

# ASHBOURNE

BUSINESS IMPROVEMENT DISTRICT

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

OVER £850K ADDED VALUE PRIVATE SECTOR LED INVESTMENT

### THEME 1

POSITIONING  
AND PROMOTING  
ASHBOURNE

### THEME 2

AN ENHANCED  
ASHBOURNE  
EXPERIENCE

### THEME 3

A STRONGER  
VOICE FOR  
BUSINESS



For further information on the BID please  
scan the QR code or visit [www.ashbournebid.co.uk](http://www.ashbournebid.co.uk)

# A STRONGER FUTURE FOR ASHBOURNE'S BUSINESSES

A MESSAGE FROM THE STEERING GROUP CHAIR – ANNE WRIGHT

## ASHBOURNE BID - A NEW CHAPTER FOR OUR TOWN

### Shaping a Thriving Place to Do Business, Shop, Stay & Enjoy

The Ashbourne Business Improvement District (BID) is an exciting opportunity to create a stronger, more vibrant town - one that attracts investment, welcomes visitors, and supports the success of every business within the BID area.

Led by local businesses, the BID will deliver a coordinated five-year programme of activity designed to enhance Ashbourne's appeal and secure over £850k of new investment.

### A Time of Change

Ashbourne is entering a period of transformational growth. Major housing developments, new employment land, and the town-centre revitalisation delivered through the Ashbourne Reborn project are reshaping the local landscape.

With so much happening, now is the moment for businesses to have a stronger, unified voice, one that can influence change and ensure Ashbourne grows in a sustainable, successful way.

### A New Approach to Business Collaboration

The BID brings businesses together with a shared purpose: to address challenges, maximise opportunities, and enhance Ashbourne for residents, visitors and investors alike.

#### Through the BID, businesses will have:

- ✓ A partnership designed to drive real, measurable improvements and the promotion of Ashbourne
- ✓ A strong voice in our new structures of local and regional government
- ✓ An opportunity to shape our future and a direct say in what gets delivered

This collaborative approach will strengthen the local economy, support growth across all sectors, and help Ashbourne flourish as a destination of choice.

### Investing in Ashbourne's Future

With a successful BID ballot, Ashbourne will secure over £850k of new investment dedicated entirely to improving the town. This includes projects that:

- ✓ Attract more shoppers, visitors, and overnight guests
- ✓ Boost footfall and spending
- ✓ Enhance the town centre, hinterlands and arrival experience
- ✓ Support business development and promotion
- ✓ Create a dynamic, welcoming environment for all

Without a BID, this investment will not be available, and Ashbourne will remain at the status quo.

Yours sincerely,

**Anne Wright**

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

### Your Vote Matters

A **"Yes" vote** means five years of investment, collaboration and positive change, driven by businesses, for businesses.

A **"No" vote** means no BID and the loss of over £850k of funding for Ashbourne.

### Let's Shape Ashbourne's Future Together

Join us in supporting a stronger, more successful Ashbourne.

**Vote YES for the Ashbourne BID.**



# THE ASHBOURNE BID STEERING GROUP'S VISION



**Ashbourne will be a vibrant, welcoming and commercially confident market town where businesses thrive, visitors stay longer, and local people are proud to live, work and invest.**

Building on Ashbourne's heritage, character and strategic location at the gateway to the Peak District, the BID will drive a new era of collaboration and investment. This will strengthen the town's appeal, improve its business environment, and unlock sustainable economic growth.

**Our vision is to create a town that is:**

**A DESTINATION OF CHOICE**

Renowned for its independent retail, high-quality hospitality, thriving events programme and unique visitor experience, attracting new footfall and repeat visits all year round.

**A SUPPORTIVE, CONNECTED BUSINESS COMMUNITY**

Where businesses have a strong collective voice, benefit from shared resources, and are empowered by the BID to influence

local priorities, decisions, and investment.

**A CLEANER, GREENER, SAFER AND MORE ACCESSIBLE TOWN**

With high-quality public realm, improved wayfinding and a welcoming environment that encourages people to stay, explore and spend.

