Giving businesses the opportunity to invest in and influence the City’s economic prosperity
On behalf of St Albans BID thank you to Phil Corrigan for guiding us through initial proposal from the City Centre Partnership, through the ballot process and to the setting up of the Business Improvement District.

The BID has enjoyed a successful first year delivering what was promised but too many of our businesses are not aware of what we are doing on their behalf and what benefits they can capitalise upon from us. We are keen to translate our successes to our businesses through careful communications and a developed network. I am encouraging the BID office and Board to ensure meaningful encounters with you, our businesses, to make sure that you are seeing and getting the most out of our projects.

I look forward to welcoming you to our Levy Payers’ Briefing on March 6th at The Beech House and sharing with you the next steps of your BID. We look forward to another year of progress, development and achievements.

All projects undertaken in our first year have been carefully aligned with the BID’s business goals. We have planned and delivered effective, strategic events and projects (e.g. painting street furniture, #stalbansnutcrackertrail) which have a simple and satisfying result (improving the streetscene, increasing city-wide engagement) while we work to consolidate our plans for the years ahead.

In our first year we have seen the Board advance to its next stage. Phil Corrigan played a vital role in helping the City Centre Partnership to establish a Business Improvement District, chairing both organisations in the process over three years. As manager of the Maltings Shopping Centre, Phil is about to oversee a multi-million-pound redevelopment. He has taken the opportunity to step aside and pass the challenge onto Mike Lewis, Head of Property Dispute Resolution at SA Law. We now have themed subgroups and processes to ensure a transparent and streamlined future for the BID. The Board continues to have representation from across the City and the various types, sizes and locations of businesses, to ensure as many points of view are aired as possible. BIDs are not just paid for by the businesses, they are also managed and governed by business owners and representatives. Thank you to all those businesses who I have met and worked with this year. I am very excited to deliver on all our many conversations.

Thank you for your support.
St Albans Business Improvement District (BID) consists of 522 businesses, working together to promote and improve the city centre.

Launched on 1st April 2017, following a majority ballot by eligible businesses within the BID Area, St Albans BID now holds a mandate to deliver nearly £2.5m of new investment over a five-year term. In implementing the proposals and projects on which businesses voted, St Albans BID promotes the city to visitors, residents and workers, while ensuring they experience a welcoming and vibrant street scene that is both clean and safe; businesses in the BID Area also receive tailored support to help them remain competitive and sustainable.

The aims of St Albans BID are addressed within five work streams, each of which is supported by a Sub Group chaired by a member of the Board of Directors. The work streams are:

- **APPEARANCE:** Infrastructure and Environment
- **LEISURE:** Events and Destination Management
- **BUSINESS:** Lean and effective management of the BID office
- **AWARENESS:** Publicity and Communications
- **NETWORK:** External lobbying and support
In future years, we will be investing in a bespoke festive display for the whole City Centre and will make further infrastructure improvements too.

I’ve lived in St Albans my whole life and have never seen it so full of festive cheer as I have this year. It’s created special memories for us, our son’s first ever Christmas, and we’re extremely grateful for the effort you’ve all put in.

Public

Just a quick note to say a massive congrats on the lights and nutcrackers. Amazing! My kids keep wanting to go round town to see them. Hope the BID stakeholders are happy and I think your work has transformed the Xmas experience in St Albans.

Deputy Chair,
St Albans Visitor Partnership

"
LEISURE: Events and Destination Management

St Albans Motor Show

- 5,000 visitors
- 7 foot robot
- 16 car dealerships
- 50 new cars
- 30,000 flyers
George Street Gin & Jazz

Live jazz on headliner stage
Grassing over George Street
Sponsorship value £4,000
Sponsorship value £3,000

5,000 in 3 hours

42,957 Facebook Reach

St Albans Food & Drink Festival 2017

Supporting events
delivered by external parties

65,127 Brochures to every home in the District funded by BID

Street performers at Street Festival funded by BID

LEISURE:
Events and Destination Management
St Albans Christmas

- 18,000 visitors
- 16 Nutcrackers
- 85,000 colour changing light bulbs
- Christmas Lights Switch-On
- Festive Lighting Display
- Nutcracker Trail
- Supported Small Business Saturday
- iPad mini Prize
- 70,000 Christmas in St Albans brochures
- 521,000 newsprint reach
- 468 Nutcracker entries
- 10,000 Nutcracker Trail brochures

St Albans BID Year 1 2017/18: Building Foundations for the Future
This has been a very busy first year. After a tentative start we are now up and running with exemplary staff, furnished offices and a diverse and enthusiastic Board, ready to focus planning on the years ahead. We have had great support from Herts County Council and St Albans City Council in these early months too.

