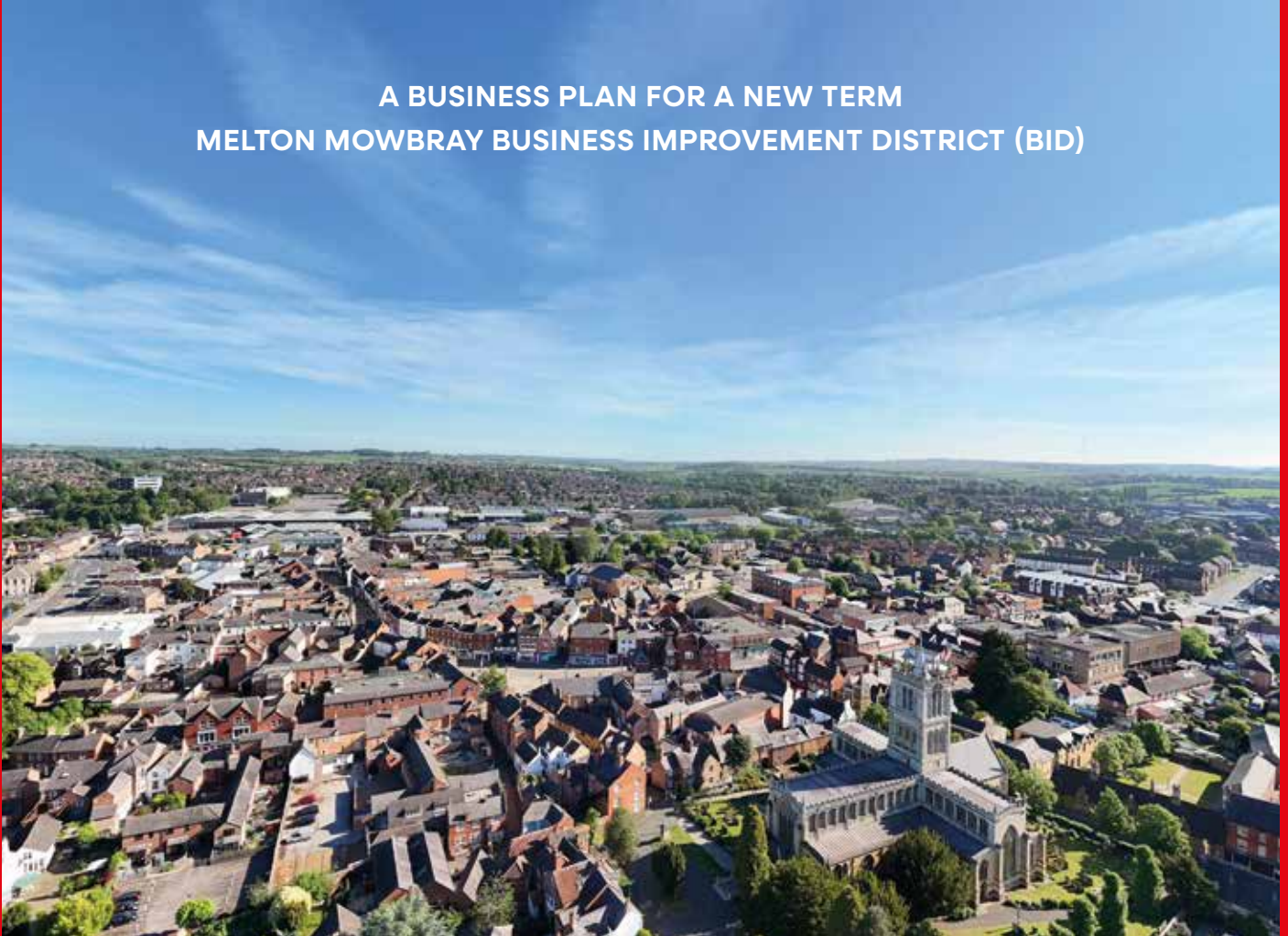




MELTON BID Business Plan 2026-2031

**A BUSINESS PLAN FOR A NEW TERM
MELTON MOWBRAY BUSINESS IMPROVEMENT DISTRICT (BID)**







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'Having a strong, independent voice for Melton businesses will soon be more important than ever.'



Leicester Street boasts a fantastic blend of established independents and businesses opened in the last 12 months.

INTRODUCTON

Dear Melton BID Businesses

Over the past five years, Melton BID has reinvested over £800,000 directly into the town—delivering projects that support businesses, enhance the trading environment, and make Melton a more vibrant place to live, work and visit.

