

BID Leicester Sponsorship: Application Guidance

1. Background

A Business Improvement District (BID) is a business led and business funded body formed to deliver improvements through additional services to a defined commercial area.

A BID can only be formed following consultation and a ballot in which businesses vote on a business plan. BID's operate for a maximum of five years and must go through a renewal ballot process to secure another BID term of up to five years. There are currently over 330 BIDS in the UK. The decision to establish a BID in Leicester City originates from the ballot in November 2017 when 85% of businesses voted 'yes'.

The benefits of BID's cited by the businesses they represent are wide-ranging and include:

- Businesses decide and direct what they want for the area
- Businesses are represented and have a voice in issues affecting the area
- BID levy money is ring fenced for use only in the BID area - unlike business rates which are paid into and redistributed by government.

BID's are run by nonprofit companies and the governance of the company is sourced from the businesses that fund the BID. The principle behind a BID is that it is run by business, for business and controlled by organisations with a business mind-set.

BID Leicester is funded by a 1.25% levy on business rate payers in the city centre BID area, with a rateable value over £20,000. Discounts are available for businesses based in shopping centres and non-trading charities.

The remit of BID Leicester has been determined and is controlled by, the businesses within the BID area. Following consultation with 353 BID area businesses, BID Leicester has established the following priorities:

- A cleaner, greener, safer, more attractive environment (CGSA)
- Raising Leicester's profile through high quality marketing, campaigns and events (RLP)
- Creating a stronger business voice within Leicester (SBV)

BID Leicester's initial 5-year term runs until January 2023. A ballot took place between June 10th and July 7th 2022 to determine the future of the BID. A strong 'yes' vote was secured, with 89% voting 'yes' by number and 94% by combined rateable value. This means that a new BID term will commence on February 1st 2023 and run until January 31st 2028.

2. The BID Area

It is essential that all BID activities and expenditure is targeted at the geographical area depicted below, which contains 624 hereditaments (business properties). Any events or activities funded must take place in the BID area. The 2023-2028 business plan including a map of BID area can be viewed at www.bidleicester.co.uk

3. BID Leicester Sponsorship

The BID will continue to sponsor a limited number of annual events and / or promotional activities proposed by external organisations. The primary purpose of providing sponsorship will be to raise Leicester's profile, including increasing footfall and visitor numbers plus promoting BID businesses and encouraging the public to spend money with them. These events will also make Leicester more attractive to tourists and day visitors. We are interested in events and promotional activities that benefit BID Leicester businesses in line with all three of our strategic objectives above. In particular, we are interested in sponsoring projects that:

- Drive footfall into the BID area
- Raise the city's profile
- Promote / raise the profile of BID businesses
- Offer benefits to BID business employees
- Encourage city centre employees to stay in the BID area after work and use evening and night time economy businesses (e.g. 5-7pm and after)
- Help make the BID area cleaner, greener, safer and more attractive
- Add value to existing BID Leicester campaigns, e.g. Independent Leicester, the LoyalFree app and the Leicester Gift Card
- Support our sustainability objectives.

3.1 Application Processes

To apply please complete the application form, ensuring that you complete all of the questions and do not exceed the word limits.

The deadlines for applications is:

- Monday 14 October 2024

In this application round we are particularly interested in funding projects and activities taking place during 2025, with the school summer holiday period, October half-term and Christmas being particular priorities.

We are also interested in activity to boost footfall at quieter times during the year when there are relatively few other events taking place.

For larger projects with match funding implications, we are happy to consider proposals for 2026.

3.2 Funding Levels

BID Leicester will provide funding at the following levels:

- Up to £ 30,000 for large events with headline sponsorship and extensive brand exposure – likely to fund no more than 2 projects at this level per annum
- Up to £ 10,000 for large events where BID Leicester is a co-sponsor
- £ 500 to £ 5,000 for smaller events or contributions to large events (e.g. fees, licenses, removing practical barriers).

Please be aware that larger awards will only be made to outstanding projects, and that the likelihood of success is greater for smaller value applications. If you require advice on what level to apply at please contact the team via chisom@bidleicester.co.uk.

3.3 Decision Making Process

All applications will be assessed for eligibility by the BID Leicester team. Eligible applications will be considered by our panel. All decisions will be recommended to the BID Leicester Board for approval.

Possible application outcomes will be:

- a) Successful: approved at full budget
- b) Successful: approved at reduced budget
- c) Partially successful: in kind support offered with marketing and promotion
- d) Unsuccessful

In the case of outcome b), the award will be subject to the applicant confirming that either the project can be run at reduced cost or that match funding can be secured from elsewhere.

In the case of outcome d), the project will be in line with BID Leicester's strategic objectives but a lower priority for funding than other projects. We will offer support to assist these projects in effectively attracting attendees to their events.

Outcomes will be communicated to applicants in writing a maximum of 6 weeks after the relevant deadline date. If you have any queries about the application process, or would like to discuss your project pre-application, get in touch with the BID team.

BID Leicester Sponsorship: Application Form

1. Your Business

Business name:

Project name:

Business type:

Business

Trading charity

Public sector

Non-trading charity

Other, please note

Are you a BID levy payer?

Yes No

Yes No

Is your business based within the BID area?

Contact name:

Role:

Phone number:

Email address:

2. Your Project

Which of the BID strategic objectives will your project address? (Please select at least one)

A clean safe and attractive environment (CSA)

Raising Leicester's profile through high quality marketing (RLP)

Creating a strong business voice within Leicester (SBV)

2.1 Project Outline

Please detail the specific actions that you will undertake to deliver your event or project, including timeframes for delivery. Is your project new to Leicester? If so, has a similar project been delivered elsewhere? Who will lead the project and what expertise / track record do they have? (maximum 500 words)

2.2 Please identify at least three Key Performance Indicators (KPIs) for the project and assign numerical targets for each.
(E.g. number of people attending, number of businesses participating, number of social media impressions, etc.)

2.3 Where will your project be delivered? If necessary, have you secured permission to use the proposed premises / space? (maximum 50 words)

2.4 Participation: How will you ensure equality of access and what are your expectations of the demographic profile of participants / visitors? (maximum 250 words)
How will BID businesses participate in your event/project?

- 2.5** How will BID Leicester branding be presented in the marketing and delivery of your project / event? Will BID Leicester be an exclusive sponsor or a co-sponsor? (maximum 250 words)

3. Your Budget

3.1 Budget Detail

We require you to charge us VAT. The table below will automatically calculate VAT values for you.

Expenditure Item	Total Cost	Requested BID Leicester Funding	VAT
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3.2 Does your project require match funding and is this already secure? If not secure please indicate when match funding outcome will be known (maximum 50 words)

4. Signature

I confirm that all the information contained within this application is true and accurate to the best of my knowledge. I confirm that I will comply with the BID Leicester terms and conditions in the delivery of this initiative:

Signed:

Name:

Date: