

APPENDIX A

Welcome to the 2025-2030 Business Plan for InExeter.

Our vision for Exeter is of a thriving, economically prosperous city where businesses flourish, residents enjoy a high quality of life, and visitors experience the very best of the Southwest.

Here we set out how, by working with you, our members we will celebrate our city, support the business community, and deliver positive change.

Since our inception 10 years ago, InExeter, your Business Improvement District (BID) has strived to create a strong and connected business community through providing networking and training opportunities and sharing insight and data to support our business members.

We've led the way in enhancing the city's appeal with our annual investment in the Christmas Lights, city dressing campaigns, and street art projects. Through our programme of events and markets we have activated the city increasing footfall and encouraging people to dwell here. Our cleaning and greening services have been the bedrock of the city's ongoing attractiveness.

Looking ahead, we have an important role to play in ensuring Exeter is fit for the future. We are in strong position with established partnerships and recognised as a powerful and well-respected voice in the city. Through our renewed focus on **Safety & Security**, an **Enhanced Environment**, **Celebrating our City** and **Business Support** through 2025-30, we will work tirelessly to implement initiatives that help businesses thrive, foster belonging and enhance Exeter for all.

We believe in the value of businesses working together to address shared issues and respond to opportunities. We believe our collective voice can be powerful in effecting change across the city. If Exeter is good for business, then that brings benefit to everyone who lives, studies, works in, or visits Exeter.

We are passionate about Exeter and look forward to working with you to deliver our shared aspirations for our city.

Let's vote YES in the November ballot.

Nicola Wheeler

InExeter, CEO

General Manager, BOOM Battle Bar

Mat Jarratt

Chair, InExeter Board of Directors

NO vote means NO

- Christmas Lights
- Dedicated, responsive street cleansing for businesses
- Community Safety Street Team
- Exeter Business Against Crime (EBAC) subsidy
- Free accredited training and business photography
- Footfall data and shared city insight
- Independent Giftcard
- City greening (planters and hanging baskets) or street art
- City activation programme
- Collective business voice and representation
- Advocacy and influence on behalf of businesses
- Dedicated communication channels e.g. monthly newsletter, InExeter website or social media platforms

If InExeter is not successful in the upcoming ballot, all the projects and services currently delivered will cease at the end of March 2025 and the BID will close. There is no other organisation to deliver these projects, services and benefits on behalf of Exeter businesses and the investment in your city will not happen.

<CALL OUT> VOTE YES

Ballot timeline

10 October - Notification of ballot and proposals issued to all businesses eligible to vote.

15 October – Ballot Campaign Launch event 5:30-7:30pm Becketts Rooftop Bar

24 October - Voting opens, ballot papers received by post.

16 November - Replacement ballot papers issued. If you have requested a replacement paper, it will be issued on 16 November.

21 November - Voting closes 5pm. Last day to courier ballot papers

22 November - Results announced

1 April 2025 – 31 March 2030 - Third BID term

<CALL OUT> Projects and serviced delivered by InExeter only continue if there is a positive ballot result.

Celebrating our shared achievements 2020-2025

Annual Christmas lights display - 1km of LED cluster lights and curtains, iconic ground installations and wall hung Christmas trees.

9,000 cleaning visits a year removing graffiti, needles, body spills and rubbish

£100,000 in Giftcard sales to our independents

'Colour in Exeter' and Jubilee celebration city dressing

Distinctive branding and visual identity for areas of the city

2 city maps

Well-established and locally loved quarterly Fore Street Flea market

10 street art projects

2 new parklets

50+ business receive free business photography

636 from members of staff from 74 businesses received accredited training

109 tonnes food waste collected and recycled

5 tonnes WEEE collected and recycled

160 business using radio communication and crime reporting system (EBAC) 36 subsidised by InExeter

60 businesses with free Membership to Visit Exeter

100 days of city activation through markets and events

Monthly digital newsletters to over 800 recipients with a 38% open rate

Christmas Guides each with a circulation to 30,000 residents

Strong social media presence - Instagram 13000 followers - Facebook 10000 followers

£36k invested in supporting local community groups events and activities

£700k external funding secured to support BID projects and services.

