

Business Plan 2022-2027



**Run BY
Business
FOR
Business**

**We're
Stronger
Together**



**Working
Together
for the Future
of Fleet**



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A Word from the BID Chair

It is five years since Fleet businesses voted to become a **Business Improvement District (BID)**. Since then so much has changed. COVID has accelerated the shift from town centres being somewhere that people go just to shop to meeting places and social centres with a broader range of businesses and more housing. How town centres are used and how they operate is rapidly changing – and will continue to change.

By working together as a business community we can shape the future and make sure that Fleet meets the needs of businesses and their employees, residents and visitors alike. By voting **YES** for Fleet to continue to be a Business Improvement District you are voting **YES** to the unique opportunity to make that happen and to working together for the future of our town.

Since becoming Chair last year to focus on retail recovery following COVID, it is clear we have a new and different future in front of us. We face

many challenges and voting **YES** for the Business Improvement District is the only way to secure investment in Fleet. Councils do not have the finances to invest in activity to support the high street and central government funding is unlikely to be an option for investment in the town.

In these uncertain times, voting **YES** to the Business Improvement District is voting for investment in Fleet over the next five years. Voting **YES** means a new BID Board working closely with you to understand your views and priorities as we meet the challenges ahead and shape our town for the future.

This business plan sets out what can be delivered in a second five-year term, from **2022-2027**. If you vote for a new BID for this period, it **can** and **will** play a fundamental role in shaping Fleet's future development. We understand that this can only be achieved with your continued support, so I urge all businesses to vote '**YES**'.

Tyler Harman
Chair,
Fleet Business Improvement District
217 Menswear



Voting YES is the only way to secure any significant investment in Fleet's high street and to control how it is spent

What's Important to You

Your Challenges

37%
of businesses say that customers **shopping online** is their biggest challenge

49%
of businesses say customers wanting to **spend less** is a big challenge

23%
of businesses say that customers being more **concerned about the environment/sustainability** is their biggest challenge

What you want to see the BID Deliver

69%
of businesses say they want **more events** in the town to attract people to Fleet who then **spend money** with businesses.

59%
Parking is seen as a significant barrier to people using Fleet and supporting businesses. **59%** businesses want to see **free parking** provision in Fleet.

52%
of businesses want to see a **masterplan** for the town to **improve public realm** and make Fleet more attractive to visitors.

The story so far...

Promoting Fleet

Back in 2016 you told us that Fleet needed better marketing, highlighting the businesses located here that make Fleet unique.



1 In 2017 the BID launched the **FindYourFleet** website and social media channels and delivered campaigns including **Shop in Fleet** and **High Street Heroes**. The website includes a directory of local businesses and, through lockdown, our guides to takeaways and online shopping in Fleet were visited by thousands of people. The FindYourFleet website is on page one of Google for many key search terms and **Fleet BID** is often the first point of contact for people locally.

2 More recently the BID launched a loyalty scheme for Fleet, **Mi Rewards**, to encourage people to support local businesses.

3 The BID advertises Fleet in **local magazines** and **Hampshire Life**; has achieved significant press coverage and contributes to local podcasts and radio interviews - **putting Fleet on the map**.

4 The BID produces regular **FindYourFleet** magazines, with each issue delivered to **10,000 - 20,000** households locally, promoting businesses in the town and providing businesses with **free advertising**.



“
Absolutely fantastic events have been put on for children this summer.
 ”

Events

You asked the BID to bring more events to Fleet to establish Fleet as a destination.

1 The BID delivered **two Food Festivals** which each attracted **11,000 people** to Fleet and numerous summer and winter **trails**, including wild animals, dinosaurs, nutcrackers and keyworker otters. The BID brought **Santa's Post Office** to Fleet with a **winter wonderland** and provided a **free Santa's grotto**.

2 The Fleet Hub has been used for **free school holiday events**, including balloon modelling, children's workshops and mini artisan markets. The BID also organised a **Superhero weekend** and trail, bringing hundreds of people to Fleet.

