

# SAFFRON WALDEN BUSINESS IMPROVEMENT DISTRICT BUSINESS PLAN 2023-2028



Working together to maintain a vibrant  
and prosperous Town Centre

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# What is the Saffron Walden BID?

**The Saffron Walden Business Improvement District is a local, democratically elected, not-for-profit limited company formed in 2018. It exists solely to promote our local businesses and help our town thrive and prosper.**

**It is business funded and business led and enables members to have a genuine voice, to decide and direct what they want for Saffron Walden. By working together collaboratively towards a shared vision and purpose, the business community of Saffron Walden, with the help and support of the BID can be resilient and remain strong.**

**There are more than 250 Saffron Walden businesses that make up the BID and eligible businesses with a business rateable value of over £5000 contribute through a levy each year which is set at 1.5% of the rateable value.**



# Foreword from the Chair

## Dear BID Member

**This Business Plan outlines our aims and key deliverables for Saffron Walden town centre over the next five years.**

The Saffron Walden business community has demonstrated so much resilience through a very difficult few years and we are privileged to be part of this. The importance of supporting local business is more critical than ever and we recognise that this is vital to our town's success.

Given the current economic climate and the challenges that businesses are facing, we have decided to keep our levy the same as in the first term. We are all facing extremely challenging times with rising energy prices and increased running costs. Our purpose as the BID remains the same - to help the town's businesses thrive. This is the basis of everything we do, to promote and support our businesses and encourage people to enjoy their time and spend money in Saffron Walden.

Over the last five years, the BID has recognised the importance of working together towards a shared vision and purpose. This was demonstrated during the pandemic when we supported and helped businesses get through a very challenging time. We are stronger and can achieve more together and hope to continue to do this. It is important that you have your say on what the BID proposes to do in this business plan and if successful, on how you want the BID to help and support you.

As the BID team we are excited about what we can achieve as a strong town centre business community. So let's carry on sharing ideas, working together and supporting each other so our beautiful,



historic market town continues to thrive. In June 2023, you will have the opportunity to vote on whether you would like Saffron Walden BID to continue for another 5 year term (2023–2028).

Notification of the ballot and your ballot paper will be sent to you by post in May. The postal ballot will be open from 1st June and will close on June 29th 2023.

**Kind regards**  
**Shara Vickers**  
**Chair Saffron Walden BID**



# Our aim for the next five years



**The aim of the BID is to build on our successes of the last five years, continuing to support Saffron Walden as a vibrant and prosperous market town where businesses flourish and work together with a shared vision and purpose.**

**Over the next five years we want to:**

1. Build a stronger business community that feels engaged and supported by the BID.
2. Improve the town centre environment and create an attractive place to trade and for customers to visit.
3. Enrich trading, working and customer experiences.
4. Develop marketing and promotional campaigns and events to encourage visitors into Saffron Walden.
5. Continue to work collaboratively with key town stakeholders.

## I am backing the BID



**"As a small operator it's hard to promote where you are to a wide audience, but being part of the BID helps to bring people to town that wouldn't normally come here. Several times a week we have new customers come to the shop who get drawn back to Saffron Walden from the tireless promotion of the BID team.**

**Saffron Walden is much better for the BID being here, as you get much more out of them than you put in." *Jack Etherington, Dead Time***

## Why vote yes?

### A YES vote for Saffron Walden BID will mean:

- 250 + businesses will continue to support each other and be supported by the BID
- Nearly £90K of investment for Saffron Walden annually.
- Continuation of working collaboratively with key town organisations to help support Saffron Walden businesses.
- Development and implementation of new and exciting events and programmes to keep the town thriving and prosperous.
- Build upon the successes of the last five years and continue to deliver projects and initiatives to promote the town and its businesses.
- Maintain and extend a connected business community to help them remain strong and resilient to economic challenges.



## I am backing the BID



"BID teams operate in most market towns where Adnams stores are located...here in Saffron Walden they are drivers in promoting local businesses to visiting customers. It is important to have them operating in towns such as Saffron Walden, to bring customers back again & again, at a time when shopping local has to be promoted to achieve footfall."