Awards: Britain in Bloom, Gold 2022, Silver GILT 2021 & 2023, Winner of the BID category 2023

Members of The BID Foundation, Association of Town Centre Management (ATCM) and British BIDs

Our shared vision for Exeter by 2030:

Thriving businesses: Exeter supports a diverse community of businesses including independents and larger enterprises that all contribute to a vibrant commercial hub. With low vacancy rates and inward investment, Exeter enjoys a reputation as a distinctive shopping destination with rich character and cultural identity.

City of choice: Leveraging its strategic location in the heart of the southwest, Exeter is positioned as the premier destination for business to establish and expand. Offering quality of

life and work-life balance, Exeter is a preferred destination for graduates and entrepreneurs, with ample opportunities for post-graduate employment, innovation and business growth.

Great place: Exeter's daytime and evening economy thrives with a diverse culinary scene, entertainment options and cultural events. Our clean, safe, and inclusive urban environment prioritises accessible streets, and vibrant civic spaces promoting social cohesion for residents and visitors alike.

Our Pledges

Increased Safety: Business crime and anti-social behaviour is a priority. InExeter is committed to ensuring everyone can feel safe and enjoy our city day and night. We will continue to invest in our Community Safety Street Team and make the case for increased policing patrols.

Cleaner environment: We'll continue to make sure Exeter's streets are cleaner with our 7-day additional cleaning services including graffiti and gum removal, seasonal jet washing and regular street cleaning in hot spot areas.

Business Voice: InExeter will actively listen, lobby and campaign to make Exeter's business voice heard locally, regionally and nationally and make the case for investment.

Destination: We will continue to celebrate and promote Exeter as a cultural destination through our social media channels and newsletter. With an activation programme, continued investment in Christmas lights and city dressing and new street art commissions, we will contribute to enhancing Exeter's cultural identity as a visitor destination.

Communicating: We will provide the data and insight you need to inform your business decisions through our monthly newsletter and face-to-face meetings. This includes footfall trends, crime statistics, vacancy rate, legislative changes, local and national business initiatives.

Sustainable District: We will continue to deliver our award-winning green space improvement programme focussing on initiatives that create sustainable places and a people-friendly environment.

Your Views – consultation feedback

Here at InExeter, we listen to and gather feedback from our business members. Everything we do is with an aim to deliver benefit to you, your business, and the city of Exeter.

It was therefore important that we took the time to listen to your views and ensure we understand the needs of businesses in the city in the context of the changes we are all experiencing.

We have run an extensive consultation process. From the digital and printed Your Views Count survey, the consultation in Spring as well as in-person business visits, focus groups, networking events and neighbourhood action days.

Your priorities

1. Tackling anti-social behaviour and criminal activity.

2. Dealing with vacant properties and ensuring the economic vibrancy of our city.
3. Addressing high car parking charges
4. Using Christmas lights and city dressing to activate all parts of the BID area.

You want to see Exeter (word cloud)

Thriving

Vibrant

Welcoming

What will the BID deliver 2025-30?

Our Strategic Objectives

Safe and Secure – a safer Exeter at all times, we are committed to ensuring everyone can enjoy Exeter day and night.

Enhanced Environment – we will continue to make Exeter’s streets cleaner and greener, supporting businesses to reach net zero emissions and contributing to making Exeter a sustainable city.

Celebrating our City – we will effectively market our city, celebrating arts and culture and delivering city dressing and campaigns, wayfinding, city activation

Better for Business – stronger business voice, influencing and advocacy, connecting and supporting businesses through training and business photography, leveraging value through procurement and partnerships.

Safe and Secure

Improving the safety of our city is our priority – both day and night. Whether coming to Exeter to shop, for an evening meal or to enjoy a night out, everyone should feel confident that Exeter is a safe place. We are committed to ensuring the safety of staff, visitors, and customers.

A YES vote in November will mean:

Active involvement in Exeter Business Against Crime (EBAC) increasing radio communications between business members and sharing intelligence through reporting. We will offer a £100 EBAC subsidy to all InExeter BID members (as opposed to 50% subsidy for independent businesses and charities as we currently do).

Effective partnerships with city stakeholders through representing businesses on the city-wide Community Safety Partnership (CSP), and Anti-Social Behaviour (ASB) working group, we will lobby on behalf of businesses for increased investment in policing.

Build on the Community Safety Street Team patrols piloted 2024-25. Working in partnership with the Police and Exeter City Council we will take a multi-agency approach to improve community safety in Exeter city centre through visible foot patrols, business engagement and tackling anti-social behaviour.

Future work:

Lead the **implementation of the Evening and Nighttime Economy action plan** for our city with a dedicated stakeholder forum, annually reviewed action plan and aspiration to achieve Purple Flag status for our city.

Administer the Best Bar None (BBN) accreditation for businesses who aim to provide a safe and inclusive environment for all which includes adhering to the Safety of Women at Night (SWAN) charter.

Raise the profile of crime reduction initiatives through **targeted marketing and campaigns**.

Enhanced Environment

An enhanced public environment forms the foundation for a sustainable future for Exeter. Every action counts and collectively we will build a cleaner, greener and healthier city.

A YES vote in November will mean:

Dedicated and responsive additional street cleansing, 7 days a week 5am-1pm. The City Council provide street cleaning and empty the bins as standard. Our service provides targeted support to businesses in identified hotspots in the BID area. We significantly raise the standard of cleanliness through clearing litter, dealing with overflowing commercial bins, removing gum and graffiti and jet washing. Members can request a call-out service free of charge.

Greening our city through continued investment in sustainable planting and its maintenance. We will build on the success of our award-winning seasonal planting scheme ensuring the city centre is welcoming and attractive all year round.

Future work:

Work with City and County Councils to **address the impacts of climate change** through investing in urban greening, tree coverage and sustainable drainage to help with flood mitigation, increase biodiversity and create an enjoyable environment for people.

Advocate for public realm improvements building on the parklets initiative in Fore St and Musgrave Row to **create accessible places where people can socialise, relax and play** in the heart of the city.

Invest in initiatives that **support sustainable business and collective efforts to reach net-zero** including waste and recycling projects, sustainable travel initiatives, free bicycle checks and repairs.

Work with our community and voluntary sector partners to **campaign for drinking water fountains**.

Celebrating our City

As a regional hub, Exeter offers the very best of the southwest with a historic and culturally vibrant city centre and a rich mix of independent businesses and national brands. Promoting your business helps us to market Exeter as a distinctive destination. Using our established social media channels, we reach new audiences and encourage more people to experience Exeter.

A YES vote in November will mean:

Dedicated city dressing campaigns in the summer and festive period ensuring the city is welcoming and attractive driving footfall at key periods of the year incorporating wayfinding and colour ways that reflect the distinctive areas of the city,

Exeter's Independent Giftcard which raises the profile of our independent businesses and increases local spend.

Building on the strength of our social media following across all channels and developing new content e.g. for Tik Tok by learning from what works well and featuring high quality content and stories about member businesses that customers engage with.

Future work:

A new **city activation programme** offering small pots of grant funding to community-based organisations and business-led partnerships delivering events and activities that increase footfall and celebrate the city centre.

Invest in a **consumer facing digital city hub** for businesses to engage with customers, share what's on and promote offers through new technologies.

Contribute to Exeter's unique cultural identity by **commissioning a further 10 street art projects** in the new BID term building on the 10 completed projects delivered 2020-2025.

Better for Business

Working with you, we will make Exeter a great place to do business. We will deliver direct benefits to you, champion your interests and use data and insight to make the case for investment in the city.

