NEWBURY
BUSINESS IMPROVEMENT DISTRICT

VISIT NEWBURY

Newbury BID Business Plan
2027-2032



"Championing a truly exceptional market town that continues to deliver above and beyond for businesses, locals and visitors."


HIGHWAY MAINTENANCE



Contents

5	Introduction
6	The Essentials
7	What is a Business Improvement District?
8-9	Reasons to Vote Yes
10-11	What did we achieve in our last term?
12	Business and community feedback
13	**Our Vision for 2027-2032**
14-15	**Destination Newbury**
16-17	**Safer Newbury**
18-19	**Working for Newbury**
20-21	BID Map and Governance
22-23	Levy Rules and The Levy
24-25	2027-2032 Budget, Ballot Process and Timeline
27	FAQ

Contact Us:

If you would like to arrange a meeting or a call with the Newbury BID team to discuss this Business Plan in more detail, please do get in touch:

info@newburybid.com

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"It is hard to imagine our town continuing to thrive as it does without Newbury BID acting as the voice for local businesses, and promoting Newbury through its Visit Newbury brand"



An introduction from your BID Chair

As we come to the end of Newbury BID's third term, this new business plan is a chance for us to reflect on all of the fantastic work Newbury BID has delivered over the last 5 years, and to look ahead to the new term where the current BID team will continue to improve on the great work the organisation has achieved for Newbury.

From some of the town's biggest-ever events, including the annual Christmas Lights Switch On weekends and Newbury's very first Soapbox Derby, to many more popular events like the Artisan Market, Antique & Vintage market and the Italian Auto Moto Festival, Newbury BID has certainly delivered on its remit of encouraging people into the town centre.

Within the last year Newbury BID has also brought in the BID Ambassador scheme to help deter retail crime and anti-social behaviour. This has been so positively received by the local business community. In a new term we are looking to expand this cover to 7 days a week, to further support local businesses.

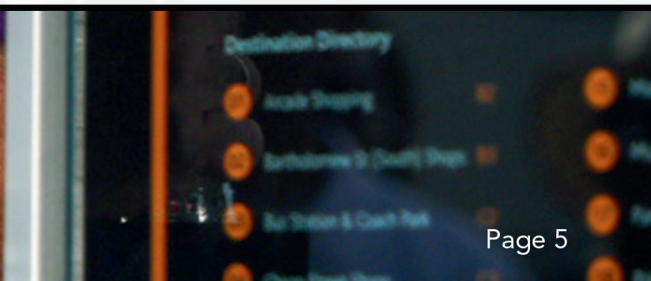
It is hard to imagine our town continuing to thrive as it does without Newbury BID acting as the voice for local businesses, and promoting the town through its Visit Newbury brand.

As a local business owner myself, it has been a real pleasure to be involved with Newbury BID team, currently acting as Chair of the Board of Directors.

Over the next few pages, we lay out our plans for the next 5 years, so please do take time to read though this Business Plan in detail.

I hope your business also sees the benefit of supporting Newbury BID into a new term.

Ian Batho
Chair of Newbury BID
Owner of Cow & Cask



The Essentials

If you don't have time to read the business plan in full, here is a quick overview of the key details you'll want to know:



For a ballot to be successful:

The total number of votes in favour must be higher than the total number of votes against.

The total ratable value of those that vote in favour must represent a greater rateable value than those that vote against.

If the ballot is successful, the levy will be mandatory for all businesses within the BID area (apart from those that are exempt).

If the ballot is unsuccessful, Newbury BID and the Visit Newbury brand will cease to exist on 31st May 2027.

There will no longer be any organisation marketing Newbury town centre as a visitor destination, arranging Newbury's Christmas lights and Switch On events, or giving the business community a collective voice with local government.

What?

If you receive an annual BID levy bill, your business is located within Newbury's Business Improvement District (BID). Every five years, BIDs must hold a ballot to give levy payers the opportunity to vote to collectively invest in improvements to their local trading area.

This ballot is your opportunity to say YES to contributing to over £1.6m of ring-fenced business investment in Newbury town centre over the next five years.

How?

Newbury BID is a Town Centre BID funded by local businesses as an independent, not-for-profit Community Interest Company. Your BID levy is calculated as a percentage of your rateable value, but it is not associated with your business rates.

Your business rates are passed to the Government, whereas BID levy funds are ring-fenced and are only used to deliver a set of local projects and services as defined within this Business Plan.

Who?

Newbury BID is governed by a voluntary Board of Directors from the local business community, from a wide range of different sectors. The Board of Directors employ a small team to facilitate delivery of BID projects and services.

