

**BID**

Leicester

# Voluntary Contribution Scheme 2024

The benefits of being a BID Leicester voluntary scheme member 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**

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 help you reduce overheads by identifying and securing financial savings for your business.
  - Independent businesses can benefit from being **being featured in our Independent Leicester promotional campaign**.
  - **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 £300+ per feature).
  - The opportunity to shape BID spend to help improve Leicester city centre.
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## **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 16,000 engaged local users accessing offers from BID Leicester businesses on the app.

## **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 [marketing@bidleicester.co.uk](mailto:marketing@bidleicester.co.uk).

## **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.

## INDEPENDENT LEICESTER CAMPAIGN

We launched Independent Leicester in 2019 to celebrate the thriving independent scene in Leicester. Voluntary scheme members will benefit from PR and media opportunities and be featured in campaign blog posts, social media posts and articles, as well as being listed on the Independent Leicester website: [independentleicester.co.uk](http://independentleicester.co.uk).

From launch in September 2019 we delivered:

- Independent Leicester website, with over 61 blog posts promoting Leicester's independent businesses and a directory of business listings.
- Social media channels over 7K followers and over 1,600,000 post impressions
- Promoted independent businesses at Freshers Fairs
- Total press reach of 2.9 million, with a total PR value of £49,700
- Over 120 yellow stickers proudly displayed in business windows

This year marks the 5th anniversary of the launch and we plan to really highlight how fantastic the unique independents within the city centre are. We plan to deliver events, positive PR opportunities and develop video content to continue to grow the already popular Independent Leicester website and social media profiles.



## **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.

## **LEICESTER GIFT CARD**

Over 170 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 £154,000 of sales to date. The gift card locks in spend to the city, guaranteeing money will be spent in a registered business and help local recovery. Voluntary scheme members will have the opportunity to accept pre-paid gift cards and be featured in promotional campaigns.

## **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](http://bidleicester.co.uk/bidsocial)



Meet Viviana and Flavio, brother and sister duo and founders of Oh My Pizza. Based on Church Gate, they are an authentic Roman pizzeria serving up freshly cooked pizzas, paninis, cannoli and other delicious Italian dishes. The business falls below the BID levy threshold but they opted to pay in to access the benefits that BID Leicester provides to city centre businesses.

Since opening their doors in May 2023 on Church Gate they have been enthusiastic to get involved in various BID Leicester initiatives, receiving help and advice from our Savings Scheme Partnership, joining the LoyalFree app, and being featured multiple times on BID Leicester as well as Independent Leicester social channels.

Viviana said: "We are so pleased with the support we have received from BID Leicester and feel our business has greatly benefited from BID projects. We have seen an increase in footfall through the exposure we've received as a result of being part of the BID. It has been great to build a relationship with the team and we're looking forward to getting involved with more in the future"





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](mailto:info@bidleicester.co.uk)

Please note that due to BID regulations, voluntary scheme members will be ineligible to vote in BID Ballots that will decide future terms of BID Leicester.

Please get in touch to enquire.