A YES vote in November will mean:

Access to free accredited training. We will build on the success of our current offer by introducing new core modules and securing discounted rates for you for further training delivered by a preferred supplier.

Focus groups and networking events. We will offer regular opportunities for our businesses to connect, share insight and shape the work of the BID, for example through regular Forums, Focus Groups and Networking events.

Access to free 1-hour business photography sessions providing members with high-quality images to help effectively market your business.

Effective communication with businesses sharing relevant information in a timely way through our e-newsletter, digital channels and area WhatsApp groups.

Future work:

Create **opportunities for work placements through strengthened partnerships** with Exeter College and the University to create valuable experiences for young people in the city centre, deliver value to businesses and retain the knowledge and skills of our graduates.

Make **better use of data and insight** to inform future strategies and feedback on our activities. As well as investing in 7 footfall cameras, we will invest in transactional retail spend data and collate vacancy data to engage property owners and investors.

Budget

Voting yes in the ballot will secure ring-fenced investment for Exeter of approximately £550,000 per annum totaling £2.8m over the 5-year term.

Whilst the BID's primary income is through levy investment from local businesses, we also have a track record in securing external funding from a variety of sources. In the last BID term, we raised £700k in additional income that we invested in Exeter.

INCOME	Year 1	Year 2	Year 3	Year 4	Year 5	TOTAL	%
Levy Income	£574,000	£574,000	£574,000	£574,000	£574,000	£2,870,000	88%
Associate Membership	£1,000	£1,500	£2,000	£2,500	£2,500	£9,500	0%
Project Partner Funding	£40,000	£45,000	£50,000	£55,000	£55,000	£245,000	9%
Reserves carried forward	£5,000	£10,000	£10,000	£15,000	£15,000	£55,000	3%
TOTAL INCOME	£620,000	£630,500	£636,000	£646,500	£646,500	£3,179,500	100%

EXPENDITURE	Year 1	Year 2	Year 3	Year 4	Year 5	TOTAL	
Safe & Secure	£148,800	£151,320	£152,640	£155,160	£155,160	£763,080	24%

Enhanced Environment	£124,000	£126,100	£127,200	£129,300	£129,300	£635,900	20%
Celebrating our City	£124,000	£126,100	£127,200	£129,300	£129,300	£635,900	20%
Better for Business	£111,600	£113,490	£114,480	£116,370	£116,370	£572,310	18%
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Operating costs	£86,800	£88,270	£89,040	£90,510	£90,510	£445,130	14%
Collection	£12,400	£12,610	£12,720	£12,930	£12,930	£63,590	2%
Contingency	£12,400	£12,610	£12,720	£12,930	£12,930	£63,590	2%
TOTAL EXPENDITURE	£620,000	£630,500	£636,000	£646,500	£646,500	£3,179,500	100%

Finance Notes:

- Based on past performance an assumed levy collection rate of 95% has been adopted.
- The figures included for Associate Membership and Project Partner Funding are estimated based on past performance but cannot be guaranteed.
- A contingency provision of 2% of levy income is included, which if it remains unspent, will be allocated to BID renewal costs for 2030.
- Operating costs include management costs, office accommodation and running costs, and legal, accounting and audit fees.

Delivering Value:

Shared Services: By implementing shared services for things like security, cleaning, or maintenance, the BID reduces costs by spreading them across multiple businesses and ensures a consistent standard of service throughout the area.

Business support and training: Our free workshops, focus groups and training programme could otherwise be costly for individual businesses to organise or attend. We aim to help businesses improve their operations and potentially reduce costs associated with outsourcing or mistakes due to lack of knowledge.

Marketing and promotion: We organise area-wide marketing campaigns that attract more people to the city than individual businesses might manage alone. Increased footfall can lead to higher sales and reduced individual marketing expenditure.

Advocacy and negotiation: Acting as a collective voice for the businesses when dealing with local authorities, the police and transport providers, we can effectively lobby to achieve improved business conditions which can have financial benefits.