When?

The ballot will take place as a 4-week postal vote ending at 5pm on 8th October 2026. Every business which pays the levy gets to vote (one vote for each individual hereditament that has a rateable value).

What is a Business Improvement District?

A Business Improvement District (BID) is a defined geographical area where businesses have voted to invest in local improvements to enhance their trading environment. BIDs are run by dedicated teams and governed by a Board of Directors, often with representatives from each business sector, the local authority, and the local police.

A levy is set and all businesses within the BID are bound to pay it for a maximum of 5 years before a ballot must take place. The levy is collected by the Local Authority and the income is used to fund the work of the Business Improvement District.

Levy funds are ring-fenced and are used to deliver a defined set of projects and services voted on as part of the ballot process. They are designed to add value to businesses, improve the appeal of the local area, and help attract further business investment.

BID projects cannot and do not replace services provided by the public sector, including the local authority and the police. No BID levy funds will ever be spent on services that these agencies must deliver in accordance with their statutory requirements.



Easter Hopscotch designs, 2025

"BIDs enable business rate payers in a defined area to contribute to a levy and invest in additional services, such as business support, street decorations and activity programmes.

We have seen the impact they can have in places like Leeds and we want to see more of this across the country."

Secretary of State's Pride in Place Strategy
Published 25 September 2025

"The impact the BID has had on Newbury business cannot be underestimated. The organised events throughout the year provide a tangible impact on footfall in the town, and the introduction of BID Ambassadors has improved the look and feel of the high street for our customers."

Oliver O'Rawe
McDonald's Franchisee











Promoting Newbury

Newbury BID operates Visit Newbury, our public-facing tourism brand which we use to promote our beautiful town, local events and all the fantastic businesses that call Newbury home. We do this via our social media channels, with over 25k engaged followers leading to over 4 million views in 2025. Our high-ranking Visit Newbury website also lists hundreds of local events, attractions, business details and news for potential visitors.

Comprehensive annual events programme

Newbury BID organises some of the town centre's biggest free-to-attend events, including the annual Christmas Lights Switch On, Krazy Races, the Italian Auto Moto Festival, and the monthly Artisan Market. We also provide logistical and marketing support for countless free-to-attend community events throughout each BID term.

Business Crime Reduction Partnership

Our BID Ambassador Mo works on behalf of all businesses in the town centre, helping to deter shoplifting and anti-social behaviour, while working closely with Thames Valley Police and the business community. Newbury BID manages the town centre radio scheme, and also funds access to the DISC information sharing system for all businesses.

Support, advocacy and business advice

Newbury BID is your voice on the local stage. Year-round we work to support businesses across a range of issues and to ensure your voice is heard, thanks to our strong working relationships with local government, police, transport and community groups. We are always here to offer guidance and support, and connect you with local stakeholders.

Reasons why you should vote YES

Newbury town centre has been supported by a BID since 2012.

The BID is a not-for-profit Community Interest Company which delivers many projects that help enhance the economic viability of Newbury town centre.

All of these projects must legally fall outside of the remit of local government, and you can find examples of just some of the work we do on the opposite page and overleaf.

Your YES vote guarantees an investment of over £1.6 million across the next 5 years, all of which will directly impact and benefit Newbury town centre.

Without your YES vote, these projects would either reduce dramatically in scope or be at risk of being lost altogether.



Christmas Lights Switch On, 2025

What did we achieve

Newbury BID commenced its third 5-year term in June 2022. Since then, it has been fulfilling its role in managing and marketing Newbury as a destination, with a view to fostering a town centre trading environment where businesses across all sectors can thrive.

Over the last 5 years, the BID Business Plan and strategy covered three core pillars: "Experience", "Discover" and "Partner", all planned to support local businesses through projects designed to both encourage visitors into Newbury town centre, and to support businesses operationally.

These pages include just a handful of our proudest achievements over the last few years:



Brought Paddington to Newbury as part of the national Paddington Visits trail, celebrating our town's heritage as the birthplace of Paddington's creator, Michael Bond

Grew Visit Newbury website to rank #1 for "Things to do in Newbury", and as the top search result across a number of Newbury-related search queries





Established brand new town centre events, including the Newbury BID Krazy Races, the monthly Antique & Vintage Street Market, and the Italian Auto Moto Festival

in our last BID term?