**Andrew Wilcocks, Adnams**

## What we have achieved together so far 2018-2023



**We have achieved a huge amount together over the last five years especially through some difficult times. Below is a snapshot of our key deliverables for the business community of Saffron Walden:**

**We worked through the Covid-19 pandemic together.**

The pandemic brought about enormous challenges for Saffron Walden town centre business community. We made it our priority to provide support and advice to our members. During this time, we connected many of our local businesses, who previously didn't know each other, to help create a stronger business network.

### Dealing with the COVID Pandemic

1. Monitored the Government Covid-19 Business Support package developments and frequent changes in regulations and communicated back to members.
2. Set up SWBID members' WhatsApp groups to answer and address queries, exchange ideas and provide up-to-date information about all COVID related queries.
3. We established ourselves as the "voice of the local business community" with weekly SAG (Safety Advisory Group which includes: 3-level local councils, agencies and the police) to ensure we could provide support to our business community.

4. Worked closely with Uttlesford District Council (UDC) to ensure that grants and loans were made available and received by our members.
5. Procured and distributed hand sanitiser and stands for use in the town centre.
6. Created, paid for, and distributed Covid-19 measure posters, pavement and lamppost signage to help businesses when the government allowed us to open again.
7. Created and promoted the **Support Saffron Walden** website as a virtual shop window with updates for businesses and the public through lockdown. This meant the people of Saffron Walden knew what essential shops and businesses were open and when, and how they could get what they needed.





8. In partnership with Uttlesford District Council we launched **Click It Local**, an online home delivery service for our independent businesses.
9. Promoted all shops, eateries and offices that adapted their way of working due to Covid-19 restrictions. We did this via our social media channels and the local newspapers.
10. Increased our social media engagement and continually shared hundreds of social media posts supporting local businesses' own online marketing.
11. From April to July 2020 we created and paid for a weekly page in the local paper advertising over 120 businesses that were operating.

4. Ran a series of promotional videos and adverts in the local papers for our Welcome Back Campaign. This was shared widely by local media and across multiple social media platforms.
5. Hosted local business summits online to make a case to Government for more business support.
6. Held a Masterclass with the Director General of the Institute of Directors focusing on '**Destination Saffron Walden**'.
7. Sponsored retail, hospitality and promoted **Eat Out to Help Out**.
8. Ran a '**Thank you for supporting Local**' photo and video campaign for businesses from October to December 2020.



## Coming out of Lockdown

The BID launched its **Welcome Back** campaign to encourage residents and visitors to come back to Saffron Walden.

1. Launched the **Love Saffron Walden** campaign to encourage residents and visitors back to the town centre, backed by substantial publicity.
2. Organised two **Welcome Back to Walden Clean Up** days where over 70 people from local business and members of the community participated and cleaned outside premises in preparation for opening.
3. Organised and delivered hanging flower baskets and planters for businesses to display outside their premises in the Spring, Christmas and the following Summer.



## I am backing the BID



"During the pandemic and the very sudden lockdown, we all had to pull together to keep our lovely town 'on the map'. The SW BID was a tremendous help in all sorts of ways. They sent us information about where and when to apply for grants etc, making it very easy and saving us all time. Prior to reopening, they provided signage and hand sanitiser to all businesses to make it easy for customers to navigate their way around safely. They coordinated 'Clean Up' days so that we could work together to make sure the town looked it's best, and then supplied beautiful hanging baskets for a colourful welcome back to all. They have actively promoted the town and what it has to offer, ever since. We have more 'clout' as a town than we have as individual businesses. The BID act as our advocates and represent the views of the majority of the community to the relevant organisations."

**Jane Shaw, Craft Days**

# Key highlights 2018-2023



## Publicity for Saffron Walden and its Businesses

### NATIONAL AND REGIONAL TELEVISION AND RADIO COVERAGE 120+PIECES OF MEDIA COVERAGE

Over 50 press interviews on National and Local TV, Radio and in newspapers and magazines including Sky News, ITV Anglia, BBC Look East, Heart FM, BBC Radio Essex, Radio 5 Live and LBC Radio.

