



**John Fox  
Chair, Harrogate BID  
26 Malden Road  
Harrogate HG1 4SF**

January 2019

Dear Colleague

### **Harrogate Business Improvement District (BID) – Progress Report**

Further to my letter dated 15 November 2018 when I informed you about the successful Ballot, I am now writing to give you a progress report of our work over the last 6 weeks. Harrogate BID Ltd has been formed, this is a not for profit company, limited by guarantee. Don't forget that the BID is run and managed by businesses and in line with this we would like to invite you to become a registered member of the company. This is a legal requirement if you wish to vote on company business and stand as an officer of the company. Please complete the Application for Company Membership enclosed with this letter and return to me.

Don't forget that the objectives of the BID are to:

- Direct and deliver over £3million of investment in the town centre over the next 5 years
- Increase footfall and raise the town's profile through enhanced and targeted marketing and promotions
- Improve people's experience and perceptions of the town by helping deliver a safe, clean and welcoming town centre, day and night
- Address the issues of accessibility and parking
- Make sure the voice of business is heard on key issues and together reduce business costs through centrally negotiated services.

The BID Company will be operational in early 2019. Please see our website to keep updated on our activities, go to [www.harrogatebid.co.uk](http://www.harrogatebid.co.uk)

Businesses working together will achieve a great deal more than individually. We look forward to working with you over the next 5 years.

Thank you once again for your time and support,

Yours sincerely,

**John Fox - Chair, Harrogate Business Improvement District**