

ASHBOURNE

BUSINESS IMPROVEMENT DISTRICT

A PROPOSAL FOR A BUSINESS IMPROVEMENT DISTRICT IN ASHBOURNE

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.

Key Actions you need to take

- Download the Ashbourne BID proposal document and review where you will receive your return on investment. If you have any questions about the BID, please contact John Graham
- You will receive a 42-day notice starting on Thursday 28th May 2026; this is referred to as the Notification of Ballot
- On or before Thursday 11th June, you will receive your ballot paper. If you have not received it by Tuesday 16th June, please contact John Graham, who can request a duplicate on your behalf
- Please return your ballot paper as soon as possible. A stamped addressed envelope (SAE) will be included
- The final day of the ballot is Thursday 9th July 2026. To ensure your vote is received in time, please post your ballot paper by Monday 6th July

THE TOP TEN OPPORTUNITIES FOR A BID IN ASHBOURNE

- **A Collective Voice:** A BID to make Ashbourne more vibrant, safe, and successful through businesses and organisations working together
- **£850k+ Investment, which is locally funded, invested and controlled:** Over £850k of added value from the BID, with further opportunities already emerging. This includes a £1m+ sports investment in partnership with Ashbourne Sports and QEGS, all of this investment is set to attract visitors, increase footfall, and boost local spending
- **Business-Led Approach – A new way of working together:** Giving local businesses a stronger, united voice to shape the town's future
- **Market Place Activation:** Enhancing and managing the Market Place to create a lively, attractive town centre
- **Place Marketing:** Building a strong Ashbourne brand to attract investment, visitors, and talent
- **Footfall Insights:** Using data to understand visitor behaviour and support smarter decision-making
- **Enhanced Town Environment:** Upgrading signage, gateways, public spaces, and cleanliness beyond statutory services
- **Safer Town:** Targeted initiatives to reduce crime and anti-social behaviour
- **Stronger Partnerships:** Working with public bodies to secure support, funding, and opportunities
- **Driving Growth & Investment:** Connecting businesses to funding, support programmes, and growth opportunities

VOTE YES

HOW WILL THE BID BE GOVERNED?

Clear Governance Framework

- Ashbourne Businesses and Organisations will oversee the BID through a BID Board

Open Call for Board Members

- All eligible levy payers invited to apply or express interest
- Widely advertised through multiple communication channels

Balanced Representation

- Board to include a mix of sectors, sizes of business, and geographic areas
- Inclusion of key stakeholders where appropriate (e.g. local authorities in advisory roles)

Fair and Transparent Selection Process

- Applications reviewed against published criteria
- Selection panel (where applicable) includes independent or impartial representation

WHAT THE BID WILL DELIVER?

- **THEME ONE:**
Positioning and Promoting Ashbourne
- **THEME TWO:**
An Enhanced Ashbourne Experience
- **THEME THREE:**
A stronger Voice for Business

MORE INFORMATION

- For further information on the BID please scan the QR code or visit www.ashbournebid.co.uk
- For a full copy of the BID proposal document please download from the Ashbourne BID website.



ESSENTIAL FINANCIAL INFORMATION

- £850k+ of added value investment into Ashbourne
- Any premises below £8,000 rateable value are excluded
- Paid through a small 2.1% levy of a premises / hereditaments rateable value

EXAMPLE OF COST:

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

AND FINALLY...

Locally funded, Invested and Controlled

- Money raised by us spent locally

Unique Opportunity - New Way of Working Together

- Locally controlled by business for business
- Replicate best practice from established BID towns

Additional

- Not replacing or duplicating

Stronger Collective Voice

Thriving Vibrant Town

- Growing footfall
- Visitor numbers
- Driving spend

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

