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Introduction

Delivering Real Value

Since 2011, when the Wellingborough Business Improvement District (BID) was given the green light by businesses in the area, we have been focused on delivering a quality service to our levy payers and customers – and one that adds real value to them. All the surveys of both our customers and you, our levy payers, clearly point to services that are highly valued and respected.

We have worked hard to build strong relationships with key partners including Wellingborough Council, Northamptonshire County Council, the Police and most importantly, you, our customer. We are all working together towards a number of common goals to improve our Town Centre, from driving footfall and investment to improving the environment of our town centre for those who live, work and visit here.

Our BID won’t be changing substantially. You have asked us to concentrate on the things we had done well and add a couple of other strands to our work. The BID will invest over a £1 million during its next five year lifespan. This time round, our intention is to also generate significant additional income through running services and engaging wider partners. We will continue to market the town centre and provide events that have engaged businesses and customers alike. Our environmental programmes will help businesses do things more efficiently and reduce costs.

However, please be clear that if the BID is not voted back in, all the services we carry out on your behalf will stop on 31 May 2014. We have altered the BID boundary a little but have also raised the exemption level to £5,000. This means over 100 small business that paid the BID levy last time will not have to do so this time.

We are here to provide a service. Our mantra from day one has been that the “answer is yes, what is the question?” This will never change and we will strive to move the Town forward during these difficult times.

So I ask you to support us once again and ensure that your BID continues to provide the services you want.
The BID has been good for Wellingborough. Without question.

I feel passionately about it because in all my 50 years working for, and running Rutherfords, there has been nothing comparable. Since the BID launched in 2011, there has been a constant stream of events, promotions and activities which have all given people reasons to visit Wellingborough town centre.

I have thoroughly enjoyed being the Chairman and would relish the opportunity to build on what we have achieved with a new term. I would like to thank all of the 13 directors who given up their time freely to help run Wellingborough BID on your behalf.

Wellingborough with the BID has given the town a major boost. Wellingborough without the BID would be a major blow.”

Mick Wilson
Chair, Wellingborough BID
**Business Improvement District (BIDs)**

A Business Improvement District or BID is an arrangement under which you plan to improve your trading environment. Businesses identify projects or services that will add value to their business and agree on how to manage it and how much they are prepared to pay.

Funds collected are ring fenced and used only to deliver a structured and guaranteed set of activities voted on by the businesses within the BID area. The BID and the projects it will carry out DO NOT and CANNOT replace those services statutorily provided by public agencies such as the Police and Wellingborough Borough Council. The BID can only provide services over and above what the public agencies supply.

**The Opportunity**

Retaining the BID is your opportunity to continue to invest nearly £1 million over the next five years in your town centre. For offices it is an opportunity to keep your streets clean and safe for you, your staff and visitors. For retailers and the evening economy, it is an opportunity to increase footfall and sales. For all, it is a chance to reduce business costs.

In short, the BID makes Wellingborough a better place to do business.

**The Funding**

The Wellingborough BID is funded by those in the area paying the levy based on the rateable value of their business. The levy is ring fenced and spent on BID projects and services agreed by you. It is actually nothing to do with normal business rates which are passed straight to central Government.

The smallest businesses whose rateable value is less than £5,000 will be exempt and will not pay at all. However, those who still wish to receive BID services such as recycling can will have the opportunity to make a voluntary contribution to the BID, which will entitle them to receive all the services provided by the BID.

**The Management**

The BID will continue to be managed by the Wellingborough BID Ltd. This is an independent not-for-profit company and will be answerable to a board of directors elected by you. The board will oversee the delivery of projects outlined in this business plan, and work in your best interest and that of the Wellingborough Town Centre.

**The Ballot**

The ballot paper will be sent to all eligible voters by 02nd April 2014 and you will have up until 30th April 2014 to vote. Electoral Reform Services (ERS) will carry out the independent ballot via post.

For the ballot to be successful, it must meet the following conditions:

1. More than 50% of businesses that vote must vote YES.
2. Of the businesses who vote, the YES votes must represent more than 50% of the total rateable value of all votes cast.

If the BID ballot is successful, the BID levy will be mandatory for each business located in the BID area with a rateable value of £5,000 and above.
What happens if Wellingborough BID doesn’t get voted back in?

