



# CHRISTCHURCH Business Improvement District

**First Term  
Achievements**



**Committed to  
Christchurch Businesses**

**Planning for a  
new five year term**



**Business Plan  
2026-2031**

**Your BID, Your Business  
Your Christchurch**





© ARTSBYTHESEA\_2022\_JB

## Contents

- 3 Introduction
- 4 Business Improvement Districts (BIDs) Explained
- 6 What Happens to Christchurch BID if it is a NO Vote?
- 7 Investing Together for a Better Christchurch
- 8 First Term Achievements
- 10 Achievements Map
- 12 Listening to You!
- 14 BID Area Map
- 16 Our Plans
- 20 How Much Will You Pay?
- 21 Five Year Investment into Christchurch
- 22 What Happens Next?
- 23 Christchurch BID Team
- 24 About the Ballot
- 25 How and When to Vote
- 26 BID Rules
- 27 Financial Management Arrangements
- 28 Get in Touch



I support Christchurch BID because I genuinely care about the experience people have when they visit our town. With a strong passion for tourism and hospitality, I see every day how a welcoming and well maintained town shapes guest impressions, reviews, and repeat visits. The BID brings businesses together, raises standards, and invests in making Christchurch a place people enjoy visiting and want to return to. I am proud to play a small part in supporting work that helps our town continue to thrive.

**Chamane Epps, Kings Arms Hotel,  
General Manager and Volunteer BID Director**

Front cover images (centre & bottom) and back cover image (bottom) © ARTSBYTHESEA\_2022\_JB



## Introduction

**Christchurch BID is proud to present our plans for our new term (2026-2031), building on the success of our first. We're dedicated to celebrating Christchurch's independent spirit while ensuring our town remains a vibrant, thriving destination.**

Your BID will administer engaging events, targeted promotions, and colourful enhancements, we will attract visitors, promote our community, retain floral displays, maintain a smart town, and advocate local prosperity for your business.

By having a BID, we can unlock additional funding & support, with the collective investment, we can continue to make Christchurch a welcoming place where we can be proud to trade, stay, visit and explore.

We have invested a significant amount of time, expertise and investment to establish the BID and learn how to create meaningful impact. Much of the first term has been about building capability, forming partnerships and understanding what works for Christchurch, and that work is already paying off.



I believe that collective investment in our town will continue to help ensure its future prosperity and maintain Christchurch as an attractive area of cultural beauty where people can be proud to live, work, and visit. The BID's work is delivering real, tangible benefits to all businesses in Christchurch. Whether you're a bustling high street shop that sees a surge in footfall during the Food Fest Local weekend, or a company that relies on local services like accountants or solicitors for HR advice, the positive ripple effect is apparent. When one business thrives, it contributes to the prosperity of the whole community, creating a stronger, more vibrant Christchurch for everyone.

**Chris Guest, Volunteer BID Chairperson**

© FHHerbage

# Business Improvement Districts

## BIDs explained

A BID is a business-led, independent, non-profit company. A BID **invests** in a designated BID area, providing extra services and projects beyond what local authorities offer. BIDs are funded by a mandatory levy on hereditaments (businesses) within the designated BID area after a successful ballot.

Each hereditament located in the designated BID area, pays a small percentage of their business rateable value to a **collective** fund administered by the BID Operations Managers and overseen by the levy-paying volunteer Board of Directors.

A BID is voted on by all eligible hereditaments, and if a majority votes **YES** (by both number and by rateable value), the BID is established for up to five years.

The revenue generated is entirely **devoted** to investment into the designated BID area. The collective funds are carefully monitored and strictly regulated.

There are over **300** BIDs across the UK, including neighbouring ones like Poole BID, Bournemouth Town Centre BID, Bournemouth Coastal BID and a little further afield, Wimborne BID and Southampton BID and many others.

### Christchurch BID focus on numerous projects, events and initiatives including:

- Place promotion
- Creation of impactful events such as **Food Fest Local**
- Planting and maintaining seasonal flowers in the 3-tiered pedestals and hanging baskets
- Installation of annual bunting and banners
- Access to grant funding (which is inaccessible to local councils and community groups)

- Christchurch-focused representation when liaising with local councils, police, and other public bodies in multi-stakeholder meetings
- Business access to training and **free** Christchurch & District Chamber membership
- Dedicated social media coverage

It is the investment from your business that ensures these activities are not lost.



# What Happens to Christchurch BID if it is a **NO** Vote?

- |  |  |
|--|--|
| <b>NO</b> Food Fest Local (High Street)                              | <b>NO</b> Business representation                      |
| <b>NO</b> Christmas Carols in the Square                             | <b>NO</b> Town ambassadors                             |
| <b>NO</b> Distinguished Gentleman's Ride                             | <b>NO</b> Free SEEDL training                          |
| <b>NO</b> Sponsorship of community events                            | <b>NO</b> Free Chamber membership                      |
| <b>NO</b> Additional events like Tail Trail & River of Hope festival | <b>NO</b> Access to additional grant funding           |
| <b>NO</b> Dedicated BID Joule vehicle                                | <b>NO</b> Voice to influence local authority decisions |
| <b>NO</b> Three-tier pedestal seasonal planting & maintenance        | <b>NO</b> Summer & Christmas What's On guides          |
| <b>NO</b> Hanging basket subsidy and installation                    | <b>NO</b> Social media promotion                       |
| <b>NO</b> Bunting procurement and installation                       | <b>NO</b> Destination marketing video                  |
| <b>NO</b> Lamppost banner installation                               | <b>NO</b> Bus stop advertising                         |

There is **NO** likelihood of establishing another BID in the town because the previous grants used to establish BIDs are **NO** longer available.



Being part of the BID has connected me with people and businesses I might never have met otherwise. They've consistently looked out for us and offered support whenever they can, and it's made a real difference. I can see the positive impact they're having on Christchurch town centre; without their work, our high street would feel far less colourful, welcoming, and loved.

