

Chippenham BID Statement 02/12/2019

Chippenham BID is a business representative organisation that began on 1st April 2015 after a successful ballot in which every business who would be liable to pay the Chippenham BID levy was entitled to vote. BIDs have a 5 year life and in order to be renewed they need to be voted in again by the businesses liable for the BID levy. Chippenham BID undertook a renewal ballot in October and November 2019 and unfortunately the result, although close with a 47%/53% split, was against the BID continuing into a second term. This means that Chippenham BID will close by the end of March 2020.

Over the last 5 years, Chippenham BID has delivered a range of projects to support the business community who fund it. Business to business projects include a cost reduction project that has identified savings of over £100,000 for Chippenham businesses, a mystery shopper programme, Pubwatch administration, a subsidy for businesses wanting a Christmas tree, networking events, an online exclusion scheme for use in business crime reduction and promotion of levy paying businesses on the BID's social media and website, Chippenham Connected. Recently Chippenham BID has initiated a town centre worker discount scheme and supported the installation of ShopAppy, which gives small and micro businesses the chance to have an online presence without having to set up their own online shop. Chippenham BID has also delivered the Chippenham Business Awards since 2017, which has quickly become Chippenham's biggest B2B event and it funded the free town WiFi and football counters, as well as the refurbishment of a public toilet that would otherwise have closed.

Chippenham BID also invested heavily into a public events programme, which it delivered in partnership with Chippenham Town Council. The events programme saw the resurrection of Chippenham Carnival after an absence of 16 years, the introduction of Chippenham Soap Box Derby and the growth of the Christmas light switch-on event. It also saw events such as the outdoor cinemas, chilli fiesta, steampunk festival, summer garden and Easter events. In addition, Chippenham BID sponsored other local events such as the Folk Festival and the Rotary fireworks night.