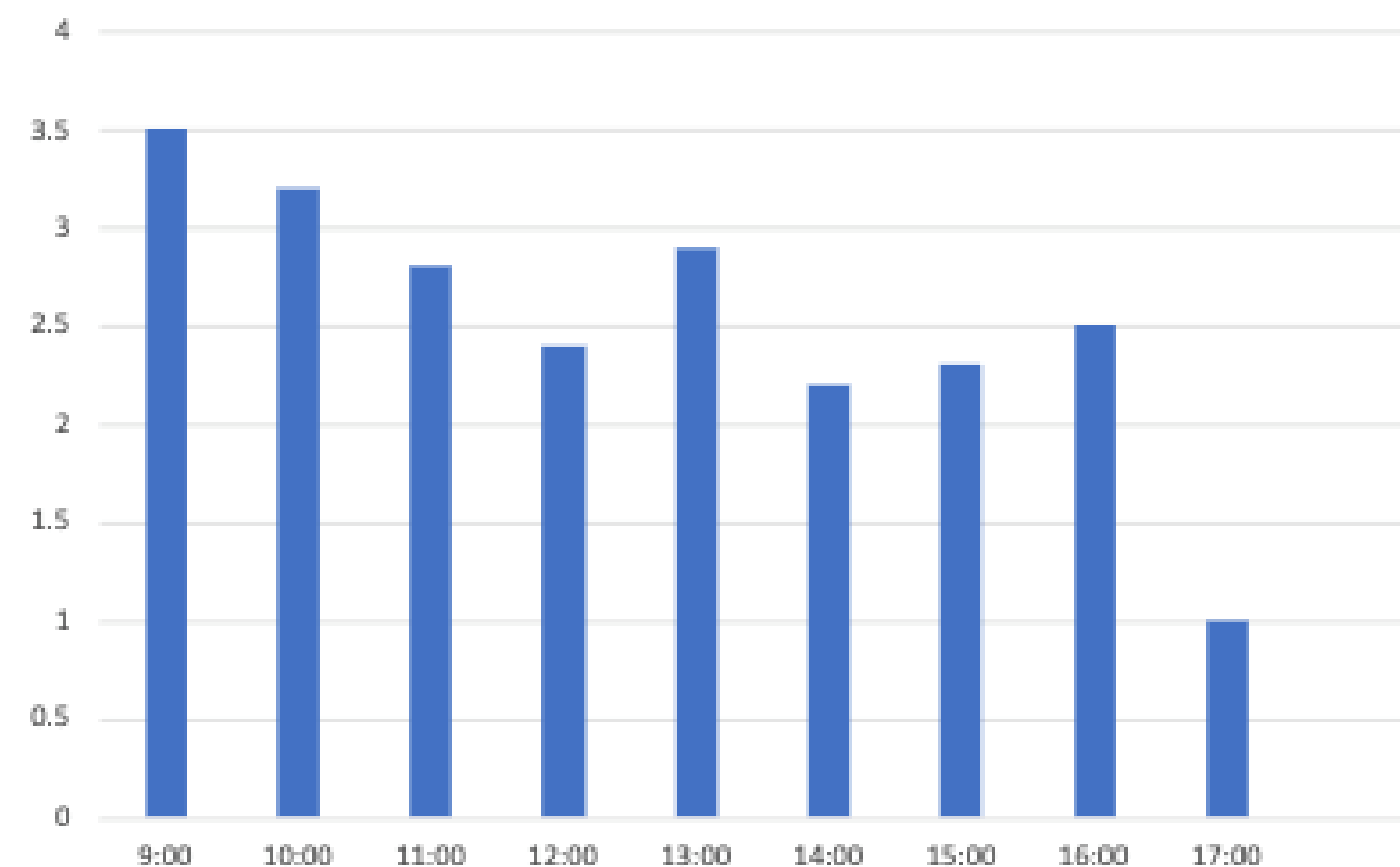
Intelligence reports – 87 logs

% intelligence reports

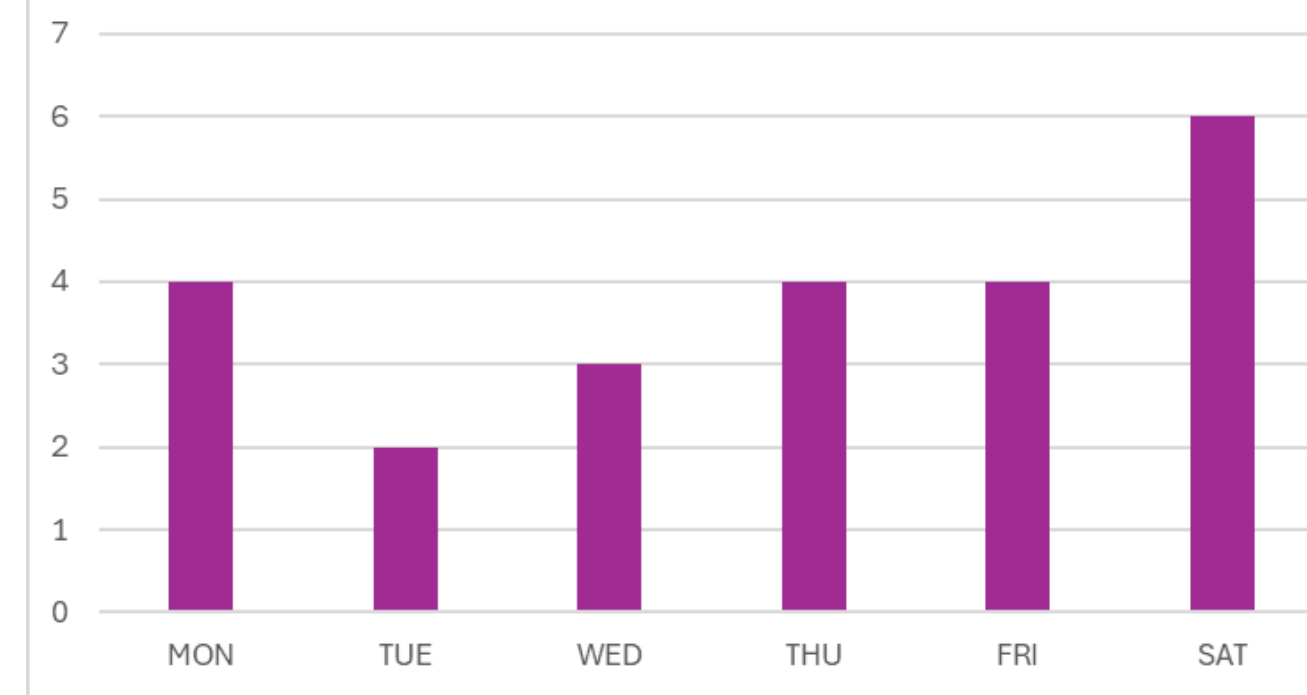


■ COMMERCIAL WASTE ■ CHARITY CHUGGERS ■ BEGGARS ■ ILLEGAL ADVERTISING ■ BUSKER

Time of day



Day of week

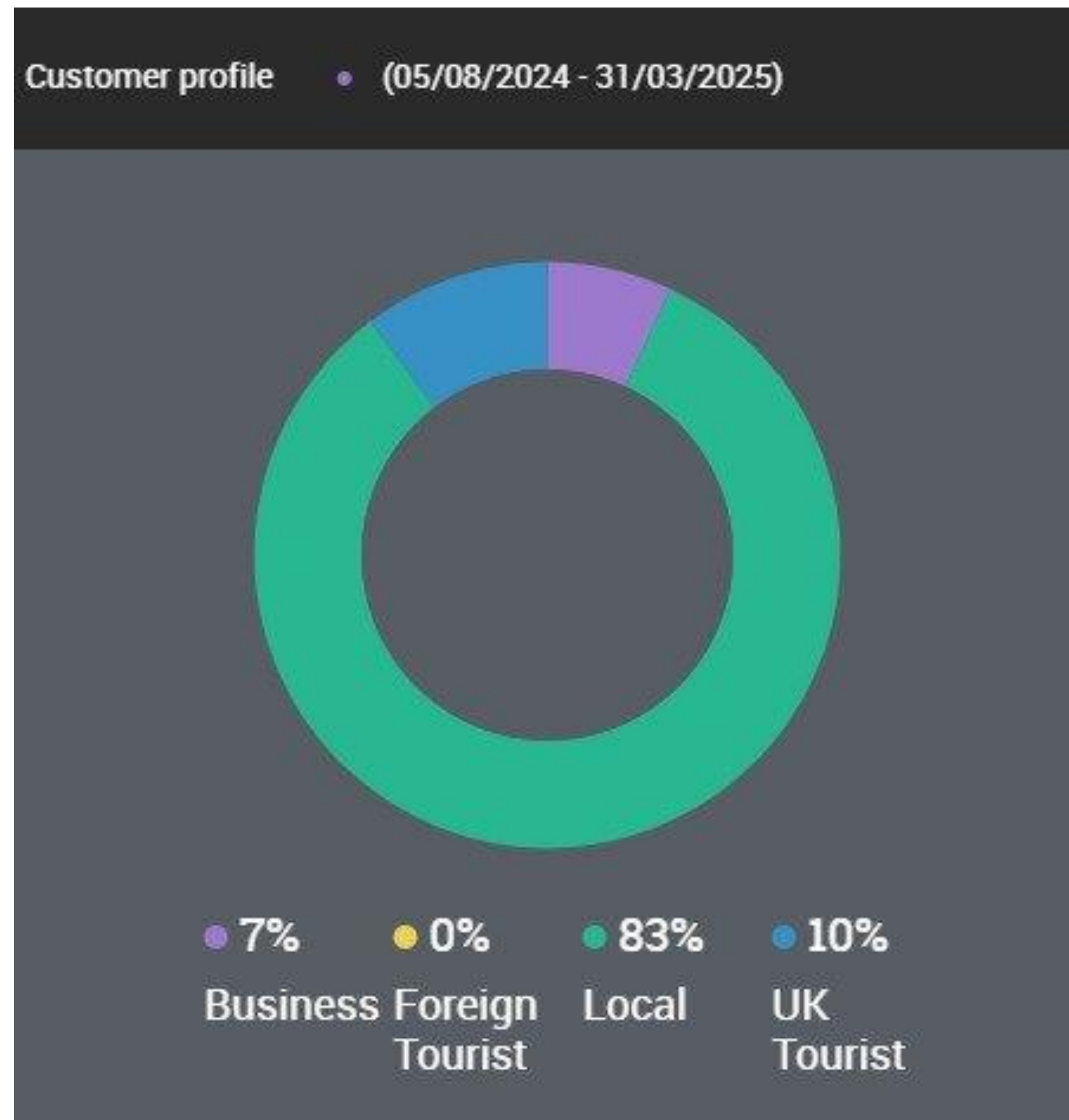




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| AMBASSADOR REPORTING

Aug 24 to end Mar 25



1,783

Public Interactions

The Ambassadors are effective in communicating and sharing information with business.



The Ambassadors are friendly, welcoming and approachable.





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| KEY PROJECTS COMPLETED 2024/25

Destination Marketing

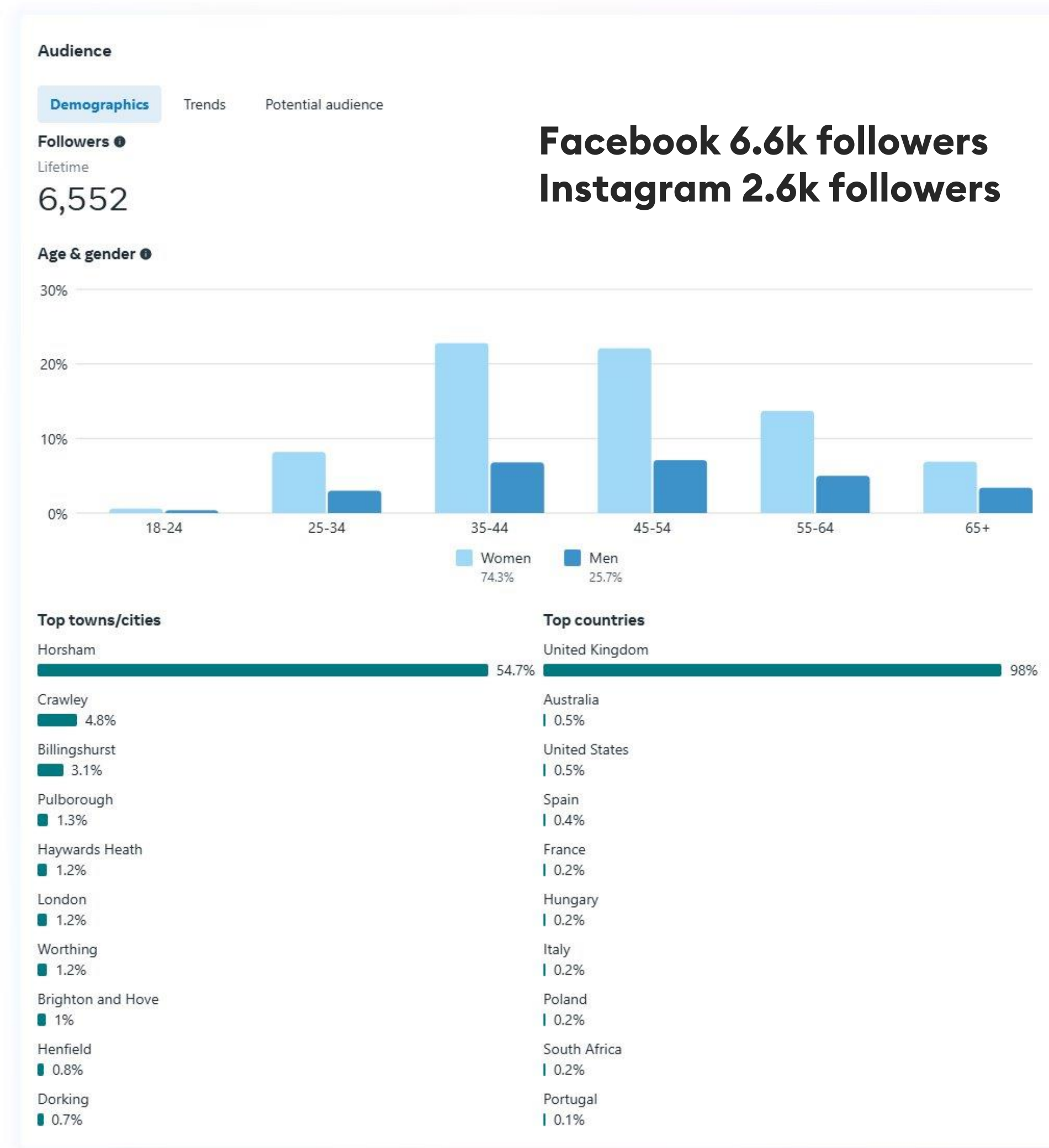
- Your Horsham branding secured
- Website established
- Social media traction
- Articles in key features AAH and HDC District Magazine





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KEY PROJECTS COMPLETED 2024/25