**A PLACE THAT CHAMPIONS ITS HERITAGE WHILE EMBRACING INNOVATION**

Celebrating Ashbourne's history and character while investing in modern technologies, digital presence, marketing, and infrastructure to support long-term prosperity.

**A TOWN WITH MOMENTUM - AND A CLEAR PLAN FOR THE FUTURE**

The BID will act as the catalyst for positive change, securing new funding, delivering targeted improvements, and ensuring Ashbourne remains resilient, competitive and future-ready.

The Ashbourne BID Steering Group has been drawn from companies and organisations across Ashbourne. Organisations small and large, independently owned or larger organisations have all contributed to the development of this proposal for a BID.

**ANNE WRIGHT (CHAIR OF THE GROUP)**  
Young Ideas and Henmores

**DARREN ROUNCE**  
Sainsbury's

**CHLOE GIBSON**  
Avanti of Ashbourne

**ED BURROWS**  
Wildhive

**HELEN BAKER**  
Stepping Stones Shoes

**ALBERT GOLDING**  
Ashbourne Sport and Community Partnership

**CHRIS HARVEY**  
Henfox

**SCOTT GARRITY**  
Queen Elizabeth's Grammar School

**IAN MARSH**  
Methodist Community Hub

**TIM CHALLANS**  
Ashbourne Arts

**AMANDA BROWN**  
Derbyshire Dales District Council

**GUSTAV CLARK**  
Ashbourne Town Council

**JO DILLEY**  
Visit Peak District and Derbyshire

## HOW THE BID WORKS

### BID BOARD

- ▶ All premises with a rateable value greater than or equal to £8k will receive a vote.
- ▶ If a majority vote in favour of the BID (by number and rateable value) the BID is approved for a 5 year period.

VOTE

- ▶ Businesses within the Ashbourne BID area form an elected representative Board to govern the BID.
- ▶ The BID Board includes representation from organisations across the Ashbourne BID area.

- ▶ The BID Board guides and directs the BID team who are responsible for the delivery of the BID 5 year business plan.
- ▶ New projects and services agreed by the business-led BID Board are commissioned in line with the BID proposal.
- ▶ The impact and success of the BID is reported to businesses annually.

INVEST, BENEFIT AND REPORT

# 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 £850k 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.
- ▶ Worked examples of BID Levy liabilities based upon a number of RV values:

Rateable value (RV) of the property	Annual BID levy contribution based on @2.1% of RV	Equivalent daily investment cost
£8,000	£168	46p
£12,000	£252	69p
£20,000	£420	£1.15p
£50,000	£1,050	£2.88p
£100,000	£2,100	£5.75
£250,000	£5,250	£14.38
£500,000	£10,500	£28.77

- ▶ Together this will raise an investment of over £850k, over 5 years from BID levy income, grant, sponsorship and commercial opportunities.

## 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. The postal ballot will take place between 11th June - 9th July 2026.

- ▶ 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 in December 2026 when all premises with a rateable value above £8,000 would pay a small annual levy (equivalent to 2.1% 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 have embraced BIDs since 2005, with notable examples that support town centres or city centres in Knutsford, Wilmslow, Altrincham, Derby, Chester and Manchester.
- ▶ National evidence demonstrates that Business Improvement Districts (BIDs) consistently achieve strong support at ballot. Across all first-term BID ballots held since 2004, an average of 74% of businesses vote in favour by number, with 76% voting in favour by rateable value, reflecting a robust mandate for new BIDs to commence operations. Renewal ballots typically show even higher levels of endorsement, with second-term BIDs achieving an average 76% "yes" vote by number and 80% by rateable value, demonstrating growing confidence among levy payers as BIDs progress into subsequent terms and continue to deliver measurable value to their business communities.



# 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 proposal 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.

97% of businesses reported that cultural activities are vital to Ashbourne's future success.

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.

92% of businesses stated that it was important to make additional investments into events and festivals in Ashbourne.

A high proportion of businesses expressed a desire for improvements to general cleansing, floral and planting displays, litter removal, and signage.