We've gone even further—securing around £10,000 per year in additional funding, bringing in extra investment without increasing costs to you. That means more impact, more activity, and more value for our business community.

Everything we deliver is additional to council services—focused on what matters most: marketing the town, driving footfall through events, improving safety, enhancing the streetscape, and supporting local businesses.

As local government evolves, having a strong, independent voice for Melton businesses will be more important than ever. That's where we come in. Your support enables us to keep investing in Melton, championing your interests, and ensuring the town continues to thrive—not stand still.

We've achieved a lot together. With your vote, we can go even further.

RICHARD GRIFFITHS
Chair, Melton BID



BUSINESS IMPROVEMENT DISTRICTS (BIDS) EXPLAINED



WHAT IS A BUSINESS IMPROVEMENT DISTRICT?

A BID is a defined area where businesses invest in improvements beyond those provided by local authorities. Each eligible business located in the designated BID area, pays a small percentage of their business rateable value to a collective pot administered by the BID Company. The work of the paid BID Manager is overseen by the levy-paying volunteer Board of Directors. The revenue generated is ring fenced and invested into the BID area in line with the 5-year business plan.

BIDs operate under legislation and are carefully regulated. BIDs last for a maximum of five years before they must vote again to continue. There are over 350 BIDs across the UK, including neighbouring ones like Ashby-de-la-Zouch, Hinckley, Loughborough and Leicester.

ABOUT MELTON BID

Melton BID is an independent, not-for-profit company managed by a voluntary Board of Directors representing local levy-paying businesses. Any levy payer or voluntary contributor can apply to become a member. All Board members serve without remuneration.

INVESTING IN YOUR BUSINESS

Melton BID supports businesses in our area through high profile and quality marketing, advocating on your behalf for better access and facilities and helping your finances and business by reducing costs through collective negotiation and attracting funding.

VOTING

A BID only comes into being if businesses vote for it. If you pay the BID levy, you are eligible to vote. A majority 'Yes' vote (by number and rateable value) will renew the BID for another five years.

WHAT HAPPENS IF WE DON'T ACHIEVE A MAJORITY 'YES' VOTE?

IF THE MAJORITY VOTE IS **'NO'** MELTON BID ENDS NOVEMBER 2026.

All current services, projects, marketing, events, business support and funding enhancements will come to an immediate stop.

This includes the current BID services outlined below:

60,000 'What's-On' guides each year

Distributed widely to keep visitors and residents informed on upcoming events and now includes a handy town map.

Melton Business Forum

Held in partnership with Melton Borough Council, the Business Forum is a chance for businesses to meet and share ideas on the latest hot topics.

Saving levy-payers money on recycling

Every year over 200 tonnes of recycling is removed from BID businesses—with a collective saving of over £50,000 on individual contracts.

Melton BID Business Awards

Launched in 2025, our prestigious annual awards ceremony is a glittering celebration of the best of Melton business and entrepreneurship.

S.M.A.R.T. Scheme

Our business-watch network of 250+ members connects local retailers and venues via 170 dedicated radios to prevent shoplifting and anti-social behaviour.

£20,000 in Business Grants handed out annually

Melton BID has helped over 400 projects in the last 5 years, investing £100k to allow levy payers to make vital improvements to their businesses.

BID Hub

Delivering twice-weekly drop-in sessions, the Melton BID Hub gives levy payers direct access to the BID Manager for business support and advice.

Super Saturdays

Joining forces with Melton Mowbray Town Estate, the BID has placed emphasis on pride of place and our street markets have been powered-up in 2026.

Pub Watch

Our nationally recognised scheme to strengthen and secure the nighttime economy. Supported by 20 licensed premises and in partnership with Melton Police and Melton Borough Council



VOTE 'YES' IN THE BALLOT TO CONTINUE ENJOYING ALL OF THESE BID SERVICES.

LISTENING TO YOU FOR A BETTER MELTON

Extensive engagement has been conducted over the last few months, including our Achievements Newsletter and Survey to all levy payers, group consultation at the Business Forum and in-person meetings with the BID Team.

We have collated the survey results, and your feedback has helped shape the next term BID business plan.