Top towns/cities

Horsham



Crawley



Billingshurst



Pulborough



Haywards Heath



London



Worthing



Brighton and Hove

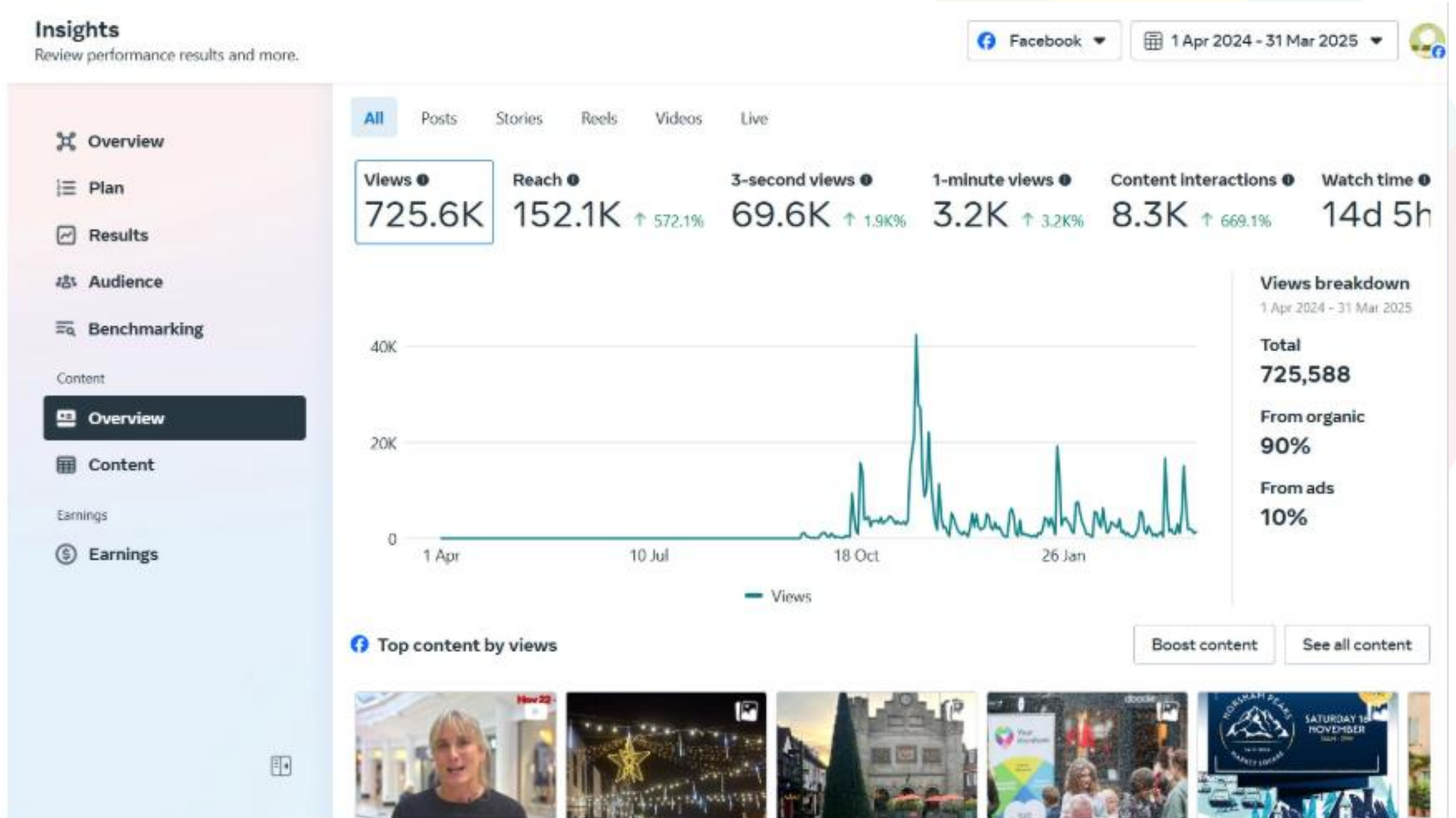


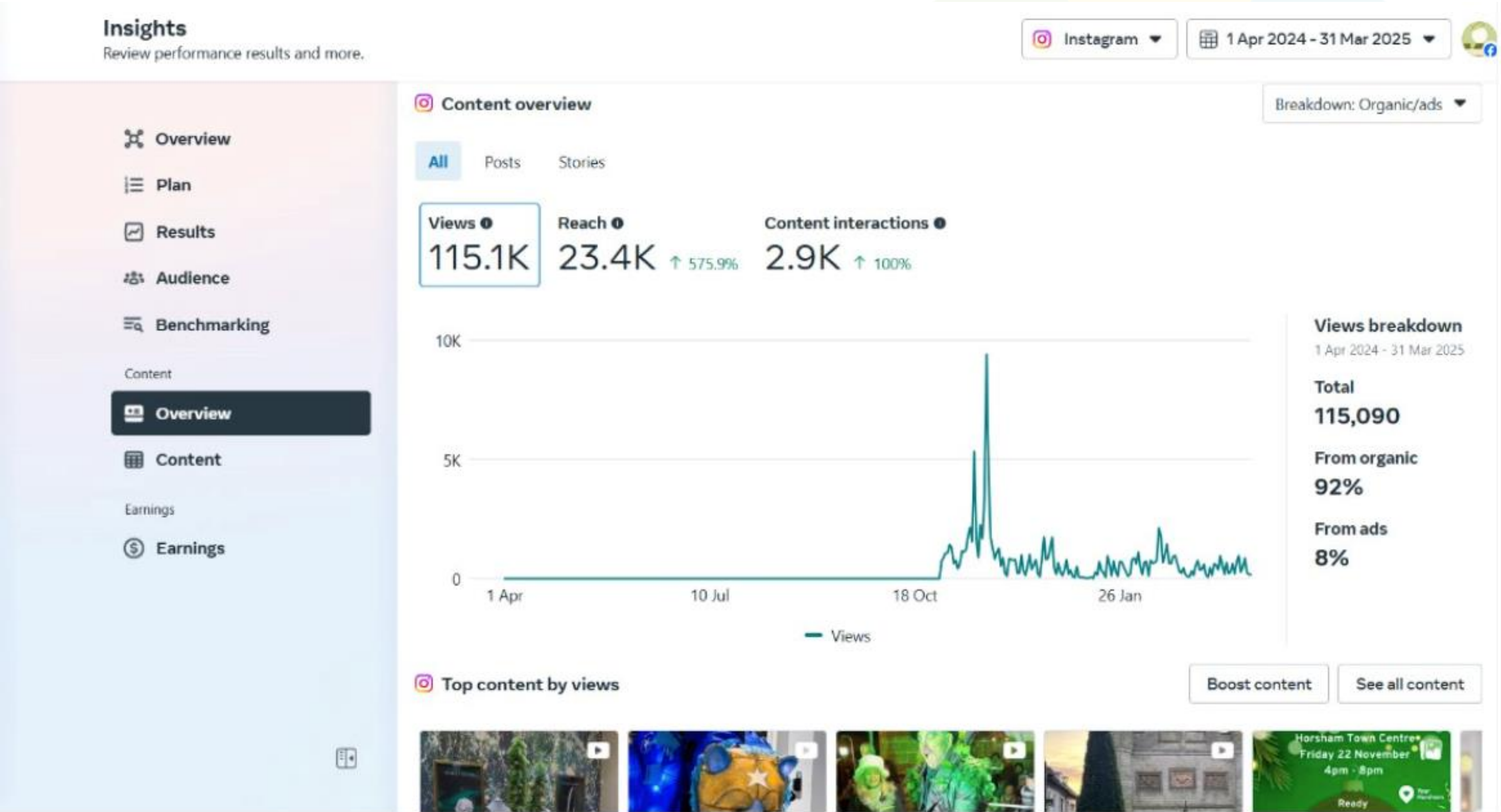
Henfield



Dorking









Business Support

1. Regular meetings with key stakeholders
 - Businesses
 - HDC
 - Police / PCSO's / Wardens
 - Market operators
2. Arranged business consultations
3. Blackhorse Way waste management project
4. Networking events

5. Subsidised training
 - 2 x Emergency First Aid in the workplace over 20 people trained
 - Emergency Mental Health 12 people trained in 2024/25
 - Visual Display Training
6. Job recruitment fair on behalf of businesses
7. Regular Newsletter updates
8. Email communications



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Horsham

| KEY PROJECTS COMPLETED 2024/25

Access & Parking

- 10 % discount on bulk purchase of daily parking tickets
- Free parking on the eve of 22nd November 2024
- Wayfinding Initiative - ongoing
- John Lewis, Piries Place, HDC , Food Rocks, Swan Walk





Your
Horsham

| KEY PROJECTS COMPLETED 2024/25

Events & Promotions

- Competitions throughout the year
- Horsham Peaks – free market stalls and entertainment in Market Square
- Jack and the Beanstalk Trail x 20 businesses on the trail.
- Facepainting in the Bishopric Feb half term
- Bubble machine to entice customers to explore
- Christmas Launch and Late night shopping
- Contributed 70% funds for Christmas Lights 2024 Lights kept on till end March





Your
Horsham

| STATS

The majority of businesses stayed open for late night opening on the 22nd November and Swan Walk had a 26% uplift in footfall

Between 6-10k people joined us on November 22nd for the Christmas Launch party

8 Your Horsham businesses took up market stalls for Horsham Peaks and Christmas Event

Christmas Festoon Lights kept on until end of March 2025 making Horsham feel safe and welcome!

Over 30 people working in the town centre have undergone training in Mental Health First Aid and /or Emergency First Aid at Work

Training cost savings of over **80%**

"Well done to the Your Horsham team for a beautiful evening, it was a fab night out. Thank you."
- C&T Radmall Funeral Service,
Horsham

"On Friday residents and staff from Westlake House Care Home took a trip out...to Horsham....There was live music, street performers, late night shopping and food and drink stalls to enjoy. We really enjoyed being out and about in the hustle and bustle of Horsham with everyone in a festive mood. We had such a wonderful evening..." -
Westlake House Care Home.