### COVID-19 Support

CREATED BUSINESS SUPPORT GROUP WITH FREQUENT INFORMATION UPDATES

HAND SANITISER STATIONS WITH SANITISER BOTTLES INSTALLED 250+

PROVIDED COVID-19 MEASURE PACKS INCLUDING POSTERS, PAVEMENT STICKERS AND SIGNAGE

WELCOME BACK CLEANUPS ORGANISED x2

HANGING BASKETS AND TUBS DISTRIBUTED 230+

## Social Media Engagement

AVERAGE ANNUAL SPEND ON ADVERTISING THE TOWN AND BUSINESSES ONLINE 15K+

SOCIAL MEDIA FOLLOWERS 5k+

SOCIAL MEDIA REACH ORGANIC 550k+

SOCIAL MEDIA REACH PAID ACROSS MULTIPLE ADVERTISING CAMPAIGNS 440k+



## Driving footfall to Saffron Walden

SAFFRON WALDEN SANTAS GROTTOS: TICKETS SOLD 1257; ATTRACTING OVER 2600+ VISITORS INTO THE TOWN CENTRE

FESTIVE SHOPPING EVENTS

EXTRA CHRISTMAS LIGHTING FOR UNLIT LOCATIONS

CHRISTMAS WINDOW VINYLs IN 5 CENTRAL LOCATIONS

ALFRESCO IN THE SQUARE – AN OUTDOOR EVENT FOR LOCAL FOOD AND DRINK BUSINESSES

PRIZE DRAW WINNERS – VOUCHERS SPENT IN BID BUSINESS £2K+

THEMED HUNTS, TRAILS & PRIZE DRAWS – ENCOURAGING VISITORS TO DISCOVER NEW SHOPS - TWELVE



**Promotional Marketing Campaigns**



- WINDOWS ON WALDEN – A POP-UP MARKET EVENT TO SHOWCASE LOCAL BUSINESSES**
- WELCOME BACK CAMPAIGN – WELCOMING BACK PEOPLE TO THE TOWN CENTRE POST LOCKDOWN**
- LOVE SAFFRON WALDEN CAMPAIGN – A MARKETING AND BRANDING CAMPAIGN TO BRING SHOPPERS INTO THE TOWN CENTRE**



**Follow the Yellow Brick Road to win a prize!**



**6th & 7th May 2023**

**Coronation Celebrations**

**Saturday 6th May**  
 Walden Castle 10am - 4.30pm  
 10.30am Live streaming of Coronation Service  
 2.30pm Puddington film with family activities, licensed bar, food stalls and Saffron Walden Museum will be open to visit!  
 Market Square - 10am  
 Town Crier's Proclamation 10am  
 joined by Pipe Major James Stewart followed by a repeat at Walden Castle at 10.25.

**Sunday 7th May**  
 Jubilee Garden 11.30am - 4pm  
 Coronation Big Lunch Picnic with live music, refreshments and combola.  
 Walden Castle 6.30pm - 10.30pm  
 8pm Live streaming of Coronation Concert with laser light show.  
 (Licensed bar on site. See below for food offerings)

**Additional Investment in the BID Area £450k+**

**Working in Partnership**

- COORDINATED EVENTS AND PROMOTIONS WITH LOCAL VISITOR ATTRACTIONS**
- MIPERMIT PARKING PROMOTION**
- WORKING WITH SAFFRON WALDEN TOWN COUNCIL TO PROMOTE AND SUPPORT THE TOWN CENTRE**
- ENAGEMENT WITH LOCAL POLICE TEAM AND CREATED BUSINESS WATCH WHATSAPP GROUP**

**Looking ahead and what we can achieve together from 2023 to 2028**



At the end of 2022, we conducted three online surveys and we held a number of open consultations in April to ask what Saffron Walden businesses want for their community. We want to build on the strong foundation of the last five years as there is so much more we can do together for our wonderful town.

We have shaped these results into three new priorities for Saffron Walden. Below are some key highlights of what we hope to offer over the next few years:

**ENGAGEMENT**

You asked to see greater engagement of the whole business community; so our main focus will be to support ALL sectors of the business community in Saffron Walden in a number of ways.