Began the Fight Back Against Retail Crime through our Newbury BID Ambassadors, DISC information sharing platform and strong relationship with TVP





Delivered 5 Christmas Lights Switch On festivals, each bringing over 35k+ visitors into Newbury for the start of the festive season



Supported businesses across a range of issues, ranging from recycling and waste management, through to staff training, marketing support, partnership projects and much more



In the last 18 months we have organised 5 Community Clean-Ups, working with volunteers to clean and paint areas that were looking a little worse for wear

Continued to deliver Newbury's popular Artisan Market with new local organisers, and supported many more free to attend events with logistical and marketing support



Business & Community Feedback

This Business Plan has been developed by way of consultation with local businesses through a variety of methods, ensuring levy payers have had the opportunity to have their views heard. We have carefully considered your feedback to develop a plan that meets the needs of the business community as a whole.

As well as communicating via regular email news updates, which are also published on our Visit Newbury website, and via normal day-to-day contact with businesses, we have completed the following process:

June 2025 - February 2026	Continuous one-to-one engagement with levy payers
June 2025 - November 2025	BID Bites in-person forums held monthly
December 2025	Consultation document and survey sent to all businesses
Jan 2026 - May 2026	Ongoing conversations with BID businesses
July 2026	Business Plan finalised based on feedback received

Via this process, all levy payers have been offered the opportunity to provide feedback and suggestions. Feedback from sector representatives at our monthly Board Meetings has also been taken into account.

Through consultation, you have told us you want Newbury BID to continue supporting Newbury town centre through our Visit Newbury brand, including a larger focus on promoting the area to potential new visitors and to market the town towards tourists who are visiting local cultural sites. In addition to this, you would like to see a continuation of large scale events like the Christmas Lights Switch On, alongside new free events at a smaller but more regular scale to encourage footfall, and a renewed focus on town centre trails.

Another priority is for Newbury BID to maintain strong working relationships with local authorities and stakeholders, so that we can continue to be your voice on the local stage and promptly assist with any issues you encounter.

A final focus is to continue to support a town centre that we can enjoy living and working in, by helping to fight back against retail crime and anti-social behaviour, supporting safe initiatives and staff training, and by fostering a clean and colourful town centre environment.



Community Clean-Up volunteers

Our Vision for 2027-2032

Steeped in history and surrounded by some of the UK's most outstandingly beautiful countryside, Newbury is a modern market town offering a vibrant yet relaxing atmosphere in which to enjoy its array of independent and national shops and restaurants, charter and specialist markets, and first-class arts and cultural experiences.

To build on the town's growing reputation and profile, our long-term vision is:

"Championing a truly exceptional market town that continues to deliver above and beyond for businesses, locals and visitors."

Destination Newbury

Positioning Newbury as a 'must-visit' market town through our Visit Newbury brand and the new Visit Berkshire brand.

Encouraging new visitors and growing local engagement by organising unique events and trails, and by and providing support for other local events.

Helping to create a clean and beautiful town centre everyone can enjoy.

Safer Newbury

Fostering a safe & welcoming environment for retailers through our Business Crime Reduction Partnership.

Supporting the fight back against retail crime and anti-social behaviour through our Newbury BID Ambassadors.

Partnering with local stakeholders on Safe Spaces initiatives. Liaising with hospitality businesses at Pubwatch.

Working for Newbury

Maintaining strong relationships with businesses, local authorities, charities, and community groups, with a goal of encouraging and facilitating larger projects to enhance the town.

Leveraging these relationships to support you, our town centre businesses, with any projects and concerns you encounter.

Learn more over the next few pages

Destination

£727,500 planned

Visit Newbury

Newbury is a beautiful market town that punches well above its weight for things to see and do.

With a packed annual calendar of community events, countless tourist destinations and a vibrant town centre, we'll be championing Newbury as a real 'must-visit' destination through our Visit Newbury brand.

In a new term, we'll continue to use our organic social media following and top ranking website to highlight everything taking place in Newbury, while championing your businesses and the town as a destination.

We will also be looking to reach brand new audiences through a number of different channels, including targeted marketing campaigns designed to reach potential visitors across a range of different ages, interests and demographics.

Free events and trails

We will continue to deliver regular, free-to-attend community events designed to encourage people out of their homes and into Newbury town centre.

Newbury BID will continue to organise Newbury's annual Christmas Lights Switch On, regular themed markets, and seasonal trails and initiatives throughout the year.

In addition, we will look to explore additional cost-effective activations where opportunities arise.

Newbury

investment over 5 years

Visit Berkshire

Over the last year we have been working very closely with partners across the county to launch the brand new Visit Berkshire brand (@visitberkshireuk), celebrating the very best of the Royal County and all it has to offer.

This collaborative project gives us access to a much wider audience by being able to celebrate Newbury as a tourist destination to national and international tourists.