"Best Christmas lights I've seen in Horsham for years" - member of the public

"Love what's happening in Horsham at the moment" - member of the public

"Last night was an incredible turnout. Thank you so much Your Horsham and all that were a part of the set-up, your hard work in the lead-up and on the night is much valued. Shout out to the shoppers too - thank you for surfing your way through the crowds to get in to see us all." - Cuckoo

"We had such a good time yesterday evening to kick off our Christmas celebrations - we were warm and cosy in our beautiful showroom enjoying a tasting of delicious Silent Pool Gin during the Horsham District Council and Your Horsham Christmas Launch Party - a huge thank you to everyone who came." - Halo Interiors

"Was a great evening. Well done to all who organised and all the local businesses, trades etc who supported and made the night possible. So many people and a wonderful atmosphere. A big thumbs up." - Member of the public.



Your Horsham

WHAT'S NEXT?





Your
Horsham

PLANNING AHEAD

Safe and Welcome

		Year 1				Year 2				Year 3				Year 4				Year 5			
BUSINESS PLAN CONTENT		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Safe and Welcome																					
Provision of Ambassadors	To work alongside PSCOs, Police, Wardens etc, Build relations with business and report issues, Support the local community within the town centre. Identify opportunities to address anti-social behaviour and other priorities as per the Survey - review potential for security ambassador in eve's																				
CONSIDER SECURITY PROVISION - SEE SURVEY RESULTS	Quarterly review with Welcome People: Focus on improved Communications and relationships as per Survey and improved data reporting with improved follow up with LA bodies																				
Improved safety coverage in town lighting & CCTV	To address anti social behaviour identify hot spot areas -																				
Continued Implementation of DISC	Support the scheme and pay for continuation from June 26, continue to encourage business implementation																				
	Research funding / grants for DISC & how we can support after HDC funds finish																				
Purple Flag Accreditation	Clear strategy to be set																				



Your
Horsham

| **PLANNING AHEAD**

Safe and Welcome

1. Recruit sub committee members
2. Review CCTV coverage and look at solutions
3. Consider security provision within Ambassador services
4. Continue with Ambassadors and improve intelligence reporting
5. Support BCRP & DISC





Your
Horsham

PLANNING AHEAD

Destination Marketing

		Year 1				Year 2				Year 3				Year 4				Year 5			
Destination Marketing		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Horsham Town Brand	Develop strong, identifiable brand and logo Consider flag bannersto promote the town centre as per survey results (Jack and the Beanstalk banners) Your Horsham Merchandise - bags, sustainable mugs Town Entry Signs																				
Horsham Reward Scheme	Loyalty or giftcard scheme Business to Business Discount Scheme																				
Horsham data hub	Capture data in terms of footfall trends and other indicators Create an image bank for promotions and publications																				
Create a DM strategy	Define what is destination marketing and focus our activities throughout to put Horsham on the map Form a Marketing Group																				
Development of an Investment Portfolio	Capture our assets in terms of retail, commercial, leisure and transport to attract investment and recruitment																				
Active and regular promotions Focus on Website & Social Media	Promote the full town offering, create marketing campaigns to raise awareness Membership to sites, social media campaigns (some paid for), website and articles in key news outlets Consider town centre app (Loqiva / Solomon) Get cost breakdowns																				
Welcome Packs	Create bags with content and map of Horsham, gift cards and discount codes from BID businesses for people moving house																				