- We aim to:
- Develop a seminar programme, Walden Workshops, enabling businesses to share best practice and advice on all aspects of business.
  - Continue to be the voice of the town centre community sharing ideas and advice through regular communication channels.
  - Investigate local discounts for BID members.
  - Facilitate connections between levy payers for mutual benefit.
  - Investigate the introduction of a SW BID gift card scheme.
  - Work with the local town council on the development of pop up shops/markets stalls.

- Investigate opportunities for co-working spaces, attracting the work from home community.
- Work with the local and regional media to profile BID members on a regular "business profile page".
- Investigate and help facilitate shared delivery services.
- Work with the district council on delivering and implementing the Clean Air Project initiatives, including zero-emission delivery services, e-cargo bikes etc.

**I am backing the BID**



"BID is a great asset to The Temeraire and our town. It keeps our businesses in touch, supports events and ensures that the people of Saffron Walden and beyond know what's on. It has had a massive impact on increased footfall in our town. Fabulous promotion of local events this past year. BID Saffron Walden is great for local trade and our community. Long may it continue."

*Patrick Dick, The Temeraire*



## ENHANCEMENT

You asked us to help improve the appearance and environment of the town centre; so our focus will be to develop ideas and initiatives that will create an attractive place to trade and for customers to visit. We want to enrich trading, customer and working experiences in Saffron Walden.

We aim to:

- Continue to extend the Christmas light displays in and around the town centre.
- Work with the local council and local tourist information office on improving town signage and maps.
- Continue to install colourful, branded window vinyls showing products from many of our businesses.
- Work in partnership with the district council to implement the Clean Air project initiatives for the town including e-cargo bikes.

I am backing the BID



"Saffron Walden Tourist Information Centre (TIC) has worked closely with the BID over the last few years. We have supported each other very well in making various different projects successful. For example, we have shared the cost of having a stand at the large Excursions exhibition at Alexandra Palace. This exhibition is aimed at coach tour operators and the lucrative business that they can bring to a town.

The various seasonal campaigns that the BID have organised have brought many people into the TIC, some of whom had never visited before and were astonished at the range of items we have for sale."

*Mark Starte, Saffron Walden Tourist Information Office*



## ENTICEMENT

You asked us to help attract more people to the town centre; so we would like to continue developing marketing and promotional campaigns and events to encourage visitors into Saffron Walden.

We aim to:

- Work in partnership with tourist organisations/venues on the periphery of Saffron Walden to drive visitors into the town centre.
- Continue to work in collaboration with local organisations to help with popular events for the town centre.
- Develop a new "Town Centre Map" for Saffron Walden to help visitors discover all that Saffron Walden has to offer.
- Develop a new promotional marketing campaign – Saffron Walden Loves... (Art, History, Sports, Culture).
- Continue to develop our strong media relations programme to increase media coverage of the town and its offering, both editorially and through advertising across all media channels including print, broadcast and online
- Continue to provide town hunts and trails and investigate new audiences and themes.

- Implement targeted information campaigns to new residents especially those who have recently moved into one of the many new housing developments surrounding the town. Work with local estate agents to develop a "Welcome to Saffron Walden" pack.
- Identify and work with coach operators that regularly visit Saffron Walden to ensure they provide maps/guides/ shopping offers prior to arriving in the town.
- Work with local retailers to coordinate promotional events.





# What would happen if there was no BID?



The simple answer is that the things we do and provide would not be delivered and this is what could be lost:

- The community we worked so hard to bring together during covid, that shares vital information.
- The well established relationships we have built with Saffron Walden Town Council and Uttlesford District Council. Enabling us to get fast responses to ideas and issues raised by our BID members.
- Additional events that bring more visitors into Saffron Walden.
- Publicity and information reaching thousands of potential customers through a coordinated and targeted media relations programme including print, TV and radio broadcast and social media.
- A powerful voice dedicated to working for the town centre community.
- The ability to work collaboratively with our neighbouring BIDS in Cambridge, Bishop's Stortford and Newmarket.
- The opportunity to invest an additional £90k annually in the town centre.
- No likelihood of re-establishing the BID for a long time.

## I am backing the BID



"Saffron Walden Town Council is proud to work alongside and actively with the BID. We have worked on a variety of projects and activities over the years, one of the most important and impactful being support to residents and businesses during and after the covid pandemic. During covid, we partnered together to ensure people were safe whilst providing support and practical advice to our local shops and businesses."

