



ASHFORD **BUSINESS** **IMPROVEMENT** **DISTRICT**

BID PROPOSAL

2027
2032

BUILDING A STRONGER
FUTURE FOR ASHFORD

ASHFORD FOREWORD

Ashford is a town with real strengths: a loyal local community, a wide range of independent businesses, good transport connections and a high street that continues to play an important role in everyday local life.

Like high streets everywhere, Ashford is operating in a changing and challenging environment. Businesses are facing rising costs, changing customer habits, online competition, recruitment pressures, concerns around crime and anti-social behaviour, and the ongoing need to keep town centres attractive, welcoming and relevant.

No single business can respond to these challenges alone. The future success of Ashford will depend on businesses working together with a shared purpose, a stronger voice and a clear plan for positive action.

The Ashford Business Improvement District provides that opportunity.

It offers a practical way for businesses to invest collectively in the future of the town centre, to shape priorities locally and to deliver improvements that support trade, confidence and pride in the high street. It is about building on Ashford's strengths, not dwelling on its weaknesses. It is about partnership, ambition and action.

Through the BID, businesses can work together to create a safer, more attractive and more vibrant town centre; one that supports existing businesses, encourages new investment and gives residents, visitors and employees more reasons to use and enjoy Ashford.

This proposal sets out a shared vision for the next five years. It has been shaped by local business feedback and focuses on the issues that matter most: safety, business resilience, town centre appearance, promotion and stronger representation.

Ashford has a strong foundation. With commitment, collaboration and a united business voice, it can move forward with confidence.

Now is the time for businesses to come together and help shape the next chapter for Ashford town centre.

Mark Schweizer

**McDonalds
Steering Group Chair**

EXECUTIVE SUMMARY

Ashford is an important district centre within the Borough of Spelthorne, serving a local population of approximately 25,000 people and benefiting from excellent transport connections, a railway station providing direct access to London, a strong independent business base and a loyal local catchment. Despite these strengths, businesses have consistently identified challenges that are limiting the town centre's performance and preventing it from reaching its full potential.

The establishment of the Ashford Business Improvement District (BID) represents a unique opportunity for businesses to take a leading role in shaping the future of the town centre.

A BID is a business-led and business-funded partnership that delivers additional projects and services agreed by businesses themselves. It provides a mechanism for local businesses to work collectively, invest collectively and achieve improvements that individual businesses cannot deliver alone.

The proposal has been developed following extensive consultation with Ashford businesses, including a comprehensive feasibility study undertaken in 2025. Businesses identified a number of priority challenges which have directly informed the BID Proposal.

The Ashford BID will operate for a five-year period from 1 April 2027 until 31 March 2032. During this period, the BID will deliver targeted investment focused on **four strategic pillars**:



A CONNECTED ASHFORD

Providing leadership, advocacy and stronger business representation.



A SAFER ASHFORD

Improving safety, reducing crime and tackling anti-social behaviour.



A THRIVING ASHFORD

Reducing operating costs, driving footfall, supporting businesses and encouraging investment.



AN ATTRACTIVE ASHFORD

Enhancing the appearance and environment of the town centre.

The BID will be business-led, accountable and transparent. Every levy payer will have the opportunity to shape priorities, participate in projects and influence decision making.

Most importantly, the BID will deliver projects and services that are additional to those already provided by Spelthorne Borough Council and other public sector organisations.

This proposal sets out how Ashford businesses can work together to create a safer, more attractive and more successful town centre.

WHAT IS A BUSINESS IMPROVEMENT DISTRICT

A Business Improvement District (BID) is a business-led and business-funded partnership that enables local businesses to work together to improve a defined commercial area. BIDs are established through legislation and provide a mechanism for businesses to invest collectively in projects, services and initiatives that support economic growth, enhance the local environment and strengthen the attractiveness of a town centre or business district.

At the heart of every BID is a simple principle: businesses can often achieve more by working together than they can individually. By pooling resources and agreeing shared priorities, businesses can deliver improvements that help create safer, cleaner, more vibrant and more successful places.

BIDs are independent, not-for-profit organisations and operate in partnership with local authorities, public agencies, property owners and community stakeholders. Importantly, BID activities are additional to the services provided by local authorities and other statutory organisations. A BID does not replace existing services; it provides additional investment and activity focused on priorities identified by local businesses.

Since their introduction in the UK in 2005, Business Improvement Districts have become one of the most successful models of place management and business collaboration. There are now more than 300 BIDs operating across the UK, representing town and city centres, industrial areas and commercial districts of all sizes. Collectively they generate over £100 million of annual investment and have delivered thousands of projects that support businesses, improve public spaces, increase footfall and attract inward investment.

BIDs are created through a democratic ballot process. Before a BID can be established, businesses within the proposed area are consulted on a detailed Business Plan setting out how levy income will be invested and what projects will be delivered. Eligible businesses then vote on whether they wish the BID to proceed.

BIDs are established for a maximum term of five years. At the end of each term, businesses have the opportunity to vote again on whether the BID should continue, ensuring that the organisation remains accountable to those who fund it.

Businesses support BIDs because they provide a stronger collective voice, dedicated local investment and a practical means of addressing issues that affect business performance and town centre vitality. They create opportunities to improve safety, increase footfall, promote destinations, reduce business costs, influence decision-making and attract additional investment into an area.

Most importantly, a BID gives businesses a direct role in shaping the future of their town centre, ensuring that local priorities are reflected in local action.

THE CASE FOR AN ASHFORD BID

Ashford is an important and well-established district centre at the heart of the local community. Situated within the Borough of Spelthorne and benefiting from excellent transport connections, including direct rail services to London, the town serves a wide catchment of residents, workers and visitors. Its mix of independent businesses, national operators, professional services, cafés, restaurants and community facilities plays a vital role in everyday local life.

The town has many strengths, including a strong sense of community, a loyal residential population, good accessibility and a business base that reflects the entrepreneurial spirit and diversity of the area.

However, Ashford faces many of the same challenges affecting high streets across the country. Consumer habits continue to evolve, with online shopping changing working patterns and competition from larger retail and leisure destinations reshaping how people use town centres. At the same time, businesses face rising operating costs, recruitment challenges and pressure on margins, while public sector budgets remain stretched.

These national trends are reflected locally. Businesses have highlighted concerns around crime and anti-social behaviour, town centre perceptions, parking and accessibility, vacant premises and the need for stronger promotion of Ashford and its businesses. There is also a recognition that modern town centres must offer more than retail alone, providing experiences, events, community activity and a quality environment that encourages people to visit, stay longer and return.

Addressing these challenges requires more than individual effort. Whilst many businesses work hard every day to attract customers and invest in their premises, some issues can only be tackled collectively. Creating a safer town centre, promoting Ashford, improving public spaces, attracting investment and influencing decisions on parking, transport and regeneration all require coordination and a strong business voice.

This is where a Business Improvement District can make a difference.

The Ashford BID will provide a framework for businesses to work together, invest together and speak with a unified voice. It will create dedicated funding, controlled locally and focused entirely on improving the town centre. Just as importantly, it will provide leadership, coordination and advocacy, bringing together businesses, local authorities, public agencies, landlords and community organisations around a shared vision for Ashford.

The BID is not about replacing existing services or duplicating the work of others. It is about delivering additional activity, securing investment and ensuring businesses have a direct role in shaping the future of their town centre. It is an opportunity to build on Ashford's strengths, address shared challenges and create a town centre that is safer, more attractive, more resilient and better positioned to thrive.

The challenges facing high streets are unlikely to disappear. However, by working together through a Business Improvement District, Ashford's businesses can take a proactive role in shaping their future, strengthening the local economy and ensuring the town continues to serve as a vibrant centre for businesses, residents and visitors alike.

OUR VISION FOR ASHFORD

By 2032 Ashford will be recognised as a vibrant, safe and welcoming district centre that supports thriving businesses, attracts visitors, encourages investment and serves as a source of pride for the local community.

STRATEGIC OBJECTIVES

The BID's activities will be focused around four strategic pillars.



A CONNECTED ASHFORD

Provide a strong, united voice for Ashford businesses and influence decisions affecting the town centre. Businesses identified the need for stronger leadership, coordination and advocacy.

KEY OUTCOMES:

- Strong business representation
- Effective stakeholder partnerships
- Additional funding secured
- Greater influence over policy and investment decisions



A SAFER ASHFORD

Improve actual and perceived safety within the town centre.

Crime and anti-social behaviour were consistently identified as priority concerns.

KEY OUTCOMES:

- Reduced business crime
- Improved reporting
- Better partnership working
- Increased business confidence



A THRIVING ASHFORD

THROUGH STRONGER BUSINESS PERFORMANCE

Support businesses through increased footfall, promotion and cost-saving initiatives.

KEY OUTCOMES:

- Reduced business costs
 - Increased customer visits
- Enhanced town centre profile
- Improved business resilience



AN ATTRACTIVE ASHFORD

THROUGH ENHANCED TOWN CENTRE ENVIRONMENT

Create a cleaner, more attractive and welcoming town centre environment.

KEY OUTCOMES:

- Improved cleanliness
- Enhanced appearance
 - Reduced vacancy impacts
- Better visitor experience



ACTION PLAN: A CONNECTED ASHFORD

Stronger Partnerships, Stronger Leadership and a Stronger Voice for Business

The most successful town centres are built on collaboration. Businesses seek stronger representation, better coordination and a clearer vision for the future of Ashford. Issues such as parking, investment, transport, planning and economic development require organisations to work together around shared objectives.

The BID will become the collective voice of Ashford businesses, providing leadership, advocacy and a platform for collaboration. It will ensure that businesses have a stronger influence on decisions affecting the future of the town centre.

Our Ambition

By 2032, Ashford BID will be recognised as a trusted and influential organisation that champions business interests, secures investment and drives positive change.

Our Commitments

- We will be the independent voice of Ashford businesses and represent levy payer interests at every opportunity.
- Build stronger partnerships with local authorities, public agencies, landlords and community organisations.
- Secure additional investment and resources to maximise the impact of BID funding.
- Keep businesses informed and engaged through regular communication, consultation and networking.
- Together with the Council develop a long-term vision for Ashford and ensure business priorities are reflected in future decision-making.



A SAFER ASHFORD

A Town Centre Where Businesses, Employees
and Visitors Feel Safe and Confident

A successful town centre is built on confidence. People are far more likely to visit, spend time and support local businesses when they feel safe and comfortable in their surroundings. Businesses are more likely to invest, recruit and grow when they operate in an environment that is welcoming, well-managed and secure.

Throughout consultation, businesses consistently identified crime, anti-social behaviour and perceptions of safety as some of the most significant challenges. While Ashford remains a popular and well-used local centre, concerns relating to shoplifting, nuisance behaviour, vandalism and public disorder can undermine confidence and negatively affect the experience of businesses, employees and customers alike.

The BID will place safety at the heart of its work, acting as a catalyst for stronger partnership working and practical solutions that make a visible difference. Working closely with Surrey Police, Spelthorne Borough Council and local businesses, the BID will support initiatives that improve communication, strengthen intelligence sharing and ensure businesses feel supported when issues arise.

Our Ambition

By 2032, Ashford will be recognised as a safe, welcoming and well-managed town centre where businesses can trade with confidence and visitors feel comfortable spending time.