Each Food Festival attracted 11,000 people to Fleet



3 The BID brought **markets** to Fleet ranging from **Continental** markets and **Hampshire Farmers** market to **craft** markets and a **vegan** market.

4 Fleet is a town known for its range of dining options and the BID organised a **Food Week**, **Curry Week** and even brought **Jean Christophe Novelli** to Fleet to spend time with local businesses and meet the public.

Improving the Experience in Fleet

The community wall in the Hart Shopping Centre covered a vacant unit with free advertising for local businesses as well as community recycling points.

The BID provides parking discount schemes for shoppers, lunchtime parking schemes allowing workers in the Waterfront Business Park and Ancells Farm to park for free in Fleet. The BID has undertaken a signage review to highlight improvements to the local councils.

The BID provides town centre maps to enable people to see what Fleet has to offer, from everyday essentials, shops and places to eat out to hair & beauty, leisure, health and wellbeing businesses.



Business Support

The BID provides workshops on areas ranging from employment law, lease negotiation and social media through to cybercrime, GDPR and the future of high streets. The BID funds free First Aid, Mental Health First Aid and Fire Warden training for businesses in the BID area.

The Fleet Hub Pop Up Shop was launched to allow small local businesses to trial a retail space in the centre of Fleet and is available free of charge to businesses in Fleet. The BID provides guidance and signposts support to businesses starting up in Fleet.

The BID champions you, campaigning against on-street parking charges, changes in car park charges and supported you to access the government grants you needed for your business to survive. The BID lobbies local councils, Hampshire Chamber of Commerce, the police and our local MP on your behalf to enable them to understand the issues facing your business and the high street.

The BID's FleetWatch scheme enables sharing of information on known and suspected offenders with the police. The BID Manager attends regular meetings with the police locally, in Hampshire and regionally to highlight any issues in Fleet. The BID works closely with the police when individual issues occur and provides purple bells and cables for you to give to your customers. The BID worked with the police and Safer North Hampshire to pilot a taxi marshal service over the busy Christmas and New Year period.

During COVID the BID provided continual support to help you keep up to date with the latest government guidance and provided hand sanitiser and free posters to help you open safely. The BID's video campaign encouraged people to return to shop in Fleet and showcased local businesses. The BID's Virtual High Street on the FindYourFleet website promotes individual businesses and the BID supported government campaigns such as Eat Out to Help Out.

What's in it for me?

Being part of a Business Improvement District is a bit like being a member of a gym – the more you put in, the more you get out. Projects are delivered based on what businesses say is good for their business and good for the town.

Three reasons you should vote YES for the BID to continue

Championing Fleet

Voting YES is a vote for promoting Fleet as a place to **visit, eat out, shop and work**. Voting YES is a vote for an **attractive town** with **events and activities** that make Fleet a **great place to visit**.

Championing You

A BID ensures you are represented and gives businesses a **collective voice**, making us stronger together. Voting YES is a vote to ensure you have **representation** and that the **local council, police** and other key decision makers understand and address your **challenges**. Voting YES is a vote for the **support** you need to help your business.

Shaping the future together

Voting YES is a vote for businesses to work together to create a strong, collective vision for our future and the town, meeting the needs of the local community and helping you to adapt to whatever the future holds.

Moving Forward – the next five years

One thing we have all learnt since 2016 is that **things can change a lot in five years**. Projects outlined in 2016 became irrelevant as technology advanced or needs of local consumers and businesses changed. The BID tried many different projects and COVID meant that much that was planned had to be rethought. For the next five years we will have to think and plan very differently, allowing more flexibility to adapt as things change. Going forward the BID will deliver activity to support businesses in the central retail and leisure areas of Fleet. This will enable the BID to focus on projects that support high street recovery, delivering fewer projects but making a bigger difference.



You have said that the following areas are important to you and the town. Future BID activity will focus on these areas and the BID will need to be adaptable and creative in the way things are approached. The BID will maintain a constant dialogue with you to understand your priorities, agree the projects to be delivered and work to ensure that the BID delivers what you need to support your business.