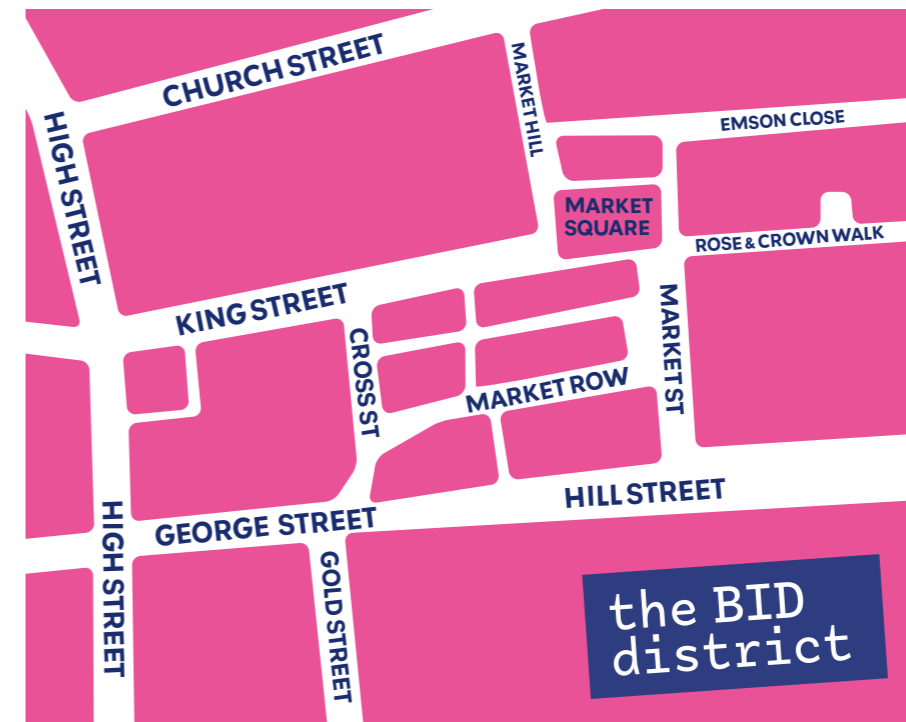
*Lisa Courtney, Saffron Walden Town Clerk*

## I am backing the BID



"Saffron Walden is a brilliant and thriving town full of loads of small unique businesses, like mine. I'm backing the BID as they are a strong advocate for my independent family run business. To create initiatives and marketing strategies to bring in more footfall, that i couldn't do as an independent business. As well as continuing to make our town a great place to work, live and visit."

*Tamara McCabe, Art @ Home*



# The Saffron Walden BID Board



**Shara Vickers**  
Chair - Tela Ltd



**Julie Redfern** Vice  
Chair - Beauty Box



**Lisa Cleaver**  
BID Manager



**Sarah Dickson**  
Waitrose



**James de Vries**  
Councillor



**Jack Etherington**  
Dead Time



**Andrew Wilcocks**  
Adnams



**Karen Oakley**  
Sage & Saffron

Following a successful ballot, the Saffron Walden BID will appoint a board of volunteer company directors, drawn from levy-paying organisations to maintain a representative, business-led group.

The board will oversee the financial, managerial and operational activities of the BID. Board members are volunteers and do not gain financially from their positions. Saffron Walden BID, as a company, is limited by guarantee, which limits the liability of directors and member businesses.



# How will the BID be run?



There will be an annual general meeting held each year. All BID Members are invited to attend.

The board will meet on a monthly basis and an open meeting for all BID Members will be held every 6-8 weeks. Uttlesford District Council and Saffron Walden Town Council will have formal representation as the provider of statutory services across the town.

## Communication

We will continue to communicate with BID Members with face-to-face visits, Open Meetings, WhatsApp Group messaging, regular email bulletins, social media communications, printed leaflets, newsletters and updates on the BID website. Activity on Facebook and Instagram will continue.

## Measuring Success

We believe accountability comes from asking BID Members, who fund the BID, to tell us each year how they think the BID company has performed. We will survey all businesses in the BID area annually and ask for their feedback. Other performance measures will include occupancy levels, media coverage and PR, website and social media reach and analysis.