## THE TOP TEN OPPORTUNITIES FOR A BID IN ASHBOURNE

This proposal 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. Over £850k Investment:** Over £850k in added value for Ashbourne, which will drive local economic development. In addition to the £850k investment the BID will work with the Ashbourne Sports & Community Partnership and QEGS, who are progressing plans for over £1 million of investment in new 4G pitch facilities within the BID area. Delivered during the five-year BID period, this will draw regular fixtures, tournaments and visiting teams into Ashbourne, significantly increasing footfall and spend in local shops, cafés and hospitality businesses, while strengthening the town's position as a regional sports and visitor destination.
- 3. Business-Led Agenda:** Strengthening the voice of local businesses by creating a collective approach to managing challenges and opportunities.
- 4. Market Place Development:** Playing an active role in managing and planning activities in the newly developed space in the Market Place, enhancing the town's attractiveness.
- 5. Place-Based Marketing:** Promoting Ashbourne as a place to invest, work, live, and enjoy leisure time, creating a strong brand identity for the town.
- 6. Footfall Intelligence:** Using data analytics to understand footfall, dwell time, consumer behaviour, and the performance of the area, supporting informed decision-making.
- 7. Enhancing Infrastructure in and around Ashbourne:** Improving gateways, signage, public art, floral arrangements and cleaning initiatives that go beyond local council responsibilities, elevating the town's appearance.
- 8. Crime Reduction Initiatives:** Implementing strategies to reduce crime and anti-social behaviour, contributing to a safer environment for businesses, residents and visitors.
- 9. Building Relationships:** Collaborating with government-funded bodies to ensure Ashbourne receives support and investment, keeping it competitive and relevant.
- 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 **over £850k of investment over five years**. This proposal for a BID sets out the themes for investment and associated projects where a BID will make a pivotal impact in Ashbourne:

THEME 1

POSITIONING  
AND PROMOTING  
ASHBOURNE

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AN ENHANCED  
ASHBOURNE  
EXPERIENCE

THEME 3

A STRONGER  
VOICE FOR  
BUSINESS



# 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**  
Drive investments and boost business growth in the town.
- 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 invest in PR, social media and wider digital marketing to deliver reach to **1,000,000** people, elevating 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:

- ▶ **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.
- ▶ **Annual Events Programme** – Curating exciting, inclusive events in partnership with local groups.
- ▶ **Business & Community Engagement** – Supporting Business networking and community events.


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

# 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 Ashbourne. 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 the Ashbourne BID area. The plan will focus on:
  - ◆ Biodiversity projects
  - ◆ Floral schemes
  - ◆ Tree planting
- ▶ **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 shoplifting, 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 opportunities and promotion of best practice on crime prevention and theft.
- ✓ Review of town wide CCTV/ANPR to identify gaps in coverage
- ✓ Implementation of enhanced lighting
- ✓ Training and Support for employees on identifying and dealing with crimes such as shoplifting, cybercrime and fraud. Businesses will also receive advice on improving security measures, customer safety, and handling incidents.

# 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 will be especially important in the context of local government re-organisation

in 2028, which may alter existing decision-making structures. The BID will ensure that the business community has a strong, collective voice on local issues, enabling businesses to influence local decisions and play a more active role in shaping Ashbourne's future.

## The BID will do this by:

### A PRIVATE SECTOR LED BID BOARD & YOUR BID TEAM

- ▶ The Ashbourne BID will establish a private sector led Board that represents the interests of businesses and organisations across the BID geographical area.
- ▶ The Board will act as a unified and influential voice for local businesses, advocating for improvements, driving forward change, and ensuring Ashbourne's priorities are clearly heard at local, regional and national levels.
- ▶ Your BID Team will strengthen connections between the business community and key partners, supporting the development of investment opportunities, coordinating grant applications, and progressing strategic initiatives that benefit the area. They will champion the needs of levy payers and oversee the delivery of the Ashbourne BID's five-year business plan.

### UNLOCKING NEW PUBLIC AND PRIVATE INVESTMENT

- ▶ The BID will actively pursue additional funding and investment for Ashbourne by working in collaboration with regional and national public bodies, private-sector partners and economic development organisations.
- ▶ Through coordinated partnership working, the BID will help attract inward investment, stimulate new business opportunities, create jobs and drive essential improvements to local infrastructure.
- ▶ BIDs across the UK have a strong proven track record—collectively securing more than £150 million in additional investment for their areas. Ashbourne BID will aim to leverage opportunities to maximise the town's economic potential and ensure long-term prosperity.