We are all learning how to cross-work effectively and efficiently, knowing that we have all had the same aim: helping St Albans develop its reputation as a vibrant and viable place to live, work and do business.

Sean Hughes, Board member

The Staff:

Helen Burridge, BID Manager

Vanessa Sharp, Business Liaison

Sally Merridan, BID Administrator
St Albans BID Year 1 2017/18: Building Foundations for the Future

What a night! We’re still recovering!

How fantastic!

Glorious!

There is a real buzz this year.
St Albans BID Year 1 2017/18: Building Foundations for the Future

Second St Albans Motor Show is a drive-away success

Thousands of petrolheads flocked to St Albans Town Centre last weekend for the biggest show the town has ever seen.

Mark Dineley, chairman of the St Albans Vehicle Society, said: “The show was a great success. We had around 5,000 visitors over the weekend and the feedback was fantastic.”

The show featured over 100 vehicles, including classic cars, motorcycles and4-wheel drive trucks, as well as a range of vintage 1920s-1940s vehicles.

There were also live demonstrations of car modifications and tuning, as well as displays of hot rods and custom cars.

A range of trade stands provided food and drink for visitors, and the show was also supported by local businesses.

The next St Albans Motor Show is scheduled for September 2018.
AWARENESS: Publicity and Communications

A sustained and immersive marketing strategy has ensured continued exposure and developed awareness of the BID and St Albans as coherent and trustworthy brands.

Reach UP 5610% 2,858 - 163,193

UP 555% from 65-426

57,103 Twitter impressions

25 bus sides covering 95 villages & towns surrounding St Albans

Online Display: 117,326 impressions

2,553 opportunities to hear BID on Radio

32,000 bespoke e-shots for BID events

£29,130 estimated value of print exposure
NETWORK:
External lobbying and business support

187 Meetings with levy payers

13 Business eNewsletters

One Chamber of Commerce Breakfast presentation
WHAT NEXT?
The year ahead

APPEARANCE: The response to our Festive Offer in 2017 was overwhelmingly positive. We will build on this reputation for 2018 and beyond to deliver a City-wide display appropriate to the heritage and character of this City.

You have told us that Waste Management in St Albans is expensive, inconvenient and haphazard. Side roads are cluttered with waste bins from a range of commercial contractors. We are working with HUBBUB to understand the challenges and to propose solutions that will save our businesses money and increase effective recycling.

LEISURE: BiDs across the country have demonstrated that investment in events and culture convert to spend, dwell and improved brand recognition. Building on our burgeoning reputation for quality, quirky and captivating events that deliver real spend in the local area, BID will curate a range of events to drive footfall and highlight the expertise and cultural capital hidden in plain sight in the City Centre.

BUSINESS: The BID Office will continue to streamline overheads while delivering our Year 2 plan. We will ensure effective and fair levy collection while remaining open and accessible to all our levy payers.

AWARENESS: The digitisation of tourism has revolutionised how people choose to spend their leisure time. St Albans’ online presence currently is disjointed and unintuitive. Working with the St Albans Visitor Partnership, St Albans Chamber of Commerce and other local bodies, the BID will consider opportunities for alignment and consolidation of the City’s online offer to convert internet searches to engagement, reputation and ultimately, spend.