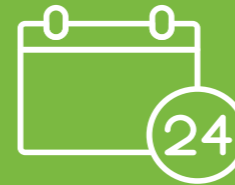


Marketing and communications



Through highly visible consumer promotions the BID will continue to promote Fleet and highlight the range of businesses, unique offerings and exemplary service that you deliver to people in the local area. This will include digital solutions to meet consumers' changing needs and identifying ways to connect businesses and their customers. By doing this, you will know more about who uses Fleet, where your ideal customers are and how you can reach out to them more effectively.

Vibrant programme of events to drive footfall



People are attracted to towns and businesses that deliver an experience, with successful towns organising events to attract people, encouraging them to stay longer and return more frequently. The BID will build on the success of events held in Fleet with a regular events programme giving people a reason to visit, strengthening the sense of community and encouraging people to discover and support local businesses while they are in Fleet.

The BID will continue to offer support to well-loved community events to ensure Fleet benefits from these events returning to the town post COVID.

Improving the experience to enhance the look and feel of Fleet



With town centres no longer places that people simply go to shop, the BID will continue activity to enhance the attractiveness of Fleet, for example by exploring how the town can be used in better ways for new and innovative events and attractions, or providing additional ways to encourage people to spend more time in the town. The BID could fund installations such as Snow Windows, creating a talking point and encouraging people to the town. The BID will continue with FleetWatch, providing support for individual incidents and frequent police meetings at local, county and regional level. The BID will also work on ways of attracting businesses to Fleet to enhance what we already offer and supporting new businesses moving to our town.

Business Support



The BID will continue to offer you the support you need, whether this is through initiatives to reduce crime and antisocial behaviour, training, advice and guidance to help your business or events and activities to strengthen our local business community. The BID will keep you updated with regular newsletters, social media updates and visits to your business, with more opportunities for collaboration to get involved in projects that are important to you.

The BID will continue to participate in regional and national discussions on your behalf and respond to local and central government policy ensuring your views are represented. Being part of a larger collective of BIDs also means that you can benefit from broader support and best practice initiatives that work well in other towns.

Influencing the future of Fleet town centre



Influencing and place making will be at the very heart of everything the BID does. Fleet is situated in one of the most affluent areas of the country but we have a town centre that does not reflect the needs of the local community or how high streets have changed.

The BID will reinforce the need for Fleet town centre to meet the needs of local businesses and be an attractive place for people to shop, eat out, visit and work. Opportunities will be identified to connect with organisations in the voluntary sector, local charities and community groups to strengthen our links with the local community.

What if I vote "NO"?

If you say "No" what will the impact be?

- NO** No **frequent events** such as free school holiday workshops or weekend entertainment to attract people into Fleet who then spend money with local businesses
- NO** No **promotional activities** in the town that encourage footfall around the town, like the Wild Animal Trail, the Otter Trail, Dinosaur Trail, Curry Week, Food Festival, artisan markets, Crazy Golf to name a few
- NO** No **dedicated marketing** of Fleet town centre or campaigns to encourage people to shop locally
- NO** No **promotion** of the town and its individual businesses in print or social media
- NO** No **free advertising** to 20,000 households locally
- NO** No one to **champion the town** and its businesses, nationally and locally
- NO** No **business influence** with the local authorities, police, our local MP or the media to shape local development and improvements
- NO** No passionate, caring **BID team** dedicated to the future of our town, providing support, guidance and 121 advice
- NO** No one to **collaborate with the police and other partners** on shoplifting, crime and antisocial behaviour
- NO** No **FleetWatch system** to share information on known and suspected offenders
- NO** No **industry insight** into best practice occurring in over 200 BID areas and town centres in the UK
- NO** No **additional Christmas installations**



“The BID has been invaluable to me through setting up a new business, navigating COVID and providing events and courses.”

What is a BID and how does it work?

A BID is a business led, not for profit company, voted for by you, businesses in the BID area. There are over 200 BIDs successfully operating across the UK from small towns to large cities helping to shape the future of their local area. BIDs represent the needs of local businesses, influencing local councils, the police and government policy. BIDs deliver services in addition to those delivered by local councils based on the needs of businesses in the local area.

