

Working
TOGETHER for
a *THRIVING*
NOTTINGHAM



This is an important time for Nottingham, and for its diverse city centre businesses – a less favourable economic landscape is impacting businesses' operating costs, consumer buying power and leisure habits; our statutory services face financial challenges, and the high street continues to experience competition from online marketplaces. As your city centre Business Improvement District, we recognise our role in supporting you to meet these challenges – we know that together, through our management of Nottingham city centre, our promotion, advocacy and collaboration, we will create the best conditions for economic resilience and growth across our city centre.

We are proud of what we have achieved with your support, and recognise that we must continue to work hard, and make strategic investment decisions to deliver the impacts you expect from us. As we prepare for an exciting new five-year term by planning projects, promotions and initiatives which will further secure Nottingham's position as a leading destination, we thank our business members and partners for backing It's in Nottingham, and for enabling our continued innovation and investment in our great city.

We remain passionate about championing your brands, dedicated to your needs, and committed to the strategic growth of 'brand Nottingham' – a destination of choice in which to live, work, study and play.

We look forward with excitement to our continued partnerships – *together we make Nottingham thrive.*

Alex Flint
Chief Executive Officer, It's in Nottingham



IMPACT

OUR IMPACTS 2021—2025

City centre management

We have taken a strong Operational and Business Crime Reduction provision and made it leaner and more fit for purpose – investing strategically in a team which is now more proactive and highly skilled in the key areas needed to work directly with businesses and partners.

Our Business Liaison team continues to sit at the heart of our engagement strategy – building and maintaining effective relationships with you, our members. Through effective planning, target setting and leadership, we are proud to deliver regular and responsive business visits and effective communication with our members, to respond quickly and efficiently to your needs, and to meet the demands of a busy city centre.

Our investment in Business Crime Reduction has also been strengthened by creating a function which is fully integrated at leadership level, with our front-line team, and with our Projects and Marketing functions. This investment has returned impacts for your investment – delivering some of the most effective and well-recognised safety and crime reduction schemes in the UK.

Promotion and events

We are proud of our role and position as a leading place-making organisation for Nottingham – one which has the leadership and resources to work in the most committed way possible, with businesses, partners and co-promoters, to make Nottingham city centre thrive.

Our highly experienced Projects and Events team have continually challenged themselves to research, develop and deliver a comprehensive and inclusive annual calendar of high quality events and activities. We have developed a strong understanding of the differing promotional needs of Nottingham's consumer brands and independent traders to deliver opportunities – all targeted and evaluated – to ensure every business in Nottingham city centre, however large or small, benefits from increased footfall, and opportunities for economic growth.

The strategic expansion of our core Marketing and Communications team, which plays a critical role in promoting your businesses and the positive impacts delivered by It's in Nottingham, demonstrates our ongoing commitment to put you and our city on the map – as a safe, welcoming and vibrant destination of choice for local communities and visitors. We have prioritised strategic investment in digital platforms, and building collaborative partnerships with businesses and city stakeholders during our current term – to meet your needs, enhance your brands, and to deliver content which responds to changes in the buying and browsing behaviours of consumers.

Greening and city centre enhancement

Our inclusive and integrated green strategy has brought more green spaces into Nottingham city centre – enhancing the business and consumer environment. We have worked hand in hand with our members, and further developed our contribution towards the shared goal of becoming a leading city for sustainability and carbon reduction.

We have continued to support our members to learn about climate change, and to develop action plans which will have a positive impact on the environment, help manage waste and reduce operating costs – bringing efficiencies and sustainable practices within reach of every business in Nottingham city centre.



2021
2022
2023
2024
2025



IT'S IN NOTTINGHAM

OUR BOARD



Alex Flint
Chief Executive Officer, It's in Nottingham

Alex is an experienced business director, skilled in leadership and business development.



Richard Johal
Vice Chairperson

Richard is director of several hospitality businesses including St James Hotel, located near Nottingham Castle.



Stephen Jackson
Chairperson

Stephen is a qualified accountant with significant and varied board experience in the public and private sectors.



