



Love  
Newmarket  
Business Improvement District



Love Newmarket  
Business Improvement District

# Business Plan

2026 - 2031

[lovenewmarket.co.uk](http://lovenewmarket.co.uk)





# Contents

- 03 Introduction from the Chairman
- 04 Introduction from BID Manager
- 05 Achievements since 2021
- 07 Plans for the next five years
- 07 Town Investment
- 08 Business Support
- 09 Marketing & Promotion
- 10 Welcome & Engagement
- 11 The BID Area
- 12 The Levy
- 12 Finances
- 13 BID Rules
- 15 How to Vote
- 16 Summary & Contact Details

# Introduction

## from the Chairman

**Steve Elsom**

Chair, Love Newmarket BID



.....

Our second term started amidst the ongoing impact of COVID and we have experienced an ongoing turbulent economic climate, with geopolitical events impacting a series of issues for our businesses, with energy prices at an all-time high, increasing rates of inflation driving up cost bases, and a cost of living crisis that has suppressed demand.

In the wake of such a 'perfect storm' we have continued to be visible and supportive. Our visibility has been important for new and existing members alike, as we endeavour to find ways to enhance business prospects through our events programme, and our training, marketing and communications offerings.

As a Board, we have worked hard to ensure that we provide relevant support for our members and we have listened to your feedback and observations as we endeavour to be elected for a third term and continue the work that we have started.







# Introduction

## from BID Manager

**Natalie Robinson**  
Manager, Love Newmarket BID



I would like to start by saying thank you to all the businesses that have engaged with us over the two years I have been BID Manager. Your enthusiasm for being involved in many of our town initiatives and events has been great to see, and we will endeavour to continue this collaborative approach to how we plan and execute the next five years.

I fully understand the pressures currently facing businesses, from the rise in National Insurance to the reduction in business rate relief. In light of these challenges, you may understandably be questioning the value of paying for the BID on top of everything else.

The simple truth is that without the BID there is no dedicated body focused solely on the wellbeing and development of the businesses in our town.

Behind the scenes, we are continually working to improve the area—whether through new initiatives, building partnerships, or lobbying the local authority on your behalf. While the challenges are real, so is our commitment to ensuring the town thrives.

We also want to make sure that your BID levy represents good value for money, so will continue to offer a mix of dedicated business benefits such as individual social media marketing, plus town-wide initiatives that improve the whole visitor experience.

Myself and our Town Ambassador, Russell are available to you in a way that no other local authority body is. If we don't know the answer to an issue, we will endeavour to find it for you. We are your voice and will continue to champion our town over the coming five years.

Positivity is key – we have much to celebrate in our town and I believe that by strengthening this message we will see great strides forward in the perception of Newmarket, both locally and nationally.

Please continue to support our efforts in making sure there is a champion for Newmarket and its businesses, by voting yes in the forthcoming ballot.

# Achievements

since 2021

- Free and subsidised training including Emergency First Aid in the Workplace
- Free public events including Easter and Christmas trails
- Support of two yearly events in the Guineas Shopping Centre
- Contribution to the Christmas Lights display across town
- Organisation and fulfilment of the yearly Christmas Lights Switch On event
- Organisation of the Guineas Food Festival in 2024
- Umbrella and butterfly street installations and events
- Introduction of Jobs page on Love Newmarket website
- Introduction of Coffee Grounds Recycling scheme
- Digital screen advertising introduced to the High Street
- Growth of our member dedicated Love Newmarket social media platforms
- Growth of the ShopSafe scheme, with 244 users across 150 business now engaged
- Secured UK Shared Prosperity Fund (UKSPF) funding to support 24 local businesses in enhancing their storefronts through the Shop Front Improvement Grant Scheme
- Introduced Meet Your Neighbour Networking events to support the office sector
- New and improved, concise and informative monthly newsletter to BID businesses from the BID Manager
- Monthly consumer newsletter reaching 4500 subscribers





# Achievements

since 2021

- Introduction of the first Restaurant Week in 2025 with 22 businesses involved
- New wayfinders installed across town in 2022
- Mystery shopper campaign and Business Awards in 2023 with 110 businesses involved
- Reporting of town issues such as broken paving, lighting, and fly-tipping, with over 100 issues reported in 2024 alone
- Business advertising supported through subsidised rates in Newmarket Journal and Velvet magazine
- Launch of #ShopNewmarket Christmas campaign in 2024 with 75 businesses involved
- Introduction of the Trovr Reverse Vending machine with over 5000 units recycled in 2024
- Engagement and investment from over 30 Voluntary Love Newmarket members
- Active and engaged membership of the Newmarket Vision Steering Group, ensuring the best possible outcomes for the town and our businesses



