



GLOUCESTER
BID 

2025-2026

PROPOSED INCOME & EXPENDITURE

www.gloucesterbid.org.uk



Illustrator Dr Katie Forrester with her Aethelred Lion

ABOUT US

The Gloucester Business Improvement District (BID) is managed by a volunteer board of directors representing various sizes and sectors of business in Gloucester. It is an independent, not-for-profit business-led company working to provide the environment for businesses in Gloucester to succeed.

The Gloucester BID is one of 351 BIDs across the UK and Ireland, which collectively deliver over £1 billion of investment and improvement into towns and city centre over 20 years.

2024/2025 Highlights

City Protection Officers

7 days a week.
Responded to over 8600
call outs from businesses.
+£18,000 stock recovered.



Planters

Over 140
installations.



Collaboration

Working with stakeholders,
services and charities to make
things happen - giving
businesses a voice.



BiG Tidy Ups

12 sessions
with
businesses &
residents.



Believe in Gloucester Awards

Returned in 2024
Celebrating communities
and businesses together
#BiGitup.



Gloucester Gift Card

Over £56,000 spent in
Gloucester's
businesses.



Supporting Events

Funding over 24 events in the city,
including Gloucester Goes Retro,
Bright Nights, DINO-Roar Weekend,
and enabling community events



Campaigns & Promotions

Leading on and supporting
businesses with campaigns such as
Big Pub Push, Small Business
Saturday, Independents Week and
Second Hand Summer.



PRIORITIES FOR 2025-2026

Safer City -

- Continue to deliver a seven-days-a-week marshalling service with Gloucester's City Protection Officers who respond to call outs, assist members of the community and work collaboratively with the police, engagement officers and charities.
- Work closely with Gloucestershire Police, OPCC and LAs to disperse ASB hot spots and deter shop theft.
- Champion the Purple Flag and promote the vibrant and safe night out status Gloucester has with partners.
- Continue a strong partnership with Gloucester City Safe and Gloucestershire Police.

Attractive and Vibrant City -

- Invest in additional lighting and city dressing.
- Engage and work in partnership with the City Centre Operations Team, ensuring an effective cleaning timetable and report any 'grot spots'. Promoting "Fix My Street" to all BID members.
- Support and fund footfall-driving events such as Gloucester Goes Retro and Bright Nights.
- Continue with community event funding.
- Fund the beautiful displays of summer flowers and planters throughout the city.

Promoted and Supported City -

- Continue promoting the Gloucester Gift Card as a way to support local, discover more of the city and reward your staff.
- Continue to collaborate with Visit Gloucester and partners promoting the city to residents and visitors.
- Provide affordable digital advertising space for BID members on the totem screens around the city centre.
- Continue and build on various campaigns such as Independents Week and Shop Gloucester.
- Attend and engage various city stakeholder meetings.
- Continue to communicate out across multi-channels, news, information, and updates. Proactively engaging with businesses seeking input.

NEW FOR
2025/
2026



**SHOP
GLOUCESTER**

	2025-2026 Forecast	2024-2025 Summary
INCOME		
Gloucester BID Levy	£ 414,000	£ 410,000
City Protection Officer Funding (OPCC and GCC)	£ 77,000	£ 77,000
Hot Spot Funding for NSO (OPCC until April 2026)	£ 12,690	£ 26,000
Hotspot Funding Street Medics (OPCC and GCC until April 2026)	£ 19,500	£ 25,300
Other, Including Sponsorship and Advertising	£ 75,000	£ 59,310
Total Income	£ 598,190	£ 597,610
EXPENDITURE		
Safety & Security		
City Protection Officers	£ 154,000	£ 151,000
Night Safe Officers	£ 20,000	£ 15,000
Street Medics	£ 22,400	£ 18,700
Gloucester City Safe	£ 8,000	£ 8,000
Other	£ 2,000	£ 1,400
Total Safety & Security	£ 206,400	£ 194,100
Vibrant and Attractive City		
City Centre Events include Gloucester Goes Retro, Bright Nights	£ 30,000	£ 30,000
Community City Events	£ 20,000	£ 20,000
Other Events; includes Believe in Gloucester, Dino Weekend	£ 60,000	£ 65,000
Hanging Baskets/Planters	£ 35,000	£ 30,000
Street Scene	£ 15,000	£ 17,000
Total Vibrant and Attractive City	£ 160,000	£ 162,000
Supported and Promoted City		
Gloucester Gift Card	£ 10,000	£ 15,000
Shopping/Dining Campaigns	£ 12,500	£ 1,200
Networking/Training	£ 7,500	£ 200
Advertising	£ 12,500	£ 17,000
Website & Printing	£ 7,000	£ 9,300
Totems & Flags	£ 81,000	£ 81,000
Total Supported and Promoted City	£ 130,500	£ 123,700
Administrative and Operating Costs		
Management Fees	£ 7,000	£ 6,000
Administration Costs	£ 90,000	£ 82,000
Services Fees	£ 8,280	£ 9,200
Contingency	£ 10,000	£ 10,000
Management Total	£ 115,280	£ 107,200
Total	£ 612,180	£ 587,000

Gloucester BID

First Floor
46 Westgate Street
Gloucester, GL1 2NF
01452 452001



**BUSINESSES! WE
NEED YOUR INPUT!**

info@gloucesterbid.org.uk
www.gloucesterbid.org.uk