



ABOUT CHRISTCHURCH BID

Powered by Christchurch Businesses - Championed by Christchurch BID

Christchurch BID (Business Improvement District) is a business-led not-for-profit company whose purpose is to improve the BID commercial area - in our case Christchurch Town Centre covering the area from Bargates to Bridge Street and down to the Quay.

We provide services which are in addition to those already provided by Local Councils. We enhance, animate, promote and support businesses in our area with events, funding grant applications, managing improvement projects and supporting businesses with group discounts, training and free membership to Christchurch Chamber of Trade and Commerce.

We focus on various initiatives to enhance the town's appeal and vitality to foster a vibrant and prosperous local economy while enhancing the overall experience for businesses, residents and visitors alike.

Christchurch BID is funded by Christchurch businesses via a levy payment that is collected via BCP Council. Each business located in the designated BID area, pays a small proportion of their business rateable value towards the BID. The payment is separate and in addition to the business rate payment. The levy payment raised is then ring-fenced for use only in their BID area, unlike business rates which are re-distributed nationally by the Government. This collaborative approach allows businesses to collectively invest in improvements, enhancements and promotions that directly benefit the local business community.

The BID was voted for by local businesses in this BID area, with a majority vote of over 70% in favour of its creation and came to fruition in November 2021. All businesses are required to pay into the BID including council operated organisations such as the library and car parks. Once voted in, the term of each BID is five years and after each period, a new term ballot is held for the BID to remain for another five year term.

Information about Christchurch BID including the Christchurch BID Business Plan can be found online.

Contact information

Email: hello@christchurchbid.co.uk

Website: www.christchurchbid.co.uk





MEET YOUR BID MANAGEMENT TEAM

Meet Louise Berkhauer and Eloise Howes, the Joint Operations Managers for Christchurch Business Improvement District (BID) who are equivalent to one member of full time staff.

With a shared passion for enhancing the vibrancy and economic vitality of Christchurch, they work collaboratively to implement and deliver initiatives that support local businesses and foster community engagement.

Louise Berkhauer brings a wealth of experience in operations management and community development. With a keen eye for detail and a strategic approach, Louise is dedicated to ensuring that our initiatives elevate business success. Louise sits on many key external stakeholder meetings, ensuring Christchurch Town voice is heard.

Eloise Howes combines her expertise in marketing and stakeholder engagement to drive impactful projects. Known for her creative thinking, Eloise is committed to cultivating lasting relationships with local business owners and community members.

Louise and Eloise share the position of Operations Manager and contribute different strengths that pair together seamlessly. They are based in central Christchurch at Druitt Hall and are available mainly Tuesday to Thursdays when not in external meetings.

Make the most of your levy:

- Ensure we have your correct information so we communicate effectively
- Attend our BID BRIEFING update meetings
- Share your business feedback and ideas
- Send your good news, events, promotions and anything you want to share to Marketing@christchurchbid.co.uk so we can help advertise them
- Opt in to Christchurch Chamber of Trade and Commerce membership for **FREE!**
- Engage with our social media platforms - Use: #ChristchurchBID in all your social media posts
- Join our Levy Members Only Facebook Community - www.facebook.com/groups/bidbusinesses/
- Follow us on LinkedIn: www.linkedin.com/company/christchurch-bid/



Louise



Eloise



2024/25 ACCOMPLISHMENTS

We are proud of the numerous initiatives and partnerships that have significantly enhanced our community and supported local businesses. Thanks to the dedication of our team, and the active participation of our stakeholders, we've made substantial strides in promoting and supporting our Christchurch Businesses.

2024 Accomplishments to date:

Strengthened Community Partnerships: We successfully partnered with local printed publications, contributing monthly columns that kept our community informed about BID developments and local business highlights.

Engagement and Representation: Our representatives participated in regular Christchurch Town Council meetings and BCP Council meetings. These engagements have allowed us to ensure that our local voice is heard and our concerns addressed.

Key Stakeholder Involvement: Securing seats at 7 key external stakeholder meetings enabled us to amplify our voice as a local BID, advocating for initiatives that benefit our community.

Promoting Local Businesses: Engaging a specialist social media agency to promote our town and our levy paying businesses to the local community and beyond, helping to share your businesses to a wider audience. Our collaboration with BCP Council also resulted in the creation of a promotional video for Small Business Saturday 2024, showcasing the vibrant independent business scene in Christchurch.

Town Beautification: Notable beautification efforts included planting of the tiered pedestals across the town and hanging of over 70 hanging baskets. Summer bunting also enlivened the streets from May to September.

Safety Initiatives: We successfully completed a trial of Town Radio and launched Vanguard Security patrols for Christmas 2024, enhancing safety in the town for businesses, visitors and residents. The Town Radio scheme will continue with more additions to town security to come.

