

November 2020

Dear Business Owner/Manager

### **Rugby First Ltd, Third Term Update**

For the majority of this year, COVID-19 has given businesses unprecedented challenges to deal with. It is with this in mind that I thought it would be timely to update you on what is happening with the BID and its renewal work, which has also been impacted by the pandemic.

For the past 15 years, Rugby First has run on a five year fixed term, that has been voted on by local businesses. 2020 is the end of Rugby First's third term and businesses were due to vote on the next one – from 1 November 2020 to 31 October 2025 - this Summer.

However, in light of the extraordinary circumstances that coronavirus has presented, the Government has amended the BID regulations, so that BIDS who were due to go to ballot in the coming months can extend their renewal period up to 31 March 2021.

The High Streets Minister said "BIDs are uniquely placed and have a proven track record of success in supporting local businesses, empowering communities, championing our town centres and driving forward the renewal of our high streets. It is only right that during these unprecedented times the Government gives them all the necessary support they need to continue operating, so that they can carry on their vital work now and crucially when we move into the recovery phase from the current crisis."

So that you can attend to the more immediate priorities of your business and for us to help support you, the Rugby First Board has taken the decision to extend Rugby First's mandate and delay the BID vote until next year.

Please be reassured that until then we will still be operating a full service of CCTV, Rangers and cleaning as normal, as well as marketing Rugby town centre as a clean, safe and vibrant place until the next term is voted upon in February 2021 by postal ballot.

This means that instead of the third term ending on 31<sup>st</sup> October 2020, it gives us a temporary extension of five months until 31 March 2021. Rugby Borough Council have issued a pro-rata invoice to cover this period, this is based on the 2015-2020 BID levy amounts.

Before the vote next year, we will be conducting a full review, where levy-payers can contribute to the business and marketing plan and I actively encourage you to take part in this with us to help shape the business support you receive from us.

I'd like to take this opportunity to thank you for your continued support and look forward to working with you to move Rugby town centre forward over the next BID mandate.

Alistair George



Chairman, Rugby First Board