**Morinna, The Free Range Cracker Company Ltd**

Invest in Christchurch's future. Vote **YES** to another five years of progress!

# Investing Together for a Better Christchurch

Retaining Christchurch BID means an investment of more than **£800,000** will be injected into Christchurch over the next five-year term, providing enhancements to the local trading environment, and delivering tangible benefits to our town. Christchurch BID ensures that local investment is directed towards priorities identified by the businesses themselves.

Christchurch may be considered a small town with a small BID to some. However, with collective business investment coupled with a diligent plan of work and efficient use of resources ensures we are seen as an equal to neighbouring competition.

I have been involved in the BID since its inception back in 2021, where we faced the biggest challenge, COVID-19!

We found it critical to come together, pool our resources, and help one another. I believe that we are stronger together when we shop, live, and spend locally. This is an opportunity to build on the good work that has been started for the combined benefit of the town.

**Tim Lloyd, Captains Club Hotel & Spa, Managing Director and Volunteer BID Director**



# First Term Achievements

Over our first term, we've been actively supporting, promoting, and enhancing our town. Hosting spectacular events such as **Food Fest Local**, which brings thousands of visitors to Christchurch, and adding **The Carols in the Square** event to the **Christmas in Christchurch** programme.



There is **NO** replacement body that will deliver these services.

## Enhanced

- Secured grant funding to:
  - Upgrade three-tiered planters
  - Install new lamppost banners
  - Purchase & operate electric utility vehicle, Joule
- Installed, subsidised hanging basket floral displays since 2023
- Improved the town's appearance with colourful annual bunting
- Organised additional cleaning and weeding, sustaining the town's attractiveness

## Animated

We've supported and delivered a wide range of events. Supporting community organisations to build impactful events that bring footfall to Christchurch.

- Festivals & events:
  - Food Fest Local 2024/25/26
- Seasonal activities: Shop trails and the annual Pancake Race
- Community celebrations:
  - Jubilee 2022 & Coronation of Charles III
- Yuletide Light Switch on
- Fringe Festival
- Sponsored major events, including:
  - Stompin' on the Quomps
  - Christchurch Carnival
  - Park Yoga
  - Inside Out Dorset River of Hope Festival
  - Julia's House Tail Trail



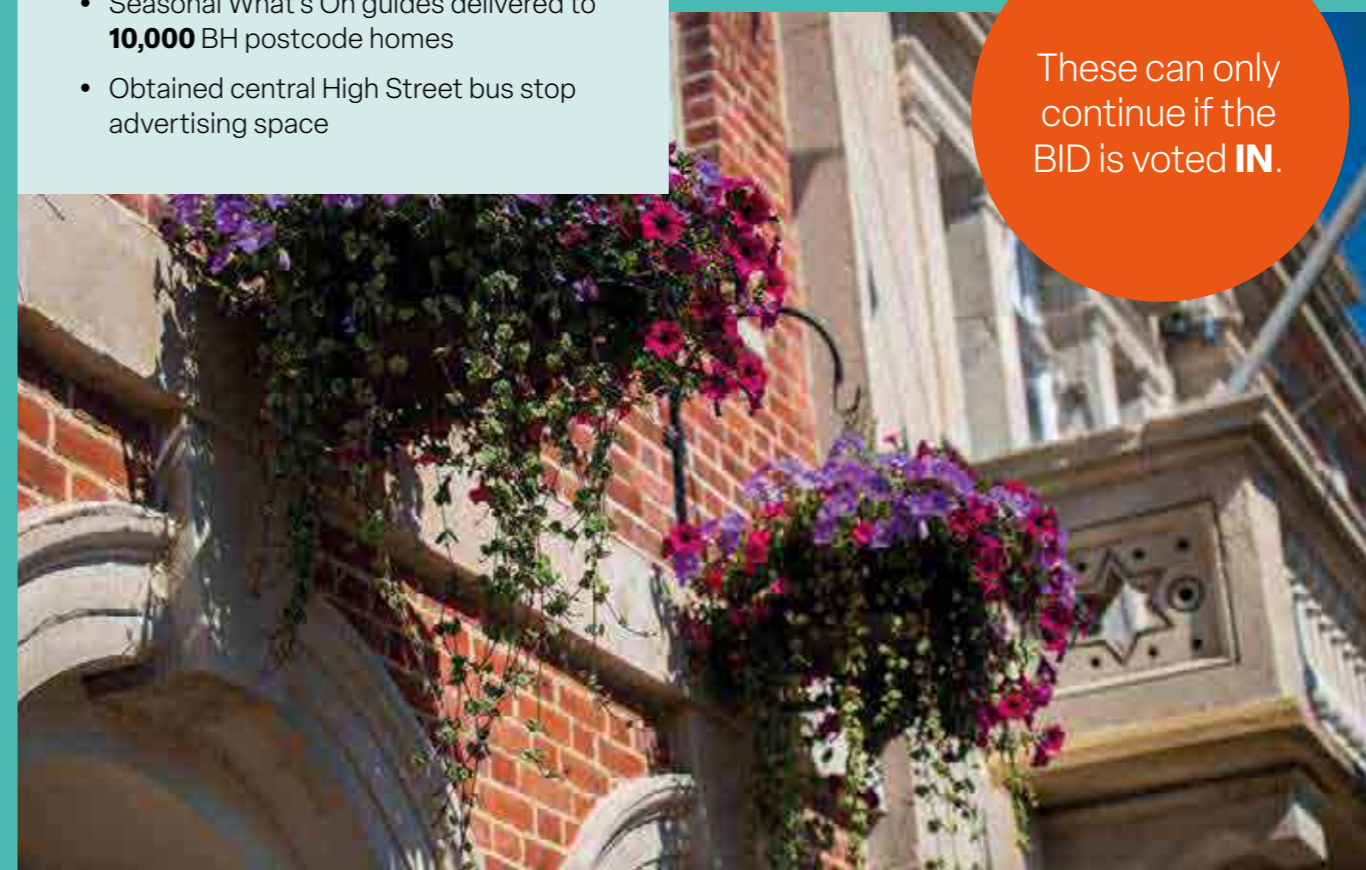
## Promoted

- Destination Marketing for Christchurch including digital campaigns to promote the town and increase reach. Including a Welcome to Christchurch film shown at The Regent before cinema screenings
- Social media promotion
- Seasonal What's On guides delivered to **10,000** BH postcode homes
- Obtained central High Street bus stop advertising space