## THE ASHBOURNE BID GEOGRAPHICAL AREA



- |                        |                         |
|------------------------|-------------------------|
| Belle Vue Road         | Mayfield Road (Partial) |
| Belper Road            | Middle Cale             |
| Carnation Way          | North Avenue            |
| Church Street          | North Leys              |
| Clifton Road           | Park Road               |
| Cokayne Avenue         | Shawcroft               |
| Compton                | Shawcroft Centre        |
| Derby Road (Partial)   | Spire House             |
| Dig Street             | St John Street          |
| Henmore Trading Estate | Station Street          |
| Horse & Jockey Yard    | The Green Road          |
| King Edward Street     | Victoria Square         |
| King Street            | Waterside Park          |
| Mappleton Road         |                         |
| Market Place           |                         |

# WHAT THE BID CAN DO FOR ME?

Independent Retailers	National Chains	Hospitality & Leisure	Service Providers (Professional services, trades, health & wellbeing, finance)	Community Businesses & Social Enterprises
<p><i>Helping local retailers increase sales, stand out, and stay competitive by harnessing the town's unique character and distinct sense of place.</i></p> <p><b>What the BID delivers:</b></p> <ul style="list-style-type: none"> <li>◆ <b>More customers through your door</b> via targeted place marketing campaigns, seasonal promotions, and year round events that drive footfall directly to independents.</li> <li>◆ <b>Stronger "Shop Local" brand presence</b> that positions independents as the heart of the town's identity and heritage retail offer.</li> <li>◆ <b>A cleaner, safer, more attractive trading environment</b>, improving customer confidence and dwell time.</li> <li>◆ <b>A stronger collective voice</b> in shaping town centre investment, regeneration, and planning decisions that affect small businesses.</li> <li>◆ <b>Consistent standards for streets, signage, and safety</b>, improving the experience for both new and returning customers.</li> </ul>	<p><i>Driving footfall, operational efficiency, compliance, and measurable KPI improvement</i></p> <p><b>What the BID delivers:</b></p> <ul style="list-style-type: none"> <li>◆ <b>Footfall analytics and consumer behaviour insights</b> to support head office reporting, performance benchmarking, and location investment decisions.</li> <li>◆ <b>Aligned destination marketing</b> that raises the overall quality of the trading environment and boosts conversion rates across the town.</li> <li>◆ <b>A professionally managed business crime reduction partnership</b>, reducing losses, staff risk, and operational disruption.</li> <li>◆ <b>Standardised cleanliness, signage, and public realm management</b>, ensuring the town meets national brand expectations for customer experience.</li> </ul>	<p><i>Boosting year-round demand, visitor spend, and safe evening trade</i></p> <p><b>What the BID delivers:</b></p> <ul style="list-style-type: none"> <li>◆ <b>Destination marketing that attracts visitors</b>, extends dwell time, and grows spend across daytime, evening, and weekend periods.</li> <li>◆ <b>Event programming tailored to drive footfall</b> during quieter months.</li> <li>◆ <b>Improved public realm and lighting</b>, enhancing night time safety and supporting licensing conditions.</li> <li>◆ <b>Training for teams</b> in customer service, accessibility, and hospitality trends—improving reviews, ratings, and repeat visits.</li> <li>◆ <b>Shared procurement opportunities</b> for waste, utilities, and key supplies—reducing operating costs and improving margins.</li> </ul>	<p><i>Raising visibility, generating referrals, and supporting business growth</i></p> <p><b>What the BID delivers:</b></p> <ul style="list-style-type: none"> <li>◆ <b>Stronger town reputation and profile</b>, helping attract clients, partners, and talent.</li> <li>◆ <b>Business-to-business networking</b> with retailers, hospitality, education, and public services—expanding referral pathways.</li> <li>◆ <b>Enhanced digital visibility</b> through BID platforms, online directories, and joint campaigns.</li> <li>◆ <b>Access to cost-saving initiatives and shared business services</b>, improving operational efficiency and cost control.</li> </ul>	<p><i>Strengthening community impact, visibility, and partnership opportunities</i></p> <p><b>What the BID delivers:</b></p> <ul style="list-style-type: none"> <li>◆ <b>Increased visibility</b> for schools, colleges, charities, and community organisations within the town.</li> <li>◆ <b>Stronger community engagement</b> through collaborative events, volunteering programmes, and social value projects.</li> <li>◆ <b>A better local environment</b> for students, staff, beneficiaries, and service users—through improved public realm, safety, and accessibility.</li> <li>◆ <b>Partnership opportunities with local businesses</b> for work experience, training pathways, and shared projects.</li> <li>◆ <b>Support for outreach, inclusion, and wellbeing initiatives</b>, helping community businesses and social enterprises deliver greater social impact.</li> </ul>



