



OneMaidstone Business Improvement District

**BID TERM 1**

**PROJECT REVIEW**

2018 - 2022

# WELCOME



OneMaidstone BID has been delivering town centre services to Maidstone since receiving our **Yes** vote for our first term at the ballot in 2018.

Over the past 5 years, our town centre has faced many unforeseen challenges - lockdown, restrictions, re-opening and cost of living crisis to name a few. Yet when you look out of the windows our high street is still a busy bustling place with so much to offer the community.

OneMaidstone BID is proud to have worked on your behalf during this time and to have delivered what we promised back in 2018.

During 2022 OneMaidstone BID achieved the official accreditation from British BIDs, an industry standard of excellence which has been awarded to less than 10% of all BIDS across the UK.

As a not for profit organisation we are committed to transparency with our levy payers and to this end have compiled this summary of everything we have done to satisfy the objectives set out in our 5 year business plan. With the Term 2 Ballot approaching, we invite you to review our Term 1 summary and use it to help inform your decision for the Term 2 ballot. A 'No' vote in the Term 2 ballot would render all services that were organised and overseen by OneMaidstone BID in the past 5 years to cease.

We thank you for your consideration.

# WHAT IS A BUSINESS IMPROVEMENT DISTRICT?

A Business Improvement District, or BID for short, is a collection of businesses that contribute a levy based on their rateable value into an organisation that is dedicated to delivering projects and activities that the businesses themselves have identified as being beneficial for their area.

BIDs are created based on a democratic decision taken by the potential payers by a ballot. Maidstone voted yes for its BID in 2018. BIDs normally operate on a five year term, and Maidstone's first term will conclude in 2023.

## Where does the Maidstone BID currently operate?

One Maidstone, the BID for Maidstone town centre, covers a defined boundary that stretches from Sessions House to Knightrider Street, and in the other direction from Wat Tyler Way to Fairmeadow stopping at the riverside.

## What sort of services does the BID provide?

One Maidstone provides amongst other things: the town centre business crime reduction partnership, town centre Ambassadors, CCTV monitoring, town centre events,

the Christmas lights scheme, promotional materials including a seasonal magazine, enhanced and responsive cleansing.

## Why are these things not provided by my business rates?

Business rates, and their allocation and use, is determined by central Government. Where a BID differs is that the levy can only be used for projects within the boundary, in our case Maidstone town centre, and on the things that have been set out in the business plan against which the businesses have voted in the ballot. Essentially a BID is a joint account, and the BID company delivers projects that Maidstone's own businesses have identified as being beneficial to the whole group.

## What would I be paying if I was in the BID?

When the BID was first established the levy was set at 1.5% of rateable value, and 1% for those already subject to a service charge such as within shopping centres. This has increased by CPI each consecutive year so that in year five the businesses have been paid 1.747% and 1.164% respectively. The levy is billed annually.

So for example if your rateable value is £34500 and you were based in The Mall you would pay £395.76.

For this annual payment you would see up to £470k worth of investment made in projects and activities.