## I am backing the BID



"The BID team have been a fantastic help through Covid and beyond, helping get all the government information to businesses and making it easy to understand.

They do a great job in promoting Saffron Walden and helping to showcase the amazing selection of independent shops the town has to offer.

I am looking forward to working with all the BID team going forward as I know there's lots of exciting ideas to help us all.

It's great to have a team shouting about how great our town is"

**Matt, Saffron Fish Co.**



# Your Questions answered



## The BID has been running for five years, why can't it just continue?

BIDs last for a maximum of five years and once that term is over the BID is required to hold a new ballot. It reviews its projects, produces a new Business Plan stating its objectives for the next five years and this plan is then voted on by BID businesses that will be required to pay the levy.

## How much will I pay and how do you collect the levy?

On behalf of SW BID, UDC will collect a levy from each BID business that will be transferred to the BID company and used to implement the projects laid out in this plan. All eligible BID businesses will pay an annual levy as outlined on page 22 based on their rateable value.

## My business isn't part of SW BID, can I still be a part of it?

Yes, any businesses that are exempt from paying the BID levy can apply to be a class 'C' member and can contribute voluntarily.

## When will the second mandate projects start being delivered?

The first term of the BID is due to end in November 2023. The second term will then start to be rolled out from December 2023 and levy bills will be issued. If the ballot is unsuccessful, all BID services will cease on 30th November 2023.

## Is this just another tax and will it substitute those services that Essex CC, Uttlesford DC and Saffron Walden TC already provides?

A BID cannot replace or substitute local authority statutory services i.e. those covered by your business rates. These are; a level of street cleansing and maintenance,

highways and road and emergency services,

## What if I vote "no"?

If the BID fails to gain the required level of support at the ballot, then the crucially important projects being proposed simply would not happen. Competition across our region is already strong and BIDs operating in locations such as Bishops Stortford, Bury St Edmunds, Newmarket, Cambridge and Chelmsford will continue to increase their appeal. Importantly, we would also lose the opportunity to emerge positively from the effects of the recent pandemic and would simply punch below our economic weight. Specifically, Saffron Walden would fail to benefit from the additional activities proposed in this plan.



# The BID Levy – How much will you pay?

## As a levy payer you will be required to pay one annual payment towards the BID each year for the next five years.

The cost of the levy for each business is a 1.5% of its rateable value and so is based on the size and location of your business premises.

The proposed cost of the levy is an investment by each business which will drive value for each BID member, individually and collectively.

When combined with all the other contributions from BID members, the total provides a considerable budget that is spent entirely in the centre of Saffron Walden over five years.

You can calculate your proposed annual levy by simply multiplying your rateable value by 0.015.

If you're not sure what your current rateable value is, please contact the Valuation Office on 03000 501501 or visit [www.gov.uk/correct-your-business-rates](http://www.gov.uk/correct-your-business-rates).

The following businesses may join for a voluntary contribution to be spent on projects in the heart of Saffron Walden.

- Any business within the designated BID area with a RV under £5k pa
- Landlords, property owners and institutions
- Any business or organisation outside the designated area



## I am backing the BID



"As new comers to the town, one of the major attractions was the constant and diverse town events along with the strong community support. It is clear this is heavily driven by the SW BID, we happily support the bid and what it works towards, making the town more attractive and successful for customers and businesses alike."

*Freddy Cole, Cole's Menswear*

# The budget forecast

The following table summarises the proposed BID budget for the next 5 years and this has been developed to reflect all industry guidelines and national best-practice.

We are determined to make Saffron Walden town centre one of the most attractive, vibrant and prosperous market towns in the UK. The figures below are a guideline and will be adjusted accordingly.

## A budget of nearly £450,000 over 5 years

The funding from levy payers will enable us to work with partners to make the town centre an ideal choice for employees, shoppers, residents and visitors. As well as revenue from levy payments, we will also seek to secure other funding from grants, voluntary contributions and other sources.