We will be working to ensure that Newbury and West Berkshire's brilliant destinations and rich history are a big part of the story as this new brand continues to grow.

A beautiful town centre

When people visit, we want Newbury to look its absolute best. We will continue to organise the town centre's annual Christmas Lights and Christmas Tree, and regular Community Clean-Ups to help keep areas around looking clean and tidy.

We are also exploring opportunities further beautification like seasonal bunting, murals, window displays, lamppost banners and more!

"As owners of Rocket Propelled Games, we've seen how Newbury BID brings businesses together and helps create a vibrant, welcoming town. Their support from having town security, events, and promotions encourage people to feel safe, visit, have fun, explore, and shop locally. Without the BID, Newbury would lose an important part of what makes our high street so special."

Kiri-Lynn and Finn Gardner
Owners, Rocket Propelled Games



Safer

£350,000 planned

BID Ambassadors

Newbury BID funds the town centre ambassador scheme, and your YES vote will allow us to expand the scheme to 7-day cover, adding a second member of staff to cover Tuesdays and Wednesdays.

Our BID Ambassadors will continue to work to support you, our levy-paying businesses, while acting as a deterrent to shoplifters and anti-social behaviour, and as a friendly face for visitors. Our BID Ambassadors will also be fully trained in supporting vulnerable people through the Safe Spaces scheme.

Pubwatch & Shopwatch

Newbury BID will be taking the lead on a new Shopwatch scheme, which we will set up to help support retailers and the day-time economy, based on best practice from the town's successful Pubwatch scheme.

Newbury BID will continue to support and manage Pubwatch, working to facilitate conversation between hospitality businesses and local stakeholders including West Berkshire Council Licensing and Thames Valley Police.

Town centre CCTV system

Newbury BID helps to manage the town centre CCTV system, recently securing funding from the Police and Crime Commissioner's Office to add two new cameras and upgrading the entire system. The upgrades went live in summer 2026 and we will continue to support this essential system throughout a new term.

Newbury

investment over 5 years

Newbury Town Centre Radio Scheme

To support our efforts in fighting back against town centre crime and anti-social behaviour, all businesses have access to radios through a Newbury Town Centre radio scheme, subsidised by Newbury BID.

The radio scheme is fully logged, and allows immediate access to BID Ambassadors, Thames Valley Police and most importantly, to other local businesses.

DISC information-sharing

All businesses have free access to Thames Valley Police's preferred crime information-sharing system, DISC.

Newbury BID funds access to DISC so that all members can be aware of local crime trends, access a list of banned persons via the Shopwatch and Pubwatch schemes, and to quickly report any criminal activity within your businesses to ensure local crime is not underreported.

"As the town centre Police Sergeant for Newbury, I have seen first-hand the positive impact that Newbury BID has on keeping the town centre safe and welcoming. Our working relationship is excellent with regular communication and coordinated activity helping us to arrest offenders and reduce crime. I fully support Newbury BID in securing another term to continue their important work."

Daniel Lond
Police Sergeant
Thames Valley Police



Working for

£155,000 planned

Your voice in Newbury

Newbury BID represents all businesses within the BID Area, and operates to a business plan formed directly from your collective feedback.

We are here to represent you, and to support and assist with any business concerns, and we can leverage our strong relationships with local stakeholders to help address any local concerns as quickly and effectively as possible. Newbury BID is your voice on the local stage.

Stakeholder engagement

We work closely with Thames Valley Police, West Berkshire Council, Newbury Town Council and many local charities and community organisations, with a goal of encouraging and facilitating larger projects that will enhance the town, encourage footfall, and ensure a vibrant town centre which people want to work in and visit.

Supporting local events

Newbury thrives throughout the year with so many free community events organised by a variety of different groups. We help to facilitate so many events like these, and are always looking for more opportunities to support new, unique events - by helping the organisers navigate the rules and regulations and with event promotion, to ensure safe and successful events that everyone can enjoy.

Newbury

investment over 5 years

Keeping you in the loop

As we sit in the centre of the business community, we will continue to keep you up-to-date with everything going on in Newbury town centre through monthly B2B email updates, quarterly Talk of the Town meetings, and on an ad-hoc basis whenever there is important news to share that may impact how you choose to operate your business.

Following your feedback, we are looking to introduce new B2B networking opportunities, allowing local businesses to connect and work more closely together.

Training and support

The business world can change rapidly, and keeping staff skills up-to-date in a timely manner can be challenging and expensive, especially for smaller companies.

In the new BID term we will be providing more training opportunities for you and your staff, tapping into resources available to us through our suppliers and trade bodies.