# THE BID BALLOT

A postal ballot of eligible business ratepayers in the BID area will take place between the 11th June 2026 and the 9th July 2026. The day of the ballot will be the 9th July 2026.

Ballot papers will be delivered by post to all businesses eligible to vote.

The voter must cast their vote and return the ballot paper to the election administrator appointed by Derbyshire Dales District Council by 5pm on 9th July 2026.

**The BID ballot will be successful if the following two criteria are met:**

1. A majority of ballots cast are in favour of the BID proposal.
2. A majority of the total rateable value of votes cast were in favour of approving the BID proposal.

The result of the ballot will be announced on or as soon as possible after the 10th July 2026.



## THE BALLOT TIMELINE



# BID FINANCES INCOME AND EXPENDITURE

PLANNED INCOME	2026/2027	2027/2028	2028/2029	2029/2030	2030/2031	TOTAL
Forecast BID Contribution (£)	152,362	155,990	159,617	163,245	166,873	798,087
Match Funding / Other Income (£)	20,000	20,000	20,000	20,000	20,000	100,000
<b>Estimate of Predicted Revenue (£)</b>	<b>172,362</b>	<b>175,990</b>	<b>179,617</b>	<b>183,245</b>	<b>186,873</b>	<b>898,087</b>

BID EXPENDITURE	2026/2027	2027/2028	2028/2029	2029/2030	2030/2031	TOTAL
Theme One - Positioning and Promoting Ashbourne (£)	55,000	63,400	71,836	82,309	92,822	365,367
Theme Two - An Enhanced Ashbourne Experience (£)	41,500	47,810	51,680	55,612	57,611	254,213
Theme Three – A Stronger Voice for Business and Enterprise (£)	12,500	12,920	13,357	13,811	14,284	66,871
Management and Levy Collection Costs (£)	49,920	34,145	35,051	35,995	49,479	204,591
<b>Total Annual Expenditure Budget (£)</b>	<b>158,920</b>	<b>158,275</b>	<b>171,924</b>	<b>187,728</b>	<b>214,195</b>	<b>891,042</b>
Project Contingency and Estimated Cashflow Balance (£)	13,442	31,157	38,850	34,367	7,044	7,044

- ▶ The Business plan has a target of securing additional investments and match funding into Ashbourne.
- ▶ The operation of the Ashbourne BID will be delivered on a not-for-profit basis.
- ▶ A budget of £16,645 (development and set up costs) will be recovered from the BID and utilised to fund the development and set up costs incurred by Groundwork, who have supported the later stages of the BID development process at risk.
- ▶ The total costs for developing and setting up the BID between 1st April 2025 and 1st December 2026 is £21,645. Ashbourne Town Council have contributed £5,000 towards this cost leaving the balance of outstanding development and set up costs unfunded. The costs for BID feasibility and development costs prior to 31st March 2025 were funded by the Governments UK Shared Prosperity Fund. The grant funding from UK Government and Ashbourne Town Council will not be recovered from the BID or require repaying.

## GOVERNANCE AND MANAGEMENT OF THE BID

The Business Improvement District will be governed and directed by a Board of eligible businesses and organisations from across the Business Improvement District area. The BID board will meet a minimum of 4 times a year. The BID board will include representation from the key sectors from across Ashbourne and will include retail, leisure, nighttime economy, public sector, community businesses, social enterprises, professional and business service providers.