NETWORK: Throughout the year we have worked hard to connect with businesses, develop a database for effective communication with you and provide opportunities for businesses to connect with and benefit from St Albans BID. We understand that this is a process and will continue to work with our businesses to make sure that they get the most out of their BID.
Nominated by businesses and organisations within the BID Area, the Board of Directors includes representatives from key sectors and stakeholders with an interest in St Albans and a shared passion for seeing the city centre thrive. The following directors were in post at the end of January 2018:

**BOARD OF DIRECTORS:**

Phil Corrigan
The Maltings

Ian Daniells Rock Pop Candy, Holywell Hill

Sarah Gillow Galio, George Street

Anita Hogarth
Whitewall Gallery, Christopher Place

Sean Hughes Dylans, George Street & The Boot, Market Place

Paul Khan
Debenhams Ottaway

Mike Lewis SA Law

Catherine Morris
Christopher Place

Beric Read St Albans City & District Council

Joe Tavernier
St Albans City & District Council

Kevin Walton
St Albans Cathedral

Alastair Woodgate
Rumball Sedgwick
The Board of Directors monitors the budget closely to ensure that the BID levy and any voluntary contributions are used efficiently by St Albans BID, to meet the stated aims of promoting and improving the City of St Albans for businesses, organisations, visitors and residents.

Who pays the levy, by how much and by size of business

<table>
<thead>
<tr>
<th>Rateable Value</th>
<th>Number of Levy Payers</th>
<th>% of total levy payers</th>
<th>Amount Raised £</th>
<th>Average Levy</th>
<th>Range of levy £</th>
<th>% of total levy</th>
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</thead>
<tbody>
<tr>
<td>10,000 - 40,000</td>
<td>312</td>
<td>60</td>
<td>£118,557.00</td>
<td>£379.99</td>
<td>184.50 - 720</td>
<td>24.5</td>
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<tr>
<td>40,001 - 100,000</td>
<td>148</td>
<td>28</td>
<td>£170,122.50</td>
<td>£1,149.48</td>
<td>724.50 - 1791</td>
<td>35</td>
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<tr>
<td>100,001+</td>
<td>62</td>
<td>12</td>
<td>£195,957.00</td>
<td>£3,160.60</td>
<td>1818 - 8460</td>
<td>40.5</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>522</strong></td>
<td><strong>100</strong></td>
<td><strong>£484,636.50</strong></td>
<td><strong>£928.42</strong></td>
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Financial Snapshot to Jan 2018

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<thead>
<tr>
<th>Income</th>
<th>£424,874.34</th>
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<tr>
<td>Levy</td>
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<td>Event Income</td>
<td>£7,000.00</td>
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<td><strong>In kind contributions</strong></td>
<td>£100,000.00</td>
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<tr>
<td><strong>Loan</strong></td>
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<tr>
<td><strong>Total</strong></td>
<td>£536,349.00</td>
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<table>
<thead>
<tr>
<th>Expenditure</th>
<th>£497,682.71</th>
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<tr>
<td>Appearance</td>
<td>£40,350.61</td>
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<td>Leisure</td>
<td>£50,422.70</td>
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<td>Business</td>
<td>£72,098.14</td>
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<td>Operation Costs</td>
<td>£26,825.00</td>
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<td>Levy Collection Costs</td>
<td>£106,829.00</td>
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<tr>
<td>Awareness</td>
<td>£18,539.97</td>
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<tr>
<td>Network</td>
<td>£30,071.63</td>
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<tr>
<td>Christmas Lights</td>
<td>£66,251.00</td>
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<tr>
<td>Christmas Lights infrastructure</td>
<td>£86,294.66</td>
</tr>
<tr>
<td><strong>One off Year One Setup Costs</strong></td>
<td>£30,071.63</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>£497,682.71</td>
</tr>
</tbody>
</table>

The underspend is due to planned investments in key projects in Year 2 and to cover operating costs until the 2018/19 levy is collected and available.

* Planned loan to spread high infrastructure costs
St Albans Business Improvement District (BID) is an independent, business-led, not-for-profit initiative voted for by the businesses of St Albans in November 2016. One of more than 250 BIDs across the UK, including more than 50 in London, St Albans BID is the largest in Hertfordshire. Nationally, more than 80,000 businesses invest over £200 million in their local communities as BID levy payers to make their towns and cities better places in which to do business. In St Albans, the BID collects around £480,000 in levy each year from 522 levy-paying businesses. Over the 5 years of the BID term, around £2.5million will have been invested in the St Albans BID area.

Get in touch
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