Samantha Gordon
Director & Treasurer

Samantha is Chief Financial Officer at Bistrot Pierre restaurant group, having previously held senior roles at Nottingham Forest and Norwich City football clubs.



Ben Dorks
Director

Ben is Chief Executive of Ideagen PLC, one of the UK's fastest growing technology stocks on the London Stock Market.



Jeremy Hague
Director

Jeremy is Director of Knowledge Exchange at Nottingham Trent University.



Natalie Shaw
Director

Natalie is an alumna of the University of Nottingham with extensive experience in finance, investment banking and property.



Aaron Wilson
Director

Aaron has supported a number of independent businesses within the hospitality and retail sectors.



Melanie Kidd
Director

Melanie is a senior leader and arts professional working across fine art, design and contemporary craft.



Kelly Marshall-Hill
Director

Kelly is co-founder and Director of Nottingham PR agency The Tonic Communications.



We believe our passion and commitment for Nottingham is evident in the talented workforce we have attracted and which we are proud to nurture and develop.

Our Projects and Events team bring a wealth of experience in local and regional visitor economy event management. Their passion for delivering events featuring exciting locally sourced acts and vibrant, diverse local traders makes them a real asset to the city – we know they will continually push themselves to bring a real buzz to Nottingham city centre.

Our Marketing and Communications team includes highly experienced professionals and graduate talent drawn from local creative powerhouse Nottingham Trent University. Bringing specialisms in content creation, digital marketing, copywriting and PR, and motivated to showcase Nottingham to local and regional audiences, they play a key role in achieving our place-making ambitions.

Individuals with extensive experience in retail and leisure operations and skilled graduates of Nottingham Trent University and University of Nottingham make up our dedicated Operational and Business Crime Reduction teams. Committed to supporting our business members, partner organisations, projects and promotions, they are the backbone of It's in Nottingham providing front line assistance, back office and project support.

With significant experience in community policing and retail management, our Business Crime Reduction and Operational managers drive innovation to support the business community. Passionate about integrating the latest technology into our data and intelligence gathering systems and building lasting relationships with major players in Nottingham's community safety partnerships, they are central to making Nottingham a safe and welcoming city.

Meet the It's in Nottingham TEAM



OUR MISSION STATEMENT

We are It's in Nottingham –

Our passion for NOTTINGHAM and commitment to SUPPORT and PROMOTE our members will drive ECONOMIC GROWTH – creating a *THRIVING* city centre which is a destination of choice for visitors.

We build *trust* and INSPIRE PRIDE in our city centre, its businesses and its people, to create a more welcoming, SAFER, HEALTHIER, and *GREENER* place to *live, study, work and play*.



OUR VALUES AND BEHAVIOURS

As a team, and with our members and stakeholders, It's in Nottingham will –

Drive collaboration and innovation

We add value through our individual and shared networks, knowledge and passions.

Champion diverse communities

We are strong because of the inclusive way we work together, and for our city


Respect our environment

We will each strive to build a greener, healthier city in everything we do.

Learn, grow, and remain responsive

We will continually evaluate our impact, ways of working and communication.





Outcomes and FEEDBACK from the CONSULTATION PROCESS

At our consultations, you asked us to...

MAKE NOTTINGHAM SAFER AND CLEANER



- Promote our **city centre safety schemes** and increase awareness and access to resources, to ensure businesses and employees **feel safe** and have a positive experience of working in Nottingham city centre
- Work closely with early intervention and community schemes in the city and advocate for businesses to ensure our safety partners continue to **manage crime, anti-social behaviour and homelessness** in the long-term
- Continue to advocate on behalf of businesses for a cleaner city centre and engage with the local authority to ensure **litter and waste removal**, and **recycling** services, remain a priority

MAKE NOTTINGHAM HEALTHIER AND GREENER



- Link our strategies to manage the cleanliness of event spaces and consider projects which give local communities more involvement in **enhancing green spaces** in the city centre and **litter-picking schemes**
- Encourage more businesses to become part of litter picking activities and involve businesses in projects which **improve communal areas** and areas near their business
- Encourage more businesses to recycle their waste, sharing learning between businesses with effective **recycling schemes**
- Link existing green spaces through events and activities to raise awareness and encourage healthy leisure activities to give residents, families and employees **a better connection with nature**