The Board will also include representation from a range of business types and sizes, including smaller independent businesses and businesses that are part of larger groups. The BID Board will include attendance by Derbyshire Dales District Council, Ashbourne Town Council and Derbyshire Police in an advisory capacity in addition to their option to put forward a formal BID Board member where the council has a liability for paying a BID levy related to a hereditament (premises) within the BID area.

The BID Board will select a Chair and Vice Chair from the membership of the BID Board to lead the Ashbourne Business Improvement District. Any eligible\* business/organisation 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.

The BID Body will be Groundwork Cheshire, Lancashire & Merseyside. Groundwork are a not-for profit registered charity and limited company, established since 1983. Groundwork have operated specialist Business Improvement District management services since 2005. These services have supported multiple town centres to develop successful BID programmes including Wilmslow, Knutsford, Crewe, Northwich, Burnley and Warrington.

\* eligible = an organisation or business with a liability to pay a BID levy related to a hereditament within the Ashbourne Business Improvement District.

# THE BID LEVY RULES

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1. The BID levy in 2026 will be charged at a rate of 2.1% of the rateable value as of 1st December 2026 based on the 2026 rating list.
2. Levy payments will be based on the rateable value for hereditaments using the value applied to each hereditament as of the 1st December 2026 for the period of the BID. The only exception to this is where any new streets are subsequently created or any new, refurbished, reconstituted or reconstructed hereditaments subsequently enter the National Non-Domestic Rates list and fall in the BID area, such premises will become liable for a BID levy based upon their prevailing rateable value.
3. The levy will be charged annually in advance starting on 1st December 2026 (subject to software systems being in place and operational). BID levies will be payable within 30 days except where a payment plan is offered by Derbyshire Dales District Council. The levy percentage will increase by 0.05% of a hereditaments rateable value to allow for inflation, with the first increase from the 1st April 2028 with subsequent increases each 12 months.
4. The Business Improvement District (BID) levy will be calculated on a daily charge basis. The first levy will be charged on a pro rata basis, covering the period from 1 December 2026 to 31 March 2027. This will be followed by four annual levies, issued on 1 April each year, covering the financial years 2027/28, 2028/29, 2029/30, and 2030/31. Each annual levy will cover a full 12 month period. A final pro rata levy will be issued on 1 April 2031, covering the period from 1 April 2031 to 30 November 2031, marking the end of the BID term.
5. The BID levy will be applied to all hereditaments / non-domestic ratepayers except those wholly or mainly used for the purposes of farming or agricultural production within the defined BID boundary. The BID levy shall apply to all hereditaments with a rateable value of £8,000 or more, provided they are listed on the National Non-Domestic Rates List.
6. The BID levy will not be applied to part only of a whole hereditament.
7. Hereditaments/premises which meet the criteria above and which are located on the streets listed in the business plan or in the BID area map will be included in the BID and will be liable for a BID levy.
8. Vacant hereditaments, or those undergoing refurbishment will be liable for the BID levy. This includes premises which have temporarily been zero rated during the lifespan of the BID from a value above £8,000 during a refurbishment (in which case the last valuation before zero rating will apply).
9. Collection and enforcement regulations will be in line with those applied to non-domestic business rates, with the BID Board being consulted for any debt write-off.
10. The non-domestic billing authority (Derbyshire Dales District Council at the time of the ballot) or its appointed agent is the only authorised body to collect the BID levy on behalf of the BID Body and the BID Board.
11. VAT will not be charged on the BID levy.
12. Where a business or organisation with an RV below £8k or from the wider area of Ashbourne wishes to join the BID by payment of a voluntary levy this can be approved at discretion of the BID Board. Voluntary BID levy payers will not be entitled to vote in the BID ballot. Such voluntary membership is encouraged from sub £8k hereditaments.
13. The term of the BID will be five years from the 1st December 2026 - 30th November 2031. The BID will commence 165 days after the day of the ballot.
14. The BID area, themes, governance and management arrangements and overall BID income percentages can only be altered via an alteration or renewal ballot. All other arrangements including specific projects and the percentage of funding allocated to each theme within the BID may be altered within the constraints of the overall BID budget without the need for an alteration or renewal ballot.
15. The BID income budget may be adjusted to allow for occasions where increased levels of BID levy are generated e.g. through new developments.
16. No refunds or credits will be made in the event of a change in rateable value that affects past billing periods.
17. Notices – all notices, including those issued to the Secretary of State, the District Council and all proposed levy payers have been prepared for issue or issued at the time of printing in line with the prescribed regulations.