Below is a summary of BID initiatives rated important by the vast majority

- ✓ **88%** BID recycling scheme (250+ businesses)
- ✓ **88%** Supporting Melton in Bloom with the Street Scene (Gold Award achieved in 2024)
- ✓ **94%** Partnerships with The Stockyard and Melton Mowbray Town Estate
- ✓ **94%** 'Elevate Your Business' Grants
- ✓ **94%** Resus Ready Town (Defibrillator Installation)
- ✓ **94%** S.M.A.R.T. radios and PubWatch, improving town security
- ✓ **94%** Sponsorship of flagship Melton events such as 1940s Weekend, Folk Festival & Car Nights
- ✓ **94%** Key partner in the Christmas Market, bringing significant footfall to the town

(Source: Melton BID Renewal Survey)



SURVEY HIGHLIGHTS:

OVER
88%

of businesses agree
Melton BID provided
VALUE FOR MONEY

OVER
97%

of businesses thought that
Melton BID's service was
'GOOD' OR 'EXCELLENT'

79%

said they would **VOTE YES**
for the BID again

(Source: Melton BID Renewal Survey)



“

Melton BID has supported Kick Up The Arts from the very beginning in 2023, and we genuinely couldn't have done it without them.

From helping us establish our venue and providing invaluable advice, to supporting us through their grant scheme and celebrating local businesses through their annual Business Awards, their support has been incredible.

We're hugely grateful for everything Melton BID does for Kick Up The Arts and for the wider community. Their commitment to creating a vibrant, connected and thriving Melton Mowbray makes a real difference.

– KICK UP THE ARTS

”



“

Melton BID has been a huge support to us at Steel Yard Gym and provides some really valuable services for local businesses. One of the biggest benefits for us is having our business waste collected, which is a significant help and saving for the gym.

They have also played a massive part in supporting our annual Power in the Park Strongman event. Their backing and support has helped us grow the event and bring something different to Melton, attracting competitors, spectators and visitors into the town.

For us, the BID isn't just about promoting Melton – it provides practical support that genuinely benefits our business, while also getting behind local events and helping businesses like ours contribute more to the town.

– THE STEEL YARD GYM AND FITNESS

”



“

We have now been open for twelve months. Melton BID has helped us since day one with advice, support, and encouragement including financial assistance through their grant scheme. The network of retailers within Melton BID has played no small part in the successful running of Melton reCycles, allowing us to reach out to other more experienced retailers should we need their advice.

The SMART radio scheme has reassured us and made us feel more secure, knowing that there is always someone there who has our back and can react—should the need arise.

The success of Melton reCycles is not just down to the people who run it—it's also, in part, down to the people around us.

— MELTON RECYCLES

”



“

It's been great working with James to transform the radio network for the SMART and PubWatch Schemes. The BID has made a big impact the last few years, it's doing a lot of good for the town and the support is greatly received during times of economic turmoil, to increase footfall and business for us. Since liaising with the BID Manager, we are more clued up on the BID and have utilised a grant to redecorate the front of the shop and make much better use of the recycling service.

— MELTON COMPUTERS

”



“

Melton BID has been incredibly supportive in helping Clair Rose Bridal establish and grow in Melton. From including us on their town map to improving Bell Centre signage and supporting our shop-front signage grant, their help has been invaluable. We're so grateful to be part of the Melton business community.

– CLAIR ROSE BRIDAL

”



“

We've benefitted from so many aspects of the BID scheme over the years. I've always found them to be responsive and helpful and we rely on them to keep us up to date on local events and what's on!

We also really appreciate the recycling scheme. We've been putting in efforts to improve our sustainability since 2020 and BID's scheme was a great stepping stone to improving our recycling management.

– REGAL CINEMA

”

PROPOSED BID PROJECTS

FOR THE NEW TERM 2026-2031

THEME 1: MARKETING PROMOTION & EVENTS

PROPOSED ACTIVITY	BENEFITS TO LEVY PAYER
 Melton Gift Card	A new concept for Melton, to lock in local spend and benefit from gifting, corporate spend and gift card upselling.
 Business Directory	To fill the current void on BID business listings, whether through BID website or a partner app, access reliable, managed local business information.
 What's On Guides	Promotion of all town events to drive footfall for visitors and ensuring residents are aware of upcoming features in Melton Mowbray.
 Flagship Events Support	Ensuring key annual events can continue to thrive and driving forward new concepts, to ensure Melton has a good mix of attractions to drive footfall in all seasons.
 Business Awards	Highlight of the year where businesses come together to celebrate success, look back on their achievements and let their hair down!
 Training Events	From AI to Fire Safety, keeping businesses up to date on the latest subjects and providing vital knowledge for the small business operator.
 Website & BID Marketing	You said – we did. Keeping levy payers up to date with what Melton BID is doing for them.
 Business Forum	A chance to come together to hear updates from key speakers and connect informally.
 Maps & Trails	Explore Melton at any age, whether looking for prizes on the Green Week Trail or an essential map for a coach visitor.