## Can I pay by instalment?

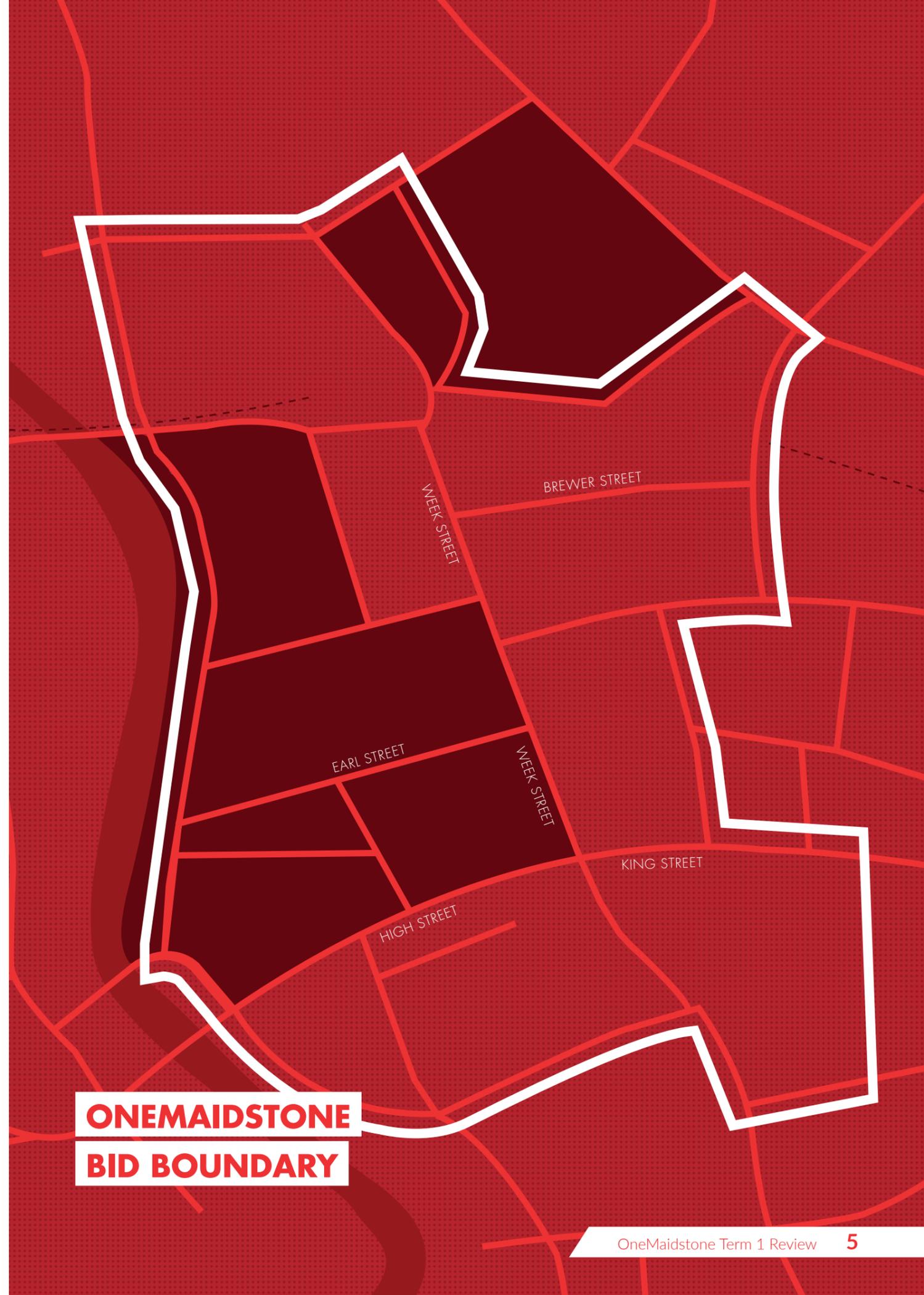
BID levy is normally collected in one instalment annually, however should any business identify a need for support in this regard then we have always been happy to assist where possible.

## Can I opt out and are there any exemptions?

If the BID is established then the levy is compulsory. One Maidstone in its first term established a lower threshold of a rateable value of £15000, and business below this valuation would not be subject to the levy. Additionally an upper cap was also created that no business would pay more than £10k per annum (also increasing annually by CPI). We also consider a discount for charities on a case by case basis.

## When will the ballot for term two be held?

The ballot for term two will take place in June 2023. Businesses will be notified in several stages of the pending ballot. If any changes to the boundary are made new businesses that are incorporated will be informed and invited to participate in the ballot to determine if the BID should continue into a second term.



# ONEMAIDSTONE BID BOUNDARY

## WHAT YOU ASKED US TO DELIVER AND HOW WE DELIVERED IT

After consultations with Maidstone Town Centre businesses in 2018, our Term 1 goals were split into two stages of our term duration:



(Direct insert from the Term 1 Business Plan)

The initial focus for delivery will be the 'Manage' projects which focus on improving the experience and appeal of the town centre. The 'Promote' activities will then deliver campaigns to promote the town locally before 'Discover' projects develop campaigns to more widely showcase the town centre offer.