MAKE NOTTINGHAM 'THE PLACE TO BE'



- Increase pride in the city, especially amongst Nottingham residents and city centre employees, by celebrating Nottingham through targeted and accessible **multi-generational events**
- Align our strategies to explore **promotions** that may have **wider benefits**, in addition to footfall and economic impacts, through targeted activities for young people, which give them more of a stake in the city
- Look into **packaging events with visitor attractions and hotel stays**, distributing events across all areas of the city centre to spread the economic benefits and sequence events in quieter times of the year
- Consider smaller activities in the Old Market Square, including **pop-up activities and markets** with outdoor seating and activities for young people to engage them in the city
- Support improvements to the visitor experience by managing the **cleanliness of event spaces** and the routes people use to travel to them

MAKE NOTTINGHAM INDEPENDENTLY PROUD



- Work with traders and independent businesses to hold **markets, pop-up events** and activities across the city centre, and in the Old Market Square
- Develop multi-generational events with **smaller, and independent traders** which will appeal to communities and enhance pride in the city
- Encourage collaboration between independent businesses and bigger brands to **share knowledge and best practice**, especially around **recycling** and **green** initiatives

FROM CONSULTATION TO ACTION

Our adoption of four core delivery pillars reflects the feedback we received from city centre businesses about where our investment should be – promoting and managing Nottingham city centre, championing small and independent traders, and supporting Nottingham’s goal to become a greener and healthier city.

Cutting across all four pillars is our goal to make Nottingham a safe, positive and enjoyable place for everyone working in the city centre – something which we know is also very important to you.

These pillars will define our strategic focus and transformational projects for the next five years, and align with our guiding mission statement – to create a more welcoming, safer, healthier, and greener place to live, study, work and play.

We are focussed on *four strategic pillars*...

MANAGED CITY

Our strategic focus...

- We will continue to invest in business crime reduction, operational support initiatives, and deliver direct engagement with businesses, employees and partners to increase awareness of our priorities, and ensure workers, students, residents and visitors experience a safe and welcoming city centre
- We will continue to work closely with businesses in Nottingham city centre to understand how crime, antisocial behaviour and homelessness affects them, to ensure our strategic safety initiatives are delivered effectively where they are most needed, and to shape our engagement with community safety partners
- We will act as ambassadors for the city centre, supporting and driving our partners to maintain a welcoming, safe and clean city centre for employees and visitors to enjoy
- We will continue to enhance the cleanliness of Nottingham city centre and act as advocates to encourage and facilitate business and community-led ownership of cleanliness and recycling initiatives

PROMOTED CITY

Our strategic focus...

- We will continue to work closely with businesses, listening to their needs to plan and deliver events and activities which will create footfall and economic impact across all areas of Nottingham city centre, and have a positive impact throughout the year
- We will work with businesses to ensure that our city centre events are promoted to employees and students to reinforce Nottingham as a vibrant lifestyle-city, and to local young people and families to give them a sense of pride and ownership of the city centre
- We will align our Managed City and Greener City pillars to ensure that our event planning includes opportunities to enhance the appearance of event spaces

GREENER CITY

Our strategic focus...

- We will coordinate our Managed City, Greener City and Promoted City pillars to align activities which will improve the appearance of event spaces
- We will develop and deliver projects which are accessible for businesses and employees to be a part of, and which will encourage more recycling and effective waste management
- We will align our Promoted City and Greener City pillars to develop activities in and around Nottingham city centre which utilise green spaces in the city to create positive lifestyle opportunities for employees and visitors
- We will deliver and promote initiatives which enhance Nottingham city centre and act as champions for business, consumer and partner-led recycling and waste management schemes

