

ASHBOURNE

BUSINESS IMPROVEMENT DISTRICT

A PLAN TO BUILD A THRIVING, SUSTAINABLE FUTURE FOR LOCAL BUSINESSES

£1 MILLION ADDED VALUE PRIVATE SECTOR LED INVESTMENT



This draft plan for a Business Improvement District in Ashbourne is open for consultation until Monday 24th March 2025. Businesses can feedback their views on this draft plan by completing the online feedback form at www.ashbournebid.co.uk or by contacting the Groundwork BID Project Team John Graham on 07826 907742, Andrea Morley on 07483 932667 or Lynn Riley on 07483 932498.



Feedback your views
on this draft plan

A STRONGER FUTURE FOR ASHBOURNE'S BUSINESSES

A MESSAGE FROM THE STEERING GROUP CHAIR – ANNE WRIGHT

On behalf of the Ashbourne Business Improvement District (BID) Steering Group, I am pleased to introduce this opportunity to establish a new business-led partnership, designed to drive growth and vitality across the whole of Ashbourne.

Born from the work of the Town Team, the BID Steering Group has developed a five-year plan that puts businesses at the heart of decision-making. This private-sector-led initiative will strengthen collaboration, ensuring that Ashbourne businesses can shape the town's future and unlock new opportunities for growth.

Ashbourne has a strong foundation and having secured £15m in Levelling Up investment, we now need to optimise the new infrastructure. Furthermore, recent consultations with businesses - including those at Airfield Industrial Estate, the town centre, Waterside Retail Park and surrounding districts - have highlighted the need for further investment and innovative solutions to strengthen the local business environment.



A TIME OF CHANGE

Ashbourne is on the cusp of transformational change, with major housing developments, new employment land forming the extension of Airfield Industrial Estate and the revitalisation of the town centre through the Ashbourne Reborn project. Now, more than ever, businesses need a stronger, unified voice to influence these changes and ensure sustainable, long-term success.

A NEW APPROACH TOWARDS BUSINESS COLLABORATION

The BID presents a powerful opportunity to address challenges, maximise opportunities, and enhance Ashbourne's appeal for businesses, residents, and visitors alike. By working together, we can shape a thriving town—one that attracts investment, supports business growth, and fosters a dynamic and resilient economy.

At its core, the BID is about collaboration. It will give businesses a seat at the table when key decisions are made, ensuring the "right conversations" take place to benefit our shared future. Through this partnership, we can deliver real, tangible improvements that make a lasting impact on Ashbourne's economic and social prosperity.

I am proud to be part of this exciting journey and invite you to review the business plan. Your feedback is crucial in shaping the final BID proposal ahead of the upcoming ballot. Together, we can seize this opportunity to build on our successes and create a stronger, more vibrant Ashbourne.

Yours sincerely,

Anne Wright

Chair of the BID Steering Group and
Owner of Young Ideas and Henmores



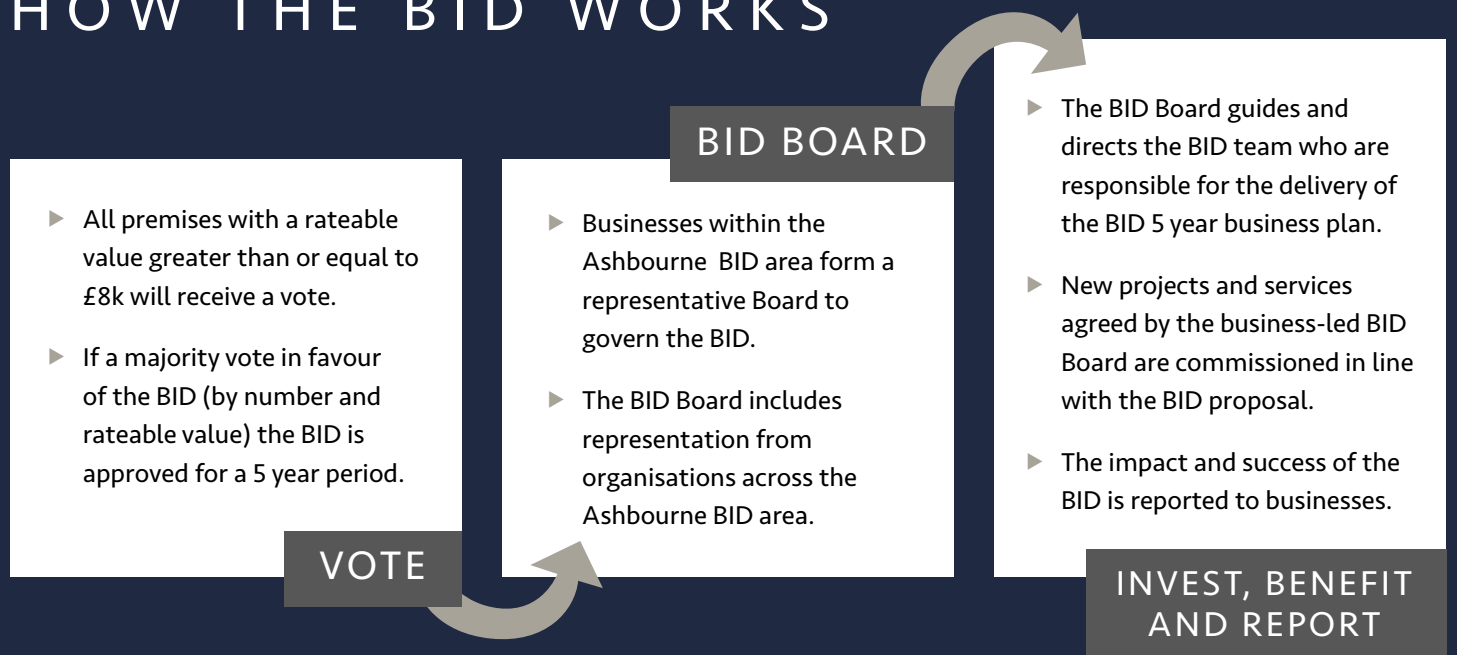
THE ASHBOURNE BID STEERING GROUP



The Ashbourne BID Steering Group has been drawn from companies and organisations across Ashbourne. Organisations small and large, independently owned or operating as part of PLCs have all contributed to the development of this draft plan for a BID.

<p>ANNE WRIGHT Young Ideas and Henmores CHAIR OF THE GROUP</p> <p>SCOTT GARRITY Queen Elizabeth's Grammar School</p> <p>ED BURROWS Wildhive</p> <p>TIM CHALLANS Ashbourne Arts</p> <p>JO DILLEY Visit Peak District and Derbyshire</p> <p>IAN MARSH Methodist Community Hub</p> <p>DARREN ROUNCE Sainsburys</p>	<p>STEVE JONES Nenplas Limited</p> <p>CHRIS HARVEY Henfox</p> <p>ROBIN CURRIE Ashbourne Town Council</p> <p>LAURA COOPER Handmade Design</p> <p>BEN BAYLISS Bayliss Precision Components</p> <p>SHANE WIBBERLEY Pilgrims Europe</p> <p>ALBERT GOLDING Ashbourne Sport and Community Partnership</p>	<p>AMANDA BROWN Derbyshire Dales District Council</p> <p>HELEN BAKER Stepping Stones Shoes</p> <p>CHLOE GIBSON Avanti of Ashbourne</p>
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HOW THE BID WORKS



WHAT IS A BUSINESS IMPROVEMENT DISTRICT (BID)?

WHAT IS A BUSINESS IMPROVEMENT DISTRICT (BID)?