"As the Member of Parliament for Newbury, I have seen first-hand the vital role Newbury BID plays in strengthening Newbury town centre and championing the local business community. Newbury BID is an outstanding example of what can be achieved when local businesses, councils, and community partners work together... I am proud to support the work they do, and I look forward to continuing to work with them for the benefit of the whole Newbury constituency."

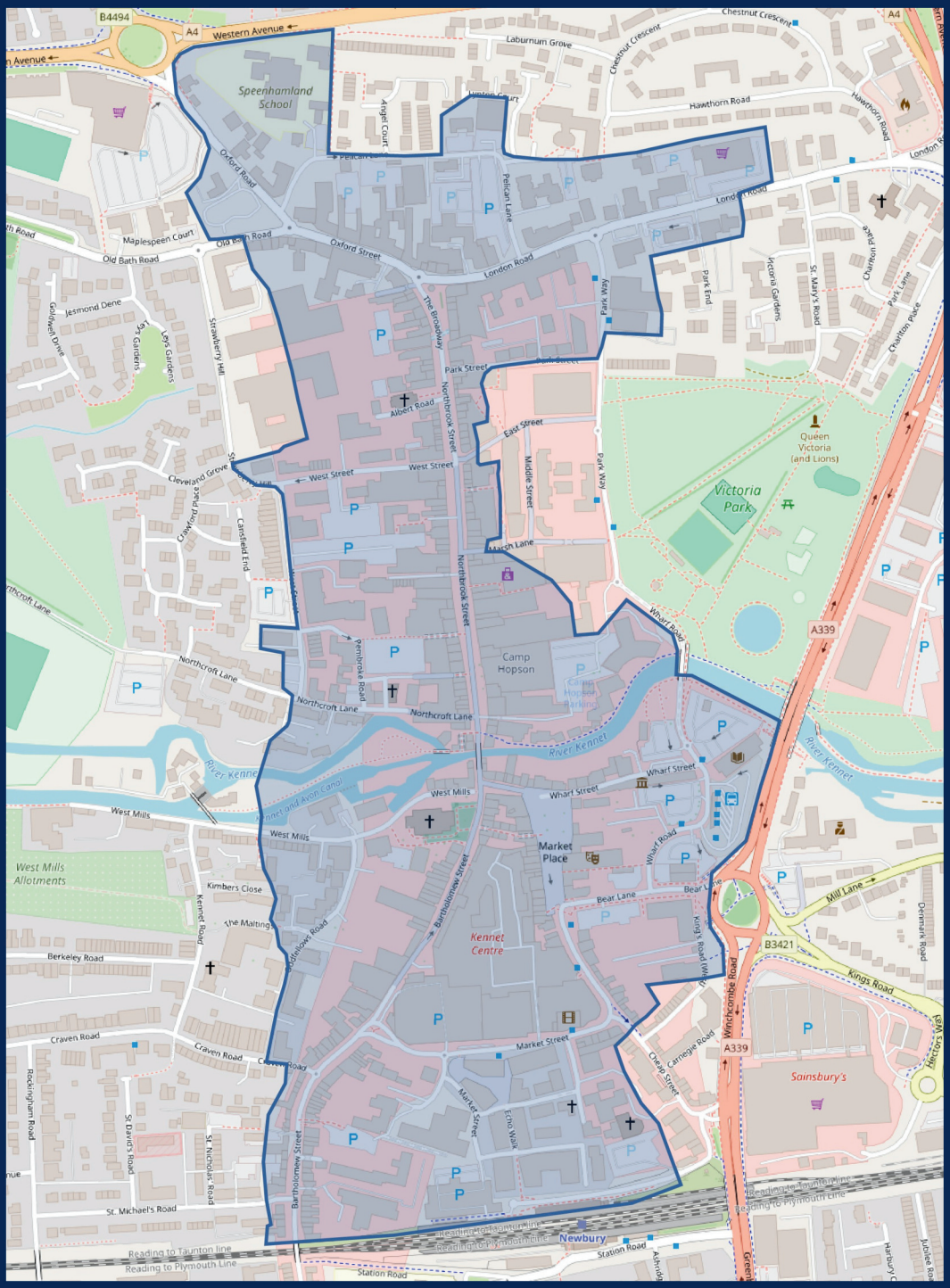
Lee Dillon
MP for Newbury



Newbury BID Area Map

The BID area covers the main commercial districts in Newbury town centre, running from Bartholomew Street at the south side of Newbury, encompassing all of Northbrook Street and Market Place, and up to the town centre's northern border with Western Avenue. The following streets are included in the Newbury BID area, either in whole or in part:

