

INCOME	Forecast of	Summary of
	2024-2025	2023 - 2024
Carry over from previous year	£53,700	£157,000
Gloucester BID Levy (based on 1.56% of RV)	£375,000	£370,000
City Protection Officers (@ £37K from OPCC; £40k GCC)	£77,000	£93,000
Night Safe Offices (OPCC until April 2025)	£12,500	£25,000
Street Medics (OPCC until April 2025)	£13,200	£26,400
Other Income, including Sponsorship, Voluntary Membership	£20,000	£22,000
Totems and Flags	£60,000	£61,000
TOTAL INCOME =	£611,400	£754,400

EXPENDITURE

Safer City		
City Protection Officers	£156,000	£175,000
City Safe Management	£8,000	£7,000
Night Safe Officers	£25,000	£25,000
Street Medics	£26,500	£26,400
Purple Flag: Best Bar None	£5,000	£6,000
Total Safer City =	£220,500	£239,400

Vibrant and Attractive City		
City Centre Planters: Planters, summer flowers and cleansing	£40,000	£27,000
Events - Incl Sponsorship of major events	£120,000	£150,000
Total Vibrant and Attractive City =	£160,000	£177,000

Supported and Promoted City		
Gift Card	£7,000	£8,000
Mi Rewards	£6,000	£6,000
Networking and Training	£2,000	£1,500
Marketing and Advertising incl campaigns such as Independent Website	£25,000	£13,000
Totems and Flags* covered by other income	£72,000	£72,000
Totems Maintenance		£81,000
Total Supported and Promoted City =	£117,000	£186,500

Administrative / Operating Costs		
Management Fees	£8,000	£8,000
Administration Costs	£82,000	£82,000
Service Fees (GCC Collection fee 2%)	£7,800	£7,800
Total Administrative Costs =	£97,800	£97,800
Contingency	£11,100	£5,000

TOTAL EXPENDITURE = £595,300 £700,700

Proposed Income and Expenditure 2024-2025



Gloucester Business Improvement District (BID) is managed by a volunteer board of directors representing various sizes and sectors of business in Gloucester. This means that the local businesses control the BID and have a direct say in how the levy collected is spent for the benefit of the business in the BID area. The fund collected is ring-fenced for this purpose only.

Gloucester BID supports initiatives to help businesses, run and support campaigns and events that promote Gloucester as well as helping to create a safer city.

Engagement and conversations with our business members are fundamental to our work. We will communicate openly and transparently, as well as liaise proactively with members. If you do not already receive our e-newsletters and would like to, please sign up via the QR Code or contact the BID team.

Gloucester BID, the board and management team, remain proactive in our outlook and committed to supporting business.

This leaflet will outline how your levy shall be invested in the third year of this second BID term.

Gloucester BID can be contacted by email: info@Gloucesterbid.org.uk

Proposed Income and Expenditure 2024-2025

In this financial BID year, we will remain reactive to local business needs and deliver and support projects across the city. Gloucester BID works in close partnership and collaborates with organisations, groups, and businesses across the BID area to build a resilient and strong city. Three key areas have been defined and are the focus of our collective efforts.

Safer City

- Continue to fund in partnership with Gloucester City Council and Gloucestershire's Police and Crime Commissioner the City Protection Officers (CPOs).

During the second BID year (2023-2024), the CPOs responded to over 8000 call outs from businesses, dealt with over 1000 ASB issues and reported over 200 incidents of rubbish and fly-tipping.

- Continue to fund Gloucester City Safe management of the CPOs and support the accredited BCRP, which forges strong partnerships between local businesses, the BID, the local authority, and the Police to create a safe and stable business environment.

- Collaborate with Gloucester City Council and partners on the steering group for Purple Flag Status for the city. We were successful with the renewal in early 2024 and in partnership we will promote and support the evening and night-time economy.

This includes the re-introduction of a refreshed Best Bar None: Safer Socialising.

We have also installed ten 24/7 accessible defibs in the city, with another three to be installed very soon. This has happened with partnerships across the city, including Rotary of Gloucester.

- Strengthen our relationship with Gloucestershire Constabulary and partner on various campaigns and awareness projects, including SABA Week and ShopKind.

Attractive and Vibrant City

- Support and fund in partnership footfall-driving events such as Gloucester Goes Retro, Winter in Gloucester and Bright Nights. Whilst delivering and promoting, Americana Festival, Gloucester Folk Trail and Gloucester Rhythm and Blues Festival.

Watch out for the Lions at Large Trail coming in Summer 2025! Sponsorship packages are available – please contact carrie.smith12@nhs.net

- Continue to work in partnership with the Gloucester Farmers' Market to provide two stalls at the last Friday of the month for local makers.
- Continue to engage and work in partnership with the City Centre Operations Team, ensuring an effective cleaning timetable and reporting any 'grot spots'. Where appropriate, provide resources for cleaning above the required minimum levels.
During 2023-2024 we have tested various graffiti removal methods and will continue to remove what it possible.

- Provide affordable digital advertising space for BID members on the totems around the city centre and advertising and promotional space on lamppost flags around the city.
- Continue to improve the flower planters and tree planters, thus helping to make the city a 'greener' place. As well as bringing in the Summer Planters in May 2025, plus new pollinator places for bees.

- Continue the monthly BiG clean up morning, supported by volunteers.



Believe in GLOUCESTER

Promoted and Supported City

- Continue the funding for Gloucester Gift Card, promoting the card as a great way to thank or reward teams as well as giving to family and friends. The Gloucester Gift Card encourages people to shop and support local. Free to all BID members with no additional costs – sign up via QR code below or contact the BID team.

During 2023-2024, over £7,000 of gift cards has been spent in city businesses with over £10,000 worth of gift cards being purchased.

- Continue the funding for Mi Rewards Gloucester, the loyalty program that rewards people for spending locally. Free to all BID members with no additional costs.

- Collaborate with Visit Gloucester and partners on promoting the city to residents and visitors, planning various campaigns, such as Independents Week and Big Pub Push.

- Engage and attend various city stakeholder meetings.

- Continue to communicate out across multi-channels, news, information, and updates. Pro-actively engaging with businesses seeking input.

This year we are bringing back the Believe in Gloucester Awards 2024! Save the date - 20th November!

- Maintain the BID website, providing information for businesses and the public. Website: www.gloucesterbid.uk

LET US KNOW WHAT YOU WOULD LIKE TO SEE – ARE THERE EVENTS, SERVICES, PROMOTIONS YOU WOULD LIKE US TO EXPLORE?