

Nuneaton BID Annual Performance Review 2024 / 2025



July 2024 – June 2025

The key purpose of the BID is to help businesses throughout Nuneaton Town Centre by encouraging a larger customer base that stays longer and providing a town centre that is attractive to new business and staff.

January 2025 saw the official launch of the Nuneaton BID and since then we have been making significant strides in delivering on its original commitments. Established and is fully operational and is delivering on the core priorities of making the town centre safer, cleaner, more accessible, and welcoming for both visitors and businesses. Through a combination of strategic initiatives, strong stakeholder partnerships, and a renewed focus on delivering tangible outcomes, the BID has laid a robust foundation for future growth and business support.

Safe, Clean, and Welcoming

Improving the day-to-day experience of the town centre has remained a central pillar of the BID's activity. A notable highlight is the deployment of the Town Centre Safety Team in June 2025, aimed at increasing visible presence and reassurance for both the public and business community. This initiative is already delivering early benefits through closer collaboration with local police and community safety partners, helping to reduce anti-social behaviour, business crime and create a more welcoming environment. Marketing and Events & Promotions A key commitment to introduce new events and improve those already established. Looking ahead, the BID has committed to an exciting programme of summer events for 2025, designed with families in mind and focused on boosting high street engagement and vibrancy. These events will support local traders and reinforce the town centre as a destination of choice for leisure and retail. A new website has been launched to significantly improve communication.

Backing Business

Supporting the businesses at the heart of the town remains a top priority. Over the past 5 months, the BID has offered workshops, business engagement forums, and one-on-one support to help local traders navigate challenges and maximise opportunities. Feedback from levy payers continues to shape BID activity, ensuring that resources are targeted where they are needed most.

Access and Signage

The BID has worked collaboratively with local authorities and transport partners to improve accessibility and signage across Nuneaton town centre. Discussions continue around

improving parking information and access routes to ensure smoother visitor journeys, with plans for further enhancements over the coming year.

A significant development in business support is the appointment of a dedicated BID Manager in February 2025, enhancing day-to-day operational leadership and providing a key point of contact for stakeholders and levy payers alike.

Forthcoming Plans

The BID is entering an exciting new phase of its development, with several key initiatives on the horizon:

Launch of a New Website (June 2025): This digital platform will provide a central hub for town centre news, event updates, business listings, and visitor information—improving online visibility and accessibility for all stakeholders.

Strengthened Stakeholder Partnerships: Continued collaboration with local authorities, Warwickshire Police, community organisations, and transport partners will be critical to delivering shared objectives and sustainable town centre improvements.

Focus on Business Benefit: Every initiative the BID undertakes is underpinned by the core mission—to improve the town centre for the benefit of the businesses within it. This remains the BID's primary driver as it plans and delivers its future strategy.

2024 / 2025 Income & Expenditure

INCOME

BID Levy*	£96,000
Grant Funding	£40,000
Other Income	£1,200
Total Income	£137,200

EXPENSES

BID Set Up	£22,500
Collection Costs	£15,500
Safe	£29,500
Access & Signage	£8,500
Marketing & Events	£13,500
Backing Business	£4,500
Operating Costs	£16,500
Contingency	£8,000
Grant Repayment	£15,000
Total Expenses	£133,500

*Bid Levy money collected
(50% write off for year one)

Looking Ahead

2025/2026

Anticipated Levy: £235,317

1

Safe Clean and Welcoming

£75,000

- To continue and improve the street patrols and focus on reducing anti-social behavior and business crime.
- Work closely with the stakeholders to increase the feeling of safety.

2

Marketing and Events & Promotions

£60,000

- Deliver spring, summer, autumn and winter programme of events.
- Introduce a Loyalty Scheme.

3

Access and Signage

£25,000

- Improve access to information.
- Improve way finding to the town.
- Create a sense of community.

4

Backing Business

£35,000

- To work with the levy payers, the Councils and Regional partners to create an environment where business, including start-ups thrive.
- Boost our training and development offer for levy payers.
- To continue to be the champion for the Town Centre and all businesses.
- Work to collectively save money for each business.
- Ongoing communication improvements to improve communication within the Town Centre.



To help shape your Town, be part of the journey, or for any further information:

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