## Supported

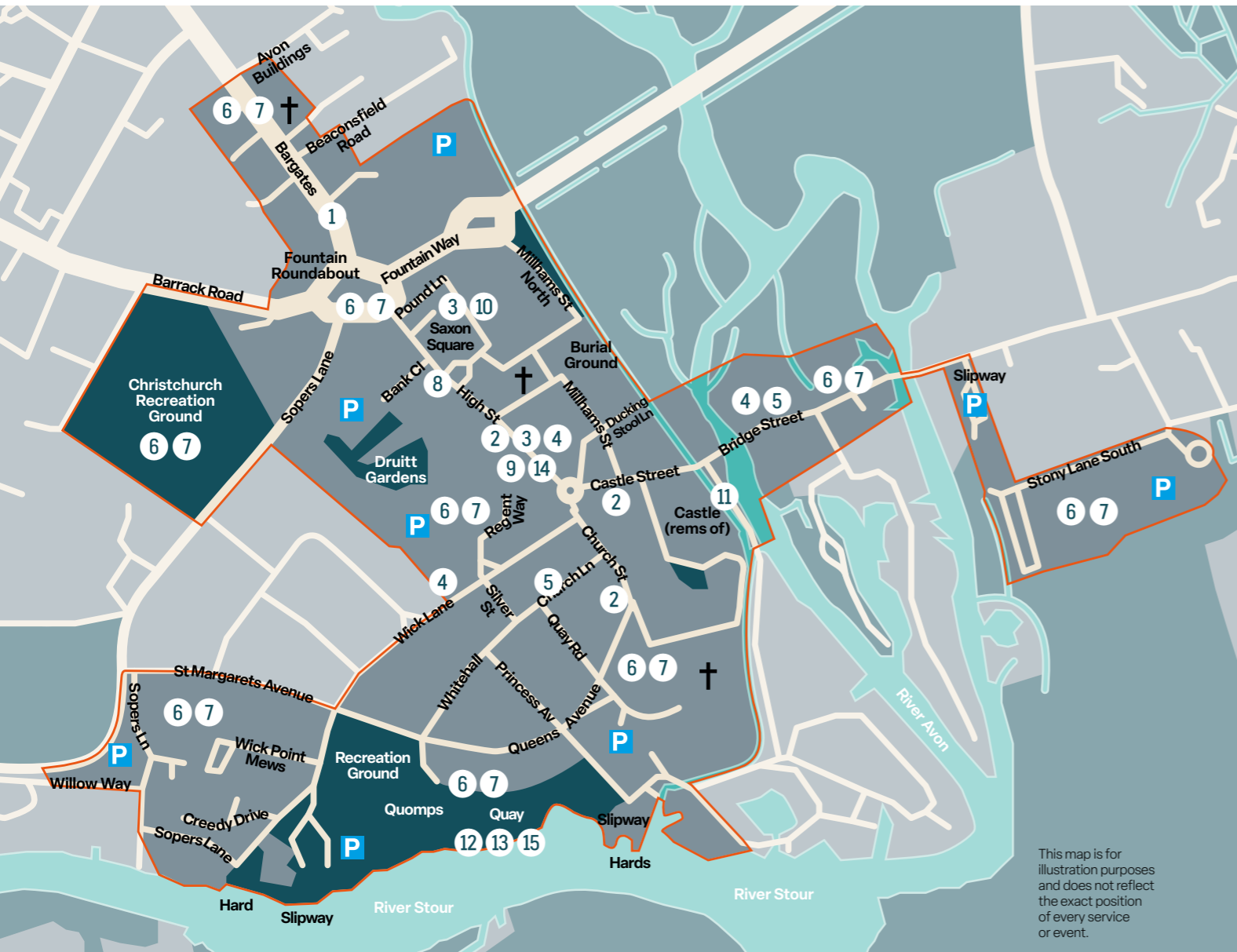
- Secured additional grant funding of **£170,000** in our 5-year term & directly invested back into Christchurch
- Representation and advocacy at external stakeholder meetings, including:
  - Dorset Safer Business Partnership – Business Crime
  - Christchurch Resilience Meeting – Roadworks & Economic Growth
  - Destination Management Board – Tourism Partnership
- **FREE** online SEEDL training for all ratepayers, their employees and volunteers
- **FREE** opt-in Christchurch Chamber membership
- Develop cost-saving initiatives on utilities such as water and electricity with Full Power Utilities
- **FREE** UKPAC crime reporting software

These can only continue if the BID is voted **IN**.



# Achievements Map

Retaining Christchurch BID means an investment of more than **£800,000** will be injected into Christchurch over the next five-year term, providing enhancements to the local trading environment, and delivering tangible benefits to our town. Christchurch BID ensures that local investment is directed towards priorities identified by the businesses themselves.



This map is for illustration purposes and does not reflect the exact position of every service or event.

