

The estimated expenditure 2011/12 is as follows:

Cleansing: £70,000.00
Including, cleansing team, increased bins, public realm enhancements

Safe and Secure: £75,000.00
Including, Ambassadors, CCTV rapid deployment kits, Crime Reduction Manager

Access and car parking: £30,000.00
Including, Electronic information points, car parking promotions

Appealing Mansfield: £25,000.00
Including, Hanging baskets, Christmas Light Contributions, Landscaping

Marketing Mansfield: £120,000.00
Including, Events such as Olympics & Jubilee, 'Up our Street' promotions, I Love Mansfield Campaigns

Investing in Mansfield: £30,000.00
Including, Retail reports with business workshops and 121 mentoring, marketing of retail units

Staff Costs: £46,000.00

Office Costs: £10,000.00

Professional Fees: (Including collection costs) £14,000.00

Bad Debt Provision: £15,000.00

Total £435,000.00

The BID team is looking forward to working on these projects and many more. For the detailed Operations Plan for 2012/13 please see the BID element of www.mansfieldtowncentre.co.uk

We thank you for your continued support and should you have any further questions please get in touch (see contact details on the back of this leaflet).

Sincerely

The Mansfield BID Board of Management



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The Mansfield Business Improvement District (BID) Company

**Levy Contribution Notice
April 2012 – March 2013**



The Mansfield Business Improvement District (BID) Company Levy Contribution Notice April 2012 – March 2013

Dear Business Owner,
As you will be aware we are now nearing the end of our second after being voted in favour of creating the Mansfield BID in 2010.

Enclosed within this information booklet is your bill for the supplementary levy. This is a statutory payment and as such, you are legally obliged to pay the amount requested. Non-payment reduces the ability of the Mansfield BID company to deliver the projects that have been identified as being important to your business and the town.

The management board and the BID team have now begun to establish and build on those projects identified in the original plan and are excited to carry this momentum forward into 2012/13.

How have we used your levy in 2011?

- We have continued with the employment of your two BID ambassadors, working towards ensuring your business is secure and the town is a safe place to visit. They have continued to build positive relationships with all businesses and provide intelligence and evidence to combat Anti-Social Behaviour and environmental issues in the town.
- We have continued to manage the successful radio scheme and run several crime prevention initiatives such as the recent Jingle bell campaign and counterfeit note scheme. We have also contributed funding towards the Street pastors to help tackle issues within the Night Time Economy. Through this and working closely with other partners we have helped reduced town centre crime rates by 24%.
- We have continued to hold several events throughout the summer to increase footfall. Not only that we have now launched a very successful 'I Love Mansfield' privilege card with . . . people signing up to the scheme at time of print.
- We have continued to run the highly successful Mansfield Town Centre website and the 'I Love Mansfield' Facebook page, actively advertising your business and all events happening in the town. The website has a 1000 hits a week and we have 1500 members on our Facebook page.
- We concentrated on continuing to make Mansfield a more appealing place by contributing to additional flower planters and hanging baskets during the summer months. We also contributed to increasing the Christmas Lights for the town after 83% of you agreed this would benefit the town.

- We funded Free 'Late Night Shopping' Car Parking throughout the Christmas Period and heavily advertised this and the town throughout Christmas. We ran several competitions including a best dressed shop window competition and gave out 'I Love Christmas in Mansfield' bags. These combined activities increased footfall by 22.8%. We also contributed to the Christmas Light Switch on event by sponsoring the celebrity 'Lemar' to come and perform.
- We have launched a dedicated cleansing team for your business. They actively respond to all environmental issues you may have such as removal of pigeon waste, drug paraphneilia, graffiti affecting your business, cleaning of shop fronts and improvements to empty properties. This work is beyond that of the councils responsibilities and adds to the appearance of the town, so much so that we have been shortlisted for a Keep Britain Tidy award.
- We have aimed to improve communication with you by continuing with our newsletters and have introduced Open Office Sessions and an interactive Blog Board so we can keep you updated on what we are doing and you can tell us your views.



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The Broad income 2010/11 was as follows:

Income

Carry Over:	£140,000
Bid levy Net:	£284,714.76
Security Partnership Income:	£15,726.67
Grant / revenue Generation: (Includes MPAC funding, Xmas Trees campaign, business link funding)	£12,032.54
Total	£452,473.97

The Broad expenditure 2010/11 was as follows:

Expenditure

Safe and Secure: Includes Ambassadors, Business Crime Manager, Night Marshals, Crime Prevention Initiatives	£75,672.83
Marketing Mansfield: Includes events and activities, Christmas promotions, radio and paper advertising, 'I Love Mansfield' promotions and goods, car parking promotions, newsletters, Switch on contribution	£70,000.00
Appealing Mansfield: Includes hanging baskets, Christmas lights, landscaping	£20,315.75
Investing in Mansfield: Includes contribution towards Street Pastors	£15,326.07
Access and Car Parking: Includes car parking scheme	£10,511.50
Cleansing: Includes cleansing team, chewing gum machine and cleansing stock	£22,653.35
Staff Costs:	£45,899.56
Office Costs:	£9,535.14
Professional Fees: (Including collection costs)	£14,392.16
Bad Debt Provision:	£15,000
Total	£299,306.36

*reflects a trading period of 11 months as figures calculated as of end Feb 2011 due to print times

The Broad Income 2011/12 is as follows:

Income

Carry Over:	£153,167.61
BID Levy Net:	£305,863.14
Security Partnership Income:	£15,800
Total	£474,830.75