Our Commitments

- We will strengthen partnerships with Surrey Police, Spelthorne Borough Council and other agencies to address crime and anti-social behaviour.
- Improve communication and intelligence sharing between businesses to support a coordinated response to emerging issues.
- Support practical crime prevention initiatives that help businesses, employees and customers feel safer.
- Advocate for investment in safety measures, including CCTV, environmental improvements and visible reassurance initiatives.
- Provide guidance, training and support to help businesses prevent and respond to incidents.



A THRIVING ASHFORD

A Vibrant Town Centre Supporting Business
Growth and Local Prosperity

Ashford has many of the ingredients of a successful town centre, including a strong independent business sector, good transport links, a neighbouring residential population and a loyal local customer base.

However, businesses consistently tell us that Ashford is not yet fulfilling its full potential. Increasing footfall, strengthening the town's appeal and encouraging local spending will be vital over the next five years. At the same time, supporting business resilience means helping businesses reduce costs as well as attract customers.

Many businesses continue to face rising operating costs, particularly for energy, waste, insurance and telecommunications. Through collaboration, collective purchasing and shared services, the BID will help businesses access savings and improve profitability.

Alongside this, the BID will promote Ashford, support local businesses, encourage investment and create more reasons for people to visit throughout the year. By celebrating what makes Ashford unique and strengthening its identity, we can help build a stronger, more vibrant and resilient local economy.

Our Ambition

By 2032, Ashford will be recognised as a vibrant local destination with a thriving business community, increased visitor activity, stronger business performance and a resilient local economy where businesses benefit from both increased trade and reduced operating costs.

Our Commitments

Reduce Business Costs

We will work to help businesses reduce operating costs through collective purchasing, shared services and access to savings opportunities.

- Develop group purchasing initiatives for services such as utilities, waste management, telecommunications, insurance and merchant services.
- Identify opportunities for businesses to benefit from collective buying power.
- Promote grant schemes, business support programmes and funding opportunities.
- Provide access to advice on energy efficiency, business rates relief and operational savings.
- Help businesses maximise the value of their BID investment through tangible financial benefits.

Promote Ashford and Increase Footfall

- We will promote Ashford and its businesses through coordinated marketing, digital campaigns and destination promotion.
- Seek to deliver events and activities that encourage more people to visit the town centre throughout the year and support local businesses.
- Celebrate and promote Ashford's independent business community and help showcase the distinctive character that makes the town unique.
- Support business growth and resilience through networking, information sharing, training opportunities and access to business support.
- Work with landlords, agents and stakeholders to encourage investment, reduce the impact of vacant premises and support a more diverse and vibrant town centre.



AN ATTRACTIVE ASHFORD

A Cleaner, Greener and More Welcoming Place for Everyone

The quality of the town centre environment shapes how people feel about a place. Clean streets, attractive public spaces and well-maintained buildings create positive first impressions, encourage people to spend longer in the town centre and reinforce confidence among businesses and investors.

Businesses highlighted the importance of environmental quality and expressed a strong desire for visible improvements that enhance the overall appearance and experience of Ashford.

The BID will focus on creating a town centre that feels cared for, welcoming and vibrant, helping to build pride among businesses, residents and visitors.



Our Ambition

By 2032, Ashford will be recognised as an attractive, welcoming and well-presented town centre that reflects the pride and aspirations of its community.

Our Commitments

- We will support a cleaner town centre through targeted environmental improvement initiatives.
- Improve the appearance of vacant premises and help reduce the visual impact of empty units.
- Introduce greening and enhancement projects that make Ashford a more attractive place to visit and spend time.
- Work with partners to tackle environmental issues such as graffiti, fly-tipping and neglect.
- Advocate for investment in public spaces and infrastructure that enhances the overall town centre experience.



PERFORMANCE MANAGEMENT

To ensure accountability, the BID will publish regular information on its activities and performance, including:

Delivering Value for Ashford

The success of Ashford BID will ultimately be measured by the difference it makes to the town centre and the businesses it represents.