- |                        |                                   |  |
|------------------------|-----------------------------------|--|
| 1 Lamppost banners     | 6 Joule                           | 11 Tail Trail                          |
| 2 Bunting              | 7 Destination video               | 12 Inside Out – River of Hope Festival |
| 3 Hanging baskets      | 8 Bus stop advertisement          | 13 Christchurch Carnival Fireworks     |
| 4 Three-tier pedestals | 9 Food Fest Local                 | 14 Distinguished Gentleman's Ride      |
| 5 Flower troughs       | 10 Christmas Carols in the Square | 15 Pancake Race                        |

We're **proud** of what we've achieved and excited about what we can still accomplish.

SECURED GRANT & LEGACY FUNDING	SUPPORTED THE LAUNCH OF HERITAGE TRAILS	FULL SOCIAL MEDIA CAMPAIGNS TO INCREASE TOWN CENTRE FOOTFALL	BUS STOP ADVERTISING	GOOD NEWS PRESS RELEASES IN PRINT & ONLINE MEDIA
ENHANCING Christchurch	ANNUAL BUNTING INSTALLATION	INCREASED FLORAL DISPLAYS & INSTALLED LAMP POST BANNERS	PROMOTING Christchurch	MONTHLY E-NEWSLETTER
HANGING FLORAL DISPLAYS	65 HANGING BASKETS EACH YEAR	SEASONAL ACTIVITIES INCLUDING CHRISTMAS ELF HUNT & EASTER SHOP TRAIL	3+ SOCIAL MEDIA POSTS PER WEEK PROMOTING BID BUSINESSES & EVENTS	SEASONAL WHAT'S ON GUIDES DELIVERED TO 10,000 BH POSTCODE HOMES
THE BIG SPRING CLEAN	EXPERIENCING Christchurch	CAROLS IN THE SQUARE	FREE OPT-IN CHRISTCHURCH CHAMBER MEMBERSHIP	BID BRIEFINGS FOR LEVY BUSINESSES TO NETWORK, DISCOVER & GIVE FEEDBACK
LOCAL EVENT SPONSORSHIP	FOOD FEST LOCAL	LOBBYING LOCAL COUNCILS	SUPPORTING Christchurch	FREE ONLINE TRAINING



I joined Christchurch BID in August 2024 as I wanted to see how my investment in the BID was being used. Initially my knowledge around BIDs was limited, since joining, my understanding of what our BID brings to the area has expanded and I view the BID as a valuable asset to any business community. We have a dedicated operations management team and committed (levy-paying) Directors who are actively shaping our town's future, and this can only lead to a better Christchurch for everyone.

**Dave Burns, Thomas Tripp,**  
Proprietor and Volunteer BID Director

# Listening to You!

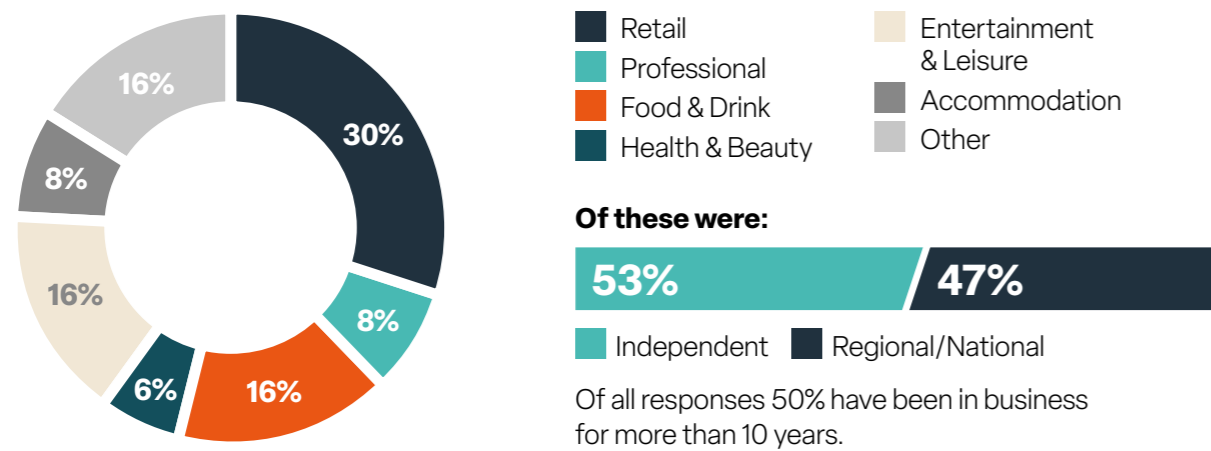
Extensive engagement has been conducted over the last few months, we have delivered a series of in-person meetings with both the Board of Directors and BID operations team. We have sent an anonymous survey to all ratepayers via a hand delivered postcard and newsletter and replicated this onto our monthly e-newsletter. The results from this survey can be seen below:

### This was to ask:

- What's working well?
- What could be improved?
- What new ideas should we explore?

**We have collated the survey results and your feedback will directly shape the next term BID Business Plan.**

## Who Took Part Percentage of replies by sector:



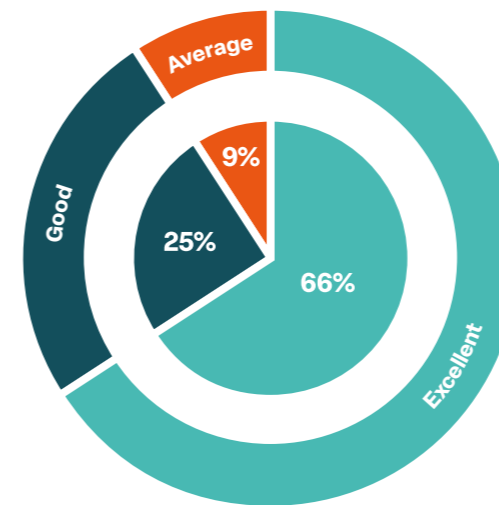
## What You Said

From the services currently provided by Christchurch BID you said the following were the most important to your business:

Enhanced	Animated	Promoted	Supported
<b>Most important</b> Enhanced Cleaning, Floral Display, Tackling Vacant Shops	<b>Most important</b> Food Fest Local, Christmas Lights Carols in the Square	<b>Most important</b> Social Media, Seasonal What's On Promotions	<b>Most important</b> Grant Funding

**90%** of responses felt Christchurch BID provides 'value for money'

## BID Performance



### BID 'Businesses' Top Challenges'



**83% of businesses say they would vote 'Yes' for a Christchurch BID new five term.**



### General comments:

- The BID managers are excellent ambassadors for Christchurch
- BID are too focused on High Street

### Concerned about:

- Local Authority cutbacks in services
- Upcoming changes to Business Rates system
- Inflationary Increases

### In Conclusion

Following extensive research coupled with achievable outcomes, the focus for the second term business plan should ensure that Christchurch BID builds upon existing projects and services to deliver value for every BID ratepayer across all sectors.