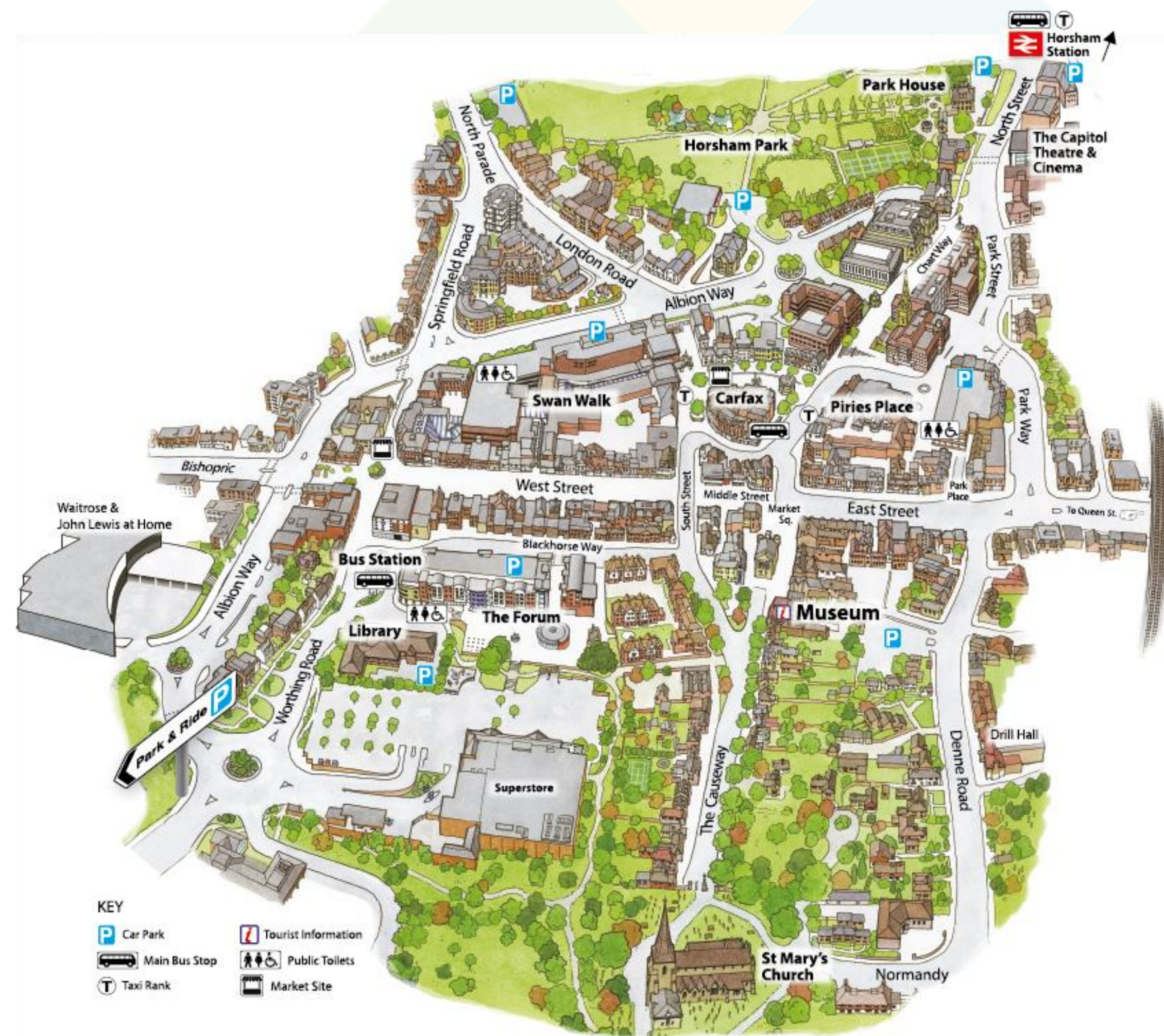


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PLANNING AHEAD

Destination Marketing

1. Continue wayfinding subcommittee & associated projects
2. Revise, refine and update website
3. Improve data capture and analysis
4. Regular promotions and campaigns in print and social media
5. Investigate and implement Horsham Welcome Packs
6. Put Horsham on the map!





Your
Horsham

PLANNING AHEAD

Business Support

		Year1				Year2				Year3				Year4				Year5			
Business Support		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Seek to reduce business costs through central procurement and / or discount schemes	Discussions with waste management team																				
	Collate info from BID businesses who are able to offer cost reductions/ discounts- membership scheme																				
Raise awareness of opportunities and be a business voice	Engage with external providers to identify offering																				
	Car park charges discussions- regular meetings with HDC																				
Build an annual return on investment	Crime related matters- BCRP attendance																				
	Shop front improvements- Business engagement																				
Recruitment and Retention	Engage with non retail sector to identify opportunities to support them as per survey results																				
	Networking events are a priority for businesses as per survey - encourage businesses to work together																				
Identify training opportunities	To demonstrate value of BID via annual accounts, levy payers leaflet and reporting at events.																				
	Create a centre of excellence via key relationships i.e Collyer to support local recruitment, support work experience																				
and and signal improvements	Create BID job app/ website																				
	Emergency First Aid																				
Income generation	Mental Health First Aid																				
	AI Training																				
	Other training opportunities- Finance, Security Training																				
	Investigate why poor cell coverage and download speeds - identify opportunities for improvement																				
	Get voluntary membership numbers up																				
	Opportunities through merchandising - see destination marketing																				



Your
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| **PLANNING AHEAD**

Business Support

1. Recruit sub committee members
2. Implement a business cost reduction scheme
 - Energy
 - Water
 - Merchant fees
 - Insurance
 - Telecoms
3. Build a db of B2B discounts
4. Finalise business support networking / mentoring programme
5. Continue training initiatives
 - AI Training – 16th June
 - Emergency First Aid and Mental Health First Aid - 2 coursed delivered.
 - Other training needs?
6. Continue with important business communications / awareness raising i.e unitary authority and proposals for town council.

Scan me!





Your
Horsham

PLANNING AHEAD

Access and Parking

		Year 1				Year 2				Year 3				Year 4				Year 5			
Access and Parking		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Increase wayfinding signage: Fries Place, Carfax, Swan Walk and train station	Priority focus from survey																				
Look into alternative transport opportunities as per survey i.e buses and park and ride service improvements	Engage with providers and through surveys to find potential solutions re timetabling etc.																				