THEME 2: BUSINESS SUPPORT

PROPOSED ACTIVITY	BENEFITS TO LEVY PAYER
 Recycling	Free recycling with weekly collections for BID members, saving businesses high waste collection fees, particularly in the evening economy and light industrial.
 Grants	An expansion of our well received scheme, allowing businesses to make improvements and elevate their businesses with BID funding, via a fuss free application.
 Melton BID Hub	A central place to access support, meet with the BID Manager, host drop-in sessions and collect resources.

THEME 3: IMPROVING THE STREET SCENE

PROPOSED ACTIVITY	BENEFITS TO LEVY PAYER
 BID Ranger	BID Ranger – A multipurpose part-time role for ASB, SMART, PubWatch, Grot Spots, Event Support and general BID engagement duties.
 S.M.A.R.T.	Network of 170+ radios across the town with over 250 members. Quarterly meetings for businesses to engage with Police and Council to discuss any matters.
 PubWatch	Group of 21 licensed premises working together to manage the evening economy both for safety and prosperity.
 Resus Ready Town	Growing Network of Defibrillators to ensure all businesses are within reach of a device, with expansion into Emergency Cabinets.
 Street Dressing	Themed bunting hung in the pedestrianised area and flower buckets and planters to compliment the annual theme in partnership with Melton in Bloom.

THEME 4: VISION & STRATEGY

PROPOSED ACTIVITY	BENEFITS TO LEVY PAYER
 Unlock Melton	To tackle persistent vacant units with unique partnership approach. Bringing together landlords, agents and developers to encourage occupation and resolve long term vacant units.
 Parking Initiatives	Working in partnership with local authority to implement parking scheme trials for both business owners and visitors to encourage footfall at quieter times.
 BID Base	BID Managed CRM to ensure levy payers data is held securely and a central management system for BID day to day operations.
 Tourism	From Meet & Greet to attending Group Travel exhibitions to sell Melton Mowbray to prospective visitors.
 Creative Collective	Operation of our constantly evolving collective of small makers, bringing interesting new product to Melton and fostering new businesses growth.
 Additional Funding	Working with partners to apply for bespoke funding for specific initiatives such as crime, heritage and business support.
 Accessibility	A key partner in the strategy to ensure Melton can be accessed by individuals of all needs. Encouraging sign up to the Melton Accessibility Pledge and ensuring business have support on their journey to being accessible.

THE MELTON GIFT CARD



How will it work?

A major project for the new Melton BID term would be the introduction of The Melton Gift Card, allowing our town to take our share of the booming £7bn+ UK Gift Card market, showcase our fantastic array of businesses, and convert 'shop local' sentiment in increased footfall and local spend.

What businesses would be eligible for The Melton Gift Card?

- ✓ Retail
- ✓ Hospitality
- ✓ Leisure
- ✓ Health and beauty
- ✓ Accommodation
- ✓ Services

The Melton Gift Card will be good for:

Gifts throughout the year: birthdays to Christmas, weddings to Mother's Day. **Corporate rewards:** allowing local firms to support local and offer unbeatable local choice. **Customer incentives:** thank you gifts. **Giving the gift of Melton:** from anywhere in the world.

SIX BENEFITS OF CREATING A LOCAL GIFT CARD

- 1

New customers
The first thing people will do when they receive their card is see where they can spend it, driving visibility for your business with new audiences.
- 2

New footfall and revenue
65% make a specific visit into the town or city to spend their card, bringing new footfall and people through the door of your business with money to spend.
- 3

Ringfenced local spend
Cards have to be spent in person, with registered businesses in Melton, ringfencing Gift Card spending into our town.
- 4

Proven
Part of the multi-award winning Town & City Gift Cards concept from Miconex. 90+ UK towns and cities. 27,000 participating businesses. £69m in local spend delivered.
- 5

Easy to accept
Mastercard backed, the Melton Gift Card will use your existing payment terminals with funds straight into your bank account, just like any other Mastercard transaction.
- 6

Free to participate
Funded by Melton BID, the Melton Gift Card would have no set-up costs for your business, and no fees to accept it - other than your regular Mastercard transaction cost.