# Plans for the next five years

How we'll make Newmarket town centre even better for our businesses

## Four key areas

1. Town Investment
2. Business Support
3. Marketing & Promotion
4. Welcome & Engagement

## Town Investment

Making our town centre even better

- Maintain & further develop our partnerships with key local stakeholders, including being involved with discussions on the future of the charter market
- Continue to work on and support joint town projects such as Newmarket in Colour
- Continuation of support of the town's yearly floral displays
- Deliver free to attend, high quality events such as The Guineas Shopping Centre family days
- Providing a variety of town trails at relevant times of the year, such as Easter, Summer, Halloween and Christmas
- Work with Newmarket Town Council to continue to provide the town's Christmas Light Display, plus looking at improvements that can be made on both their aesthetic and environmental impact
- Continue to adopt and provide schemes to enhance the physical appearance of the town, such as the Shop Front Improvement Grant Scheme
- Review and evolve the Christmas Lights Switch on event to enhance its benefits for the whole town and to ensure it represents value for money





# Business Support

## Providing support for our members

- Representing the views of businesses to the statutory authority
- Provide free and subsidised training courses
- Advertising of your jobs on the Love Newmarket Vacancies web page
- Continuation of business advertising on the digital screens on the High Street
- Inclusion of your events on the Love Newmarket What's on web page
- Dedicated business promotion on our popular social media channels
- Initiatives to improve footfall and boost the local economy such as #ShopNewmarket
- Dedicated Town Ambassador to respond to business needs and requests
- Informing businesses of grants and support available through local authority and third parties
- Keep members updated about town centre and local economy related issues
- Subsidised advertising within Newmarket Journal, Velvet Magazine and a comprehensive range of digital marketing services across the Iliffe Media Group portfolio
- Support businesses with navigating the evolving digital landscape
- Dedicated BID Manager to support, adapt and evolve with the needs of our businesses





# Marketing & Promotion

## Marketing our town

- Continue to raise awareness of the town centre offer to local residents and visitors
- Use National campaigns such as 'Independents' Week' to showcase our offering
- Raise greater awareness of Newmarket as a visitor destination
- Explore opportunities with Newmarket racecourse to encourage pre and post racing footfall and spend
- Provide visitors with a friendly and informative welcome to enhance their visit
- Look at improvements to our website including SEO
- Continue to grow engagement with our audiences through our digital, print, media and offline marketing
- Continually explore opportunities and initiatives that will enhance the visitor experience
- Look at new and alternative ways to promote our businesses, such as videos and blogs
- Continue to develop a positive relationship with local media
- Continue to engage with landlords and prospective tenants regarding opportunities for new business openings
- Evolve and grow our involvement with the West Suffolk Business Festival
- Enhance Love Newmarket's presence at external networking events to ensure we are aware of new opportunities available to our businesses





# Welcome & Engagement

## Making our town more welcoming

- Work in partnership on town centre green initiatives, such as planting schemes and improved cycle routes and infrastructure
- Support our businesses to become greener
- Continue to support and explore new business waste and recycling schemes.
- Continue and expand the Coffee Grounds Recycling initiative
- Continue and improve the use of the Trovr reverse vending machine
- Presence of our Town Ambassador to provide visitors with a friendly and informative welcome to enhance their visit
- Continue to work with Police to reduce retail crime and anti-social behaviour
- Increase the number of businesses using ShopSafe to further enhance its information sharing benefits
- Enhance the relationship between the Town Ambassador and local Police force, encouraging more police presence and BID member engagement
- Become National Association of Business Crime Partnerships (NABCP) certified to help give businesses the tools and support they need to combat business crime



# The BID Area

The map shows our Love Newmarket BID area that will contribute and benefit from the projects laid out in this business plan.



# The Levy

## BID Rates 2026-2031

Every eligible business in the BID area will pay the BID levy which is split into 11 bands based on the premise's rateable value.

The band you are allocated to will not change during the term.

### What will you pay?

The table below shows what you will pay for each year of the BID term.

Band number	Lower band limit (by RV)	Upper band limit (by RV)	Year 1	Year 2	Year 3	Year 4	Year 5
1	£7,500	£9,999	£200	£210	£220	£230	£240
2	£10,000	£19,999	£365	£380	£400	£420	£438
3	£20,000	£29,999	£500	£525	£550	£575	£600
4	£30,000	£39,999	£750	£790	£825	£863	£900
5	£40,000	£49,999	£1,000	£1,050	£1,100	£1,150	£1,200
6	£50,000	£59,999	£1,500	£1,575	£1,650	£1,725	£1,800
7	£60,000	£69,999	£2,000	£2,100	£2,200	£2,300	£2,400
8	£70,000	£99,999	£2,500	£2,625	£2,750	£2,875	£3,000
9	£100,000	£199,999	£3,500	£3,675	£3,850	£4,025	£4,200
10	£200,000	£399,999	£6,500	£6,825	£7,150	£7,475	£7,800
11	£400,000 or more		£10,000	£10,000	£10,000	£10,000	£10,000

\* Rateable value is based on 2023 listings

## Finances

A cautious approach has been adopted to budgeting for the BID term with a levy collection rate of 95% assumed.