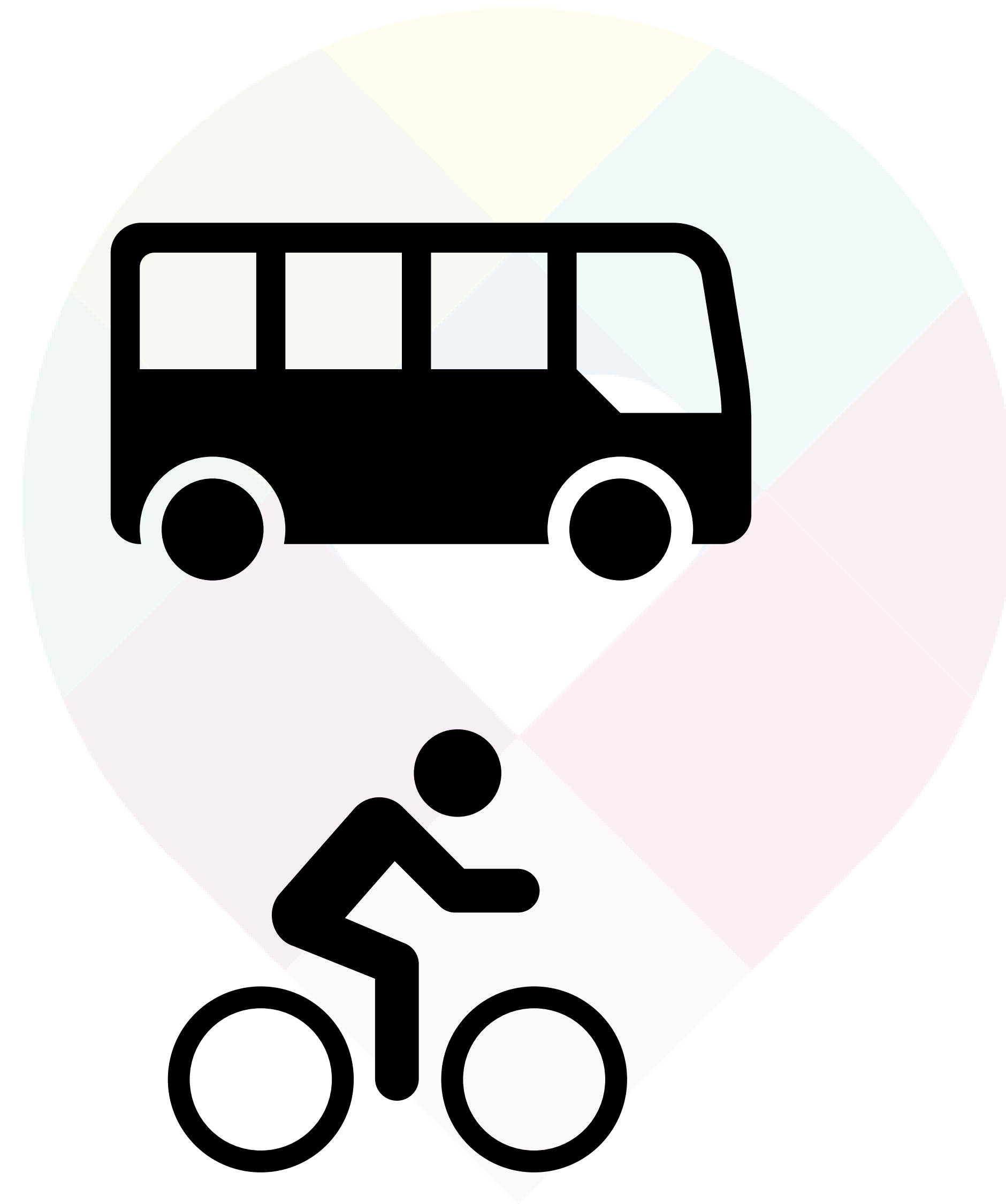


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| **PLANNING AHEAD**

Access & Parking

1. See Destination Marketing (re Wayfinding)
2. Investigate alternative transport options
3. Continue engaging with HDC re parking initiatives





Your
Horsham

PLANNING AHEAD

Events and Promotions

		Year 1				Year 2				Year 3				Year 4				Year 5			
Events and Promotions		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
More events throughout the town centre inc during off peak times drawing customers in	Horsham Peaks move to Feb 2026																				
Events at Christmas	Christmas Launch Party with markets and entertainment throughout town and late night shopping																				
Christmas light displays throughout the whole town	Lights																				
An events strategy	To plan events throughout 2025 onwards Smaller regular events to include Valentine's, Mothers Day, Bank Holidays, Easter, Fathers Day, other key dates Create an Events Sub Committee Consider a Business Awards event to recognise businesses in the town Tap Takeover September																				
Trails	Trails, Easter Trail 2025, Halloween 2025, Christmas?																				



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| **PLANNING AHEAD**

Events and Promotions

1. Implement Marketing Strategy
2. Investigate Business Awards initiative
3. Tap and Vine event planning for September
 - Partnership with local producers of wine, cider, and beer
 - Goal: Drive footfall and promote local venues
 - Supports local sustainability efforts
4. Christmas Lights campaign
5. **Christmas Launch Party and Late Night Shopping Friday 21st November** with daytime entertainment Saturday 22nd November
6. Easter Trail already complete
7. Halloween Trail
8. Possible Horsham Peaks Feb 2026



Your
Horsham

| SUB COMMITTEES

2025 - 26

- **Safety and Security** – led by Ben Hewson (BCRP Chair)
- **Business Support** – led by Karen Thompson
- **Events** – led by Paul Davies and Ben Hewson
- **Marketing**- Willie Hamilton
- **Wayfinding** – Gill Buchanan and Charlie South

GET INVOLVED!

Join us on one of our committees. We are looking for members for:

- Safety and Security
- Business Support
- Events

Space is limited, register your interest and skills here.



Scan me!

**Any
questions...**





Your Horsham

BID LEVY PAYERS MEETING

21st May 2025

