

bidanswers

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 **bid**taunton
our future... your decision

What is bidtaunton



- ✓ A way of boosting your business by attracting more shoppers to stay longer and spend more in the town centre
- ✓ A way of joining together to make the town centre safer, livelier, more appealing.
- ✓ A way of improving the town centre in ways you choose.
- ✓ A way of directly influencing the services you pay for.
- ✓ A way of fighting retail competition from nearby cities.

What will it achieve



These are ideas for Taunton
BID's Action Plan:

- ✓ A special town centre police team
- ✓ Much improved street cleaning
- ✓ A whole new signing system to help customers find you
- ✓ Extending the Christmas lights display
- ✓ Active marketing plus exciting, high profile events
- ✓ and much more...





What will it cost me



Taunton town centre businesses,
retail and others, would pay a levy
based on their rateable value.



Figures based on a 1% levy

Size of business	Rateable value	Annual BID levy	Weekly equivalent	
Small shop (Station Road/ East Reach)	£5,000	£50	96p (Cup of Coffee)	
Average shop (Station Road/ East Reach)	£18,000	£180	£3.60 (Childs Cinema Ticket)	
Average shop (in main town centre)	£67,000	£670	£12.88 (Round of drinks)	
Large store (in main town centre)	£615,000	£6,150	£118 (Small newspaper advertisement)	

What is happening next



May 2

Presentation at Taunton's Brewhouse theatre. A chance to find out about the Action Plan.

June 30

Voting begins. Ballot forms go out to town centre businesses in the BID area.

July 31

All ballot forms have to be in. Votes are counted. 'Yes' means the BID swings into action.

December

New Christmas lights and a dedicated BID Police team on the streets.



Together, it's a case of...

1% investment = 100% improvement

Successful BIDs are helping put life back into cities and towns across England and Wales as part of a national initiative.

Taunton is the only town in the South West to go for BID status, like Bristol and Plymouth.

To find out more about Taunton BID,
please contact:

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For BIDs nationally visit www.ukbids.org