### BID Levy Income and Expenditure

	Year 1	Year 2	Year 3	Year 4	Year 5
<b>BID Levy Income (Note 1)</b>	£89,765.28	£89,765.00	£89,765.00	£89,765.00	£89,765.00
<b>Less UDC collection charge (Note 2)</b>	£2,732.00	£2,732.00	£2,732.00	£2,732.00	£2,732.00
<b>TOTAL INCOME</b>	£87,033.28	£87,033.00	£87,033.00	£87,033.00	£87,033.00
<b>EXPENDITURE</b>					
<b>Entice</b>	£34,813.00	£34,813.00	£34,813.00	£34,813.00	£34,813.00
<b>Enhance</b>	£21,758.00	£21,758.00	£21,758.00	£21,758.00	£21,758.00
<b>Engage</b>	£13,054.00	£13,054.00	£13,054.00	£13,054.00	£13,054.00
<b>Management/Admin costs (Note 3)</b>	£13,054.00	£13,054.00	£13,054.00	£13,054.00	£13,054.00
<b>Contingency (Note 4)</b>	£4,351.00	£4,351.00	£4,351.00	£4,351.00	£4,351.00
<b>TOTAL EXPENDITURE</b>	£87,033.28	£87,033.00	£87,033.00	£87,033.00	£87,033.00

### notes

- 1 Assumes a 96% collection rate
- 2 UDC will charge an annual charge of 3% to collect.
- 3 15% Central admin, office and fixed overheads (below Industry guidelines of 20%).
- 4 Calculated as 5% of total levy billed (as per Industry Guidelines).

# BID Levy rules and arrangements



**The Business Improvement Districts (England) Regulations 2004 as approved by the Government, sets out the legal framework within which BIDs must operate, including the BID rules which define the way in which the levy is charged and collected.**

- The new BID term will be five years from 1st December 2023 to 30th November 2028.
- The BID levy will be applied to all eligible non-domestic ratepayers within the defined area of the Saffron Walden BID with a rateable value of £5,000 or more.
- The BID Levy rate is fixed using the business rating list as at 1st April 2023.
- The BID levy will not be subject to variation by the annual rate of inflation.
- The BID levy will be paid by any new non-domestic ratepayer occupying any existing hereditaments within the BID area.
- The BID levy would be charged on a chargeable day basis, meaning that the levy would be charged in advance each year to cover the period from 1st September to 31st August. No refunds would be made in the event of a change of occupation within part of the year or in respect of rateable value changes which affect past billing periods.
- New hereditaments will be charged from the point of occupation based on the rateable value at the time it enters the rating list.
- Empty properties will be liable for the BID levy with no void period, for as long as the hereditament remains on the NNDR list.
- The liability for the BID levy on any eligible vacant premises, or premises undergoing refurbishment, would revert to the liable party as defined under prevailing Non-Domestic Rates legislation, with no void period.
- Where the rateable value for individual hereditaments (rated properties) results in a lower BID levy, it will only come into effect from the start of the financial year in which the change is made. No refunds of the BID levy will be made for previous years.
- The BID levy will not be affected by the small business rate relief scheme, service charges paid to landlords, exemptions, relief or discounts prescribed in the Non-Domestic Rating (Collection and Enforcement) (Local Lists) Regulations 1989 made under Local Government Finance Act 1988.
- The BID levy will not be increased other than as specified in the BID rules.
- The BID levy is to be paid in full within 30 days of receipt of invoice.
- There will be no VAT charged on the BID levy.
- None of the costs of developing this BID proposal would be recovered from levy receipts from this business plan.



# Working with key partners



# Monitoring basic service provision

In order to deliver our goals over the 5 year term, the BID will work closely with other stakeholders such as: Essex County Council (ECC), Uttlesford District Council (UDC), Saffron Walden Town Council (SWTC), the Tourist Information Centre (TIC), as well as organisations outside the BID area, e.g. English Heritage, Audley End Miniature Railway, Saffron Walden Museum, Saffron Hall and Saffron Screen.



An Operating Agreement, which includes the Council's baseline service commitments, has been agreed with UDC and SWTC. These can be found at [saffronwaldenbid.co.uk](http://saffronwaldenbid.co.uk)  
UDC and SWTC are committed to sustaining core services for the duration of the BID so that the BID's activities are additional and complementary. Provision of Baseline Statements will allow the BID Company to regularly appraise the delivery of core services and compare them with the services identified in the statements.