INDEPENDENT CITY

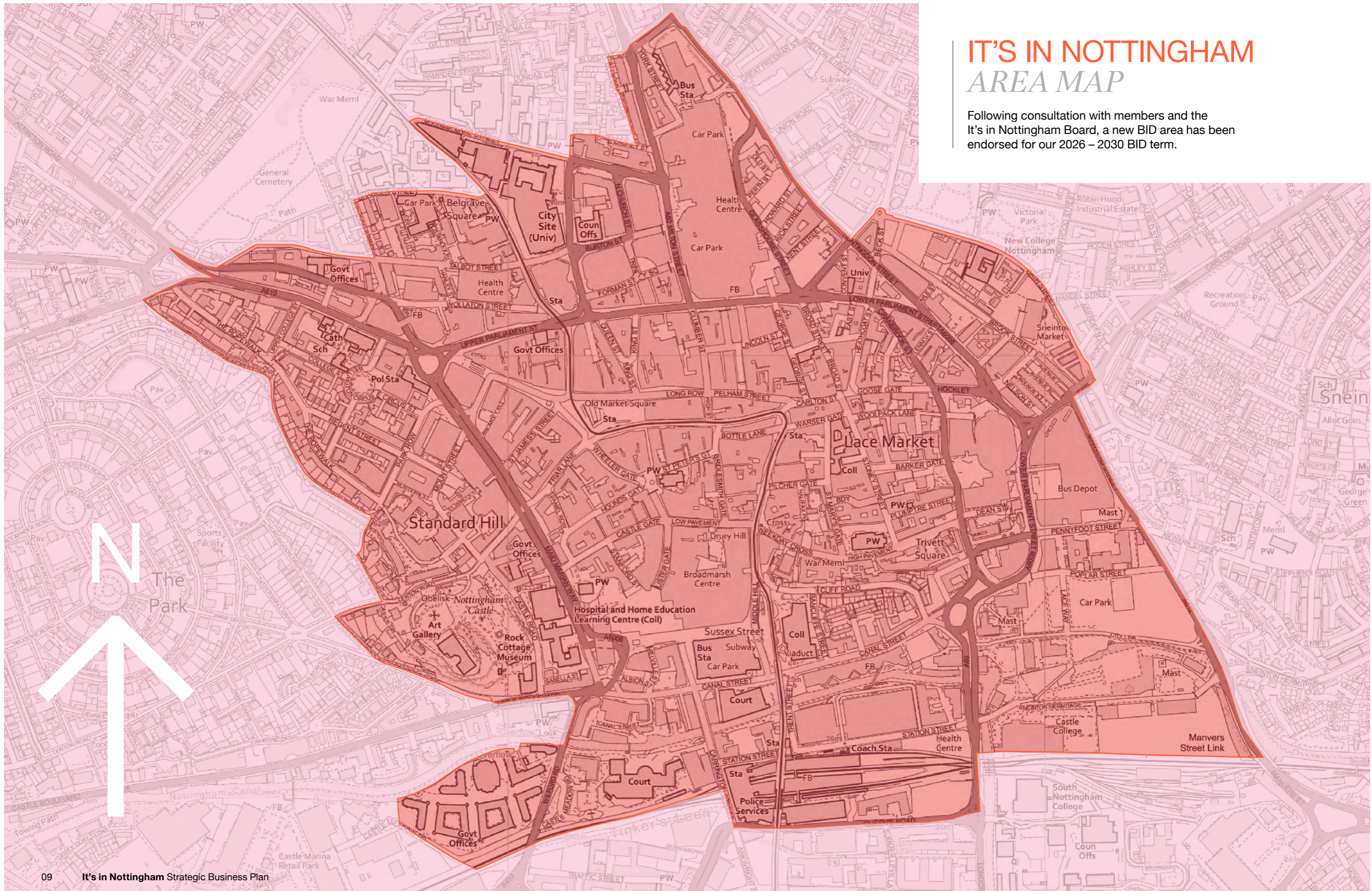
Our strategic focus...