Many towns across the UK have seen their sense of identity eroded over the past decade. As an independent business owner, I can see how having a BID in Christchurch has helped to foster the right environment for my business to thrive and strengthen our unique identity. It has promoted our town and helped secure visitors, ensuring a steady trade all year round. Having a strong business community who value and champion Christchurch to be a safe, welcoming and attractive place to visit and spend time in only makes things better.

**Fi Herbage, Kimmeridge,  
Proprietor and Volunteer BID Director**

# BID Area Map

Following detailed consideration, it is proposed that the BID boundary should remain the same as the first term and continue to cover the area shown on the following plan.

The following streets therefore fall within the defined BID boundary for the purposes of the ballot and any subsequent levy process:

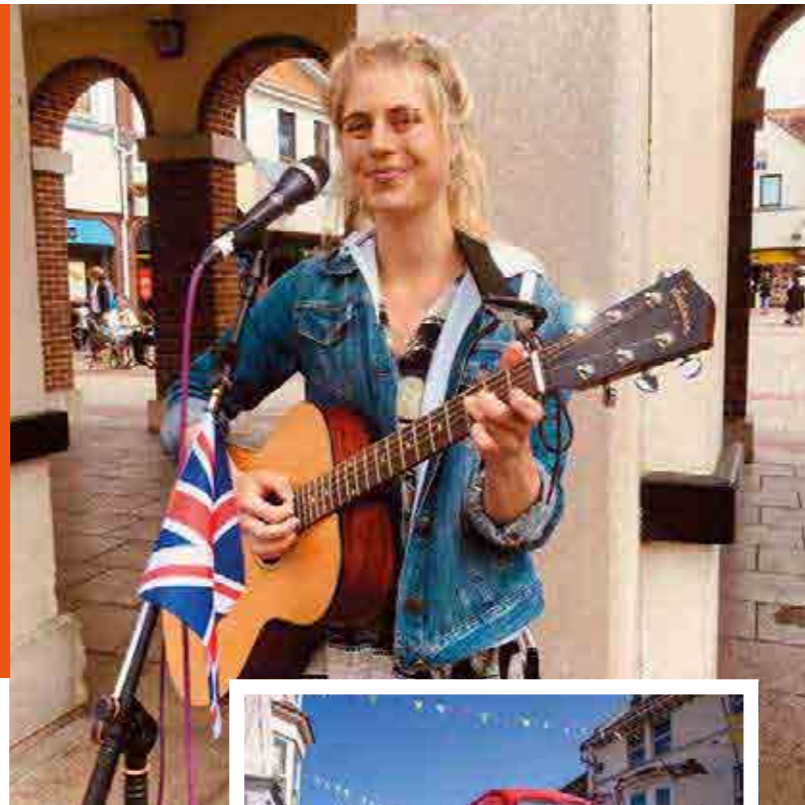


- BANK CLOSE**
- BARGATES**
- BARRACK ROAD**
- BEAONSFIELD ROAD**
- BRIDGE STREET**
- CASTLE STREET**
- CHURCH LANE**
- CHURCH STREET**
- CREEDY DRIVE**
- DUCKING STOOL LANE**
- FOUNTAIN WAY**
- HIGH STREET**
- MILLHAMS STREET**
- MILLHAMS STREET NORTH**
- POUND LANE**
- PRINCESS AVENUE**
- QUAY ROAD**
- QUEENS AVENUE**
- REGENT WAY**
- SAXON SQUARE**
- SILVER STREET**
- SOPERS LANE**
- ST MARGARETS AVENUE**
- STONY LANE SOUTH**
- THE QUAY**
- WHITEHALL**
- WICK LANE**
- WICK POINT MEWS**
- WILLOW WAY**

# Our Plans

Christchurch BID has built strong foundations during our first term. The numerous tried and tested projects and installations that are firm favourites and will continue to be refined.

Your BID will continue to promote the perfect blend of opportunity and lifestyle to benefit the visitor and business economy playing a pivotal role in taking Christchurch forward with a set of effective key priorities.



## ENHANCING Christchurch



- ✓ **Joule**, our electric vehicle will keep Christchurch beautiful with additional maintenance, cleaning, and tidying in the BID area
- ✓ Christchurch BID will:
  - Subsidise, organise, and install seasonal **hanging floral baskets**
  - Fund seasonal **floral displays** in the BID's three-tiered pedestals and troughs
  - Enhancing the town's appearance with colourful bunting and lamppost banner installations



Vote  
**YES**

## EXPERIENCING Christchurch



- ✓ Implementation and curation of impactful events and festivals such as **Food Fest Local** and **Christmas Carols in the Square**
- ✓ Sponsoring community events and festivals such as the **Christchurch Carnival** and the **Distinguished Gentleman's Ride**, fostering collaboration, and reinforcing economic growth
- ✓ Refine and revive popular events and trails, animating our town to increase footfall and dwell time
- ✓ Discover and introduce novel experiences, such as the **Julia's House Tail Trail**, to expand on our events programme

## PROMOTING Christchurch



- ✓ Destination marketing, including digital campaigns and videos to promote Christchurch
- ✓ Seasonal **What's On in Christchurch** guides delivered to **15,000** BH postcode homes, and advertised in publications to promote Christchurch to a wider audience
- ✓ Year-round central high street bus stop advertising, to promote the town's events
- ✓ Social media content creation and business promotion



© ARTS&THESEA, 2022, JIB

A **YES** vote ensures that promotional activities focus on attracting more visitors to Christchurch with a co-ordinated strategy of marketing and advertising with local partner organisations to improve the range of tourism activities.

