



Delivered by hand

View our business plan at www.youeastbournebid.com

Making Eastbourne a Business Improvement District would unlock £1.5M to spend improving our town centre over the course of five years. It is supported by businesses across the town including the Chamber of Commerce, the Enterprise Centre, the Dew Drop and Tri Store.

We have drawn up a draft business plan, detailing our ideas for this vibrant coastal town.

But we still need your help. Over the next six weeks we will be visiting local businesses to spread the news about the BID and to collect any ideas you may have on how the funding could be spent to better our town. There will also be drop in sessions held at Metro Bank over the coming months, to provide more information on the BID to the local business holders who will be affected.

You are welcome to come along, armed with any feedback and questions to be answered by the BID team, please see drop in dates overleaf. Tell us your thoughts on how you would improve Eastbourne town centre.

Our Investment

£516,000 into dressing our town with planters, winter lighting, clearer signage, and more!

£237,500 into addressing your concerns over security, with street ambassadors acting as your eyes and ears on the street

£197,500 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

£45,000 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 Eastbourne BID

This is exclusive of any business rates you pay

This will amount to £300,000 per year, every year for five years

There is a discount for serviced tenants at the Beacon

The BID steering group, comprised of 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

Kind regards

Stephen Holt
BID Co-Ordinator

Come and visit our BID team from 4.30pm to 6pm at Metro Bank on Terminus Road on the following dates:

28/02/2019
14/03/2019
28/03/2019
11/04/2019
25/04/2019
09/05/2019
23/05/2019
06/06/2019
20/06/2019
04/07/2019
18/07/2019
01/08/2019

We'd love to hear from you – so simply provide us with your name, email address and telephone number and return this letter to the BID office at 7 Hyde Gardens, BN21 4PN or email us at stephen@eastbournechamber.co.uk

Name	
Business Name	
Contact telephone number	
Contact email address	