- We will continue to develop our relationships with smaller and independent businesses, and provide opportunities for students and young creatives to develop their businesses in Nottingham
- We will encourage more independent businesses to take part in our promotional activity and to access our promotional platforms and activity to increase Nottingham’s potential as a unique, diverse and vibrant destination
- We will continue to work closely with local suppliers and sole-traders to ensure our investment for Nottingham has an economic benefit for Nottingham and wider conurbations

IT'S IN NOTTINGHAM

AREA MAP

Following consultation with members and the It's in Nottingham Board, a new BID area has been endorsed for our 2026 – 2030 BID term.



IT'S IN NOTTINGHAM

BID RULES



Ballot

1. Nottingham City Council will send those responsible for properties or hereditaments to be subject to the BID a ballot paper prior to Friday 13 June 2025
2. Each property or hereditament subject to the BID will be entitled to one vote in respect of this BID renewal proposal in a 28-day postal ballot which will commence on Friday 13 June 2025, and close at 5pm on Thursday 10 July 2025. Ballot papers received after 5pm on that day will not be counted. The result of the ballot is due to be announced on the following day
3. In order for the proposal to be successful at ballot the result will need to meet, as a minimum, two independent criteria which are: (a) of those ballots returned by the close, those voting in favour of the BID proposal must exceed those voting against it, and (b) of those ballot papers returned by the close, the total rateable value of those properties or hereditaments which vote in favour, must exceed the total of those voting against
4. If successful at ballot, the BID will commence delivery of services in January 2026 and will continue for the period to December 2030



Levy

The BID levy will apply to all persons or organisations liable to pay the non-domestic rates for eligible hereditaments located within the BID Area.

1. The BID levy will apply to all persons or organisations liable to pay the non-domestic rates for eligible hereditaments located within the BID Area
2. The levy rate to be paid by each property or hereditament is to be calculated as 1.8% of its rateable value as at the 'chargeable day' 1 January 2026
3. All properties or hereditaments with a rateable value of £35,000 or more will be eligible for payment of the levy
4. The number of properties or hereditaments liable for the levy is subject to changes in the numbers of business active and VOA. At this time the number of hereditaments is approximately 758
5. From 2027 onwards, the levy rate will be increased by the fixed rate of inflation of 3% per annum
6. The levy will be charged annually in advance for each chargeable period (January to December each year), starting in January 2026. No refunds will be made
7. The maximum amount payable for any one hereditament is capped at £15,000 (rising by 3% a year)
8. The owners of untenanted properties or hereditaments will be liable for payment of the levy
9. Occupiers within covered shopping or leisure centres that are subject to a service charge will pay 60% of the levy that would otherwise apply
10. Charitable organisations that are subject to relief on their business rates liability will pay 60% of the levy that would otherwise apply
11. Nottingham City Council will be responsible for collection of the levy. The collection charge will be £41,900 per annum; this equates to £55.28 per hereditament

Finances

1. A cautious approach has been adopted to providing the indicative budget for the renewed BID term. This is based upon historic and likely future trends
2. A levy collection rate of 90% has been assumed
3. The average annual levy available to be spent by the BID for the term is £1,325,553
4. A contingency provision on expenditure, together with the availability of reserves, provides for an anticipated reserves of £308k by the end of the BID term
5. Throughout the previous term, the BID Board adopted a prudent reserves policy. Of those reserves, there has been a commitment to invest into 'transformational projects' as described in this document. It is anticipated that this investment will continue to be used to attract additional contributions from other partners
6. During the last term, the BID had some success in generating additional revenue. The additional income provision within the budget for the renewing BID takes account of committed amounts only and is conservative in that regard. This totals £27k per annum of the total income
7. Operating costs of the BID are estimated exceptionally low at 23% of total expenditure
8. Nottingham BID Company Ltd. intends to support the creation of an Accommodation BID (ABID). If hereditaments within the Nottingham BID area become part of the ABID then they will be issued with 100% discretionary relief for their BID levy and will not pay into two BIDS. These hereditaments will remain members of Nottingham BID and receive the same support as other members

