

# ASHBOURNE

BUSINESS IMPROVEMENT DISTRICT

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

**This proposal and business plan for a Business Improvement District (BID) in Ashbourne is a unique opportunity for businesses and other organisations to manage a new £850k+ investment in Ashbourne over the next five years.**

## BID FAQs

The Ashbourne Business Improvement District (BID) is a defined geographical area in Ashbourne. Within this area businesses will have the opportunity to vote (if their rateable value is above £8,000) to collectively invest in and enhance Ashbourne as a trading environment. The Ashbourne BID will fund and deliver **added value** services within the town. The BID will not and cannot be used to fund services that the council or other public bodies have a statutory duty to provide.

## The Ballot – Premises Occupiers Decide (Businesses and Organisations)

The BID will only be established if both of the following conditions are met:

- A majority of the businesses voting at the ballot vote in favour of the BID proposal.  
**and**
- Those voting in favour also represent a majority of the total rateable value of the premises that have voted.

### Clarification Notes:

- For the first of these two tests, each **rated premises** (hereditament) is entitled to **one vote**, regardless of its size or rateable value.
- For example, a large national retailer such as **The Range, Aldi or Sainsbury's** occupying a **single rated premises** receives one vote, in the same way as a small independent business occupying a **single rated premises** will also receive a single vote.
- Premises with a rateable value of less than £8000 do not get a vote. However, if they want a stronger voice and to be part of the BID if successful at ballot they can choose to make a voluntary levy contribution.

The BID will enable a range of **additional** projects and services **shaped, managed and funded** by the local business community. Following a successful ballot, these activities will be funded through a mandatory levy on eligible businesses with a rateable value above £8,000. Across the UK and internationally, BIDs have delivered transformational improvements in towns and cities generating significant benefits for the businesses that invest in and govern them. Benefits have included:

- ✓ **Increased footfall**
- ✓ **Increased spend**
- ✓ **Improved cleanliness**
- ✓ **Reduced costs**
- ✓ **Improved safety**

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

### What is the BID for?

- The Ashbourne BID will not replace the statutory activities or services carried out by Derbyshire County Council, Derbyshire Dales District Council, Derbyshire Police or other public agencies. It is an arrangement under which the Ashbourne BID will commission and deliver **added value** projects and services that enhance Ashbourne.

### Who decides that a BID is required?

- The decision on whether to establish a BID is taken by the premises occupiers (businesses and organisations) that will fund the BID.
- The proposal for an Ashbourne BID has been developed by the Ashbourne BID Steering Group, a private sector-led partnership of local businesses and organisations, following extensive consultation with businesses across the town over the past 18 months.
- BIDs operate within a statutory framework governed by the Business Improvement Districts (England) Regulations 2004. The process involves the creation of a BID proposal and business plan, followed by a ballot of eligible businesses

### How much will I pay?

The levy for the proposed Ashbourne BID is equivalent to 2.1% of rateable value.

E.g. if your rateable value is £10,000, your BID levy will be £210 per annum.

- **57% = less than £1 /day**
- **72% = less than £1.50/day**
- **70% of investment into the BID will come from larger enterprises**

### What do I pay my business rates for?

- 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, and there is no direct linkage between the business rates your company pays and quality or quantity of the services the council provides to residents and business communities.
- The BID levy that will be collected is separate to your business rates and will only be invested in additional specific projects and services to improve Ashbourne. These additional services will be governed and directed by the private sector led Ashbourne BID Board, in consultation with all businesses in the BID area.

### Why will Derbyshire Dales District Council be collecting the BID levy?

- BID Legislation provides for local authorities to be the billing authority for managing the collection of BID levies.

### What happens to the BID levy when it is collected by the Council?

- All money collected by the Council will be paid directly to the BID accountable body, in the case of Ashbourne the accountable body is Groundwork Cheshire, Lancashire and Merseyside. These funds are held in a separate bank account within Groundwork and they are then invested in projects and services as decided by the businesses located in the Ashbourne BID area, in line with the BID proposal document. A copy of which can be downloaded from [www.ashbournebid.co.uk](http://www.ashbournebid.co.uk)

### Can I pay by instalments?

- Yes, it is expected you will have the option to pay in full or enter into an instalment plan with Derbyshire Dales District Council.

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BUSINESS IMPROVEMENT DISTRICT

## Why is the levy not collected with rates?

- Business Rates and the BID levy are different revenue streams. The Council must collect business rates in line with statutory provisions, which are different from the legal provisions surrounding a BID levy.
- The BID monies collected by the authority will be ring fenced and paid over to the BID bank account.

## How long does the BID last?

- The Ashbourne BID will operate for five years, commencing 1<sup>st</sup> December 2026 and ending on 30<sup>th</sup> November 2031.
- Following the five-year period, businesses may choose to develop a successor BID, (BID 2) for Ashbourne based upon the benefits and outcomes of the first term BID.

## Who should I contact if I want to discuss the BID in more detail?

Contact details:

Jane Hough

Deputy Director for BIDs and Business Services

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John Graham

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## BUSINESS BENEFITS FROM THE ASHBOURNE BID

- ❖ One Local Voice for Business to talk to power
- ❖ Collective Local Business Investment
- ❖ Growing Footfall, Visitor Numbers and Driving Spend
- ❖ New Business Leadership - A Fresh Opportunity for Every Business
- ❖ Adding Value – Not Replacing or Duplicating
- ❖ A New Approach with Dedicated Resource
- ❖ An Opportunity to thrive and learn long standing BID Towns

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