Through the levy contributions, we had a budget of approximately £2.3million to deliver these services.



# MAIDSTONE



## YOU ASKED US TO DELIVER

A focus for the early stages of One Maidstone BID were to improve the experience and appeal of the town centre by making it safer, cleaner, and brighter. The proposed projects included:

- Street Ambassadors
- Tackling crime and anti-social behaviour
- Promotion and development of MaidSafe
- Street scene improvements

## WE DELIVERED:

- A 24-hour CCTV monitoring service throughout town
- An Ambassador team who patrol the streets daily and provide support and security for the town, acting to address anything that may compromise the welcome and vitality of the town centre. The Ambassadors are SIA licenced, CSAS trained and accredited and have been recognised by Kent Police with a Quality-of-Service award
- Ongoing Night Time Economy meetings co-hosted with Kent Police, an opportunity for local night time economy businesses to discuss and share issues, and to open a direct dialogue with the colleagues and partner agencies including the Licensing department
- The pilot of the first town centre wide Emergency Trauma Pack scheme, equipping first responders

- with the necessary kit to tackle serious traumatic injury. The scheme was subsequently adopted by the PCC's office and rolled out County wide
- The Knife Angel sculpture was brought to Maidstone in September 2022 to confront the issues and perceptions of knife crime; this was accompanied by educational workshops for children in the community in partnership with the Hazlitt Theatre
- Regular deep cleans of the town centre, providing a level of detail over and above that brought by the existing day to day Council operations
- Town centre planters have been brought to the town centre both Summer and Winter
- The DA Guardians training programme in 2021, teaching business about signs of domestic violence and how to safely sign post. Participants completed the course became a 'DA Guardian' making their business a safe space for their staff and customers



# PROMOTE



Following the delivery of the proposed management works, with the safer, cleaner and brighter town centre to shout about, One Maidstone BID planned to deliver sustained campaigns aimed at changing perceptions of Maidstone and its role as the County Town.

## THE PROPOSED PROJECTS INCLUDED:

- Parking, transport, signage and considering ways in which Maidstone can be made more accessible
- Events and promotion
- Marketing promotions and social media
- Christmas lights

## WE DELIVERED:

- Marketing promotion for businesses and events in town. On social media and through our magazine.
- Our magazine has a quarterly distribution of 15,000 homes and businesses in Maidstone.
- Our social media reach currently has a following of 7384 followers and our Facebook and Instagram achieved a reach of 119,377 accounts in 2022.
- The Christmas Lights scheme and the associated switch on since 2019.
- We host regular Maidstone Marketing Meetings, roughly every 6 weeks. These meetings are an opportunity for businesses in town to share, network and find opportunities to collaborate
- A range of Halloween themed characters to greet children and the public around town, in conjunction with local business CEP Agency in October 2022

- We facilitated Halloween Walking Scavenger Hunts around Maidstone - 'Take It to the Grave' and 'Stage Managers Secret, in conjunction with local business Hazlitt Theatre in October 2022
- A Dinosaur Egg Easter Trail in conjunction with Maidstone Borough Council and multiple businesses across town in April 2022
- A range of Dinosaur themed characters 'Meet the Dinosaurs' to greet children and the public around town in April 2022
- We provided 2 days Social Media Training to businesses across town hosted by local business Onward Socials in May 2022
- We provided marketing promotion for businesses and events in town, in conjunction with local business Onward Socials
- A range of Jubilee themed characters to greet children and the public around town, in conjunction with local business CEP Agency in 2022
- We've organised multiple competitions, highlighting and increasing awareness of businesses in town - Halloween Giveaway, Christmas Hamper, Valentines Date Night and more
- We facilitated 'Not a Phase' during June 2022 LGBTQ+ Pride month, in conjunction with local business Hazlitt Theatre
- We created, funded, installed, and promoted The Maidstory Big Book Hunt trail in conjunction with multiple businesses across town in August 2022 which included Maidstory character readings in conjunction with local business CEP Agency and the Hazlitt Theatre in August 2022
- We created, funded, installed and promoted The Magic of Christmas Trail in conjunction with Maidstone Borough Council and multiple businesses across town in November-December 2022
- 2023 will see regular networking meetings for businesses within Maidstone town centre
- The introduction of discounted travel with Arriva for BID levy businesses and their staff



