

# NORTH NOTTINGHAMSHIRE

## PRESS RELEASE

### CALL FOR BUSINESSES TO #VoteWIN

Businesses are being urged to vote 'yes' to a major new initiative that could generate £3.2m in funding for the area over the next five years.

Companies across Worksop, Retford and the surrounding area will begin voting next month on whether to create a Business Improvement District (BID) in the area.

If successful, the area's place-shaping BID will be the largest of its kind in the country.

The move is seen as an opportunity to showcase the best North Nottinghamshire can offer, highlighting the business community within it, allowing companies to direct and implement a range of economy-boosting initiatives.

A five-year business plan has already been drawn up as part of the BID process that highlights a number of investment opportunities suggested by the local business community. The plan will be launched from March 29.

The proposed initiatives include growing business opportunities, boosting tourism, retaining local talent and maintaining a safe and clean environment.

North Nottinghamshire Place Manager Sally Gillborn who is fronting the drive, said creating a BID in the area would bring about huge benefits for local businesses and the wider community as a whole.

Sally said: "We have ambitious and ground-breaking plans to deliver the UK's first area-wide, place-shaping BID. "Totally business managed and led, a BID will give us the chance to raise £3.2m of funding to showcase North Nottinghamshire. This will put businesses in the driving seat, enabling them to determine how these funds will be invested back into our area over the next five years."

Every business in the area will play a part and benefit the BID process, while only those above a certain rateable value will be directly involved in the vote itself.

The businesses will be voting over a four-week period beginning on April 18.

These businesses have been invited to attend the special BID launch event taking place on March 29 at Hodsock Priory, Blyth, where guests will hear Lincoln's

success story from Matt Corrigan, CEO of Lincoln Business Improvement Group.

There are also a number of roadshows taking place at various locations during April and early May, providing people with further details on the BID process.

Sally, who has been working on the BID initiative for 18 months, said it was going to be particularly busy in the run up to the voting.

"A lot of time and energy has been spent with members of the BID steering group meeting regularly to ensure that the business plan reflects what our businesses specified in the two surveys undertaken last year. "This work is now coming to fruition and it will certainly be a busy few weeks ensuring that they are informed and engaged. We would appeal to business people to vote YES at ballot to help make a better North Nottinghamshire for our businesses and local community."

A social media campaign has also been launched by the BID group to keep businesses and the wider community informed on developments and to drive home the 'Vote Yes' message.

The result of the vote needs to show a minimum of 51 per cent or more in favour for the BID initiative to go ahead. If successful the BID initiative will be in place by September 2017.

## ENDS

### Notes to Editors:

There are currently around 250 Business Improvement Districts (BIDs) in the UK and these are generally towns, cities or industrial areas. The North Notts BID will be the first place-shaping, area-wide BID in the country.

The £3.2m in funding will be raised through introducing a capped levy on businesses in the area. Visit [www.votewin.co.uk](http://www.votewin.co.uk) for more details or follow North Notts on Twitter [@NorthNotts](https://twitter.com/NorthNotts)

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