- ▶ A BID is an opportunity for businesses and organisations to take a lead in the management and improvement of Ashbourne

ADDITIONAL INVESTMENT LED BY THE PRIVATE SECTOR

- ▶ The BID in Ashbourne will generate over £1m of business led investment over a five-year period
- ▶ The investment will be delivered through the Ashbourne Business Improvement District Board which will be made up of BID levy payers, who will be answerable to the wider business community who fund the BID

WHERE DOES THE INVESTMENT COME FROM?

- ▶ The investment will principally come from a small additional levy paid by each premises (hereditament) within the BID area with a rateable value above £8,000. The proposed model for Ashbourne would see the cost for the average sized premises being £1.86/day equivalent. 60% of premises with a rateable value above £8,000 would pay less than £1 / day towards the BID.
- ▶ Together this will raise an investment of over £1m, over 5 years, which we expect will lever in additional funding from a range of sources

WHO DECIDES IF THE BID IS TO BE INTRODUCED?

- ▶ All eligible premises will be able to take part in a 28-day postal ballot vote to approve or reject the BID proposal
- ▶ If a majority vote in favour of the proposal from the number of votes cast, and this represents a majority

in level of rateable value from votes cast in favour of approving the proposal, the BID will come into operation from late 2025 or early 2026, when all premises with a rateable value above £8,000 would pay a small annual levy (equivalent to 2% of their rateable value) to fund investments planned by the BID.

HOW IS THIS DIFFERENT TO BUSINESS RATES?

- ▶ The BID levy is separate from your business rates. Business rates are a statutory local tax levied to fund expenditure by local and national government. Businesses have no direct control over how these funds are spent.
- ▶ The BID levies raised are held locally and will only be invested in specific projects and services, additional to base line services provided by the public sector. The BID funds will be invested under the direct control of the business community who pay the annual BID levies.

WHERE DO BUSINESS IMPROVEMENT DISTRICTS ALREADY OPERATE?

- ▶ Businesses and organisations across 350 towns and cities have embraced BIDs since 2005, with notable examples that support industrial estates, town centres or city centres in Wilmslow, Derby, Nottingham and Winsford in Cheshire.
- ▶ BIDs have been embraced by towns and cities across the UK since 2004 when they were first introduced.



ASHBOURNE CHALLENGES AND OPPORTUNITIES

In November 2024 a consultation by Groundwork engaged 231 businesses to identify the key challenges and opportunities faced by companies and organisations. Below are some of the key findings which have helped to shape this draft plan for a BID:

WHAT YOU TOLD US:

“
95% stated it was important that there was an independent business-led body representing the interests of businesses and organisations in Ashbourne.
”

“
More than 80% of respondents have stated investment in place promotion, events, safety and security, image/street cleansing, and business support are important for the future of Ashbourne.
”

“
41 respondents stated that they have struggled to recruit staff over the last 12 months.
”

“
80% stated that the marketing of Ashbourne was important to the success of their business. However, less than 10% consider the marketing of Ashbourne to be good.
”

“
53% of respondents based on Airfield Industrial Estate stated that street-level parking was poor.
”

“
21 businesses have been a victim of crime over the last 12 months.
”

THE TOP TEN OPPORTUNITIES FOR A BID IN ASHBOURNE

This plan outlines a vision for a Business Improvement District (BID) in Ashbourne, highlighting the potential for economic and social growth. Here are some of the key benefits and opportunities it presents:

- 1. A Collective Voice:** The BID has the potential to transform Ashbourne, creating a more vibrant, safer, and economically successful town. It demonstrates collaboration between businesses, local authorities, and stakeholders to create lasting positive change.
- 2. £1m+ Investment:** Over £1 million in added value for Ashbourne, which will drive local economic development.
- 3. Business-Led Agenda:** Strengthening the voice of local businesses by creating a collective approach to managing challenges and opportunities.
- 4. Building Relationships:** Collaborating with government-funded bodies to ensure Ashbourne receives support and investment, keeping it competitive and relevant.
- 5. Market Place Development:** Playing an active role in managing and planning activities in the newly developed space in Market Place, enhancing the town's attractiveness.
- 6. Place-Based Marketing:** Promoting Ashbourne as a place to invest, work, live, and enjoy leisure time, creating a strong brand identity for the town.
- 7. Enhancing Infrastructure in and around the core employment areas of the town centre and Airfield:** Improving gateways, signage, public art, floral arrangements and cleaning initiatives that go beyond local council responsibilities, elevating the town's appearance.
- 8. Footfall Intelligence:** Using data analytics to understand footfall, dwell time, consumer behaviour, and the performance of the area, supporting informed decision-making.
- 9. Crime Reduction Initiatives:** Implementing strategies to reduce crime and anti-social behaviour, contributing to a safer environment for businesses, residents and visitors.
- 10. Fostering Further Growth and Increasing Access To Investment:** The BID will link Ashbourne businesses to regional and national support agencies to increase access to investment, business support projects and resources.

ASHBOURNE

BUSINESS IMPROVEMENT DISTRICT

WHAT A BID WILL DELIVER IN ASHBOURNE

A Business Improvement District (BID) in Ashbourne will raise **£1m+ of investment over five years**. This draft plan for a BID sets out potential themes for investment and associated projects where a BID will make a pivotal impact:

THEME 1

A STRONGER
VOICE FOR
BUSINESS AND
ENTERPRISE

THEME 2

AN ENHANCED
ASHBOURNE
EXPERIENCE

THEME 3

POSITIONING
AND PROMOTING
ASHBOURNE



HAVE YOUR SAY ON WHAT A BID WILL DELIVER FOR ASHBOURNE:

Once you have reviewed this draft plan and the themes and projects below please provide your feedback through completing the online feedback form that can be accessed through the QR code on the front page or by visiting www.ashbournebid.co.uk.

You can also provide feedback in person by contacting the BID Team John Graham, Andrea Morley or Lynn Riley (contact details on the front page).

A STRONGER VOICE FOR BUSINESS AND ENTERPRISE

A prime objective for a BID is to create a new business led partnership for change. Bringing together local partnership organisations to create new opportunities to influence Ashbourne's future development. This work would also enable businesses to have a stronger voice on local decisions and play a stronger role in Ashbourne's future.

The BID will do this by:

A PRIVATE SECTOR LED BID BOARD

- ▶ **Representing the interests of local businesses** and organisations across the town centre, Airfield Industrial Estate, Waterside Retail Park and the surrounds of Ashbourne.
- ▶ Lobbying for improvements in the Ashbourne BID area on behalf of BID levy payers.
- ▶ Creating a new, unified and amplified voice for companies across the BID area including Airfield Industrial Estate, Waterside Retail Park the Town Centre and surrounds.
- ▶ Driving forward improvements and lobbying for change in the Ashbourne BID area.
- ▶ **Your BID Team:** The BID team will facilitate opportunities between the Business Community and key partners and stakeholders. This could include options to leverage additional investments into the BID, developing grant applications with key funders, lobbying to raise awareness of key opportunities for the area, and working collectively to address key issues. The team will also be responsible for delivering the Ashbourne BID's 5-year business plan.



NEW PUBLIC AND PRIVATE INVESTMENT FOR ASHBOURNE:

- ▶ The BID will secure **additional funding and investment** for Ashbourne through collaboration with regional and national public and private bodies.

- ▶ **Attracting inward investment** to bring in new business opportunities, jobs and funding for infrastructure improvements.
- ▶ BIDs in towns across the UK have a proven track record of securing more than **£150million** of additional investment to enhance business environments.



SUPPORTING ENTERPRISE DEVELOPMENT:

- ▶ The BID will work with public and private sector business support organisations to create new enterprise development pathways to support budding entrepreneurs.
- ▶ **Business support partnerships and local links** will be created to support new business owners and inward investors coming into Ashbourne securing more additional resources, grants and support for local businesses, nurturing economic growth and sustainability.
- ▶ **The BID will collaborate** with local business support partners and agencies will co-ordinate networking events for business owners and key stakeholders which will facilitate collaboration, idea sharing, and partnership building.