If the vote is ‘NO’ then Wellingborough BID will cease to exist on 31 May 2014. All the services provided by it will stop immediately. These include:

Marketing & Promotion including:
- Discover Wellingborough Website
- Town Centre App
- Easter Campaign
- Hidden Gem Local Shop Promotion
- Positive Press & Media Campaign
- Welly Bus Support
- Small Business Saturday
- Independent of the Year
- Little Book of Vouchers
- Christmas Campaign

Environmental Projects including:
- Free Recycling
- Subsidised General Waste Collection
- Hanging Baskets
- Pubwatch Support
- Business Support Workshops

A Calendar of Events including:
- Christmas Light Switch On
- Diwali
- Continental Markets
- Medieval Event
- The Beach
- Fashion Show
- Wellingborough Bake Off

Business Support:
- Lobbying and advocacy function
- Running services, such as the Market, on a contractual basis
- Providing a Business Cost Saving Scheme

“I’m all for the BID because it has made a huge difference to the town. My customers were all talking about the Medieval Festival and The Beach. Without these events the town would have been dead - they brought life to Wellingborough.”

Neil Waite,
Captain Neil’s Toy Chest
Q: Am I eligible to vote?
A: All businesses within the BID boundary with a rateable value exceeding £5,000 will be able to vote. Remember the BID can only happen if you vote YES.

Q: Isn’t this what I pay my business rates for?
A: No. Business rates are collected by Wellingborough Borough Council and then redistributed at a national level. The council spends the allocated funding on services that are both statutory and discretionary. Businesses have very little say on what these services are. BIDs differ from this as the money is collected locally, ring fenced and controlled and managed by you. It can then only be spent on projects detailed in this business plan that you have agreed to. The BID levy does not pay for anything covered by your business rates.

Q: How much will this cost me?
A: The levy is based upon 2% of the rateable value of each eligible property. This will be collected once a year for each of the five years of the BID and will contribute to the near £1m funding to be spent on the projects you have agreed upon. Below is a table that provides a rough guide of what individual businesses will pay.

The following table gives an idea of your contribution

<table>
<thead>
<tr>
<th>Type of Business</th>
<th>Rateable Value</th>
<th>Annual BID Levy</th>
<th>Daily Equivalent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small Shop/Office</td>
<td>£5,000</td>
<td>£100</td>
<td>27p (half a bag of crisps)</td>
</tr>
<tr>
<td>Medium Shop/Office</td>
<td>£25,000</td>
<td>£500</td>
<td>£1.37p (a cup of coffee)</td>
</tr>
<tr>
<td>Large Store/Office</td>
<td>£50,000</td>
<td>£1,000</td>
<td>£2.74p (a sandwich)</td>
</tr>
</tbody>
</table>

Over 65% of businesses will pay less than £1 a day
Q: How long will the BID last and how will I know if it’s working?

A: The BID will last for five years. This means there will be guaranteed funding for Town Centre projects and improvements until 2019. Each year, the BID will produce an annual performance report detailing what the BID is delivering.

Q: Where else are BIDs in place?

A: Since the BIDs regulations came in 2005, over 180 BIDs have been established in the UK. The closest BIDs to Wellingborough are in Northampton, Bedford and Rugby and new BIDs are continually being established across the country as the benefits are seen by businesses.

Q: Why should I vote YES?

A: Voting YES to continue the BID in Wellingborough means that you will be contributing to the £1m that will be invested, as agreed, to improve Wellingborough Town Centre over the next five years. You can expect a better marketed, maintained and managed town centre. The BID will only continue if you vote YES.

“The BID has really helped us out through its events and campaigns, especially Hidden Gems and The Great Wellingborough Bake Off. It brings people into the town centre and creates a real buzz.”

Gemma Bailes, SweetBitz
Over the last few months the BID Team have been talking to businesses and customers to ask get your views on how the town centre is doing, how BID projects have helped and what else you would like to see.

The consultation has included:

- **Partnership & Board of Director Review.** These are businesses who run the BID voluntarily.

- **Business Survey:** A short survey, sent out to all 400+ businesses in the BID area to get an idea of what is working and what is not and what businesses would like to see in the new plan. Over 80% wanted the BID to continue.

- **Shopper Survey:** Over 50% said that they felt Wellingborough Town Centre had been a better place to visit because of the BID activities.

- **Face-to-Face Meetings:** The BID Team conducted over 100 face-to-face meetings to inform businesses of the work carried out and what is being proposed for the second term. This allowed us to understand which projects should be included in the business plan and provided an understanding of how much businesses were willing to pay for these improvements.

- **Business Meetings:** Open meetings were held with stakeholders to give them an opportunity to provide input into the proposed BID 2 Business plan. Enthusiasm for a BID grew through these meetings and the business plan started to take shape.

