

Voluntary Contribution Scheme 2023

The benefits of being a BID Leicester voluntary contributor are potentially worth thousands of pounds to your business.



Thankyou for your interest in becoming a BID Leicester voluntary contributor.

Currently, city centre businesses under the BID threshold receive the halo benefits of the event footfall, place marketing and place management schemes that the BID provides, but we have heard from non-members who want to benefit more directly from our projects.

Leicester has a strong culture of small and independent businesses which is a key factor in attracting people into the city centre. A lot of these businesses are not automatically BID members and miss out on the help that we can offer.

With our voluntary contribution scheme we are inviting these businesses within the BID area to have their say in helping us to shape and improve the city centre, and giving them the opportunity to access initiatives that will help them to prosper.

There are examples set out in this brochure of businesses who realise value way in excess of their contribution by taking advantage of the benefits that we provide.

I encourage anyone who is interested in finding out more to get in touch with the team – we are more than happy to chat to business owners about the BID and determine if it is right for them.

Simon Jenner, BID Leicester Director

Desi Street Food, based on Pocklington's Walk, opened its doors in January 2021 and offers a completely vegetarian menu of Indian street food. The business falls below the BID levy threshold but opted to pay in to access the benefits that BID Leicester provides to city centre businesses.

Since then, Desi Street Food have been involved in several BID Leicester projects, including operating during outdoor only service via Dine in the Square in 2021, and later as a food vendor trading at some of BID Leicester's high-profile events, such as An Indian Summer festival in August 2022 and BrewBeat festival in September 2022.

Desi Street Food owner Sukh Singh said: "My business has greatly benefitted from being a voluntary member of the BID. I have seen a direct increase in takings as a result of my involvement in BID projects, as well as promotional activity which has increased exposure for my business. Aside from the direct positive impact on my business, I have also seen first-hand the benefit that the BID has brought to the area, and the great job that BID Leicester has done in supporting businesses."



Voluntary contributors will pay a fixed amount of £250 per year for the duration of the BID term, which runs until January 2028. This will give your business access to the following benefits:

- The award-winning **LoyalFree digital loyalty app**, worth £480 p.a.
 - **Street Ambassador Service**, which has already proven invaluable to businesses and the public in the city centre
 - Access to a **business consultancy and savings service**, to identify additional income generation opportunities and operating efficiencies
 - Independent businesses can benefit from being part of our Independent Leicester **promotional campaign**
 - The opportunity to **shape BID spend** to help improve Leicester city centre
 - **Footfall tracking** data reports to help you understand footfall trends in the city and make smarter businesses decisions
 - Direct involvement in **BID Leicester campaigns and marketing materials**, such as the opportunity to feature your business and events as BID Spotlight in the **Cool As Leicester** e-newsletter (worth £200+ per feature)
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COOL AS LEICESTER MARKETING OPPORTUNITY

BID Leicester sponsor a spotlight feature in the weekly Cool As Leicester e-newsletter. The spotlight feature is open to BID Levy-Payers and is sent out to over 5,000 subscribers as well as being promoted across the Cool As Leicester website and social media (over 450k monthly reach). This package would cost over £300 but is free to BID Leicester businesses.

For the chance for your business to feature simply send us your news! From events to new menu offerings, special offers or news of exciting things happening at your business, send your story to josie@bidleicester.co.uk.

LEICESTER GIFT CARD

Over 150 businesses are registered to accept The Leicester Gift Card and are already benefitting from this additional revenue channel. The city-wide gift card offers customers a great choice of spending across food, drink, leisure and entertainment. We will continue to promote the card to the public as a way to give the gift of Leicester – we have already achieved over £40,000 of sales. The gift card locks in spend to the city, guaranteeing money will be spent in a registered business and help local recovery.

LOYALFREE APP

LoyalFree is a digital loyalty scheme which helps businesses attract new customers and encourage repeat custom via a profile showcasing offers, digital loyalty programmes, events, trails and more. BID contributors can access the app, create a profile for their offers and start attracting customers for free. Contributors can also create a profile on the LoyalFree Marketplace and sell products online - LoyalFree do not take any commission for sales, making it a cost-effective platform for those without an e-commerce website.

There are over 12,000 engaged local users accessing offers from BID Leicester businesses on the app.

INDEPENDENT LEICESTER CAMPAIGN

We launched Independent Leicester in 2019 to celebrate the thriving independent scene in Leicester. All independents in the BID area can access a free listing on the Independent Leicester website: independentleicester.co.uk.

From launch in September 2019 we delivered:

- Independent Leicester website, with over 45 blog posts promoting Leicester's independent businesses
- Social media channels over 4,700 followers and over 500k post impressions
- Promoted independent businesses at Freshers Fairs
- On-street Christmas campaign with outdoor advertising
- Total press reach of 2.9 million, with a total PR value of £49,700
- Over 120 yellow stickers proudly displayed in business windows

We plan to deliver pop up trading opportunities and events, positive PR opportunities and develop video content to continue to grow the already popular Independent Leicester website and social media profiles.



STREET AMBASSADOR SERVICE

Our Street Ambassadors' duties include liaison with BID businesses as an everyday point of contact. Some of their achievements to date include deterring shoplifters, reporting street cleansing issues, reuniting lost children with their parents and helping vulnerable people in the city centre including offering emergency first aid.


BID SOCIAL

BID Social is a series of exclusive events aimed at encouraging employees to stay in the city after work. Employees of BID businesses will get to experience the fantastic range of venues in the city at just a fraction of the cost. With only limited places available at each event be sure to register your interest to be the first to hear about upcoming BID Social events bidleicester.co.uk/bidsocial

FOOTFALL TRACKING SERVICE

We are working to provide performance footfall, wi-fi monitoring and visitor intelligence services for Leicester city centre, including the typical journeys of pedestrians within the BID area as well as the volume of visitors. This data will help businesses understand peak times in the city centre, which can inform planning marketing and promotions, events and staffing rotas.



The background is a dark blue field with several large, overlapping geometric shapes. In the top left, there is a blue shape with diagonal white stripes. Below it is a large orange shape. In the bottom right, there is a yellow shape with diagonal black stripes. The bottom left corner is a solid magenta shape, and the bottom right corner is a solid light blue shape.

If your businesses is within the BID area and you would like to discuss becoming a voluntary contributor, get in touch: info@bidleicester.co.uk

Please note that due to the governed process of BID renewal, voluntary contributors will be ineligible to vote in BID Ballots that will decide future terms of BID Leicester.

Larger businesses outside of the BID area who have a strategic importance to the city as a whole can also opt-in, with a top rate contribution in line with the upper limit of £10,000.

Please get in touch to enquire.