

## Fleet BID 2022-2027

Please find enclosed your BID levy bill for the period 1st April 2022 - 31st March 2023. Following the ballot and vote for the BID to continue, the Fleet Business Improvement District is now starting its second term.



The BID levy is 1.5% of the rateable value of your business and all businesses in the central area of Fleet are required to pay the BID levy.

**Run BY  
Business  
FOR  
Business**

This will deliver an investment in Fleet of £570,000 over the next five years.

With the BID now focused on the central area of Fleet, the focus of BID activity is high street recovery and revival.

Please see overleaf for an overview of the focus for BID activity over the next five years.

## Get involved and shape the projects the BID delivers

This is YOUR BID and no-one knows more about what you need as a business than you do. You have said that you want to get more involved in deciding which projects the BID delivers and there are two ways you can get involved.

### Become a BID Director

The Board meets monthly for up to an hour and a half. As a Board Director you decide the BID priorities and activities, based on the priorities in the business plan and oversee the running of the BID.

### Join the BID Committee

Many businesses have said they would be interested in being a member of a committee to recommend ideas for projects and activities to the BID Board.

 **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.**

If you are interested in getting involved and deciding which projects the BID delivers, please email our BID Manager, Tracey at [tracey.shrimpton@fleet-bid.co.uk](mailto:tracey.shrimpton@fleet-bid.co.uk), WhatsApp or call 07746 828792 to find out more.

## Business Plan 2022-2027

### Focus for the Next Five Years

The BID projects outlined in the BID Business Plan are based on what you said is important to you. As a business in Fleet, by getting involved and coming to BID meetings or joining the committee or BID Board you have the opportunity to decide how these projects and activities are delivered.

While there is flexibility in the actual projects delivered, they will fall into the following areas as outlined in the Business Plan:



#### **Marketing and communications**

Promoting Fleet and highlighting the range of businesses, unique offerings and exemplary service that you deliver to people in the local area. Promotion will include print, advertising and online communication.

#### **Vibrant programme of events to drive footfall**

Delivering a regular programme of events giving people a reason to visit, strengthening the sense of community and encouraging people to discover and support local businesses while they are here as well as supporting Fleet's well-loved community events.

#### **Business Support**

From 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 give you the support you need.

#### **Improving the experience to enhance the look and feel of Fleet**

Enhancing the attractiveness of Fleet, supporting activity to ensure Fleet remains safe and encouraging business to come to Fleet.

#### **Influencing the future of Fleet town centre**

Representing businesses to influence how our town centre needs to change to reflect the needs of the local community as an attractive place for people to shop, eat out, visit and work.

The annual budget for each area is:

Events: £45,000

Marketing: £20,000

Business support: £10,000

Improving the Experience: £15,000

The Future of Fleet Town centre: £8,000

Running the BID: £16,000

### **Get Involved and Keep in Touch**

Join the Fleet Business Hub levy payer Facebook Group for more frequent updates, to share your ideas and get involved.

FindYourFleet is brought to you by Fleet BID. We're passionate about creating a vibrant town we can all be proud of, where businesses prosper, our communities thrive and visitors choose to shop and do business. [www.findyourfleet.org](http://www.findyourfleet.org) email: [info@fleet-bid.co.uk](mailto:info@fleet-bid.co.uk)

Registered Office: c/o Kirk Rice LLP, Victoria House, 178-180 Fleet Road, Fleet, GU51 4DA