As a business in the BID area in Fleet you will be asked to vote whether you want to secure an investment of £570,000 for Fleet over the next five years to deliver activity to support your businesses.

When businesses vote on the BID ballot, the BID will continue if:

- Over 50% of businesses voting vote in favour
- Those voting 'YES' represent more than 50% of the total rateable value of all the votes cast



Key Dates

The Fleet BID ballot voting period
24th February to 24th March

Results announced
25th March 2022

If the ballot is successful,
the five year term begins
1st April 2022

The Fleet BID ballot will take place from **24th February** to **24th March** with results announced on **25th March 2022**. If the ballot is successful, the BID's second five-year term will begin on **1st April 2022** and will generate approx. **£114,000** each year to be invested in the town from **2022 to 2027**.

By voting "Yes" you have the chance to decide whether Fleet gets this investment and to make a real difference to the future of Fleet – your business, your voice, your choices, and your future – so, please, make your vote count.

The BID area

Going forward the BID area will be reduced to focus on the central area of Fleet. The BID area includes the main retail, commercial and leisure facilities in the town.

The BID area is shown in the map below:



The BID area has been amended for 2022-2027 to focus on the central area of Fleet. In line with feedback from businesses the business plan includes a clear focus on fewer activities to support high street recovery and to deliver a bigger impact long term.

- ### Streets in the BID area
- | | |
|-------------------|--------------------|
| Albert Street | Reading Road North |
| Brankenswood Road | Reading Road South |
| Church Road | Upper Street |
| Fleet Road | Victoria Road |



BID levy

The investment by each business will be proportionate and equitable. The BID levy will be 1.5% of the rateable value of your business in March 2022. By sharing the financial burden and spreading the cost across all businesses, the contribution of each individual business is relatively modest. For 83% businesses this is less than £1.50 a day and 50% of businesses pay less than 83p a day. There will be no inflationary increases in the BID levy which has been the same since 2017, meaning that, in real terms, the cost of your BID contribution reduces year on year.

The projected levy income is £114,000 each year which will mean an investment of £570,000 in Fleet over five years.

The table below shows how much businesses will pay based on 1.5% levy.

Rateable Value of Property	Annual Cost	Daily Cost
£5,000	£75	21p
£10,000	£150	41p
£20,000	£300	82p
£100,000	£1,500	£4.10

Projected levy income is £114,000 each year which will mean an investment of £570,000 in Fleet over five years

BID Budget, Income and Expenditure

	2022/3	2023/4	2024/5	2025/6	2026/7	Total
BID Levy	£114,000	£114,000	£114,000	£114,000	£114,000	£570,000
Marketing	£20,000	£20,000	£20,000	£20,000	£20,000	£100,000
Events	£45,000	£45,000	£45,000	£45,000	£45,000	£225,000
Business Support	£10,000	£10,000	£10,000	£10,000	£10,000	£50,000
Improving the Experience	£15,000	£15,000	£15,000	£15,000	£15,000	£75,000
Influencing the Future of Fleet Town Centre	£8,000	£8,000	£8,000	£8,000	£8,000	£40,000
Running the BID*	£16,000	£16,000	£16,000	£16,000	£16,000	£80,000

*This assumes a reduction in the software fee charged by Hart District Council which applied to the first term of the BID.

BID Rules Explained

BID legislation regulates BID ballots and the framework under which BIDs must operate.

Each business ratepayer liable for the BID levy will have one vote for each of their eligible hereditaments (premises) provided they are listed on the National Non-Domestic Rates list as provided by Hart District Council.



The BID levy and who contributes

- The BID levy rate will be fixed for the full term of the BID (five years) and will not be subject to inflation or alterations. In real terms this means the cost to you will fall.
- The BID levy will be applied to all businesses within the defined area with a rateable value.
- The BID levy is mandatory for all eligible hereditaments and businesses.
- If the BID ballot is successful, the BID levy will be mandatory for each business located within the BID area.
- At the end of the five-year term, all businesses will be invited to vote again.
- The BID levy will be collected on the basis of daily charging. This means that a new business will be charged from the point of occupation based upon the rateable value at the time they enter the rating list. Any business which ceases occupation will receive a pro rate refund on BID levy paid.
- Vacant properties, or those undergoing refurbishment or being demolished will be liable to pay the BID levy by the property owner or registered business ratepayer.
- The BID levy will not be affected by the small business rate relief scheme, service charges paid to landlords, exemption relief, discount periods or any other relief or subsidies.
- VAT will not be charged on the BID levy.
- Businesses outside the BID area can opt in to join the BID.
- There are no exemptions or reductions in BID levy.