- Albert Road
- The Arcade
- Bartholomew Street
- Bear Lane
- Bolton Place
- Bridge Street
- The Broadway
- Canal Walk
- Cheap Street
- Cromwell Place
- Eight Bells Arcade
- Highfield Avenue
- Inch's Yard
- The Kennet Centre
- London Road
- Mansion House Street
- Market Place
- Market Street
- Mayors Lane
- Northbrook Street
- Northcroft Lane
- Oddfellows Road
- Old Bath Road
- Oxford Road
- Oxford Street
- Park Street
- Park Way
- Pelican Lane
- Pembroke Road
- Station Approach
- Toomers Wharf
- Weavers Walk
- Weavers Yard
- West Mills
- West Street
- The Wharf
- Wharf Road
- Wharf Street



Governance

Newbury BID is operated by Newbury Business Improvement District Community Interest Company (06977701), a private, independent, not-for-profit company limited by guarantee without share capital. Newbury BID's registered office is Broadway House, 4-8 The Broadway, Newbury RG14 1BA.

The objective of the company is to further the economic growth and development of Newbury Town Centre through the delivery and operation of a Business Improvement District.

Newbury BID is overseen by the BID Board of Directors, made up of representatives from levy paying businesses and key town centre stakeholders, who all operate in a voluntary capacity. Each Director represents the sector in which they do business. The BID Board meets monthly and is responsible for ensuring the BID meets its objectives. It is a requirement that Directors have all the necessary skills and knowledge to successfully drive the operational side of Newbury BID.

BID directors will meet at least 6 times per year and assume responsibility for legal, governance, finance, procurement, and human resources.

Any levy payer is eligible to become a member of the BID Company and can then be put forward to serve as a Director of the BID. These positions are unpaid and voluntary.

One of the Directors will be voted in as Chair. The Chair of the Board will be voted for by the Directors.

Additional representatives from the local business community and key town centre stakeholders can request to join the BID Board operating as Non-Executive Directors of Newbury BID CIC.

West Berkshire Council may be represented on the BID Board by a council officer. A Councillor may also be co-opted to the BID Board when deemed appropriate by the BID Board of Directors.

Accounts will be filed annually with Companies House and will be available to all BID levy payers. Financial reports will be included with the BID levy demand and the annual review.

The BID will be run by a small team of salaried staff led by a BID manager. All staff are accountable to the BID Board. The BID will report to businesses through regular email and online updates (at least 12 per year), an annual review document that will detail BID finances, an annual levy payer meeting, and the annual billing statement.

The BID will enter into an operating agreement with West Berkshire Council. This agreement will detail the minimum service standards and the arrangements for the collection and enforcement of the BID levy, which will be carried out by the Council on the BID's behalf and will be monitored annually.

The baseline level of services provided by statutory authorities, such as the Council, will be available on our website. These levels will be monitored to ensure the BID only funds initiatives in addition to, or to a level over and above, baseline levels.

All of our governance documentation, including the current BID Board, BID team, Levy Rules, BID Area Map and recent publications can be found on our website:

www.visitnewbury.org.uk/about

Levy Rules

The government's Business Improvement Districts (England) Regulations 2004, and Local Government Act 2003 (Part 4) set out the legal framework within which BIDs have to operate, including the way in which the levy is charged and collected, and how the ballot is conducted.

1) The BID Term will be for a period of five years from 1st June 2027 to 31st May 2032.

2) A BID Levy Payer will be subject to an annual BID Levy in respect of a Hereditament if, on 1st June of any given Financial Year within the BID Term, the Hereditament is in the BID Area, has a rateable value greater than £4,999 and is not classified as a place of worship or phone mast.

3) For each Financial Year of the BID Term, the BID Levy will be calculated as an annual charge on a chargeable day basis (i.e., the liable person for the levy payment is the person liable for the payment on the first day of each such Financial Year).

4) The BID Levy will be calculated based on the rateable value of the Hereditament as shown in the Rating List on 1st June for that Financial Year.

5) The BID Levy will be charged annually in advance, and no VAT will be charged on the BID Levy.

6) The BID Levy rate will be fixed at 2% of the rateable value for the duration of the BID Term.

7) The BID Levy will be rounded to the nearest penny (for example, £0.005 will be rounded up to £0.01).

8) New Hereditaments added to the Rating List after 1st June 2027 will be levied at 2% of rateable value from the 1st June in the first Financial Year after they are added to the Rating List.

9) How the amount of BID Levy is to be calculated cannot be altered during the BID Term without an alteration ballot.