# GUIDING PRINCIPLES FOR THE BID

## ASHBOURNE BID – “REPRESENTING THE VIEWS AND INTERESTS OF THE BUSINESS COMMUNITY – WORKING IN THE BEST INTERESTS OF THE TOWN”

The Ashbourne BID will be governed by a business-led partnership which will deliver the projects and services identified by you, the business community of Ashbourne, during the development of this BID proposal.



The BID will be democratic, open and transparent and will always be representative of all its members



The BID will be robustly managed and governed to ensure it acts with integrity and to the highest industry standards



All eligible businesses and organisations who are included in the BID area will have the opportunity to put forward a representative as a BID Board member



The BID will ensure that rigorous procedures are used to ensure best practice and value for money in the delivery of the projects and services contained in the BID proposal



All businesses and organisations who form the BID will be encouraged to act as ambassadors for Ashbourne and the Ashbourne BID.



The BID will be proactive in communicating and reporting to levy payers

# PERFORMANCE MONITORING

The BID will monitor and report on a range of key performance indicators (KPIs) including:



**Footfall and traffic movement research**

**Crime and Safety - Incidence of crime statistics**

**Consumer perceptions**

**Business Community perceptions**

**Vacancy rates**

**Marketing and PR - Digital media statistics and analysis of data**

# REPORTING THE WORK OF THE BID TO LEVY PAYERS

The level of progress made on the delivery of the Business Improvement District will be reported to businesses on a regular basis by the Business Improvement District Board through the following communication channels:

- ▶ BID Financial Statement - A BID financial statement will be issued with each BID levy demand. This statement will detail the plans for expenditure by the BID in the forthcoming 12 months and also report on the finances of the BID and key achievements from the previous 12 months.
- ▶ The Ashbourne Business Improvement District Annual General Meeting.
- ▶ Ashbourne Business Improvement District Annual Report and Accounts.
- ▶ Regular website and social media updates, e-bulletin, printed bulletins, blogs, press releases and networking events.



## BASELINE AGREEMENTS

To ensure that the Business Improvement District does not fund statutory services provided by Derbyshire Dales District Council and Derbyshire County Council a number of baseline commitments will be provided through a Service Level Agreement (SLA).

**Baselines principally relate to the work of the Highways and Environmental Services teams e.g.:**

**STREET CLEANSING**

**HIGHWAY MAINTENANCE**

**STREET LIGHTING**

**STREET FURNITURE MAINTENANCE**

**BIN CLEANSING**

The Ashbourne BID Board will measure the baseline delivery from Derbyshire Dales District Council and Derbyshire County Council and will ensure the BID's funding does not back fill or fund any baseline / statutory services. Baseline delivery will be monitored through an SLA between the BID and Derbyshire Dales District Council and Derbyshire County Council.

# ASHBOURNE

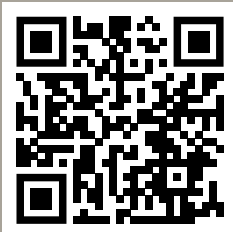
BUSINESS IMPROVEMENT DISTRICT

## ASHBOURNE BID PARTNERS



## MORE INFORMATION

For more information please visit [www.ashbournebid.co.uk](http://www.ashbournebid.co.uk)  
or email John Graham on [john.graham@groundwork.org.uk](mailto:john.graham@groundwork.org.uk) or 07826 907742.



Full details are available on the Ashbourne  
BID website: [www.ashbournebid.co.uk](http://www.ashbournebid.co.uk).  
Scan the QR code to learn more.