BECOME A SALES POINT FOR THE MELTON GIFT CARD

In addition to accepting the Melton Gift Card, your business could also become a location to buy the card in person, with many additional benefits for your business:

- ✓ Listed as a Sales Point on e commerce site, bringing additional exposure for your business
- ✓ Additional footfall from people visiting your business to buy the card
- ✓ Footfall at key times, such as the end of the school year, Mother's Day and Christmas
- ✓ Become a popular business for people to redeem their cards
- ✓ Feature within BID communications and in PR



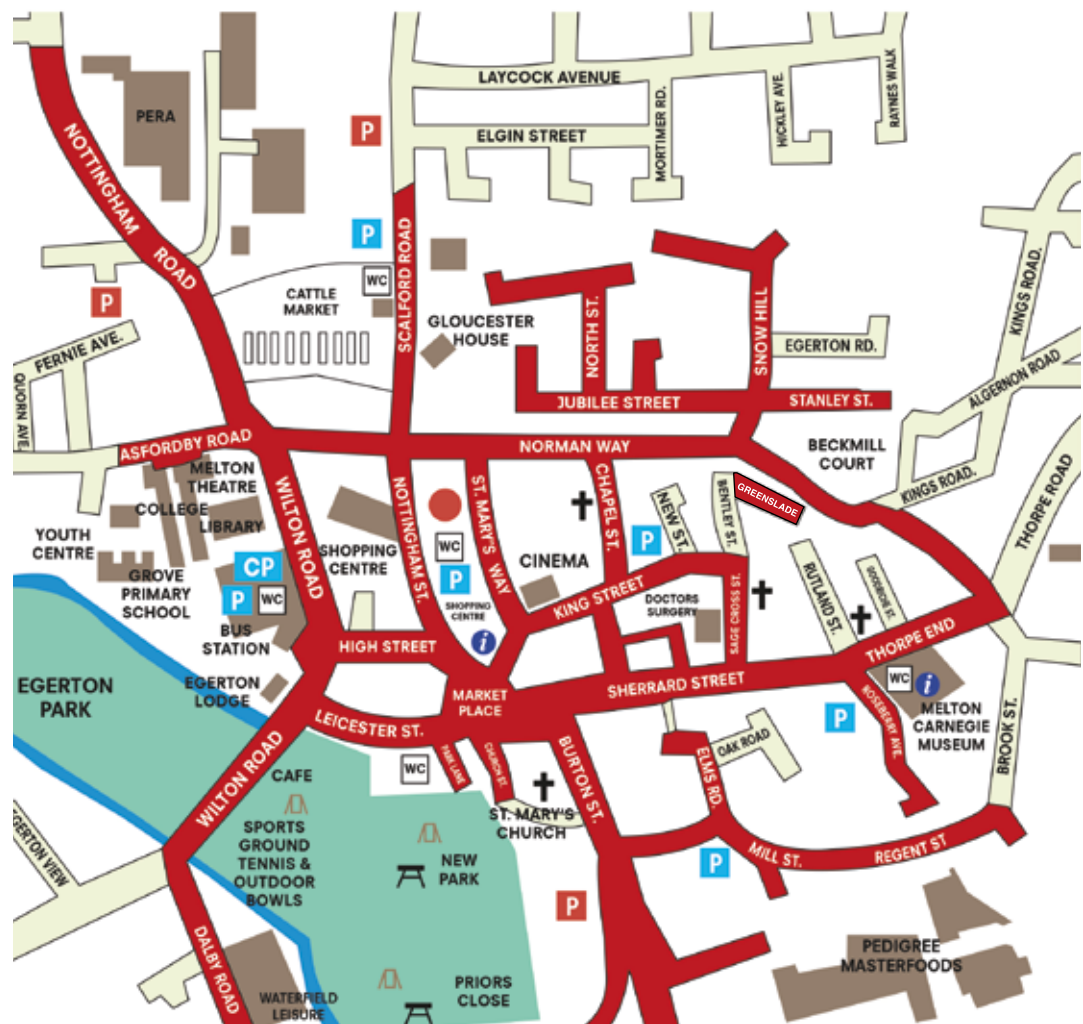
"I would say being a Sales Point increases your footfall, which is essential for any retailer. It brings more people to your shop, which means they tell more people about your shop. It's really simple to do. Once you've set up, you just run with it, and it's really good. I can't recommend it highly enough."

Sammy Green.
Town & City Gift Cards Sales Point in Oxted.



Give the gift of Melton—
at any time of the year, from
anywhere in the world.

MELTON BID AREA MAP



The following streets are included in the BID in whole or in part.

- Asfordby Road (part)
- Burton Street
- Bowley Court
- Chapel Street
- Charlotte Street
- Cheapside
- Church Street
- Dalby Road (part)
- Greenslade
- High Street
- Jubilee Street
- King Street
- Leicester Street
- Market Place
- Mill Street
- Mill Lane
- Norman Way
- North Street
- Nottingham Road (part)
- Nottingham Street
- Park Lane
- Park Road
- Pharmacy Walk
- Regent Street
- Roseberry Avenue
- Sage Cross Street
- Scalford Road (part)
- Sherrard Street
- Snow Hill
- South Parade
- Stanley Street
- St Mary's Way
- Thorpe End
- Wilton Road
- Windsor Street



HOW MUCH

WILL YOU PAY?

