



Dear BID Levy Payer,

During 2024/25, Love Loughborough BID Ltd was due to receive approximately **£245,000** from the BID Levy. BID was awarded a grant of £14K through the UKSPF Fund to develop a Gardeners' Fair event, and with additional Voluntary Levy funding, BCRP membership income, income generating projects and contingency bank reserves, this gave a total budget for the year of **£338,000**. The budgeted spend is broken down as follows:

- **Shout About Loughborough – Promotion, Marketing & Campaigns (£52,200)**
 - New Cocktail Week Campaign for Evening Economy
 - Free e-commerce website - [Shop.loveloughborough.co.uk](https://shop.loveloughborough.co.uk)
 - LoyalFree App & Trails promoting business offers and promotions
 - Social Media Business Promotion
 - Digital Town Trails for Easter, Summer, Halloween & Christmas
 - £2000 Loughborough Gift Vouchers redeemed (spent in town businesses)
 - BID events including Bike Show, Car Show, 7 Gardeners' Fairs, Pet Fest, Halloween event, Christmas Workshop & Grotto & Christmas Food & Drink Fair.
 - Promotion of key events including Loughborough Fair, Santa Fun Run & Christmas Lights Switch On through website & social media platforms
 - Attendance at key events to promote the town including Fresher's activities
 - Promotional advertising, press coverage and marketing
 - Free Town Centre Wi-Fi
 - Management of BID Website
- **Enjoy Loughborough - Improving the Town Centre (£39,100)**
 - BCRP Membership Scheme to reduce Crime and Antisocial Behaviour
 - Dedicated BID Business Development Officer to support the Evening Economy
 - Town centre environmental checks, monitoring & reporting defects. E.g., graffiti
 - Shop Watch & Pub Watch Radio Scheme & direct access to CCTV
 - Monthly Newsletters on crime prevention to BCRP Members
 - DISC Membership to Pub Watch & Shop Watch Members
 - Partner on the Night-Time Economy (NTE), LCDG & Pub Watch
 - Installation of 253 hanging baskets & 27 troughs
 - Key partner for Loughborough in Bloom
 - Live Footfall monitor at <https://loughborough.geo-sense.co.uk/>
 - New Freshers Expo event to attract students into the town centre
- **Adding Value - Business Support (£84,600)**
 - Dedicated BID Business Development Officer to support the Day Economy
 - Contract with Leicestershire Promotions to manage BID's digital content across social media platforms, website, business engagement, PR & media and e-marketing.
 - Spotlight on business campaigns offering free social media promotion



- Free business listing on BID website
- New Digital Business Support Hub offering free webinars, workshops and 121 marketing sessions
- Free twice weekly Recycling collections
- Free Business Support from BID Team
- Free website assistance
- Monthly BID Newsletters (E-Blasts)
- Business Welcome Packs & Welcome Visits
- **The Voice of Business** **(£4,000)**
 - Business Communication – Daily Updates to Members
 - Essential Information on Love Loughborough websites
 - Performance Data including Footfall, Car Parking, Social Media & Vacant Units
 - Lobbying against the new Car Parking Fee Review, supporting businesses during the consultation to reduce the proposed Fees.
 - Vicinity CRM to ensure our communication with you is accurately recorded.
 - Member of Town Deal Board, Town Team, Market Towns Group and other strategic partner meetings.
 - Lobbying for the reformation of Business Rates
- **Administrative Costs** **(£82,200)**
 - Accountancy and Audit Fees
 - Levy Collection Costs
 - Licences
 - Sundry Expenses & Contingency
 - VAT
- **Management & Premises** **(£75,900)**
 - Core Management
 - Computing, Equipment, Software, Telephones and I.T.
 - Payroll and HR support Fees
 - Premises and Support Costs
 - Business & Contents Insurance

Each area includes project delivery costs

Due to a reduction in BID Levy and an increase in contract service fees, BID undertook a company re-structure resulting in a reduction in staff costs to enable continued service delivery to BID Members. NEW projects for 2025 26 will include the launch of the Love Loughborough App and a campaign to attract group travel organisers to put 'Loughborough' on their itineraries for day trips.

After a successful vote in October 2021, the BID was confirmed for another five years with the 3rd BID term starting on April 1st 2022 and ending on March 31st 2027. The Business Plan now anticipates an annual levy income of £245K. The BID levy will remain at 1½% of RV subject to the £100 minimum levy.

If you DO NOT receive email updates from Love Loughborough, please let us know.

Find out more at <https://loveloughborough.co.uk/love-bid/>

BID Manager & Team: office@loughboroughbid.co.uk

March 2025

