British BIDs™

Survey: Deadline 17th November 2025

PORTSMOUTH BUSINESS IMPROVEMENT DISTRICT CONSULTATION 2025

BUSINESS VIEWS ANALYSED: END NOVEMBER 2025
FINAL BUSINESS PLAN WRITTEN AND CIRCULATED TO BUSINESSES: DECEMBER 2025/JANUARY 2026
BALLOT OF BUSINESSES: FEBRUARY TO MARCH 2026
BID ESTABLISHED IF SUCCESSFUL AT BALLOT: LATE SUMMER/EARLY AUTUMN 2026

SHAPING THE FUTURE OF PORTSMOUTH: HAVE YOUR SAY

Portsmouth is a historic well connected waterfront city, home to a large residential population including a high proportion of young people; the city plays a key strategic role within the wider South Hampshire region. It is one of the few cities in the UK that hasn't developed a Business Improvement District (BID) and yet it is clear from our early consultation that there is a business appetite to do so.

In recognition of Gunwharf Quays being a destination in its own right, the proposed Portsmouth City Centre BID will focus on the compact area around Commercial Road and Guildhall Walk that provides a mix of independent businesses and national chains, retail and hospitality, with an affordable offer to residents and our student population on a day-to-day basis.

However, whilst there has been investment in the city centre through Future High Streets, it is recognised that more needs to be done to improve the area and create a greater incentive to visit and spend. Businesses are invited to play a key role in influencing and shaping potential changes with some modest funds to make a difference and an opportunity through the BID mechanism, to work together to create a better Portsmouth.

Local businesses have come together to explore the creation of a Business Improvement District (BID), a business-led and business-funded initiative to drive forward improvements in the area. A successful BID would provide a platform for collaboration, helping to shape Portsmouth's future in a way that reflects the needs and ambitions of the business community.

Following initial consultation with businesses in the area during the spring and early summer, some core themes and priorities have emerged. We are now entering the second round of consultation, and your voice matters. This is your opportunity to influence the priorities, projects, and services that a BID could deliver.

WHAT YOU HAVE SAID SO FAR

> **Biggest concern is crime, ASB and how clean the area is.**

> **Community togetherness is definitely lacking' and 'more working together is needed.**

> **General lack of incentive to visit City Centre.**

> **Need more green pedestrian routes across the City**

- Something needs to be done quickly!
- Make Commercial Road worth a visit
- People need a reason to want to come into Portsmouth City Centre
- BID wardens and more police presence
- A safer environment on Commercial Road along with more events to bring people into the City Centre
- It's not a city centre that people enjoy spending time in; it's more a place to come and do the task and leave.
- Listen, listen and listen to all business owners who have lots to offer the Portsmouth economy
- Increasing footfall via increasing the visitors and bringing more opportunities for business to the area

WHAT IS A BID? (WWW.BRITISHBIDS.INFO)

A BID is a business led and funded scheme that enables coordinated investment in a commercial area. Governed by legislation to ensure fairness and transparency, a BID is developed through consultation with the business community and the subsequent development of a five-year business plan. A ballot is then held where each business has the opportunity to vote 'yes' or 'no' to the BID. If the ballot is successful, all businesses defined within the business plan boundary and rules will be required to pay a levy irrespective of whether they cast their vote in the ballot, for a five-year term. For Portsmouth, we anticipate this levy to be 1.75% of rateable value for any business premises with a rateable value of £7,500 or over, circa 280 businesses generating approximately £321K p.a.

Once BIDs are established, they are usually managed by businesses through a private sector led, not-for-profit limited company with a Board of non-executive Directors, the majority of whom will usually be levy payers.

PROPOSED PRIORITIES

In the initial consultation, local businesses asked for improvements in safety, marketing, maintenance, lobbying and positioning Portsmouth as a place to invest in the future.

With the BID's potential £321K p.a. which could be supplemented by additional funding, this could be used to address the following themes which businesses have identified as issues or opportunities overleaf:

Safety and Security

To help reduce crime and antisocial behaviour in the area, a BID could deliver projects to support safety and security, including:

- **Security rangers patrolling the area**
- **Additional CCTV**
- **Improved lighting**
- **Online information sharing system such as DISC**
- **Shopwatch/Pubwatch radios**
- **Creation of a Business Crime Reduction Partnership to enable the coordinated reporting of issues and a direct forum for businesses to liaise with the Police and Council.**

Events and Marketing

To raise the City's profile and encourage more footfall, there could be a focus on:

- **Annual events programme to include music, street theatre etc**
- **Night-time economy campaigns and retail promotions**
- **PR and marketing campaigns to encourage local people and students to support the city's businesses**
- **Dedicated website and social media channels for city centre businesses**
- **Promotion of Portsmouth to other businesses as a city to invest and relocate to**
- **Loyalty card**

Attractive, Clean and Accessible:

To help maintain an attractive, accessible and clean area, projects could include:

- **Enhancing cleanliness and reduced littering and graffiti**
- **Maintaining and enhancing greening in community spaces and pedestrian areas**
- **Creating cultural vibrancy though initiatives such as bunting, murals etc**
- **Ensuring accessibility for all users including those with mobility issues**
- **New public realm – e.g. signage, interpretation boards, seating etc**

Collaborative Working and Lobbying

To give businesses a voice and an opportunity to work collaboratively engaging with the statutory authorities, networking with each other and driving positive change in a number of areas that could include:

- **Parking**
- **Empty shops**
- **Busking**
- **Training**
- **Business support**
- **Cost savings through collective procurement**

Do these projects deliver what Portsmouth needs? What else would you like to see over the next five years? Let us know via the survey link QR Code.

PORTSMOUTH CITY CENTRE BID STEERING GROUP:

- **Mark Goodall** Nationwide
- **Scott Griffiths** Cascades Shopping Centre
- **Becci Alexander** Portsmouth City Council
- **Daniel O'brien** Citrus Facilities Management
- **Al Lye** Primark
- **Ben Cork** Boots
- **Sian Budgen** Tesco

Participation from interested businesses is welcome. For more information, contact Mel Richardson at **mel.richardson@britishbids.info**