Enhanced public realm: Investment in making Exeter more attractive, e.g. through lighting, street furniture or greening improves visitor experience, increasing footfall and dwell times. Although this is an indirect saving, the improved environment can lead to a more robust local economy through increasing sales for businesses.

Technology implementations: We facilitate the adoption of new technologies for things like footfall counting, sales insights and loyalty programs. Using this data and insight can help businesses streamline operations and improve efficiencies.

Waste, recycling and energy saving: Coordinate area-wide waste management and recycling programs which can reduce costs associated with waste disposal.

Examples of levy and return for a city centre cafe:

Current RV:	28,500
Levy at 1.5%:	£427.50

Social media post for your business	£35.00
1 hour business photography session generating min 50 images	£150.00
2 members of staff attend first aid training	£300.00
Hanging basket, install and maintenance	£85.00
Visit membership	£360.00
TOTAL	£930.00

Non costed projects which all businesses also receive benefit from:

Christmas lights in the street
City dressing
Networking & Business sessions
Street cleansing
Access to footfall data

Management & Governance

InExeter operates as a not-for-profit company, limited by guarantee and led by a voluntary Board of Directors. The composition of our Board reflects the sector breakdown of the BID levy-paying businesses across the city, including both national and independent businesses.

KEY STATS

- InExeter is one of 350 BIDs in the UK and Ireland
- There are 670 unique business in the Exeter BID area
- 40% of our members are independent businesses
- 44 streets are included in the BID area

BIDS are proven to be effective vehicles to deliver considerable area and business benefits. The management and governance of InExeter is open and transparent with our business plan, ballot results, annual billing leaflets and audited accounts available on the inexeter.com website.

The Board takes responsibility for the strategic and financial management of the BID and is responsible for ensuring good management of the BID. The Board meets quarterly as a minimum to review strategy and consider recommendations from the Chief Executive and agree any decisions on behalf of the BID company.

<CALL OUT> InExeter is always looking for enthusiastic business champions who want to make Exeter a great place. To participate in the Board, our steering groups or our networking events and forums, please get in touch.

InExeter will maintain its accreditation under The BID Foundation Industry Standards for quality and governance.

Our actions are based on our values of:

- Accountability and transparency
- Working collaboratively through partnerships
- Being impactful in our delivery by responding to business needs

The Agreements

Baseline Agreement: This agreement sets out the minimum service standards to be delivered by Exeter City Council, Devon County Council and Devon & Cornwall Constabulary.

Operating Agreement: This agreement is between the BID and Exeter City Council; it defines the contractual arrangements for the collection and enforcement of the BID levy collection. This will be carried out by Exeter Council on behalf of the BID. This contractual relationship is in line with the requirements of BID legislation.

Find copies of these agreements at: www.inexeter.com

Your InExeter Team

- Nicola Wheeler, CEO
- Alice Evans, Marketing & Communications Manager
- Mattie Richardson, Projects Manager
- Suchaya Sethapanichsakul, Communications & Projects Assistant
- Kevin Hutchings and Simon xxx, Street Cleansing

Your Board of Directors

- Cllr Carol Whitton – Devon County Council
- Cllr Laura Wright – Exeter City Council
- Dan Hayward – Magdalen Health & Wellbeing (health & wellbeing)
- Jack Nex – John Lewis (large retail)
- Mark Sherman – The Monkey Suit (hospitality wet-led)
- Mat Jarratt – Boom Battle Bar, Chair
- Matt Phillips – IT Champion, (office/services)
- Michelle Menezes – Princesshay (landlord)
- Mithat Ishakoglu – Ari's Healthy Life (independent retail)
- Nikki Fairclough – Guildhall Shopping & Dining (marketing & comms)
- Patrick Cunningham – Exeter Phoenix (leisure)
- Victoria Hatfield – Exeter City Council (observer)

Levy Rules

1. The BID term will be for 5 years from 1 April 2025 to 31 March 2030.
2. The BID levy rate will be charged at 1.5% of the rateable value as at 1 April 2025 based on the 2023 rating list.