Accountability and Transparency

1. The BID will continue to recognise the importance of accountability and transparency within its governance arrangements. It is certified through British BIDs Accreditation, an award in respect of internal quality management systems. It will seek to retain Accreditation throughout its new term
2. The number of Directors (the Board) will continue to evolve to include additional representation from all sectors. This may include some non-levy payers, although always in a minority. The Board will meet at least once a quarter. The Directors shall be Members of the BID Company. The Board shall appoint a Chair from time to time
3. Provided that the BID is meeting its overall objectives, the Board shall have the ability to vary service delivery and expenditure allocation according to the changing demands of businesses. However, provisions for alteration ballots are not affected
4. The group representing all independents (including non-levy payers below the threshold) will be maintained. The main Board includes Directors appointed as independent business representatives who will also represent the interests of the sector
5. The BID will file annual accounts compiled by independent accountants at Companies House. The accounts will, therefore, be available to all levy payers. An annual report and business meeting will provide information to businesses on the activities of the BID, including finances
6. An Operating Agreement, which includes the Council's Baseline statements has been agreed with Nottingham City Council. A copy can be requested by emailing info@itsinnottingham.com
7. Notification of the intention to hold a ballot was sent to the Secretary of State on 22 January 2025



Definitions

For the purposes of definition, the term 'Renewal' means replacement of the existing BID at the end of its current term (13 July 2025) with a new arrangement covering an extended area and subject to the rules and arrangements herein.

FINANCE REVIEW

YEARS 1-5

	Year 1	Year 2	Year 3	Year 4	Year 5	Total	%
Income							
BID Levy Collection	£1,248,370	£1,285,821	£1,324,396	£1,364,128	£1,405,052	£6,627,767	
Additional Income (Radio Scheme)	£27,516	£27,516	£27,516	£27,516	£27,516	£137,580	
Net Income	£1,275,886	£1,313,337	£1,351,912	£1,391,644	£1,432,568	£6,765,347	
Expenditure							
Operating Costs	£291,241	£299,978	£308,977	£318,247	£327,793	£1,546,236	23%
Promoted City	£355,920	£366,598	£377,596	£388,923	£400,591	£1,889,628	28%
Managed City	£344,720	£355,062	£365,713	£376,685	£387,985	£1,830,165	27%
Independent City	£135,000	£139,050	£143,222	£147,518	£151,944	£716,733	11%
Working City	£115,000	£118,450	£122,004	£125,664	£129,434	£610,551	9%
Greener City	£75,000	£77,250	£79,568	£81,955	£84,413	£398,186	6%
Total Expenditure	£1,316,881	£1,356,387	£1,397,079	£1,438,991	£1,482,160	£6,991,498	
Annual Underspend / (Overspend)	£-40,995	£-43,050	£-45,167	£-47,347	£-49,592	£-226,151	
Reserves*	£493,304	£450,254	£405,087	£357,740	£308,148		

* Levy based on 90% collection rate

* Levy increase YOY by a forecasted 3% inflation rate

* Expenditure in specific areas is based on consultations with levy member priorities

* Expenditure includes legacy investments

Figures provided are based on provisional budgets and may be subject to change

The four core strategic pillars outlined in this plan will further support investment in our Working City strategy

HOW TO VOTE

Here are the simple steps that you need to follow to vote:

1

You should receive **one ballot paper for each property** that you are eligible to vote for by post. If you do not, please email info@itsinnottingham.com

2

Please check that each ballot paper has its own **return envelope**

3

Complete the ballot paper, putting a cross (X) beside your choice to **retain the BID for a further five years** or not

4

Write your name in BLOCK capitals, your **position** in the business and then add your **signature**

5

Each ballot paper must be returned in its own **separate envelope**

6

Return your completed ballot paper(s) as instructed

WE ARE IT'S IN NOTTINGHAM

We are passionate and committed to working side by side with Nottingham's incredible, diverse and hard-working business community. With support from our members and partners, and our dedication to working collaboratively in everything that we deliver for Nottingham, we will continue to grow the reputation and place-making potential of our great city – together we make Nottingham thrive.



**Nottingham BID Company Ltd. –
Trading as It’s in Nottingham**

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