Community Celebrations: We organised several events and trails helping to increase footfall and dwell time in the town. These included the Golden Easter Egg Hunt, the return of Food Fest Local on the High Street, the Big Elf Hunt and the wonderful Carols in the Square event.

The BID also sponsored Christchurch Carnival Fireworks display and Stompin' on the Quomps in the summer of 2024.





ACCOMPLISHMENTS CONTINUED

Support for Local Businesses: By offering opt-in membership to Christchurch Chamber of Trade and Commerce for all Levy Members, we have continued to strengthen local business networks and resources.

Grant Approvals: Over £60,000 of grant funding has been secured by the BID Management Team which will be used to invest in town public realm upgrades and to increase planting across the town.

There are several other projects on the horizon that are not ready for sharing yet, all updates will be shared via our website and our monthly e-newsletter. [Ensure you opt-in to receive emails](#) from us.

Plans for 2025/26

As a BID we are continually committed to further enhancing our business community. Here's a glimpse of what's in store:

Website Update: We will be revising our BID website to ensure that all information remains current and easily accessible for our BID community.

External Membership Renewals: We will renew levy member utility discounts and continue our partnership with the Christchurch Chamber of Trade and Commerce for all Levy Members.

Community Engagement: Expect to see our "Getting to Know You" questionnaire to better understand the needs of your business so we can serve you better.

Spring and Summer Activities: Summer bunting will be back in place from May onwards alongside our improved flower pedestals and hanging baskets.

We look forward to bringing Food Fest Local back to the High Street for a second year alongside supporting major events in the town with marketing promotions to increase footfall across the summer.

Together, we can build on our achievements and continue to support you, our local businesses, while fostering a vibrant and thriving Christchurch community.

We look forward to another successful year!





CHRISTCHURCH BID Q&A

What does a BID do?

Improves a local area by investing in services, and improvements. BIDs focus activity on behalf of local businesses to enhance the overall experience for visitors and residents alike.

There are more than 320 BIDs already operating across the UK, with the majority focusing on town or city centres and the benefits they have brought about include increased footfall, improved marketing, more events, better security and enhanced streets.

Who voted for Christchurch BID?

A BID is an opportunity for businesses to have a voice and make a difference in the community. Local businesses voted for Christchurch BID with a 70% majority in favour of its creation in 2021. The number of businesses in Christchurch that voted in favour of the BID was higher than the national average.

Who manages Christchurch BID?

The BID is overseen by a Voluntary Board of Directors, all of whom represent businesses from the private sector or organisations paying the Christchurch BID levy. Daily operations and organisation of the BIDs work is the responsibility of the BID Management Team.

The Management Team and the Board of Directors are responsible for the delivery of projects, events, and promotions ensuring that they are delivered in budget in accordance with the BID Current Term Business Plan.

The BID is a not-for-profit limited company, which operates with openness and transparency with representation from a wide range of Christchurch levy business owners, and stakeholders.

Can I apply to be a Director of Christchurch BID?

A BID Director is a voluntary position, and you must be a Christchurch BID levy-paying business to apply. The role of a BID Director is to provide governance for the BID company, provide strategic leadership to support the local business environment and to support the BIDs Management Team. Further information can be found on our website, or by emailing hello@christchurchbid.co.uk

Q&A cont...





Q&A CONTINUED

How much money is created by Levy payments?

Up to £600,000 of revenue could be generated for Christchurch Town Centre over a 5 year term with funding streams from grant applications as well as levy payments.

How much will my levy payment be?

For the average business, the cost of the BID levy will be less than the price of a cup of coffee per day, but collated together with other businesses, results in a significant collective funds that power projects, events, and promotions for Christchurch.

How is my levy calculated?

The BID is funded by a 1.75% levy on the rateable value of all eligible businesses within the BID area.

How is the BID levy collected?

Your levy payment is collected by BCP Council who send out an invoice in April each year.

Can I opt out of paying my levy if I don't want to be part of the BID?

Once the BID is voted in by a majority vote by local businesses, all businesses in the designated BID area are legally required to pay their levy. The levy is in addition to business rate payments and is not an optional payment. Non-payers of the BID levy will be contacted by BCP Council Collections department and may face legal action if they do not make payment.

Where can I see what the BID is doing with the money it collects?

Please visit www.christchurchbid.co.uk where you can download the BID Business Plan which sets out the details of the work the BID undertakes.

What happens if I move out of my premises?

If your business rate liability ends before the end of the financial year and you have paid your BID levy in full, you can claim a refund of the overpaid BID levy from the BCP Council Collections department.

What happens if I move into premises during the year?

If you move into premises in the BID area which are eligible for the levy, you will be liable to pay the BID levy for the unexpired portion of the financial year.

We welcome communication from our levy payers, please share any ideas or feedback via email at:

hello@christchurchbid.co.uk