## SUPPORTING Christchurch



- ✓ Christchurch BID Managers to be the ambassadors of Christchurch
- ✓ We will continue to identify and apply for appropriate grants to inject funds directly into Christchurch Town
- ✓ Christchurch & District Chamber of Trade and Commerce membership for ratepayers, to encourage close business relationships in town
- ✓ Christchurch focused representation liaising with local councils, police, and other public bodies in multi stakeholder meetings
- ✓ Cost reduction initiatives on utilities
- ✓ **SEEDL** training, with over **250** varied online courses for your staff and volunteers



## How Much Will You Pay?

For the majority of businesses, investment is a relatively small sum. The total contributions from BID levy provide a considerable budget to be spent entirely in the BID levy area. This collaborative effort provides substantial buying power and leverage, enabling positive services and events that would otherwise not be possible.

The Christchurch BID multiplier on the non-domestic rateable value of a hereditament is **2%** and this means that the BID would cost your businesses approximately:

National non-domestic table value (NNDR) of hereditament	Cost per working day (avg.)	Cost per month (avg.)
<b>Under £10,000</b> – 22.96% in BID area	£0.60	£12.99
<b>10,000 - £20,000</b> – 39.69% in BID area	£1.16	£25.15
<b>20,000 - 30,000</b> – 14.79% in BID area	£1.86	£39.03
<b>30,000 - 40,000</b> – 6.61% in BID area	£2.67	£54.69
<b>40,000 - 50,000</b> – 1.56% in BID area	£3.35	£70.00
<b>50,000 - 100,000</b> – 10.51% in BID area	£5.19	£112.17
<b>100,000 - 200,000</b> – 2.72% in BID area	£9.53	£180.08
<b>200,000 - 300,000</b> – 0.78% in BID area	£21.00	£455.00
<b>300,000 - 400,000</b> – 0.39% in BID area	£26.00	£554.17



**Your levy contributes to more than you realise!**  
Combining the levy collected provides an impactful budget for your Christchurch BID to orchestrate & manage events, oversee projects, direct services, and support your Business.

## Five Year Investment into Christchurch

Christchurch can remain economically competitive and **attract** visitors & customers into the town centre, this can be achieved with a **diligent** plan of works, efficient use of resources and targeted **investment** directly into Christchurch.

	Year 1	Year 2	Year 3	Year 4	Year 5	Totals
<b>Income</b>						
BID Levy	£160,000	£160,000	£160,000	£160,000	£160,000	£800,000
Additional Income	£21,000	£21,000	£21,500	£21,500	£21,500	£106,500
<b>Total Income</b>	<b>£181,000</b>	<b>£181,000</b>	<b>£181,500</b>	<b>£181,500</b>	<b>£181,500</b>	<b>£906,500</b>
<b>Expenditure</b>						
ENHANCING Christchurch	£38,500	£38,500	£38,500	£38,500	£38,500	£192,500
EXPERIENCING Christchurch	£37,500	£37,500	£37,500	£37,500	£37,500	£187,500
PROMOTING Christchurch	£26,000	£26,000	£26,000	£26,000	£26,000	£130,000
SUPPORTING Christchurch	£20,745	£20,745	£20,745	£20,745	£20,745	£103,725
<b>Sub Total</b>	<b>£122,745</b>	<b>£122,745</b>	<b>£122,745</b>	<b>£122,745</b>	<b>£122,745</b>	<b>£613,725</b>
Operating Costs	£53,463	£53,463	£53,463	£53,463	£53,463	£267,315
Contingency	£5,000	£5,000	£5,000	£5,000	£5,000	£25,000
<b>Sub Total</b>	<b>£58,463</b>	<b>£58,463</b>	<b>£58,463</b>	<b>£58,463</b>	<b>£58,463</b>	<b>£292,315</b>
<b>GRAND TOTAL</b>	<b>£181,208</b>	<b>£181,208</b>	<b>£181,208</b>	<b>£181,208</b>	<b>£181,208</b>	<b>£906,040</b>

### Notes:

The BID finance table represents an indicative budget based on estimated levy income from the rating list at the time of writing.

The BID Company does not expect any reserves transferred from BID term one to BID term two of more than £5 per hereditament.

Central operational costs include staff, office accommodation and bills, levy collection costs, legal, audit and accountancy costs associated with running the BID.

A contingency on expenditure of 5% has been allowed to enable flexibility within the plan.

The bulk of BID income is derived from the hereditament levy, prudently allowing for an anticipated collection rate of 95% inline with industry criteria. In addition to the above, Christchurch BID will have generated an additional 10% of income from Food Fest Local contributions by the end of its first 5-year term, creating an additional 10 pence for every pound invested by businesses.

All decisions on expenditure and budget allocation will be governed by the BID Board. Any variations to the percentage theme allocation beyond 10% of the whole will be subject to a members EGM.

# What Happens Next?

**A positive result in the BID Ballot will mean that Christchurch BID Ltd, an independent, not-for-profit company, limited by guarantee, will continue to govern and manage the BID.**

The Company will have Members and a Board of Directors composed of representatives from levy paying hereditaments or equivalent voluntary contributors. Additional, non-levy paying members may be co-opted, as required.