The BID's governance structure has therefore been designed to ensure that decision-making remains business-led, resources are used efficiently and levy payers remain at the heart of everything the organisation does.

Through strong leadership, effective management and meaningful partnership working, Ashford BID will provide a clear voice for businesses and help deliver a safer, more attractive and more prosperous future for Ashford town centre.



Annual reports



Annual business plans



Delivery updates and newsletters



Performance monitoring reports



Board meeting minutes



Key performance indicators and project outcomes

This information will enable levy payers to **clearly understand how BID funds are being invested** and the impact being achieved.



THE ASHFORD BID AREA

The proposed BID area focuses on the recognised commercial core of Ashford town centre, centred around Church Road, Station Road, Woodthorpe Road and associated retail parades. The area reflects the natural commercial heart of Ashford and encompasses approximately 142 eligible hereditaments.

The BID boundary has been developed following detailed analysis and extensive consultation and reflects the area where businesses share common interests, opportunities and challenges.



Street List

Church Road
Woodthorpe Road
Stanwell Road
London Road
Station Approach
Pitcher Lane
Fir Tree Place
Church Parade
New Parade
Central Arcade

ASHFORD FINANCE

Business Improvement Districts are governed by The Business Improvement Districts (England) Regulations 2004. Following a ballot of business, and once a majority vote has been achieved in both individual properties and rateable value, a BID levy becomes mandatory on all eligible occupiers.

The BID levy that provides the BID's funding is governed by a set of rules.

The BID Rules

- The BID term will be a period of five years from 1 April 2027, until 31 March, 2032;
- The BID levy will be applied to rated properties in the BID district with a rateable value of £10,000 or more;
- The BID levy will be based upon a rateable value banding mechanism;

R.V Banding	Levy £
Over 125,000	5,000
75,000 - 125,000	2,500
50,000 - 75,000	1,750
40,000 - 50,000	1,500
30,000 - 40,000	1,250
25,000 - 30,000	1,000
20,000 - 25,000	750
10,000 - 20,000	500

- A BID levy CAP of £5,000 will be applied to each hereditament;
- The BID levy will apply to retail, food and beverage, leisure (including hotels), office Education and health hereditaments;
- Charitable, Health and Educational organisations will receive 80% reduction in the BID levy;
- Properties that come into the rating list during the BID term will be subject to the levy from the effective date that the property is brought into the rating list and the rateable value effective at that time;
- Where the rateable value for an individual hereditament changes and results in a lower levy, then this comes into effect only from the start of the financial year in which the change is made and no refunds will be made for previous years;
- The levy will assume an annual growth rate for inflation of 3% to be applied on April 1 each year;
- The BID levy is due on both empty and occupied hereditaments without a void period nor other reduction;
- Listed properties will not be liable for any BID levy whilst empty;
- There will be no VAT charged on the BID levy;
- The BID levy will not be increased other than as specified in the levy rules;
- The BID levy rules, and BID area cannot be altered without an alteration ballot;



A SMALL WEEKLY INVESTMENT

The BID levy has been designed to be affordable and proportionate. By pooling relatively small contributions from businesses across the town centre, Ashford can create a dedicated fund for projects that no individual business could deliver alone.

A SIGNIFICANT
FIVE-YEAR
PROGRAMME FOR
ASHFORD

THE LOWEST LEVY IS LESS THAN £10 A WEEK
£500 a year = approximately £9.62 a week

What the annual levy means each week

ANNUAL BID LEVY	APPROXIMATE WEEKLY COST
£500	£9.62
£750	£14.42
£1,000	£19.23
£1,250	£24.04
£1,500	£28.85
£1,750	£33.65
£2,500	£48.08
£5,000 CAP	£96.15

For that contribution, levy payers will help fund a safer, better promoted, cleaner and more influential Ashford. The levy is ring-fenced for the BID area, managed by a business-led organisation and invested against the priorities set out in this proposal.