# DISCOVER

## YOU ASKED US TO DELIVER

With people using the town centre more frequently and for longer, the 'Promote' stream was introduced to supplement with campaigns to encourage discovery of the wider town centre targeted primarily at those who will travel further and stay longer, preferably overnight. The proposed projects included:

- Visitor promotions
- Strength of offer (history, range of hospitality etc)
- Promoting uniqueness

## WE DELIVERED:

- The Wine Weekend event in Sessions House, increasing footfall in town and putting Maidstone on the map
- We organised and hosted the first Maidfest in July 2022 - bringing many businesses across town together to provide an offers driven retail festival throughout our town centre
- We facilitated the Magic of Christmas Parade, in conjunction with Maidstone Borough Council and local business CEP Agency in November 2022
- We supported the Scarecrow Festival, created by Maidstone Borough Council
- We were the Events Partner for the Elmer Wild in Art Trail around Maidstone in 2021
- Radio adverts and segment sponsorships on KMFM and Global, which promote Maidstone as a hub of retail, hospitality and events
- Our event campaigns have included transport advertising in conjunction with South Eastern Railway and Arriva Buses.
- Through One Maidstone's involvement with the Town Centre Task Force we are working with Maidstone Borough Council and Kent County Council to bring a youth hub to the very centre of the town which will be opening in early 2023.



## TERM 2 BALLOT PLANS

### How will the ballot work?

All potential levy payers within the boundary will be entitled to a vote. A 28 day postal ballot will be held from 1 June to 29 June 2023. You will receive a ballot paper in the post that can then be completed and posted back.

### Can I nominate someone to vote on my behalf?

Yes. You can nominate a proxy for your vote who you are happy to be responsible for voting on behalf of your business/property.

### What happens if I lose my voting paper?

A replacement ballot paper can be organised for you if the local authority is notified in time to meet the deadline of the close of the ballot.

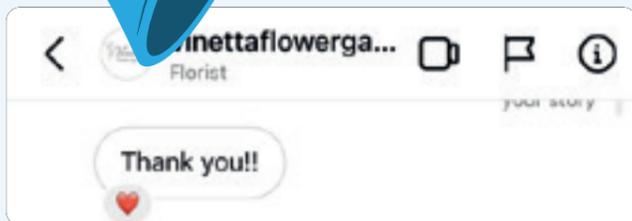
Please see the useful dates section for when you can expect key items of correspondence.

## KEY DATES

|   |                |
|---|----------------|
| <b>Notice of ballot</b> This document will give you notice that the ballot is pending – will be posted from | <b>17 May</b>  |
| <b>Ballot packs</b> Will include you voting paper – will be posted from                                     | <b>30 May</b>  |
| <b>Proxy nominations</b> Can be made up to  | <b>19 June</b> |
| <b>Replacement papers</b> Can be requested up to  | <b>26 June</b> |
| Ballot closes at 5pm on   | <b>29 June</b> |
| Count and declaration of result will be made on   | <b>30 June</b> |



# FEEDBACK



“  
 Caroline provided a really welcoming and well structured social media course! Great for all levels and great opportunity to engage with other local businesses!  
 ”  
 Tracy, Hazlitt Theatre



## EVENTS FEEDBACK



**KNIFE ANGEL**  
 It was a very moving night, than you for raising awareness



**HALLOWEEN**  
 Halloween My kids had a great time today seeing the Halloween characters x



**JUBILEE WEEKEND**  
 Absolutely fantastic job with this today, my 6 year old daughter absolutely love the still walking tress and high gives them twice, keep up the great events