Board Director positions are unpaid and voluntary and will include a mix of sectors and geography of business that operate within the BID area as well as having the necessary skills and experience required to deliver the BID Business Plan.

Any person employed or engaged by or connected to a levy ratepayer, willing to act as a director, may be appointed to the Board subject to approval by a decision of the Board of Directors or by Ordinary Resolution of the Members.

Any ratepayer may nominate one appropriate person to become a Member of the Company.

Observers, such as representatives from public agencies, may be welcome to attend and contribute to the Directors' meetings.

The BID company will not be able to generate a profit; any surplus must be allocated to the projects and services agreed upon by the ratepayers and the Board of Directors.



The BID will continue to employ a dedicated operations management team to ensure effective and efficient delivery of the projects outlined in this Business Plan. This team will:

- Be the main point of contact between BID ratepayers and the Board
- Manage and deliver the projects set out in the BID Business Plan
- Actively seek additional financial contributions towards the BID budget

**Regular updates will be communicated to ratepayers via newsletters and e-bulletins on the BID website. Annual reports and accounts will be produced at the end of each financial year and will be available online and in the Annual Review.**

# Christchurch BID Team

## Operations Team



**Louise Berkhauer** | Joint Operations Manager

Lou brings a wealth of experience in operations and event management, delivering impactful projects and events for Christchurch.

With a keen eye for detail and a strategic approach, Louise is dedicated to ensuring that our initiatives elevate business success and increase footfall. She represents your business and our town, reflecting ratepayer business voices are heard.



**Eloise Howes** | Joint Operations Manager

Ellie combines her expertise in marketing and stakeholder engagement to drive promotion, connection, and collaboration.

Known for her efficient style, Ellie is often found cultivating and streamlining procedures. She is committed to fostering lasting relationships with business owners and community stakeholders.

## Directors



**Chris Guest**  
Chair

Druitt Hall  
Community  
Association



**Fi Herbage**  
Vice Chair

Kimmeridge



**Cllr  
Richard Herrett**

BCP Council



**Ian Penny**

Ye Old Eight Bells



**Tim Lloyd**

Captains Club  
Hotel & Spa



**Dave Burns**

Thomas Tripp



**Anna Thomson**

Pizza Express



**Chamane Epps**

The Kings Arms  
Hotel



**Rhiannon  
Stevinson**

Frettons

# Your Vote Matters to Christchurch

## About the Ballot

This BID Ballot is open to a vote by all eligible businesses in the BID area. A majority **YES** vote (both by number and by rateable value), will establish a new term of the BID of up to five years with payment of the levy being mandatory on all eligible businesses within the BID area.

All revenue generated will be ringfenced and reinvested back into the BID area inline with the five year business plan. BIDs operate under legislation and are carefully regulated.

A positive **YES** vote in the ballot will see Christchurch BID continue to operate for five years from **1st November 2026** until **31st October 2031**.

Vote  
**YES**



The first term has been essential in developing the expertise, partnerships and understanding needed to make a meaningful difference, and Christchurch BID is now at the point where that experience can be fully leveraged. Supporting a second term ensures that the progress made is not lost and that Christchurch can benefit from the momentum already created.

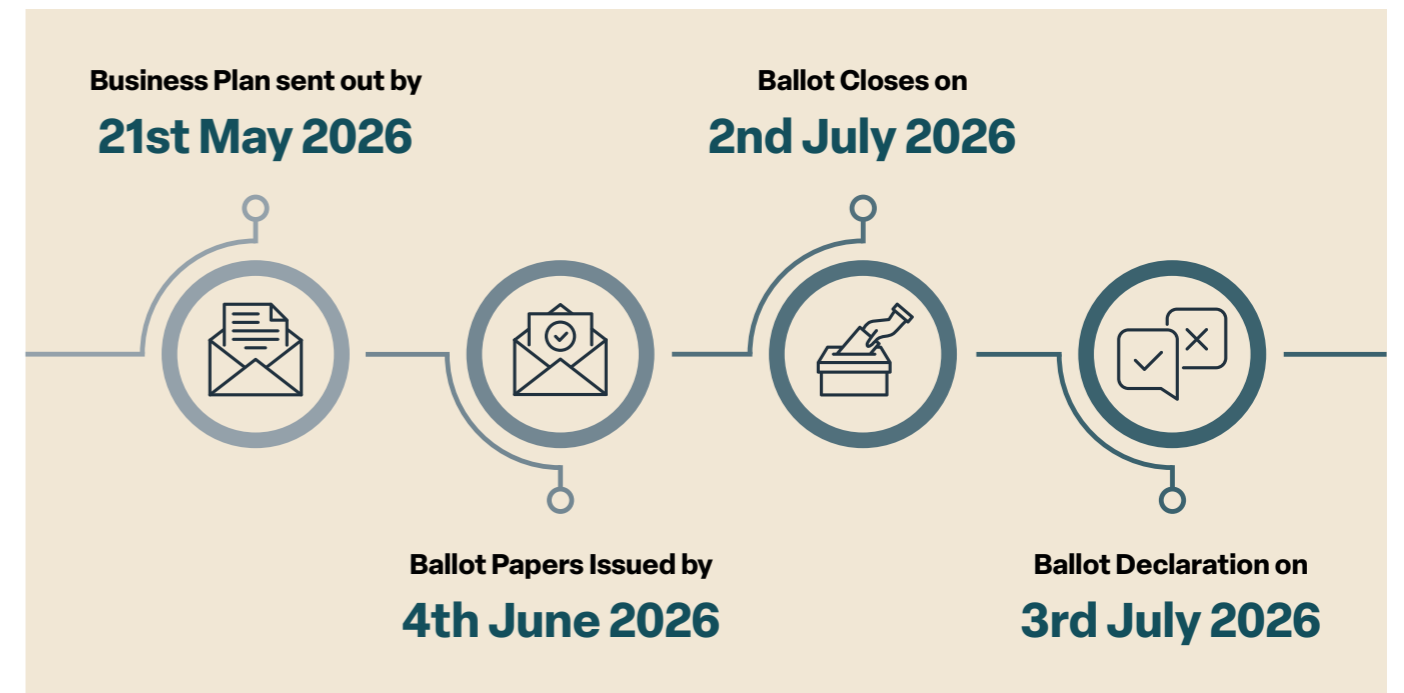
**George Crofts, Hookings Crofts Solicitors**

## How and When to Vote

The ballot will be held in accordance with The Business Improvement Districts (England) Regulations 2004 as amended. The ballot will be a postal ballot of all hereditaments in the BID area liable to pay the BID Levy and will be conducted by Civica on behalf of the Ballot Holder/Returning Officer at BCP Council.