10) For each Financial Year of the BID Term, liability for the annual BID Levy will fall on the Occupier of the Hereditament on the 1st June of that Financial Year. For this purpose "Occupier" shall have the same meaning as under s65 of the Local Government Finance Act 1988 (the "1988 Act").

11) If a Hereditament is Unoccupied, the liability for the annual BID Levy will fall on the organisation/person entitled to possession on the 1st June of that Financial Year. For this purpose "Unoccupied" will have the same meaning as in Part III of the 1988 Act and "entitled to possession" will have the same meaning as in Part III of that Act.

12) No refunds will be given if there is a change of Occupier during the Financial Year, unless the change of Occupier is demonstrated to have taken effect on a date prior to 1st June of that Financial Year.

13) There will be no refunds given for retrospective years because of successful rateable value appeals but changes in values will be reflected by a corresponding change to the levy for the year in which notification is received and for subsequent years.

14) No refunds will be given for any rate revaluations during the Financial Year, unless the rate revaluation is demonstrated to have taken effect on a date prior to 1st June of that Financial Year.

15) BID Levy Payers will not receive a three-month void exemption or any other empty rate exemption in relation to Unoccupied Hereditaments or Hereditaments that become Unoccupied during the BID Term, including those that are classified as a Listed Building, i.e. those responsible for unoccupied and part occupied hereditaments will be liable for the full BID Levy.

16) There will be no allowances applicable to the BID Levy corresponding to NDR Discretionary Relief (section 47), NDR Hardship Relief (section 49), NDR Section 44A (Partly Occupied) Relief, NDR Small Business Rate Relief (section 43) or NDR Transitional Phasing (section 57) pursuant to the Local Government Act 1988.

17) Other exemptions, relief or discount prescribed in the Non-Domestic Rating (Collection and Enforcement) (Local Lists) Regulations 1989 made under the Local Government Finance Act 1988 will not apply. The only exemption is as detailed in point 2.

18) The following premises will be eligible to receive 50% relief from the BID Levy;

a) premises that are occupied wholly or mainly by a charity as office accommodation for the charitable purposes of that charity and other charities;

b) premises that are occupied wholly or mainly by clubs and societies that are not-for-profit and have no other means of income other than voluntary subscriptions;

c) premises that form part of a shopping centre where services are already provided through service charge arrangements.



Newbury Cycle Festival, 2025

The Levy

Every business within the BID area with a rateable value of £5,000 or more will be liable to pay the BID levy, which is calculated as a percentage of your premises' rateable value. If you are unsure whether your business is included and will pay the levy, please contact us via the details on page 3.

The BID levy will be fixed at 2% for the 5-year 2027-2032 BID Term.

The levy is collected annually by West Berkshire Council on behalf of the BID company. This income is then ring-fenced and used to fund the projects outlined in this business plan.

The table below shows examples of how much you will pay based on the rateable value of your business as shown in the Rating List on 1st June for that Financial Year.

Rateable Value	Annual Levy	Equivalent Daily Cost
Up to £4,999	Exempt from BID levy but can be a voluntary Levy payer	
£5,000	£100	£0.27
£10,000	£200	£0.55
£25,000	£500	£1.37
£50,000	£1,000	£2.74
£100,000	£2,000	£5.48
£200,000	£4,000	£10.96
£300,000	£6,000	£16.44
£400,000	£8,000	£21.92

Our Budget for 2027-2032

	2027-28	2028-29	2029-30	2030-31	2031-32	Total
BID Levy Income	£316,346	£311,600	£306,926	£302,322	£297,788	**£1,534,982**
Voluntary Contributions	£8,000	£8,000	£8,000	£8,000	£8,000	**£40,000**
Commercial Revenue	£8,000	£9,200	£10,580	£12,167	£13,992	**£53,939**
Total Income	**£332,346**	**£328,800**	**£325,506**	**£322,489**	**£319,780**	**£1,628,921**
Destination Newbury	£146,500	£150,000	£146,500	£143,000	£141,500	**£727,500**
Safer Newbury	£70,000	£70,000	£70,000	£70,000	£70,000	**£350,000**
Working for Newbury	£30,500	£30,750	£31,000	£31,250	£31,500	**£155,000**
Total BID Project Cost	**£247,000**	**£250,750**	**£247,500**	**£244,250**	**£243,000**	**£1,232,500**
Management & Overheads	£61,978	£62,607	£63,243	£63,885	£64,537	**£316,250**
Contingency (5%)	£15,817	£15,580	£15,346	£15,116	£14,889	**£76,749**
Total Expenditure	**£324,795**	**£328,937**	**£326,089**	**£323,251**	**£322,426**	**£1,625,499**

BID LEVY
The income is based on a 97% collection rate, a standard projected collection rate for BIDs which is also matched through data from previous Newbury BID collections. Projected levy income is based on the current Non-Domestic Ratings List, with a 1.5% reduction each year to account for change of uses to residential. This is based on the average annual BID levy income lost to change of use during the previous Newbury BID term.

