



**CHIPPENHAM**  
BUSINESS IMPROVEMENT DISTRICT

# CHIPPENHAM BUSINESS IMPROVEMENT DISTRICT (BID) RENEWAL Information Sheet

## What is the BID?

Chippenham BID is the company that was set up following a ballot of eligible businesses in the town in 2014 who voted in favour of creating this new vehicle which, since April 2015, has invested in many projects and services designed to improve what it means to do business in the town. The BID is a private company limited by guarantee and is run by a small delivery team, with oversight provided by a group of voluntary directors, all of whom are also BID levy payers.

As well as project delivery, the BID has also become the voice for business in Chippenham town centre, working alongside public sector bodies and private sector partners to ensure that the interests of businesses in the town are appropriately represented to the relevant authorities.

## Why are you telling me about this now?

The ballot which took place in October 2014 was effectively to approve the delivery of a five-year business plan. By law, BID terms are limited to a maximum of five years, so we are now approaching the time when we need to ask businesses to vote again to renew the BID for a further five years. Over the next few months, subject to in-depth consultations with businesses throughout the BID area, we will be putting together a new business plan that we will ask you to adopt and which we hope to begin delivering from April 2020.

The BID is funded by the business community in the town and the BID team is fundamentally concerned with ensuring that levy-payers are getting value for money from their BID. We want to ensure that all businesses in the BID area understand how their annual levy is invested, why it is important to understand the renewal process and how to have their say in making sure that the next BID term will deliver projects that offers them an opportunity for return on investment.

## How has the BID helped my business?

Since it began in 2015, Chippenham BID has delivered many projects which your business will have had the opportunity to benefit from. These projects have run across five thematic areas:

- Marketing, Image & Promotion  
*Fortnightly newsletter to BID businesses, Chippenham Connected brand and website, free town centre wifi, lamppost banners, promoting business offers, social media,*
- Events  
*Carnivals, Chilli Fiestas, Christmas light switch-ons, Easter, outdoor cinemas, pancake races, soapbox derbies, sponsorship of third-party events,*
- Backing Business  
*Chippenham Business Awards, Grist waste removal partnership, Meercat Associates cost-saving, Mystery Shopper, Networking meetings,*
- Welcoming, Safe & Clean  
*New litter bins, night marshals, offender exclusion scheme, Pubwatch, Purple Flag, retail and NTE security radios, town hosts*
- Accessibility & Car Parking  
*Wayfinding totems, Bath Road toilet, working in partnership with Chippenham Town Council and Wiltshire Council, Westmead car park scheme*

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Additionally, the BID team and Directors have represented the views of the Chippenham business community with the county and town councils, with the police, with larger businesses, with local partnerships such as the Chamber of Commerce and elsewhere. The BID is funded by businesses in the town and works entirely on their behalf.

### **What type of projects might be considered next?**

We think we know which projects have worked and which have been less successful, and the business survey currently in circulation will help us to be sure. Equally, the economic landscape of the town and, indeed, the whole country has changed significantly since 2014, so while there are things that the BID may well continue to do into its second term, this is a great opportunity for the BID and the business community as a whole to consider new ideas and initiatives that a second-term BID could deliver.

Many BIDs as they enter their second and third terms take the opportunity to consider how they can make bigger impacts for their stakeholders by acting more strategically and we anticipate the Chippenham BID will be no different.

### **How is the BID funded and set up?**

The BID is funded by a levy charged to all eligible businesses within the BID area. Most BIDs calculate the levy that businesses pay as a small (usually between 1% and 2%) percentage of the rateable value of their property. To date, Chippenham BID has operated in a slightly different way as the levy here has been "banded". Whilst unusual, this is completely within the parameters of the laws that govern the way that BIDs work<sup>1</sup>.

Chippenham BID's second term will be based upon a 2% levy for all businesses with a rateable value of £5,000 or above.

In the tax year 2017/18, the BID generated a little over £400,000 in income, all of which was spent on delivering or managing projects such as those listed above.

Chippenham BID is managed by a small team, supported by a voluntary board of Directors, all of whom are levy payers themselves. All levy payers are able to become members of the company and equally, any BID levy payer has the opportunity to apply to become a Director.

There are a small number of businesses who pay a voluntary BID levy. They share the aims and aspirations of the Chippenham BID and are all businesses based in Chippenham themselves but who, for various reasons, are not eligible to pay the BID levy.

### **In a nutshell:**

- The business plan for the BID's second term was built following extensive consultations with levy-paying businesses.
- In October 2019, eligible businesses will receive voting information and ballot packs. If the majority of those who vote (both by number and by aggregate rateable value) are in favour of continuing the BID, then the BID's second term will begin the day after the first term ends on 31<sup>st</sup> March 2020.

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<sup>1</sup> The [2017 National BIDs Survey](#) established that 13.4% of BIDs operate a banded levy