

## INTRODUCTION

Knaresborough is a historic and unique market town of approximately 16,000 people with additional residents in the local villages. This is currently growing with new housing developments in progress.

It has one of the oldest tourist attractions in the UK, Mother Shipton's Cave, and a hugely popular and attractive riverside. Focused around the Market Place, the town centre comprises of a fantastic range of independent shops, galleries, and eateries. With the ruins of a castle, cave dwellings, the Courthouse Museum, and a calendar of varied and distinctive events, including the Great Knaresborough Bed Race, FEVA and the Christmas Market, the town offers locals and visitors plenty to do and see.

However, Knaresborough faces the challenges of many similar towns such as a changing high street, competition for visitors from other high-profile neighbours, attracting investment and working together cohesively. The COVID pandemic will have further exacerbated these issues but it also presents a major opportunity to take advantage of the change in both shopping and visitor patterns and expectations. The town has seen a growth in new businesses, opening and gaining momentum coming out of the previous lockdowns and this energy needs to be harnessed.

**Bill Taylor**

*Chair, Knaresborough BID Task Group*

## BUSINESS IMPROVEMENT DISTRICTS EXPLAINED

BID's are an arrangement whereby businesses get together, decide what improvements they want to make in their town centre, outside of those carried out by public agencies and, how they will manage these and what it will cost them. This all goes into a business plan which is voted on by all those who would have to pay. The BID lasts for a maximum of five years and must be able to demonstrate how it benefits the businesses that have funded it. BIDs deliver additional projects and services over and above those already provided by public bodies. There are over 300 operational BID's in the UK currently, making a positive contribution to their local business communities.

## Knaresborough BID Summary Plan | 2021-2026

By providing the opportunity to work together in a credible and sustainable way, Knaresborough BID will aim to:

- Create a stronger economy, to support new businesses and help existing ones recover and grow from the challenges
- Act as a powerful, unified voice for business interests and engage with local community groups
- Deliver a clear brand for Knaresborough as a destination town where you can spend more than a day
- Deliver events and initiatives to drive footfall and spend in the town, including by residents
- Maintain and enhance the unique heritage of the town
- Develop Knaresborough as a sustainable and environmentally friendly town

I often wonder what extra could be done to make visiting a more distinctive & productive experience for residents, shoppers & leisure seekers. I also know there are limits to the local authorities' responsibilities & financial resources, which means funding & enterprise for innovation, particularly in the public realm, needs to come from elsewhere. Being part of a BID is a way for town centre shops & businesses to make a collective financial contribution to fund new & creative initiatives which are over and above anything that the local authority currently provides through the business rates scheme. It's an opportunity to make Knaresborough an even better place to do business, to create a stronger economy, to support new businesses and help existing ones recover and grow. Which all means we've good reasons to take a look at the business plan & decide how to engage.

**Andy Grinter**

*Owner, Art in the Mill*

## YOUR KNARESBOROUGH YOUR BUSINESS

Many businesses have already become involved in the BID. Having engaged with over 250, the BID Team have been able to formulate this summary business plan to bring those conversations together. There has also been collaboration with all key stakeholders such as the local authorities and Knaresborough Chamber of Commerce.

For most business owners' certain thoughts cross our minds almost every day 'How can I continue to increase my business income and profits' and 'I cannot stand still', 'I must move forward or get left behind'. The reality, however hits home that I just cannot, on my own, afford the costs of high-profile promotions and projects that will help me achieve my goal.

I believe the Knaresborough BID offers us all a solution. A process that has already been successful for over 300 other BID towns in the UK. The idea that all local businesses make a small financial contribution into the BID pot which is always "owned and managed" by the businesses who decide how to spend the money, makes good business sense. We have a major opportunity to now make real improvements to "Our Knaresborough" that will benefit all business owners. The BID offers us a credible and democratic structure to achieving our goals.

**Gerry Connolly**  
*Marigold Café & Boat Hire*

## KNARESBOROUGH PROJECTS

These projects have been developed through consultation with businesses and stakeholders.



### COMMUNICATING

Say 'YES' to a Knaresborough BID and we can:

- Develop and champion 'Brand Knaresborough', designed to provide a confident and bold message about the town and its offer in its own right
- Deliver a comprehensive destination website bringing together all that we have to offer in one place
- Develop further our Social Media channels and their local and global reach

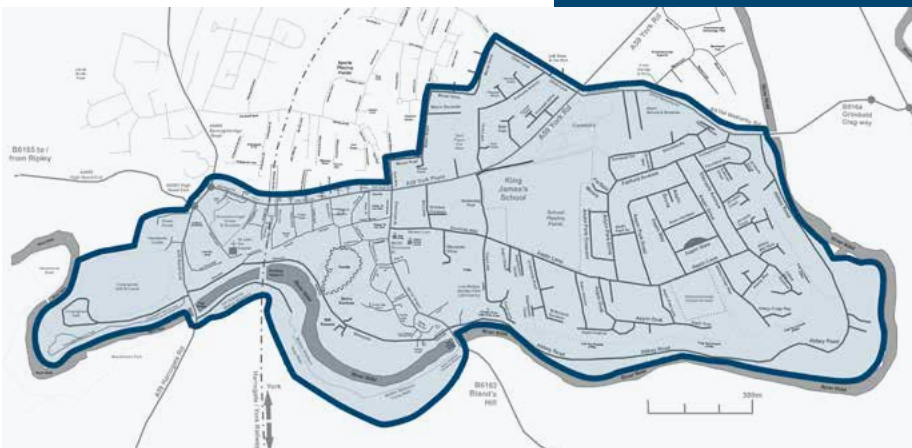


### CONNECTING

Say 'YES' to a Knaresborough BID and we can:

- Ensure visitors and residents have easy access to explore the full shopping, cultural and leisure attractions of the whole town
- Create easy to use maps & trails and improve accessibility for all groups
- Develop Town Centre Parking and Public Transport incentives/initiatives to make Knaresborough their chosen destination
- Encourage greater number of coach trips and the dwell time and reach, e.g. amount of town they explore

## THE BID AREA



OVER 85%  
WILL PAY A



## CELEBRATING

Say 'YES' to a Knaresborough BID and we can:

- Co-ordinate and add value to our Events Calendar by supporting existing ones and developing new ones such as the 'Walking Festival', ensure better links with businesses
- Enhance and promote our historic and seasonal markets
- Promote our heritage and history in a higher profile and consistent manner
- Improve the appearance of the Town Centre and Riverside through ensuring cleanliness and maintenance standards are met and dressing vacant units. Invest in floral displays and seasonal decorations to add colour and life to the town



## COLLABORATING

Say 'YES' to a Knaresborough BID and we can:

- Work to attract additional funding and investment for the Town Centre through for example the High Streets Fund, and encourage new independent businesses to set up in the town
- Bring direct cost savings to levy paying businesses through centralised procurement for services such as trade waste, energy, recycling, and insurance
- Support Retail Communication & Pub Watch Schemes to help combat business crime and anti-social behaviour
- Develop a Gift/Reward Card Scheme aimed at increasing local spend and supporting independent Knaresborough businesses
- Be a powerful and unified voice for businesses

# 100% OF BUSINESSES £1 A DAY OR LESS

## THE FINANCES

BID's are funded by the eligible businesses included in the BID area. If businesses vote 'yes' for the Knaresborough BID, the levy will raise approximately £120,000 pa for five years. With additional income from voluntary membership and externally funded grants, this is likely to generate income of over £700,000, over 5 years, to deliver improvements that will directly benefit you. If the BID vote is successful, all eligible businesses will pay a levy based on their rateable value, set out in the table below. Small businesses, with a rateable value of less than £2,500 will be exempt from paying. The table below illustrates what the BID levy will be for your business.

Rateable Value Band	Levy (pa)	Daily Equivalent
£200K+	£7,500	£21
£100K - £200K	£3,000	£8
£75K - £100K	£2,000	£5
£50K - £75K	£1,000	£3
£25K - £50K	£750	£2
£10K - £25K	£365	£1
£2.5K - £10K	£250	68p
Below £2.5K	Exempt	

## VOLUNTARY/INVESTOR MEMBERSHIP

A voluntary/investor business contribution can be made by businesses that are exempt or out of the BID area but want to participate.

We moved our business to the centre of the Town in late 2019 in order to enable our team, and visitors to our office, to benefit from easy access to the shops and amenities that the town centre offers. We help the NHS and Local Authorities up and down the country plan their services and have a strong belief that health and wellbeing is in large part about where we live, work and enjoy our environment, and that therefore a bustling town centre with all its connections and opportunities to meet others is worth investing in. We believe that a BID for the town would make a significant contribution to the energy and enthusiasm currently being witnessed across the town to make Knaresborough an even greater place to work, live and visit.

Peter Lacey  
Director, Whole Systems Partnership

## BID GOVERNANCE AND MANAGEMENT

If the BID ballot is successful, an independent, not-for-profit company, limited by guarantee, will govern the BID. The board will have up to 10 directors made up of representatives of levy paying businesses. Additional non-levy paying members may be co-opted, as required. The board will serve voluntarily (without payment) and will be composed to reflect the make-up of the BID area in business sectoral terms. The board of directors will be directly accountable to BID levy payers.

The BID board will employ the necessary expertise to help research and deliver the above benefits.

All towns are facing challenges from areas such as internet shopping, local authority spending cuts and now covid lockdowns. The BID offers Knaresborough businesses the opportunity to take control of promotion of the town and have a major say in its appearance and accessibility. This is great news not only for the businesses in the town but also for the residents and visitors.

**Stephen Teggin**  
*President, Knaresborough  
Chamber of Trade and Commerce*

## MEASURING RESULTS

Knaresborough BID and its board will keep levy payers up to date on all the projects that the BID will implement over the 5-year term formally but also informally through local collaboration and connections. It will demonstrate that it is delivering against its objectives and through its conversations with members may identify new ways of achieving the benefits.

## WHAT'S NEXT?

Businesses within the BID area will receive a ballot paper by post. The vote to establish a BID for Knaresborough is then formally open. From this date businesses can complete and return their ballot papers to Civic Election Services, the independent agents acting on behalf of Harrogate Borough Council's Returning Officer. The Ballot timetable is outlined below:

**BY 27 MAY 2021**  
Ballot Notice

**10 JUNE 2021**  
Despatch of  
Ballot Papers

**08 JULY 2021**  
Close of  
Postal Ballot

**09 JULY 2021**  
Formal Declaration  
of Ballot Result

## YOUR BID TEAM

The Knaresborough BID has been guided to this point by a Task Group, of local business people, champions and stakeholders who are passionate about the future success of the Town. For the full business plan and to find out more, please visit our website:

[WWW.KNARESBOROUGH BID.CO.UK](http://WWW.KNARESBOROUGH BID.CO.UK)