‘The BID is very good for us because it provides a lot of extra services like the recycling, while also raising the profile of Wellingborough as a shopping destination. The BID works because everybody makes a small contribution meaning it doesn’t cost anybody too much.’

Richard Rowlatts, Rowlatts

The consultation and research above has helped us decide what to continue and new projects for the second term of the BID.
The BID Projects: **Marketing**

**You told us... we need to drive up footfall, and increase spend**

Wellingborough Town Centre continues to face competition as a retail and leisure destination. Neighboring towns are investing in marketing to promote themselves; therefore Wellingborough Town Centre must continue to promote and actively tell people where we are, and what we have to offer.

**The proposal:**

- A campaign that will continue to raise awareness of the town and the businesses within it. Targeted at 75,000 Borough residents, including 25,000 that live in outlying villages.
- A variety of Media will be used to market the town including regular advertisement in local papers, local radio campaign and advertisements in local village publications.
- Continued development of the professional PR campaign, highlighting the benefits of visiting and shopping in Wellingborough.
- Maintenance of the Discover Wellingborough website and app, including a proposed ecommerce site for local businesses.
- An additional section for including local news and events.
- To install a range of town centre information signage including a map and detailing focal points in the town to enhance the experience of visitors to Wellingborough.

As well as the above, we will continue to provide the following marketing projects, including a few new ones that were introduced towards the close of the year.

- Easter Campaign
- Hidden Gem Local Shop Promotion
- Positive Press & Media Campaign
- Welly Bus support
- Small business Saturday
- Independent of the Year
- Little Book of Vouchers
- Christmas Campaign

**Five Year Spend: £400,000**
It was lovely to see so many people enjoying themselves at The Beach. The BID saves us money in recycling and the phone app is great. It brings all the businesses together to create a sense of community - it’s about businesses working together.”

Sue Bailey,
Colemans

**BID Achievements**

- The Discover Wellingborough website is the most searched Wellingborough website and has over 1,000 visitors a week.
- The BID App for mobile devices gives businesses the opportunity to post special offers and a loyalty scheme for free.
- A database of more than 1,200 members is used to promote special offers and events.
- The BID’s Facebook and Twitter pages with almost 800 friends and followers are also available to businesses.
- More than 150 stories about the BID’s events and promotions have been featured in the local media from the Northamptonshire Telegraph to BBC Radio Northampton.
- Every week, a review of a business known as a ‘Friday Find’ is promoted on the website, Facebook, Twitter and also sent to the database of over 1200 customers.
You told us… you wanted the town centre to look nicer, feel safer and wanted to more efficiently manage your recycling and trade waste.

Town centres are not just about shops. Customers want to have a good overall experience which means that they need to look attractive and feel welcoming from a safety viewpoint. Business also want to do their bit for the environment by recycling and at the same time reducing their overheads.

The proposal:

• Continue the glass and cardboard recycling scheme.
• Plan to carry out a full waste analysis of the town centre, with a view to introducing a general waste collection.
• Propose to work with landlords and property owners to present vacant and derelict property in the best light.
• Continue crime reduction initiatives, including Pubwatch support.

As well as the above, we will also continue to provide the following environmental projects which have seen great success so far and add new services as required:

• Hanging Baskets
• Business Support Workshops

Five Year Spend: £150,000
The BID helps us with recycling and as far as the town centre is concerned it does an excellent job in raising the profile through events and promotions.

Paul Thompson,
Mobile Radio Services

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**BID Achievements**

- More than £60,000 saved annually in cardboard, paper and confidential waste recycling.
- Just over £20,500 saved annually in glass collection and recycling.
- More than 130 hanging baskets were put up in the town centre to create a pleasant, welcoming and attractive environment and brighten up the appearance of Wellingborough in the summer.
The BID Projects: Events

You told us... that events help make the Town Centre more vibrant and gives people another reason to visit.

Town centres use events as a means of giving something extra to their customers, generating footfall and in particular attracting new customers. Whilst it doesn’t always generate spend immediately it helps to build an identity and loyalty that will benefit all in the end. A number of events in Wellingborough Town Centre have proved particularly attractive in that sense, including the highly popular Beach and Christmas Lights Switch On.

The proposal:

- Continue with the successful town centre events that generate an increased footfall and drive visitors to visit existing businesses.
- Work with local event providers like the BCW and the Carnival to enhance the benefit of these businesses for visitors.
- Continue to organise and grow the Christmas Lights switch on, including entertainment, with support from the BCW.

We will continue to build on our successful events and work to redefine and produce others. These will include.

- Christmas Light Switch On
- Diwali
- Continental Markets
- Medieval Event
- The Beach
- Fashion Show
- Wellingborough Bake Off

Five Year Spend: £207,500
The BID has been brilliant for us. The recycling has saved us a fortune. The Beach brought a lot of people into the town – people were coming in here talking about it, it was a real positive for the town.”

Matt Sturgess, Keyboard Kavern

BID Achievements

- Over 4,000 people flocked into the town centre during the Christmas lights switch on event, with BID-funded attractions and promotions.

- The Beach was a very successful event held over two weeks in the summer, which attracted thousands of visitors and encouraged people to stay longer in the town.

- A highly-successful, annual town centre Fashion Show involving 20 businesses was introduced.

- The Great Wellingborough Bake Off was another successful event located in Cambridge Street, which increased footfall to this part of town, and involved over 30 entries.
The BID Projects: Business Support

You told us... we would like the BID to support us in dealing with day to day issues such as licensing and business rates as well as making other services work better.

BIDs in their second term have increasingly taken on an advocacy role particularly on behalf of small businesses who may find bureaucracy challenging or simply do not have the time. Business also think BIDs should look at taking on services that they could run better and in the interest of the Town Centre.

The proposal:

- Add a specific lobbying and advocacy function to act on behalf of businesses. Issues we have been asked to deal with include business rates, licensing and car parking regulations matter. The BID will help in making sure the right people are contacted and help provide evidence and research.
- Consider running services, such as the Market, on a contractual basis, either alone or in partnership, so that they work more efficiently and better for the Town Centre.
- Provide a Business Cost Saving Scheme; providing cost effective electricity, gas, telecoms, etc. to businesses by using the collective power of town centre businesses.

Five Year Spend: £62,500

The BID has done a fantastic job in promoting Wellingborough. The events have been successful in bringing people to the town centre. The Little Book of Offers has been exceptional for us.’

Perry Akhtar,
McDonald’s
### Wellingborough BID

#### Proposed Five Year Budget - 2014 - 2019

<table>
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<tr>
<th></th>
<th>14/15</th>
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<td>Staff, Office, Professional Costs</td>
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<tr>
<td><strong>TOTAL EXPENDITURE</strong></td>
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<td>£212,500</td>
<td>£212,500</td>
<td>£212,500</td>
<td>£212,500</td>
<td>£1,062,500</td>
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</table>

The Wellingborough BID will continue to pursue other potential sources of income from other funding bodies, commercial sponsorship and income generation including voluntary contributions from property owners, to supplement the levy throughout the lifetime of the BID.
The BID area has been defined and shaped through consultation carried out by the BID team. The projects that you told us you wanted have been outlined to benefit these businesses.

The BID area is small enough so that it will have a significant impact and improvement on the businesses within it, but large enough to make it worthwhile for all those involved.

The BID will cover the following streets, either in total or part:

- Alma Street
- Burystead Place
- Cannon Street
- Castle Way
- Cheese Lane
- Church Street
- Corn Lane
- Doddington Road
- Herriotts Lane
- High Street
- Jacksons Lane
- London Road
- Market Street
- Midland Road
- Mill Road
- Newcombe Road
- Orient Way
- Oxford Street
- Park Road
- Pebble Lane
- Queen Street
- Sheep Street
- Silver Street
- Spring Lane
- Thomas Street
- Tithe Barn Road
- Victoria Road

If you are unsure whether your business falls within the BID boundary, please get in touch with a member of the BID team.
**BID Delivery and Management**

The BID will be delivered and managed by Wellingborough BID Ltd, an independent not-for-profit company limited by guarantee. It will be overseen by a voluntary board of directors who receive no payment. The board makeup will, as far as possible, be representative of the town centre mix whilst bringing in the required skills and experience essential to ensuring good management. Any levy paying business can stand to be elected to the Board of Directors.

The BID will also employ its own staff to ensure the projects outlined in this business plan are delivered effectively and efficiently.

As a levy payer, you will have a stake in the BID Company and you will have the ability to hold the BID Company accountable throughout the duration of the five years. The BID company will not be able to make a profit – any surplus must be spent on projects and services agreed by you and the Board of Directors.

**Measuring Performance and Reporting Back to You**

Wellingborough BID will need to show it is delivering for your business. The Board will set the key performance indicators (KPIs) and criteria upon which to measure the BID’s performance.