Every BID business in the area shown on the map shown on page 22 will pay the BID levy which is calculated as 1.85% of its premises rateable value. This will not change throughout the duration of the BID term.

Those businesses with a rateable value of £6,499 and under, will pay a flat-fee of £150 per annum. Businesses with a rateable value of between £6,500 and £11,999 will pay a flat fee of £200. This will not change throughout the duration of the five-year BID term. The levy will be collected by Melton Borough Council, on behalf of the BID Company. This income is then ring-fenced and used to fund the projects outlined in this business plan.

The table below shows examples of what you will pay. Please note the BID has not increased it's levy rate since 2011.

RATEABLE VALUE OF BUSINESS	ANNUAL LEVY PAYABLE
£6,499 and under	£150 flat rate
£6,500–£11,999	£200 flat rate
£15,000	£277.50
£20,000	£370.00
£30,000	£555.00
£40,000	£740.00
£60,000	£1,110.00
£100,000	£1,850.00
£250,000	£4,625.00
£400,000	£7,400.00

The Melton BID will raise approximately £230,000 per annum, with a total of over £1,150,000 over the five-year period. The BID will also seek to source external funding, from grants as opportunities arise and voluntary contributions.

60% of businesses will pay less than £5 per week in levy and enjoy all Melton BID services and benefits.

For most businesses, the levy investment is a relatively small sum but adds to a significant collective pot to be spent entirely in the BID levy area. This collaborative effort provides substantial leverage, enabling positive services and events that would otherwise not be possible.



The BID will encourage appropriate businesses outside of the BID area to make a voluntary contribution to the BID. They will be able to take advantage of all the projects and services offered. Voluntary contributors are also entitled to the same rights in the management and governance of the BID Company.

FIVE YEAR BUDGET FORECAST

INCOME	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	TOTALS
BID Levy	£230,000	£230,000	£230,000	£230,000	£230,000	£1,150,000
Additional Income	£8,000	£8,000	£8,000	£8,000	£8,000	£40,000
Total Income	£238,000	£238,000	£238,000	£238,000	£238,000	£1,190,000
EXPENDITURE PROJECTS						
Marketing, Promotion & Events	£48,000	£48,000	£48,000	£48,000	£48,000	£240,000
Street Scene	£30,000	£30,000	£30,000	£30,000	£30,000	£150,000
Business Support	£75,000	£75,000	£75,000	£75,000	£75,000	£375,000
Vision & Strategy	£10,000	£10,000	£10,000	£10,000	£10,000	£50,000
Sub Total	£163,000	£163,000	£163,000	£163,000	£163,000	£815,000
OVERHEADS						
Project delivery	£40,000	£40,000	£40,000	£40,000	£40,000	200,000
Admin and Support	£15,500	£15,500	£15,500	£15,500	£15,500	£77,500
Levy Collection Costs	£11,500	£11,500	£11,500	£11,500	£11,500	£57,500
Contingency	£8,000	£8,000	£8,000	£8,000	£8,000	£40,000
Sub Total	£75,000	£75,000	£75,000	£75,000	£75,000	£375,000
Grand Total	£238,000	£238,000	£238,000	£238,000	£238,000	£1,190,000

BID Delivery and running costs: BID management time is allocated across the project themes to reflect the resource required to deliver them, recognising that none of the BID's services can function without effective management. A proportion of this time also covers the BID's operational and governance responsibilities, including communications, performance monitoring and financial management. Contingencies are included within each theme, and any reserves at the end of September 2031 will be carried forward into the next BID term.

Alterations Policy: BID projects, budgets and timescales may be adjusted with Board approval, provided any changes remain within the BID's income and objectives. This ensures the BID can respond flexibly to the needs of levy payers and changing economic conditions. Any alteration to the BID boundary or levy rate would require a formal alteration ballot.

Additional Income: Melton BID will work with partners and stakeholders to pool resources and secure grants, sponsorship and other funding to enhance delivery across all four project themes. This will include any income from voluntary contributions.

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 five years with payment of the levy being mandatory on all eligible businesses within the BID area.

A positive ‘**YES**’ vote in the ballot will see Melton BID continue to operate for five years from 1st December 2026 until 30th November 2031. The ballot will be held and conducted in accordance with The Business Improvement Districts (England) Regulations 2004 as amended. The ballot will be a postal ballot of all business rate paying properties (hereditaments) in the BID area liable to pay the BID Levy and will be carried out by the Returning Officer at Melton Borough Council.