Put simply: a modest weekly contribution creates the scale, coordination and influence needed to make a visible difference.

ASHFORD BUDGET

Income generated from the BID levy is ring-fenced to be invested in the BID area. It is used to protect and enhance the commercial wellbeing of businesses through a programme of projects and services in line with the Business Plan.

5 Year Cash Flow

	2027/2028	2028/2029	2029/2030	2030/2031	2031/2032
Income					
BID Levy	120,000	123,600	127,308	131,127	135,061
Voluntary Contributions	5,000	5,150	5,305	5,464	5,628
Total Income	125,000	128,750	132,613	136,591	140,689
Expenditure					
A Connected Ashford	15,000	15,450	15,914	16,391	16,883
A Safer Ashford	30,000	30,900	31,827	32,782	33,765
A Thriving Ashford	25,000	25,750	26,523	27,318	28,138
An Attractive Ashford	15,000	15,450	15,914	16,391	16,883
Administration and Management	24,000	24,720	24,000	24,000	24,000
Contingency	12,000	12,360	12,731	13,113	13,506
Total Expenditure	121,000	124,630	126,907	129,995	133,174
Surplus / Deficit	4,000	4,120	5,705	6,596	7,514

Details to budget

Budget figures are indicative based on the anticipated levy income using 2026 rateable values. They assume a 3% annual inflationary increase and 100% levy collection rate. Levy income may fluctuate in relation to occupancy and is subject to the market at the time of the ratings assessment.

Allocations reflect current priorities however these may change causing variances and re-allocations across the five-year term. Any material variations of the budget will be approved by the BID Board. Contingency is based upon 10% of BID levy. Reserves are maintained to manage the BID's cash flow and can be varied by the BID Board if and when required. Management and overheads where possible will be maintained beneath the industry benchmark of 20%.

Operating Agreement

Through an Operating Agreement with the Council a process will be put in place to monitor the collection of the BID levy over the duration of the five-year tenure. Within one month of the ballot result, the BID and Council will set up a Monitoring Group. There will be at least two meetings of each group every financial year throughout the BID term. At each meeting the monitoring group will:

- Review the effectiveness of collection and enforcement of the BID levy.
- Assess the information provided by the BID and Council to each party and make recommendations and/or adjustments.

Leveraging additional non-BID levy funding

The BID will seek to attract voluntary members and in particular leverage its activity towards the delivery of additional funding to support ongoing work programmes. This is with particular regard to public funding opportunities, property owners and commercial/corporate partners.



GOVERNANCE AND MANAGEMENT

A Business-Led Organisation for Ashford

Ashford BID will be established as an independent, not-for-profit company limited by guarantee, created solely to represent the interests of businesses within the BID area and deliver the priorities set out in the BID Proposal.

The BID will be led by businesses, for businesses. Every pound raised through the BID levy will be invested in projects, services and initiatives designed to strengthen Ashford town centre and support those businesses that contribute to its success.

Good governance will be central to the BID's operation. The organisation will operate with transparency, accountability and openness, ensuring that levy payers have confidence that resources are being managed effectively and that the BID remains focused on delivering measurable outcomes.

The BID's role will extend beyond project delivery. It will provide leadership, advocacy and coordination, bringing together businesses, local authorities, public agencies, landlords and community stakeholders around a shared vision for the future of Ashford.

The Board of Directors

The BID will be governed by a voluntary Board of Directors drawn primarily from levy-paying businesses within the BID area.

The Board will seek to reflect the diversity of Ashford's business community and may include representatives from independent retailers, national retailers, hospitality businesses, office occupiers, property interests and public sector partners.

Responsibilities of the Board

- Approve annual business plans and delivery programmes
- Set strategic priorities and monitor performance
- Approve annual budgets and expenditure
- Monitor financial performance
- Ensure compliance with company and BID regulations
- Maintain good governance
- Champion the interests of Ashford businesses

BID Management and Delivery

The Board will be supported by a BID Manager or equivalent executive resource responsible for day-to-day management and delivery.