The average annual levy available to be spent by the BID for the term is £210,200.

An annual contingency amount has been included. The 5-year budget provides a breakeven position with all available monies committed to investment in the area.

With operating costs excluded (circa 26% to cover aspects such as levy collection, accountancy, insurances, office, and staff costs etc.) the totals to be invested are:

Town investment and events	£197,000
Business support	£211,000
Marketing and promotion	£71,000
Welcome and engagement	£260,000



# BID Rules

## The Ballot

- West Suffolk Council will send those responsible for properties or hereditaments to be subject to the BID a ballot paper prior to Friday 6th June 2025.
- Each property or hereditament subject to the BID will be entitled to one vote in respect of the BID Proposal in a 28-day postal ballot which will commence on Friday 6th June 2025, and close at 5pm on Thursday 3rd July 2025. Ballot papers received after 5pm on that date will not be counted. The result of the ballot is due to be announced on the following day.
- 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 proposal must exceed those voting against it, and (b) of those ballot papers returned by the close, the total rateable value (RV) of those properties or hereditaments which vote in favour, must exceed the total of those voting against.
- If successful at ballot, the BID will commence delivery of services on April 1st 2026 and will continue for a period of 5 years to March 31st 2031.

## The Levy

- The levy rate to be paid by each property or hereditament is to be charged according to its RV and the levy band into which it fits.
- The charge will be calculated based upon the RV of each property or hereditament as at 31st March 2026.
- In all instances, any national ratings revaluation during the BID term will be disregarded and the RV assigned to each hereditament will be fixed to the value assigned to it as at 31st March 2026. The levy is due annually in advance (April to March each year) from the liable party as at 1st April each year (the 'chargeable day') and no refunds will be made.
- If a revised or new RV is applied because of any change of use or a physical change to a property or hereditament including, inter alia, new construction, merger, subdivision, extension, and refurbishment, the revised RV would be applied as at the next 'chargeable day'.
- Only properties or hereditaments with a RV of £7,500 or more will be eligible for payment of the levy.
- If the RV assigned to a property or hereditament falls below £7,500 due to a physical change, change of use including, inter alia, new construction, merger, subdivision, extension, or refurbishment, the property or hereditament will be exempt from the levy from the next 'chargeable day'.
- If, during the term, either; (a) a new property or hereditament enters the list or (b) a property or hereditament with a RV which had previously been below the £7,500 threshold is assigned a RV which is £7,500 or more due to a change of use or a physical change including, inter alia, new construction, merger, subdivision, extension, or refurbishment, the property or hereditament will become liable from the first 'chargeable day' after the effective date of change.

*(Continued on next page)*

## The Levy (continued)

- The number of properties or hereditaments liable for the levy is approximately 280.
- The ratepayer for any untenanted properties or hereditaments will be liable for payment of the levy.
- Hereditaments with a VOA description of "Racing stables and premises" will be exempt from the levy.
- The BID levy will not be affected by any small business rate relief scheme, service charges to landlords, exemptions, relief or discounts prescribed in the Non-Domestic Rating (Collection and Enforcement) (Local Lists) Regulations 1989 made under Local Government Finance Act 1988.
- There will be no VAT charged on BID levy demands.
- West Suffolk Council will be responsible for collection of the levy. The collection charge will be circa £5,040 per annum this equates to £18 per hereditament and approximately 2% of anticipated average billed levy.
- Collection and enforcement arrangements will be similar to those for collection and enforcement of non-domestic business rates with the BID Company responsible for any debt write off. Details will be found in the Operating Agreement between the BID and Council.