The 28-day ballot period will be from 1st October 2026 to 29th October 2026. All eligible businesses 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 that require it.

The costs of the ballot and the preparation of the BID proposal are being met by the current BID and are not funded or recovered out of the new BID Levy.

GOVERNANCE & MANAGEMENT

BID LEVY RULES

1. The BID Regulations of 2004 (as amended), approved by the Government, sets out the legal framework within which BIDs will have to operate, including the way in which the levy is charged and collected, and how the ballot is conducted.
2. The term of the Melton BID will be for a period of five years commencing 01 December 2026 until 30 November 2031
3. The BID levy rates will be fixed for the full term and will not be subject to variation except for inflation. This levy will be set on the Chargeable Date using the most current non-domestic ratings list. It will be updated for any changes in ratepayer appeals, additions, or removals.
4. The BID Board may exercise the ability to raise the BID levy rates by the rate of inflation 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.
5. VAT will not be charged on the BID levy.
6. The BID levy will be applied to all eligible business ratepayers within the defined area as follows:
 - a. 1.85% of Rateable Value (RV) for all those £12,000 and above in RV.
 - b. Flat Rate of £200 for those between £6,500 and £11,999 in RV
 - c. Flat Rate of £150 for those between £0 and £6,499 in RV
7. The following exemptions to the BID Levy apply:
 - a. Non-retail charities with no paid staff, trading arm, income or facilities
 - b. Not-for-profit subscription and entirely volunteer-based organisations
8. The BID levy will be paid by any new ratepayer occupying any existing hereditaments (a Business rated property) within the BID area.
9. New hereditaments will be charged from the point of occupation based on the rateable value at the time it enters the rating list, even though they did not vote on the initial proposal.
10. If a business ratepayer occupies premises for less than one year, the amount of BID levy payable will be calculated daily.

11. Empty properties, those undergoing refurbishment or being demolished will be liable for the BID levy via the registered business ratepayer with no void period.
12. 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 1988.
13. Under the BID regulations 2004, the Billing Authority is the only organisation that can collect the levy on behalf of the BID Company. The levy income will be kept in a separate ring-fenced account and transferred to the BID monthly.
14. Collection and enforcement arrangements will be like those for the collection and enforcement of non-domestic business rates with the BID Company responsible for any debt write off.
15. The BID projects, costs and timescales can be altered subject to Board approval providing the changes fall within the income and overall objectives of the BID.
16. The levy rate or boundary area cannot be increased without a full alteration ballot, except by an increase due to inflation approved by the Board. However, if the BID Company wishes to decrease the levy rate during the period, it will do so through a consultation, which will, as a minimum, require it to write to all existing BID levy payers. If more than 25% object in writing, then this course of action will not proceed.
17. Where the rateable value changes, including ratings list revaluation, and results in a change to the BID Levy amount, this will only come into effect from the next chargeable year, and no refunds of the BID levy will be made for previous years.
18. Voluntary BID contributors would be welcomed, although they are not allowed to vote in the BID ballot. Such voluntary contributions would be paid by separate agreement with the BID company.
19. The BID Board will meet at least six times a year. Every levy paying business will be eligible to be a member of the BID Company and vote at General Meetings.

CURRENT MELTON BID BOARD

NAME	BUSINESS	SECTOR
Richard Griffiths (Chair)	Dickinson & Morris	Food & Drink
Andrew Foster (Vice)	Stockyard	Livestock Market & Events
Michael Osborne (Company Sec)	W. Osborne & Co.	Professional Services
Graham Bett	Melton Mowbray Town Estate	Parks / Markets
Steve Philpotts	Vault Music Studios	Professional Services
Eric Brown	Mencap	Charity
Edward Danby	Shouler & Son	Professional Services
Laz Grillo	Fourwalls	Independent Retailer
Daniel Bennett	Cobalt Accountants	Professional Services
Fraser Mann	Steel Yard	Gym & Fitness
Liam Patel	The Harboro Hotel	Hospitality
Lisa Taylor	The Odd Clock Cafe	Cafe

LOCAL AUTHORITY NOMINEES*

Cllr Andrew Innes	Leicestershire County Council
Cllr Sharon Butcher	Melton Borough Council
Cllr Donald Pritchett	Melton Borough Council

*Additional Directors are nominated by the local authorities with the power to vote at meetings, subject to appropriate proportionality with non local authority nominated members.

MELTON BID MANAGER

The Melton Mowbray BID Manager will be responsible for managing the day-to-day implementation of BID projects.