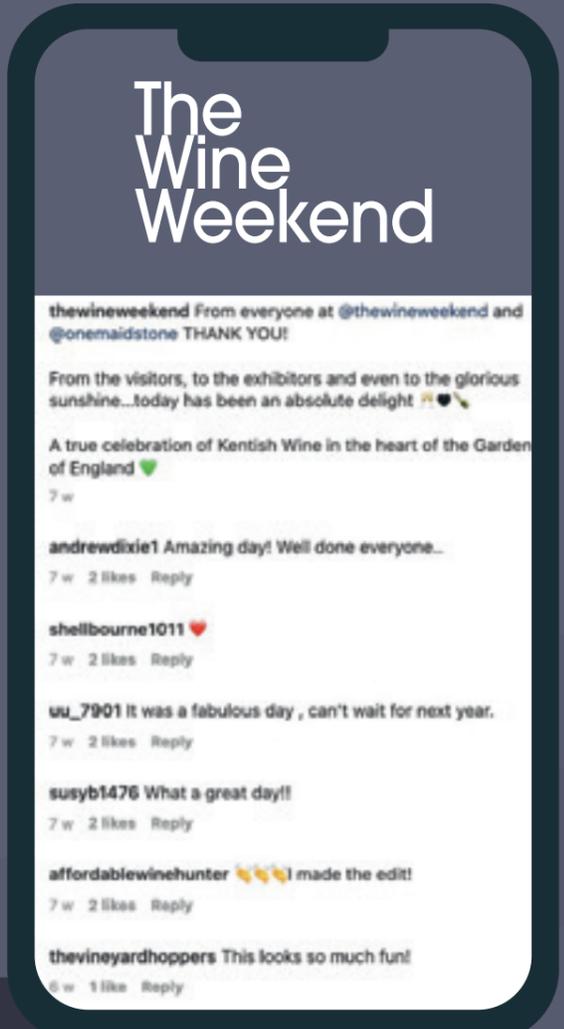
**JUBILEE WEEKEND**  
 Such a fantastic weekend!

## COMPETITION ENTHUSIASM

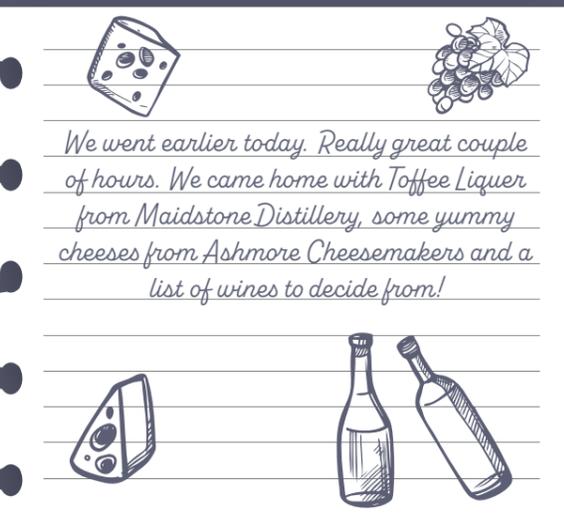
Thank you so much Michelle Woodland and the team at One Maidstone Yesterday we went on the gin distillery tour (g and t at 11 am, a fine start to the weekend!) it was very informative and definitely recommended And we've used the remaining vouchers Thanks again for such a wonderful prize