VOTE YES 

AN ENHANCED ASHBOURNE EXPERIENCE

The BID will create a safer, cleaner, greener, and more sustainable town that enhances the overall experience for businesses, organisations, residents and visitors in Ashbourne.

The BID will aim to position Ashbourne as a model of sustainability while offering a vibrant, welcoming atmosphere that draws people to experience the town's charm and unique offerings.

The BID will do this by:

CREATING AN 'ASHBOURNE WELCOME' FOR VISITORS AND INVESTORS

The BID over its five year term will invest in projects to enhance key gateways to Ashbourne and deliver new public art installations.

- ▶ **Gateway signage improvements and rationalisation** - The BID will invest in attractive directional and interpretational signage and key gateways which will enhance the first impressions investors and visitors get when arriving in Ashbourne.
- ▶ **Public Art Installations** - The BID will fund public art installations and shop vinyl window installations on unoccupied properties to make the town more visually appealing, contributing to a vibrant, welcoming atmosphere.

DELIVERING A GREENER AND CLEANER ASHBOURNE DISTRICT

The BID will create a new landscape master plan to identify projects for enhancing Airfield Industrial Estate, the town centre and Waterside Retail Park. The BID will also work with existing stakeholders and voluntary groups to enhance cleansing and maintenance across Ashbourne.

- ▶ **Sustainability and Greening of the Town** - A 5-year town wide landscape masterplan will be designed for Town Centre, Airfield Industrial Estate, Waterside Retail Park and surrounding areas. The plan will focus on:
 - ◆ Bio-diversity projects
 - ◆ Wildflower planting
 - ◆ Floral schemes
 - ◆ Tree planting
 - ◆ Feasibility of the installation of living walls
- ▶ **Cleansing and Maintenance**
 - ◆ **Getting the basics right** - The BID will monitor baselines for delivery of minimum standards of environmental cleansing by the local authority.
 - ◆ **Added value investment** - Where opportunities exist for enhancing the council's minimum standards of cleansing the BID board will review options for investment into enhanced service provision e.g. enhanced jet washing of streets, additional litter picks, investment into enhanced street furniture.



SAFER AND MORE SECURE ASHBOURNE

Feedback from businesses has highlighted crime and safety issues which a BID will tackle through investments into creating a Business Crime Reduction Partnership (BCRP) with the support of the Derbyshire Police and Derbyshire BCRP. The project will tackle issues relating to theft, vandalism, anti-social behaviour, and fraud, and to ensure a safer environment for both businesses, their staff and customers.

KEY ELEMENTS OF A BCRP:

- ▶ Improved sharing of offender information, crime trends and security risks.
- ▶ Pro-active measures to tackling anti-social behaviour and the root causes of business crime e.g. youth work, designing out crime initiatives and promotion of best practice on crime prevention and theft.
- ▶ New investment into CCTV and other security projects:
 - ◆ Reinstating CCTV camera coverage on Airfield Industrial Estate
 - ◆ Review of town wide CCTV/ANPR identify gaps in coverage
 - ◆ Implementation of enhanced lighting
- ▶ Training and Support for employees on identifying and dealing with crimes such as shoplifting, theft, cybercrime and fraud. Businesses will also receive advice on improving security measures, customer safety, and handling incidents.

POSITIONING AND PROMOTING ASHBOURNE

ASHBOURNE BID GOALS

- 1. Attract More Visitors & Consumers**
Position Ashbourne as a must-visit destination blending history with modern appeal.
- 2. Drive Inward Investment**
Boost business growth in areas like Airfield Industrial Estate and vacant town centre spaces.
- 3. Strengthen Ashbourne's Identity**
Promote the town as a vibrant, heritage-rich hub for living, working, and leisure.