**Saffron Walden BID will be fully transparent and accountable to the businesses paying the BID levy.**

## I am backing the BID



"The BID has progressed networking and business coordination brilliantly. The joined-up-thinking approach to the local businesses has been really beneficial through both the pandemic and the cost-of-living crisis. It would be detrimental to the town if we were to lose this."

*Kate Reed, Angela Reed*

## I am backing the BID



"As a small business it's been great to have the support of the BID team, through COVID especially, but also since. It's like someone has constantly got your back. I truly believe they have been fundamental with the increase in footfall to our lovely town. And constantly looking for ideas in how to help and promote our own and wonderful Town and businesses. I think of town as a department store and you need all the departments to make it work, they are vital to our success. Small businesses are the backbone of our high street and I feel very lucky to be part of this town and TEAM"

*Hayley Attridge, Blue*

- 1 The proposer of the BID and BID Body is Saffron Walden Business Improvement District Ltd, a not-for-profit Company limited by guarantee. Any levy payer or voluntary contributor can stand to be elected onto the Board during this process. All Board member positions are voluntary and do not receive payment.
- 2 This Company will be Limited by Guarantee. The members' liability will be limited to £1.00 each. The Directors will have their regulatory liability covered by Directors & Officers insurance.
- 3 This structure will ensure that the Board of Directors are fully accountable to BID levy payers. All the levy paying businesses are entitled to become members of the company. All members will be entitled to vote at member meetings and those meetings would include the appointment of new Board Directors.
- 4 It is proposed that a Board will be elected from the members to create a representative, business led group to oversee the financial, managerial and operational activities of the BID.
- 5 Subject to consultation with the businesses, the Board shall have the ability to vary service delivery and expenditure allocation according to changing demands of the levy payers or when substantial changes to economic circumstances impact on the BID area. However, any change to the BID boundary or to the levy rate would require an additional 'alteration' ballot.
- 6 The Board will meet on a monthly basis. They will communicate regularly with levy-payers on key items. Open meetings for all members will be held every two - three months.
- 7 All BID levy-payers will be entitled to attend open meetings. The board will follow industry best-practice in the following areas:
  - a Being subject to independent, accredited, external audit, leading to the production and submission of an Annual Report, annual accounts and the submission of statutory financial and corporation tax returns. A financial statement will be sent with the BID levy bills on an annual basis.
  - b Producing regular updates to BID levy-payers.
  - c Allowing the rotation of Board representatives as required via elections.

## I am backing the BID



"Being a small, independent business in our wonderful Saffron Walden for nearly 35 years, I really believe it is crucial to have an organisation to co-ordinate & implement the ideas of the all the business to promote our fantastic Town, the aim being not only encourage people to return but to attract new visitors, resulting in all the businesses benefitting from the increased footfall.

In my experience, SW BID is the vehicle to connect & encourage all the businesses to work together through events, advertising campaigns across all mediums & to keep all businesses informed to fully promote our Town together for the good of everybody."

*Mike Riccio, Casa Luxe*

## I am backing the BID



"I feel the BID team are essential to towns like ours to help us support each other and create a great shopping experience. The BID team were really hands on through covid and are always available if you need to chat or to get your point across. With the current team, we feel we are in good hands...!"

*Dan Kitteridge, Gluttons*

# How to Vote

Legally, all BIDs need to be established via a ballot of eligible businesses, and the vote is conducted entirely by post over a 28 day period. The ballot papers will be sent to those eligible to vote within the BID boundary and Uttlesford District Council will coordinate the voting process.

For the BID proposal to be successful, there are two requirements which must be met:

1. A majority of those who vote must have voted in favour.
2. The total rateable values of those who vote yes must exceed that of those who voted no.

## Notification of Ballot:

17th May 2023

Your ballot papers will be sent out by:

31st May 2023

Your vote needs to be received by:


5pm, 29th June 2023

The result will be announced on:

30th June 2023



...for a vibrant and prosperous Town Centre

SAFFRON  
WALDEN   
BID

[www.saffronwaldenbid.co.uk](http://www.saffronwaldenbid.co.uk)

   @lovesaffronwaldenessex

(Copy business plan available on website)