The notice of Ballot will be communicated **21st May 2026** to all eligible hereditaments. The 28-day ballot period is proposed to be run from **4th June 2026** to **2nd July 2026**. All eligible hereditaments in the BID area entitled to vote will be notified of the ballot arrangements and will be sent the ballot papers. Proxy voting can be arranged for those who require it.

The first term of Christchurch BID ends on **31st October 2026**, and the BID now requires a new term ballot to continue providing its services, projects, and events.



I am proud to support the BID as it enters its second term, having significantly transformed our town into a destination for tourists through regular events and initiatives, such as vibrant floral displays and the successful food festival. These efforts have brought much-needed foot traffic to Christchurch's town centre.

My journey as a BID director began after attending a bi-annual update, where I was inspired by the BID's vision and plans for our community. Eager to contribute more actively, I sought a role that would allow me to influence the positive developments in Christchurch. Through this involvement, I've forged strong relationships with fellow local businesses, enabling us to support one another in challenging times.

**Anna Thomson, Pizza Express,  
General Manager and Volunteer BID Director**

# BID Rules

1

This is the New Term BID proposal to cover the period **1st November 2026 to 31st October 2031** inclusive.

2

All National Non-Domestic Ratepayers within the proposed boundary, as outlined within this Business Plan, would be liable to pay the BID levy, with the exception of **1) Any hereditament with a rateable value below £5,000, 2) Any School or 3) Any Day Nursery**, (all of which categories will be exempt. In the event of any queries regarding exempted status, the BID Board would make the decision).

3

The annual BID levy is proposed at **2%** of applicable rateable value using the latest rateable value list.

4

The BID levy would be charged on a daily basis, paid annually in advance and invoices would be issued to the BID ratepayer as liability arises.

5

In the event of a change of ratepayer within part of a year, or billing period, liability would be calculated and, if there is an overpayment, it would be refunded and the new ratepayer, would be charged for the remainder of the year, or billing period, with immediate effect.

6

Any new hereditament entered in the rating list, within the BID boundary during a billing period, not exempt under the BID rules would be subject to the BID levy.

7

In year one of the operation of the BID, invoices would be issued on a pro-rata basis for 5 months to cover the period **1st November 2026** up to and including **31st March 2027**. For the four subsequent years, invoices would be issued to cover the period **1st April** up to and including **31st March**. Final invoices would then be issued on a pro-rata basis for 7 months to cover the period **1st April 2031** up to and including **31st October 2031**.

8

The proposed billing periods are therefore as follows:

BID Year	Billing Period
1 (5 months)	1st November 2026- 31st March 2027
1 & 2 (12 months)	1st April 2027-31st March 2028
2 & 3 (12 months)	1st April 2028-31st March 2029
3 & 4 (12 months)	1st April 2029-31st March 2030
4 & 5 (12 months)	1st April 2030-31st March 2031
5 (7 months)	1st April 2031-31st October 2031

9

The liability for the BID levy on any eligible vacant hereditaments, or hereditaments undergoing refurbishment, would revert to the ratepayer as defined under prevailing Non-Domestic Rates legislation, with no void period.

10

The BID Board may exercise the ability to raise the BID levy on an annual basis for the duration of the BID, with such increases limited to the increase in the Consumer Price Index of the preceding year.

11

Collection and enforcement arrangements will be similar to those for the collection and enforcement of Non-Domestic Business Rates, with the BID company responsible for any debt write off. Any write-offs would be submitted to the BID Board for approval.

12

VAT will not be charged on the BID levy collected.

13

The BID levy will not be affected by the small business rate relief scheme, service charges paid to landlords, exemptions, relief or discounts prescribed in the Non-Domestic Rating (Collection and Enforcement) (Local Lists) Regulations 1989 made under the Local Government Finance Act 1988a.

14

No refunds would be given in respect of rateable value changes which affect past billing periods.

15

Voluntary BID contributors would be welcomed, although will not be entitled to vote in the BID ballot. Such voluntary contributions would be paid by separate agreement with the BID company.

# Financial Management Arrangements

The BID will be managed by a Company Limited by Guarantee and will follow all typical Companies House requirements, including the filing of annual accounts, which will consequently be available to the BID Ratepayers. An annual report will also be made available publicly.

The BID Company is not required to have an external audit. However, for best practice, The BID Company will have two audits during each term.

The BID Regulations require summary information on income and expenditure to be sent with BID Levy invoices each year; this will be carried out.

The Board of Directors will be provided with regular management accounts.

An Operating Agreement will be agreed upon with the BCP Council to outline the collection and enforcement arrangements.

At least two monitoring meetings will take place between relevant personnel from the BID and the Billing Authority to monitor the Operating Agreement and day to day collection and enforcement arrangements.





## Get in Touch

[hello@christchurchbid.co.uk](mailto:hello@christchurchbid.co.uk)

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

Registered Address: C/O Frettens, The Saxon Centre, 11 Bargates, Christchurch BH23 1PZ

 @BIDchristchurch

 @christchurchbid

 christchurch-bid