VOLUNTARY CONTRIBUTIONS
Income is based on voluntary contributions already in place, including an annual contribution from Newbury Town Council towards the town's Christmas decorations.

COMMERCIAL REVENUE
Income is based on historic income, and surplus revenue will be allocated to expanding current projects or delivering additional projects at the discretion of the BID Board.

PROJECT & MANAGEMENT COSTS
All BID levy income will be used to fund the projects outlined in this business plan. Management and overhead costs align with industry criteria of 20%. These costs will be covered through the BID levy, voluntary contributions and commercial revenue.

CONTINGENCY
A contingency of 5% has been applied to the budget as recommended in industry guidance. In addition, the directors aim to maintain reserves of 5% of levy income to provide a cashflow buffer.

Ballot Process and Timeline

From **11th September to 8th October 2026**, all eligible businesses will be asked to cast their vote in a formal BID ballot. The ballot will be conducted through an independent, confidential postal vote conducted by the Returning Officer at West Berkshire Council, which is the responsible body as determined by the BID legislation.

All eligible ratepayers within the defined BID area will be entitled to one vote per business premise, provided they are listed on the National Non-Domestic Ratings List as provided by West Berkshire Council.

Some businesses in Newbury occupy more than one business premise within the BID, and therefore will have more than one vote and receive more than one ballot paper.

It will be possible to appoint a proxy to vote on your behalf. Proxy applications will need to be made to West Berkshire Council by 5pm on 28th September 2026.

Dates for your Diary

26th August 2026	Your notice of ballot will be sent.
8th September 2026	Your ballot paper will be sent.
11th September - 8th October 2026	You will need to post your vote, and it must be received by 5pm on 8th October 2026 to be counted.
9th October 2026	The ballot result will be announced via our website, social media channels, email and press release.

Appeal

The Secretary of State may declare the BID ballot void if it appears that a material irregularity has occurred. Within 28 days of the ballot declaration, the BID Company, the local authority, or at least 5% of the number of persons entitled to vote can make a request to the Secretary of State specifying the reason for such a request.

For a ballot to be successful:

The total number of votes in favour must be higher than the total number of votes against.

The total ratable value of those that vote in favour must represent a greater rateable value than those that vote against.





Easter Hopscotch designs, 2025



FAQ

Newbury has had a BID for 14 years, why do I keep having to vote?

All BID terms across the UK last for a maximum of five years. Once that term is over, the BID is legally required to review its projects and produce a new business plan, stating its objectives for the next term. This plan must then be voted on by the businesses that will be required to pay the levy.

Is this just another tax and will it subsidise the services currently provided by West Berkshire Council?

A BID cannot and will not replace or substitute statutory services provided by local authorities. West Berkshire Council and Newbury BID will agree baseline statements as part of the BID renewal for the Council's statutory and discretionary services. These will be available to view on the Visit Newbury website at visitnewbury.org.uk/about. The BID can choose to enhance and add to these services using BID levy income. However, most projects and initiatives delivered by Newbury BID are entirely new schemes that would cease to continue without the BID and the BID levy income.

My business is located outside of the BID boundary, can I still take part?

Yes, any business that is exempt from paying the BID levy or isn't located in the BID area can contribute voluntarily. If you join the BID in this way, you will receive the same benefits as other BID levy payers but would not be eligble to vote. To discuss voluntary contributions with the BID Team, please contact us.

When will these projects be delivered?

The current term of the BID is due to end on 31st May 2027. The new term will then start from 1st June 2027. If the ballot is unsuccessful, all BID projects and services will cease immediately on 31st May 2027.

If I vote 'no', why can't I opt out?

If your business falls within the defined geographical area of the BID, you are legally obliged to pay your BID levy and you are unable to opt out during the 5-year BID term.

What happens if my business closes down during the BID term?

While we very much hope your business does not cease trading during any BID term, we understand that sometimes it is natural for a business to move on. If this is the case, your levy bill will already be paid for the remainder of the BID financial year (1st June - 31st May) and the new occupier of the unit (or the landlord if it remains vacant) will be subject to future levy payments from the following 1st June. No mid-year refunds will be given.

NEWBURY
BUSINESS IMPROVEMENT DISTRICT

VISIT
NEWBURY



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