The BID Manager will also be the driving force behind securing additional funding for the BID in order to add additional projects and value over the next 5 years.



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 Levy Payers.

An annual report will also be made available publicly. The BID Regulations require summary information on income and expenditure to be sent with BID Levy invoices each year and this will be carried out.

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

An Operating Agreement will be agreed with Melton Borough Council to set out the collection and enforcement arrangements and at least 2 monitoring meetings per year 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.

MEASURING PERFORMANCE

Melton BID keeps BID businesses up to date with all BID activity on a regular basis through newsletters, the website, social media, face-to-face meetings, annual meetings and surveys.

Going forward, you will be kept up to date on all the projects that the BID will implement to demonstrate to you that it is delivering against its objectives. The board will set the key performance indicators (KPIs) and criteria upon which to measure the BID's performance.

Examples of the criteria the BID will use include:

- **Event Attendance**
- **Vacancy Levels**
- **Car Park Usage**
- **New Business Activity**
- **Annual Business Surveys**
- **Visitor Feedback**
- **Media Coverage**
- **Website/Social Media**

The BID has been running for five years, why can't it just continue?

BIDs last for a maximum of five years, once that term is over the BID is legally required to review its projects, produce a new business plan stating its objectives for the next term. This plan is then voted on by BID businesses that will be required to pay the levy.

Is this just another tax and will it substitute those services that Melton Borough Council is responsible for providing?

A BID cannot replace or substitute local authority services i.e. those covered by your business rates. Melton Borough Council has provided Baseline Statements as part of the BID renewal for both its statutory and discretionary services. This can be viewed on request. Melton BID can choose to enhance and add to these services using BID levy income.

How much will I pay?

On behalf of Melton BID, Melton Borough Council will collect a levy from each BID business which will be transferred to the BID Company and used to implement the projects laid out in this plan. BID businesses will pay a levy as set out on Page 24. This is collected annually.

My business is not a part of the BID area, can I still take part?

Yes, any businesses that are formally exempt from paying the BID levy or not in the BID area can contribute voluntarily. If you join the BID in this way, you have exactly the same rights to the governance and management of the company as any other business. To discuss voluntary contributions please contact the BID team using the contact details in this document.

When will the next mandate projects be delivered?

The current term of the BID is due to end on 30th November 2026. The new term will then start to be rolled-out from 1st December 2026. If the renewal ballot is unsuccessful, all BID services will cease immediately at the end of this BID term.

HOW TO VOTE

1



The ballot for a Business Improvement District in Melton runs from 1st October 2026 to 29th October 2026

2



You should receive one ballot paper for each property that you are eligible to vote for by post. If your ballot paper doesn't arrive, or if you require a replacement ballot paper, please email electionservices@melton.gov.uk

3



Each ballot paper comes with its own return envelope

4



Complete the ballot paper by putting a cross (X) beside your choice on the creation of a Business Improvement District in Melton

5



Write your name in BLOCK capitals, your position in the business and your signature

6



Each ballot paper must be returned in its own separate envelope

7



Return your completed ballot paper(s) by post in the prepaid envelope(s)

If you need any further information or assistance, please email info@meltonbid.co.uk

WHAT HAPPENS NEXT?



SEPTEMBER 2026

- Final business plan published and circulated to all named voters of levy paying businesses
- BID Directors and BID Manager available to answer any questions on the new business plan

OCTOBER 2026

- Ballot papers issued on 1st October 2026 signifying the start of the 28-day postal ballot
- Close of postal ballot on 29th October 2026 at 5pm
- Declaration of result on Friday 30th October 2026

NOVEMBER 2026

- New term BID levy bills prepared and issued to levy payers

DECEMBER 2026

- The new 5-year term for Melton Mowbray Business Improvement District will commence



WHY YOU SHOULD VOTE



A ‘Yes’ vote means that Melton BID can spend the next 5 years delivering projects that local businesses have prioritised.

THAT MEANS:



A free recycling service for all BID businesses



Create and promote events that drive footfall to the BID area.



Business support, networking and training opportunities



Support and organise the Melton BID Business Awards



Promote Melton businesses through BID marketing channels



Secure additional funding to maximise BID impact



Remember to look out for the BID ballot papers arriving on or around **1st October 2026**.



GET IN TOUCH



If you have any questions regarding the Business Plan or require further information, please contact the Melton BID Manager:

JAMES COLCLOUGH

Manager, Melton BID

Tel. 07954 817 505

Email. info@meltonbid.co.uk

Website: meltonbid.co.uk







THU 1ST - THU 29TH OCTOBER

VOTE

YES