The BID will publish annual reports, action plans and performance updates to ensure transparency.

Working in Partnership

The BID will work closely with Spelthorne Borough Council, Surrey Police, landlords, community organisations and wider stakeholders.

A key relationship will exist between the BID and the local Council, and two important agreements will exist between the two bodies

- An Operating Agreement which outlines how the BID levy monies are collected, administered and passed over to the BID.
- A Baseline Agreement which specifies the level of Council led service provision in the area ensuring that any services the BID provides are additional.

Delivering Value for Ashford

The BID will be directly accountable to the businesses that fund it through regular communication, engagement and consultation. Through strong leadership, effective management and partnership working, Ashford BID will provide a clear voice for businesses and help deliver a safer, more attractive and more prosperous future for Ashford town centre.

BID BALLOT USING YOUR VOTE

From Wednesday 18 November 2026, you will be given the opportunity to vote on this business proposal for the establishment of the Ashford BID.

To ensure neutrality, the BID ballot will be administered by Spelthorne Council Returning Officer, it's electoral services staff and Civica. It will be arranged in line with the rules set out in the BID regulations (2004) as approved by Parliament.

The ballot will need to satisfy two tests: A majority in number of those voting and a majority in proportion of rateable value of those voting. The BID levy can only come into effect if these two tests are met. The BID levy is then applicable to all eligible rate payers.

Voting procedures

- Your ballot paper will be distributed on Wednesday 18 November 2026
- You will need to cast and return your postal vote by 5pm on Friday 18 December 2026
- The results of the vote will be announced on Monday 21 December 2026

All eligible businesses will be entitled to one vote per hereditament. Some businesses occupying more than one hereditament within the area will therefore be entitled to more than one vote.

A full list of businesses eligible to vote is available at ashfordbid.co.uk



WHY VOTE YES FOR THE ASHFORD BID

A stronger future for Ashford starts with a positive vote

A YES vote is a vote for practical action, dedicated investment and a stronger business voice. It gives Ashford businesses the opportunity to work together to take greater control of the town centre's future.

-  **Vote YES for a stronger business voice.**
The BID will represent Ashford businesses and influence decisions on the issues that affect trading and investment.
-  **Vote YES for a safer Ashford.**
More coordinated action, better intelligence sharing and practical support to tackle crime and anti-social behaviour.
-  **Vote YES for more customers.**
Joint marketing, events and destination promotion will give people more reasons to visit, stay longer and spend locally.
-  **Vote YES for a more vibrant and attractive town centre.**
Targeted environmental improvements will help create a place that feels cared for, welcoming and ready for investment.
-  **Vote YES for support that helps your bottom line.**
Collective purchasing, shared services, grants and business support can help reduce costs and strengthen resilience.
-  **Vote YES for local control of local investment.**
BID income will be ring-fenced for Ashford and directed by a business-led, accountable and transparent organisation.
-  **Vote YES to achieve more together.**
By pooling resources, businesses can fund projects, secure partnerships and attract additional investment beyond the levy itself.
-  **Vote YES for five years of focused action.**
A clear plan, measurable outcomes and regular reporting will turn shared priorities into sustained delivery.

THIS IS YOUR TOWN. YOUR BUSINESS COMMUNITY. YOUR BID.

Vote YES and help build a safer, more attractive, more prosperous Ashford.

THIS IS YOUR TOWN. YOUR BUSINESS COMMUNITY. YOUR BID.





FOR FURTHER DISCUSSION

To discuss this document in more detail please contact:

info@ashfordbid.co.uk

Full ballot arrangements are available at ashfordbid.co.uk

The BID is your opportunity to have an influential voice and implement changes that will positively affect your business and help ensure the future wellbeing of Ashford Town Centre.

IT'S YOUR VOTE. USE IT.