ASHBOURNE MARKETING & PROMOTION STRATEGY

The Ashbourne BID will elevate the town's profile as a prime destination for investment, living, work, and tourism. BIDs have a proven track record on place branding, consumer engagement, and attracting investors.

Key actions the BID will invest in include:

- ▶ **Establishing a business led 'Ashbourne Brand, Events and Marketing Group'**
- ▶ **PR & Editorial Strategy**
- ▶ **An enhanced Social Media Profile for Ashbourne and local businesses**
- ▶ **Annual Events & Festivals Guide**
- ▶ **Renewing and investing in the 'Discover Ashbourne' website**
- ▶ **Business Spotlights**
- ▶ **Professional Media Investment**
- ▶ **Developing a Consumer Dataset and Newsletter**

This strategy will strengthen Ashbourne's brand, attract investment, and increase visitor engagement.



ANIMATING ASHBOURNE: EVENTS, FESTIVALS & MARKETS

The Business Improvement District (BID) will build on the investment from Ashbourne Reborn, ensuring the effective management and maintenance of the improved infrastructure. A key priority will be revitalising and energising the Market Place, transforming it into a vibrant hub with a diverse range of events and activities.

Key actions the BID will invest in include:

- ▶ **Annual Events Programme** – Curating exciting, inclusive events in partnership with local groups.
- ▶ **Business & Community Engagement** – Supporting conferences, business and community events.
- ▶ **Market Innovation** – Testing and introducing new markets to attract visitors and boost town vibrancy.
- ▶ **Market Place Activation** – Hosting innovative markets, events, and performances while securing sponsorship and enhancing PR.

This initiative will put Ashbourne back on the map as a thriving destination for culture, commerce, and community.



Engaging 150,000 consumers within 30 minutes of Ashbourne



A PR strategy to raise the profile of Ashbourne among the 20 million consumers within 1 hours drive of the Peak District



A new partnership approach with Visit Peak District and Derbyshire which will initiate new concepts to raise the profile of Ashbourne on a national and global platform

INCOME AND EXPENDITURE BUDGET OPTIONS

The added value investment that will be generated from the BID over five years will be £1m+, with the potential to leverage additional investment from other sources including the public sector, grant awarding bodies and commercial opportunities.

An exemption is planned for any premises / hereditaments with a rateable value lower than £8k.

Management costs for delivery of the BID will be no more than 20% of the overall budget, to ensure that the significant majority of investment is targeted towards delivery of tangible added value services and projects.

Governance and Management of the Business Improvement District funds will be governed and directed by a Board of representative businesses and premises occupiers from across the Business Improvement District area.

Any eligible business will be able to put a representative forward for appointment onto the Board, which will be elected through an annual meeting of members of the Business Improvement District.

£1m+ added value
investment over the
five years

BID levy proposed at **2%**

Premises with a rateable
value lower than **£8k**
are exempt

BASELINES

A benefit of a BID being approved for businesses is the statutory baseline agreements we will receive from Ashbourne Town Council, Derbyshire Dales District Council, Derbyshire County Council and Derbyshire Police.

These are required to ensure that funds from the BID do not fund council or other statutory services.

All funds raised by the BID will only be used to support added value investments into Ashbourne that without the BID would otherwise not be realised.



THE PROPOSED BID AREA



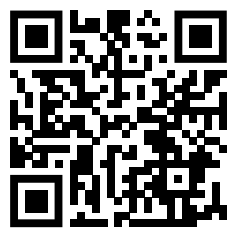
ASHBOURNE

BUSINESS IMPROVEMENT DISTRICT

MORE INFORMATION AND YOUR THOUGHTS ON THIS PLAN FOR AN ASHBOURNE BID

WE WANT YOUR FEEDBACK ON THIS PLAN FOR ASHBOURNE BID

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Full details are available on the Ashbourne BID website: www.ashbournebid.co.uk. Scan the QR code to learn more and share your views.



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