ASHBOURNE

BUSINESS IMPROVEMENT DISTRICT

ASHBOURNE BID LEVY LEAFLET 2026/2027

WHAT IS THE BID?

A Business Improvement District is a defined geographical area in which businesses and organisations work together and invest collectively in projects in the Ashbourne BID area to improve the trading environment.

Ashbourne Business Improvement District (BID) is business-led initiative supporting local businesses, strengthens the town centre and helps to make Ashbourne an even more attractive place to visit, work, shop and do business.

Following a successful ballot, the BID will operate for five years, from 1 December 2026 to 30 November 2031.

The BID is funded by a levy paid by eligible non-domestic ratepayers within the BID area and collected through the business rates system. The levy is ring-fenced delivering the improvement projects and services set out in the BID proposal, in addition to the statutory services provided by Derbyshire Dales District Council and Derbyshire County Council.

The BID will deliver over £850,000 of additional investment into the BID area over the five-year term.

HOW IS IT MANAGED?

Ashbourne BID will be business-led, with a representative Board responsible for overseeing the BID, setting priorities, and ensuring that levy income is used appropriately.

The BID Body will be Groundwork Cheshire, Lancashire & Merseyside.

Groundwork is a not for profit registered charity and limited company, established since 1983. Groundwork Cheshire, Lancashire & Merseyside has operated specialist Business Improvement District management services since 2005, supporting multiple town centres to develop and deliver successful BID programmes.

In addition to delivering day-to-day BID operations, the BID will publish annual accounts, hold an Annual General Meeting, and provide regular communications to levy-payers.

The BID will operate in accordance with its Operating Agreement with Derbyshire Dales District Council. The BID also has a baseline agreement with Derbyshire Dales District Council and Derbyshire County Council to ensure it does not backfill statutory services and instead provides services that are additional to, and beyond, those statutory provisions.

The Board will bring together representatives of local businesses and relevant partners, meeting a minimum of four times a year.

The Board will oversee delivery of the projects and priorities set out in the Ashbourne BID Business Plan.

UNDERSTANDING YOUR LEVY

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.

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).

The BID levy will not be applied to part only of a whole hereditament.

The initial levy will be 2.1% of the property's rateable value, based on the 2026 rating list, and will be calculated on a daily basis. This current and first invoice will cover only the period from 1 December 2026 to 31 March 2027 and will be charged pro rata.

Four annual levy invoices will then be issued on 1 April each year for 2027/28, 2028/29, 2029/30 and 2030/31, each covering a full 12 months.

A final pro rata invoice will be issued on 1 April 2031 for the period from 1 April to 30 November 2031, when the BID term ends.

The revenue from the BID levy that the billing authority is forecasted to receive between December 2026 to November 2027 is £152,362. Additional income has been predicted.

The total forecasted expenditure for year one of the BID financial year is expected to be £158,920, allocated across the three BID themes as set out overleaf.

These are forecast figures through to the end of November 2027.

Final full BID year figures will be reported in the Annual Report and Accounts in line with the BID's financial year.

To allow for inflation, the levy will increase by 0.05% on 1 April 2028 and every 12 months thereafter.

VAT will not be charged on the BID levy.

WHAT PROJECTS WILL BE SUPPORTED, DELIVERED, OR FUNDED BY THE BID

THEME ONE - POSITIONING AND PROMOTING ASHBOURNE

- The BID will invest in PR, social media and wider digital marketing elevating the town's profile as a prime destination for investment, living, work, and tourism.
- Establishing a business led Ashbourne Brand, Events and Marketing Group.
- 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.
- 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 including:
  - 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.
  - An annual Events Programme curating exciting, inclusive events in partnership with local groups.
  - Business & Community Engagement supporting business networking and community events.

THEME TWO - 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 over its five-year term will invest in projects to enhance key gateways to Ashbourne and deliver new public art installations.
- The BID will create a new five-year landscape master plan to identify projects for enhancing Ashbourne.
- Getting the basics right - The BID will monitor baselines for delivery of minimum standards of environmental cleansing by the local authority.
- 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.
- Investment 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.

THEME THREE - A STRONGER VOICE FOR BUSINESS

- 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 a 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.
- 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.
- Ashbourne BID will aim to leverage opportunities to maximise the town's economic potential and ensure long-term prosperity.

HAVE A QUESTION ABOUT YOUR LEVY?

For more information on the Ashbourne Business Improvement District, scan the QR code or visit www.ashbournebid.co.uk or email info@ashbournebid.co.uk

The BID levy is collected by Derbyshire Dales District Council, Revenues and Benefits, Town Hall, Bank Road, Matlock, DE4 3NN.

For any query relating to the BID levy invoice or payment, please contact 01629 818222 (select option 3 for Revenues and Benefits) or email revenues@derbyshiredales.gov.uk

BID levies will be payable within 30 days except where a payment plan is offered by Derbyshire Dales District Council.