## Governance

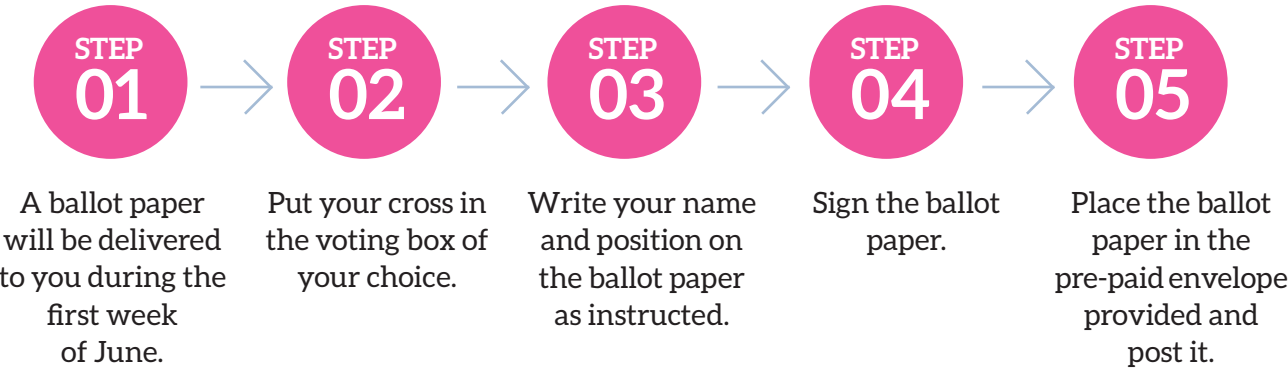
- The BID Body will be Newmarket BID Limited (Company Number 10158066) a not-for-profit organisation, limited by guarantee.
- The Directors of the BID (the 'Board') shall be primarily representative of levy-paying businesses from across the BID area and of its various business types. The Board will have responsibility for governance matters such as financial arrangements, contractual obligations, human resources, standards, performance, and compliance.
- From time to time, the Board shall appoint one of the Directors as Chair.
- The Board may form such sub-groups that from time to time become necessary.
- 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 levy payers. However, any change to the BID boundary or to the levy rate proposals may require an Alteration Ballot.
- The Company shall meet with the Council, as the Billing Authority, every 3-months to monitor service delivery, levy collection and financial management issues.
- Levy paying businesses may apply to become Members of the BID Company, with each application subject to Board approval.
- If a business with a RV of less than £7,500 or any business from outside the BID area wishes to contribute to the BID, it may do so by way of a voluntary contribution.
- The BID will file annual accounts compiled by independent accountants with Companies House. An annual report on activities, including finances, will be published. An Annual Meeting for levy payers will be held.
- An Operating Agreement will be agreed including a statement of the Council's baseline service commitments.
- Notification of the intention to hold a ballot was sent to the Secretary of State on 16th January 2025.



# How to Vote

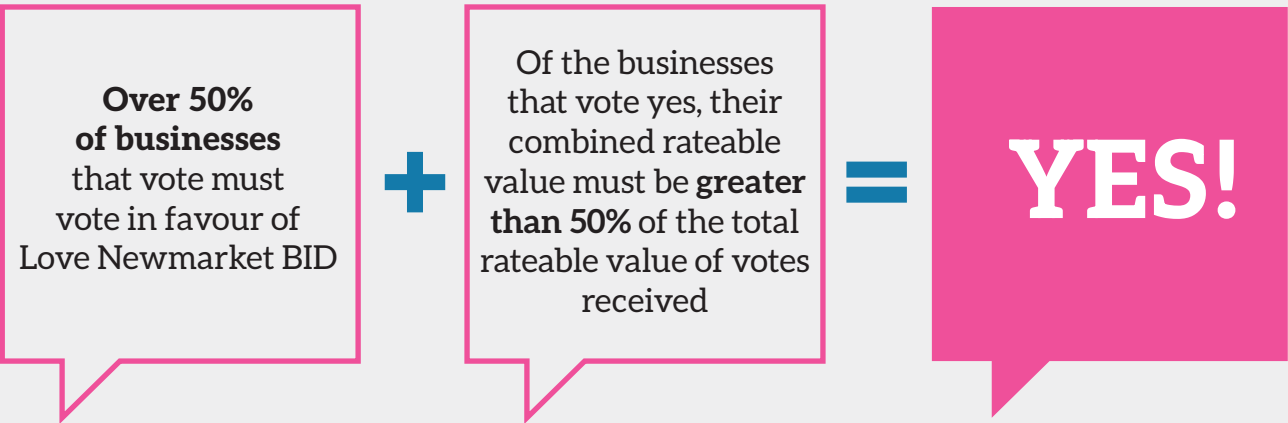
All ballot papers will need to be received by 5pm on Thursday 3rd July 2025.

To vote just follow these simple steps:



If you haven't received a ballot paper by June 9th, please contact [manager@newmarketbid.com](mailto:manager@newmarketbid.com)

## For a successful 'YES' vote





Love  
Newmarket  
Business Improvement District

If you would like to discuss any part of this business plan, please contact us and we'll be happy to help.

**Natalie Robinson**  
BID Manager

07809 907185  
[manager@newmarketbid.com](mailto:manager@newmarketbid.com)

O'Sullivan Suite  
The Racing Centre  
Fred Archer Way  
Newmarket  
CB8 8NT