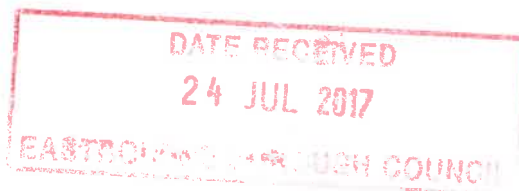


Bill McCafferty



Eastbourne Borough Council
Eastbourne Borough Council Offices
1 Grove Road
Eastbourne
BN21 4TW

Delivered by hand

View our business plan: www.youeastbournebid.com

Complete our one question survey: <https://www.surveymonkey.co.uk/r/BIDLetter>

Your Eastbourne BID – Two years in the making...

It's been two years since we first discussed making Eastbourne a Business Improvement District, which would unlock £1.5M to spend in our town centre over five years.

In that time, we have spoken to businesses at various consultation meetings and during 1-2-1 sessions. We have heard your thoughts not only on the challenges of our town centre, but also on your aspirations on how it can be improved.

The business plan we have produced will enhance our town centre and make it more profitable for all.

Our Investment

- **£685,000** into dressing our town with 50 planters, winter lighting, signage and more!
- **£207,500** into addressing your concerns over security, with street ambassadors acting as your eyes and ears on the street
- **£192,500** into footfall marketing and promotion with a calendar of events designed to bring people to our town. We'll also invest in a footfall camera to make sure we are measuring our achievements
- **£50,000** on lobbying our public servants on the issues that matter to us so that your concerns are addressed

The cost to you

- A levy of 1.5% of your rateable value will be collected by Eastbourne Borough Council and ringfenced for Your BID
- This is exclusive of any business rates you pay
- This will amount to £300,000 per year, every year for five years
- The BID steering group comprising local and national businesses from all sectors and areas of the town centre will determine how that money is spent. **It is your money – under your control**

Joining the BID Success Story

Since the start of this process other towns have successfully launched BIDs – including Hastings, Brighton and Worthing. We believe that in order for Eastbourne to compete we need to invest in our town centre – and we have been overwhelmed by the support we have received from the business community. In total, there are currently 270 successful BIDs in the UK.

Your Decision

We have now published our final business plan which you can view on our website – www.youeastbournebid.com. There have been some changes to the draft that we published after listening to your feedback, so we'd encourage you to have a read.

We had hoped to go to ballot in May, but with the General Election being called we felt it wise to delay it for a few weeks.

We anticipate our new ballot commencing from the 4th October to the 31st October.

Before going to ballot though, we want to hear from you – with one simple question – do you support our plans for the BID?

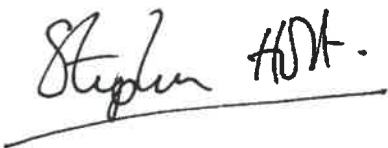
We'd therefore be very grateful if you could spend just a few seconds to go to our survey – <https://www.surveymonkey.co.uk/r/BIDLetter> - and answer that one simple question!

The BID has been in development for almost two years – and lots can change (including BREXIT and Government) so it's important we know that the concerns you have expressed have been addressed. Please do let us know what you think now.

Please take a couple of seconds to tell us whether you support Your Eastbourne BID or not. It is vital to know this so we can decide to go to ballot.

We need to know as soon as possible, so please do take the time to join your neighbours and tell us your opinion on our one question survey.

Kind regards



Stephen Holt
BID Co-Ordinator

Complete our one question survey: <https://www.surveymonkey.co.uk/r/BIDLetter>