3. The BID levy will be applied to all businesses in the defined BID area with a rateable value of £7,500 or above, provided they are listed on the non-domestic rates list as provided by Exeter City Council. <CALL OUT>**Businesses who meet the criteria are legally required to pay the BID levy.**
4. All new hereditaments entering the rating list after 1 April 2025 will be levied at 1.5% on the prevailing values at the start of each chargeable year.
5. The levy will be charged annually in advance starting on 1 April 2025. In the event of a change of occupation, refunds will be given based on the residual for that chargeable year and the new occupier will be charged from the point of occupation for the remainder of the chargeable year. No other refunds will be provided.
6. For each subsequent chargeable year, the levy will be charged as at 1 April based on the 2023 rating list values for the entire term of the BID.
7. The BID levy may increase by an annual inflationary factor of up to 0.05 (i.e. the levy may increase to 1.55% from year 2, 1.6% from year 3 and so on). It will be at the Board's discretion whether to apply for the inflation factor for each year.
8. Non-retail charities with no trading arm or facilities, not for profit subscription or volunteer-based organizations have an 80% discount on their BID levy. No other exemptions or discounts apply.
9. Vacant properties will be liable to pay the BID levy by the registered business rate payer who may be the property owner. In this case, the registered business rate payer can vote in the BID ballot.
10. Associate BID Members will not be entitled to vote in the BID ballot.
11. Exeter City Council is the authorised body able to collect the BID levy on behalf of the BID Company.
12. Collection and enforcement regulations will be in line with those applied to non-domestic business rates. The Board of Directors will be responsible for approving and debt write-offs.
13. VAT will not be charged on the BID levy.

Keeping you updated

We will keep you updated through a number of channels:

- Monthly e-newsletters
- InExeter website and social media
- Press and PR
- Annual reporting
- Sector forums and networking meetings
- 121 business meetings

InExeter BID Area

This map shows the InExeter BID area. Businesses that meet the criteria outlined in the Levy Rules and are located on the streets listed below, will be included in the BID and therefore will be required to pay the BID levy.

We are proposing minor adjustments to the BID area for term 3 which include:

- Removal of Bartholomew Street West (part), New North Road (part) and West Street (part)

List of streets:

- Bailey Street
- Bampfylde Lane
- Bampfylde Street
- Bedford Street
- Castle Street
- Cathedral Close
- Cathedral Yard
- Catherine Street
- Cheeke Street
- Coombe Street
- Deanery Place
- Dixs Field (part)
- Eastgate
- Fore Street
- Fairpark Road (part)
- Gandy Street
- Gater Lane
- George Street
- Goldsmith Street
- Guildhall Shopping & Dining
- Guinea Street
- High Street
- John Street
- Little Castle Street
- Little Queen Street
- Longbrook Street (part)
- Magdalen Road (part)
- Magdalen Street (part)
- Market Street
- Martins Lane
- Musgrave Row
- New Bridge Street
- North Street
- Northernhay Plance
- Palace Gate
- Paris Street
- Paul Street
- Princesshay

- Queen Street (part)
- Roman Gate
- Roman Passage
- Roman Walk
- Sidwell Street
- South Street
- Upper Paul Street
- Waterbeer Street

Associate Membership: Associate Membership is open to any business located within the geographical area of InExeter, with a rateable value lower than the £7,500 threshold or within close vicinity of the InExeter area at a rate. Membership is charged at 1.5% of the RV of the hereditament or if below the £7,500 threshold then a £112.50 fixed fee.

How to vote

1. Put a cross in your voting box of choice
2. Write your name and position on the ballot paper as instructed
3. Sign your ballot paper
4. Place the ballot paper in the pre-paid envelope provided and return it.

If you receive more than one ballot paper because you have more than one business premise, each ballot should be completed separately and returned in its own reply envelope.

Notification of the intention to hold a ballot was sent to the Secretary of State on 3 May 2024.