BID Operations

- In accordance with BID legislation, the BID levy is collected by Hart District Council. The BID funding will be kept in a separate BID account and transferred to the BID Company.
- Collection and enforcement regulations will be in line with those applied to non-domestic business rates, with the BID Board of Directors responsible for the decision for any debt write-off.
- BID projects, costs and timescales may be altered by the BID Board of Directors, provided they remain in line with the overall BID objectives.
- The BID Board is drawn from, and is representative of, the diverse businesses and organisational interests within the BID area. All businesses in the BID area are eligible to nominate themselves to be considered for directorship of the BID company.
- The BID Board of Directors will meet at least six times a year. Every levy paying business will be eligible to be a member of the BID Company and to vote at the annual general meeting.
- The BID Company will produce a set of annual accounts and expenditure statement made available to all BID members.
- If successful at the ballot, Fleet BID's term will commence on 1 April 2022. The BID will last five years. At the end of the five years, another ballot must be held for the BID to continue.



The BID adds value to our businesses and for the people who live in the local area.



Every levy paying business is encouraged to get involved to oversee the delivery of the BID business plan

BID Management

- The BID will continue to be managed as an independent not-for-profit company limited by guarantee run by a board of volunteer directors representing businesses in the town.
- All businesses eligible to vote in the BID ballot will be invited to nominate themselves to be a BID Director and oversee the delivery of the BID Business Plan.
- The BID Board sets the direction of the BID and will be supported by BID employees, contractors or agencies (as determined by the BID Board) to deliver projects, events and activities.



A BID ensures you are represented and gives businesses a collective voice, making us stronger together.



Important Note

All businesses in the BID area are eligible to nominate themselves to be considered for directorship of the BID company.

The Current BID Team

This BID Business Plan has been developed by the current BID Board and current BID Manager, Tracey Shrimpton.

Should you wish to discuss this Business Plan further please contact Tracey (tracey.shrimpton@fleet-bid.co.uk) or one of the Board Directors:

- Tyler Harman**
217 Menswear
BID Chair
- Bruce Bulgin**
Fairstone Wealth Management
- Ali Bullamore**
Cantine
- Tim Neale**
Kirk Rice
- Mark Guinea**
McDonalds
- Caroline Sawyer**
Hart Travel
- Sue Tilley**
Community Director
- Bob Schofield**
Director representing Fleet Town Council

What happens when?

- Business Plan issued to businesses: **February 2022**
- Ballot papers sent out by: **24th February 2022**
- Close of ballot: **24th March 2022**

A Final Word

In 2017 businesses in Fleet voted to become a **Business Improvement District**, a five-year programme of investment to support businesses and the town. Since then, everyone has faced major challenges beyond the control of local businesses, from the rise in online shopping and the preference for 'experience' over 'buying things' through to **COVID-19**, the restrictions on **public movement** and a **climate emergency**. This turbulent business environment could not have been predicted back in 2017 and there are **no easy solutions**.

Voting **YES** to the BID is the only way to secure any significant investment in Fleet's high street and you, as a business community, decide how that money is spent. A new mandate and **YES** vote for the BID will enable all of us to build on the progress made so far and work together to achieve a shared vision. By investing a relatively small amount individually, collectively you will create a brighter future.

Renewing the BID is vital. Voting **YES** is a vote for a fresh and ambitious programme of work that can only be delivered by working collectively to provide the support you need as we emerge from the global pandemic and respond to the challenges and opportunities that lie ahead.

For 83% of businesses less than £1.50 a day secures an investment of £570,000 in Fleet.



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FOR
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We're
Stronger
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www.findyourfleet.org