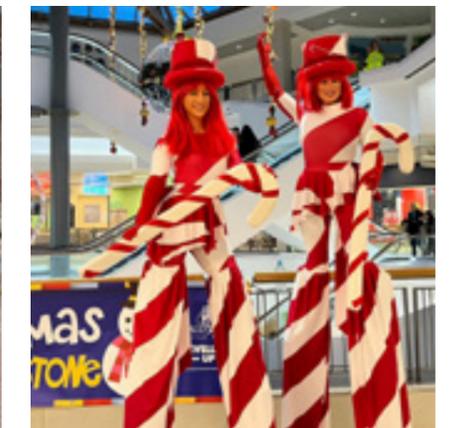
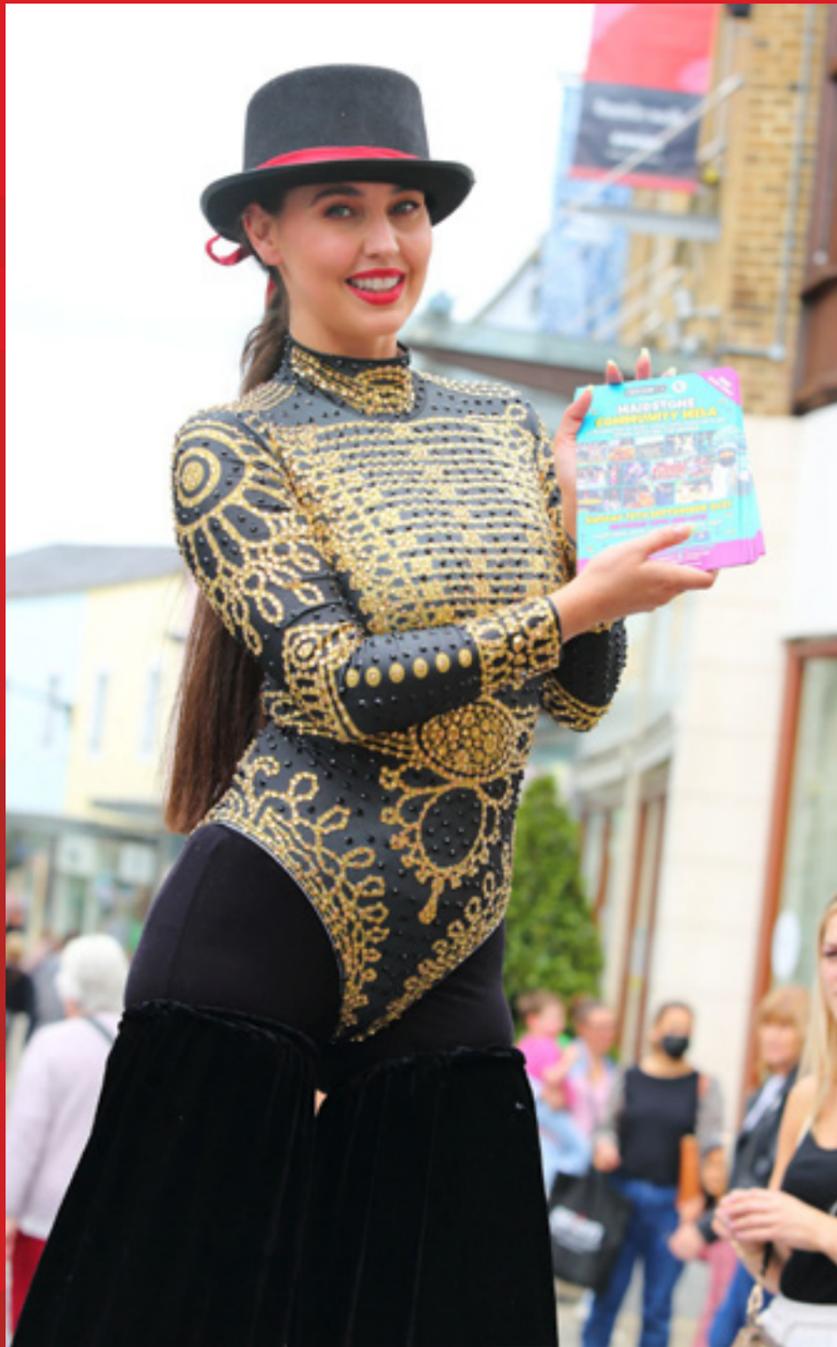
Brilliant! Great feedback and enjoy all the other gifts and treats

“  
 Oh what a wonderful giveaway!! This would be a very special Christmas treat for our family! We live in one of Maidstones villages so this would be perfect!  
 ”  
 Fingers crossed



“  
 We are having a lovely time sampling all the wines. Thank you for organising. Same again next year please.  
 ”





# ONE

**ONE Maidstone**  
Business Improvement District

**KEEP UP-TO-DATE**

[www.onemairstone.com/events-directory](http://www.onemairstone.com/events-directory)

 [@onemairstonekent](https://www.facebook.com/onemairstonekent)   [@onemairstone](https://twitter.com/onemairstone)

One Maidstone BID The Mall Management Suite, Pads Hill, Maidstone, ME15 6AT  
Company number 11166750 | VAT number 301029074