Examples of the criteria the BID will use include:

<table>
<thead>
<tr>
<th>Town Performance Data</th>
<th>Annual Surveys</th>
<th>Value for Money and Town Profile Measurements</th>
</tr>
</thead>
<tbody>
<tr>
<td>· Footfall figures</td>
<td>· Business feedback</td>
<td>· Media coverage</td>
</tr>
<tr>
<td>· Occupancy rates</td>
<td>· Consumer feedback</td>
<td>· Website and social media visits and interaction</td>
</tr>
<tr>
<td>· Car parking usage</td>
<td></td>
<td>· Service take up rates and cost saving initiatives calculated</td>
</tr>
<tr>
<td>· New business activity</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

These activities will be carried out at appropriately regular intervals and will be reported back to you through the following channels:

· Annual Meetings
· Group Forums & Briefings
· Direct Communications
· E-bulletins
· Letters
· Face to Face

*The BID saves us a lot of money with the recycling. The town looks better, cleaner and smarter. It’s just been amazing for us, we wouldn’t want to lose it.*

Maxine Richardson,
Morris Smith Jewellers
The BID Rules Explained

The BID legislation of 2004 sets out the rules and regulation under which the BID ballot must be carried out, and the framework under which the BID must operate. Key points are:

**BID Creation and the BID Ballot**
- Each eligible business ratepayer will have one vote.
- None of the costs incurred through the development of the BID, before the formal ballot, will be recovered through the BID levy.

**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.
- The BID levy will be applied to all businesses within the defined area with a rateable value of £5,000 and above, provided they are listed on the National Non-Domestic rates list as provided by Wellingborough Council.
- Non-retail charities with no trading income, arm or facilities, not-for-profit subscription and volunteer-based organisations will be exempt from paying the BID levy.
- New businesses will be charged from the point of occupation based upon the rateable value at the time they enter the rating list.
- If a business ratepayer occupies the premises for less than one year, the levy paid will be on a daily basis.
- Vacant properties, 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 small business rate relief scheme, service charges paid to landlords, exemption relief or discount periods in the non-domestic rate regulations 1989 made under the local government Finance act 1988.
- VAT will not be charged on the BID levy.

As a new business I have always been into being involved in events to help promote the town such as The Great Wellingborough Bake Off, which brought a lot of people into the town.

Ria Chambers,
Ria’s Rosy Lee Tea Room
BID Operations and Management

- Wellingborough Council is the only authorised body able to collect the BID levy on behalf of 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 any debt write-off.
- The BID funding will be kept in a separate BID account and transferred to the BID company.
- BID projects, costs and timescales may be altered by the Board of Directors, provided they remain in line with the overall BID objectives.
- 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 vote at general annual general meetings.
- The BID Company will produce a set of annual accounts made available to all company members.
- BID staff will be appointed and work with the appropriate agencies to deliver the programme of projects.
- The BID will last five years. At the end of the five years, a ballot must be held if businesses wish to continue with the BID.

The BID Ballot

The BID ballot will take place from 02 April 2014 and you will have until 5 PM on 30th April 2014 to vote. Electoral Reform Services will carry out the ballot independent of the BID team. The ballot will be carried out via post, and voting by proxy is available. Full details will be sent out with the ballot notice.

“

Our sales went up by 20% after we improved our window display following advice from a BID workshop. Put simply, the BID works for us and for Wellingborough.”

Val Wilson, Rutherfords

The winners and judges from The Great Wellingborough Bake Off
Final Thoughts

Throughout the last few months, each business has had the opportunity to tell us what really matters to them and how they would like to see Wellingborough Town Centre continue to improve. They have also given us their views on the BID and what works and what doesn’t. They have also clearly told us that they want the BID projects and services to continue. We have listened, and tried to put together a business plan that will achieve these things, whilst offering you value for money.

BIDs have a fantastic track record improving town centres and putting control back in the hands of businesses. Nine out of ten BIDs are renewed for a second term and we believe that we cannot let this opportunity pass us by. Wellingborough is a great place to live, shop and relax, and by investing a small amount individually, we can stand together and create something really special for a few more years to come.

Acknowledgements

We would like to thank the following for helping in preparation of this Business Plan:

- The Staff, Board of Directors and the BID Task Group of Wellingborough BID Ltd
- Wellingborough Borough Council
- The Mosaic Partnership

Contact

To request a visit from a member of the BID team or if you would like further information, please contact John Cable, BID Manager on:

T: 01933 270795
E: john@discoverwellingborough.co.uk

John Cable
BID Manager