PortsmouthBID

Portsmouth's City Centre Business Improvement District (BID) will give businesses a greater role in shaping Portsmouth's future. Our aim is 'To position Portsmouth City Centre as vibrant, well connected, well marketed, well-presented, welcoming and accessible to all.'

THE BID BALLOT

On 13th March 2026, following consultation with businesses during 2025, Portsmouth city centre businesses voted in favour of creating the city's first ever Business Improvement District (BID). 93% of those who cast their vote, were in favour of the BID. The full Result of the BID ballot is available on the Portsmouth City Council website.

The BID starts on 1st October 2026 and runs for a five-year term until 30th September 2031.

WHAT THIS MEANS FOR PORTSMOUTH BUSINESSES

Businesses now have the opportunity to influence and shape their trading environment by tackling a whole host of issues including those associated with safety, footfall, cleanliness, marketing & promotion. Via the BID, **£1.6m will be generated over five years,** funded through a **1.75% levy** on around **293 organisations.**

Working with key partners including Portsmouth City Council and the Police (both of whom also contribute via the levy), businesses will have the opportunity to strengthen competitiveness, improve trading conditions and have a stronger voice in the regeneration of our city.

WHAT IS A BUSINESS IMPROVEMENT DISTRICT (BID)?

Portsmouth City Centre BID is a business led initiative supported by government legislation (Business Improvement Districts England Regulations 2004) which gives businesses the power *'to raise funds locally to be spent locally'* on improving a defined commercial area.

There are now 355 BIDs across the British Isles contributing over £169 million each year to their business communities and representing more than 138,000 businesses. Many BIDs are now in their fourth or fifth five year terms. Nearby examples include Southampton, Chichester and Winchester. Unlike business rates, the money raised doesn't go to the government; it all remains in Portsmouth City Centre to be spent on the things that businesses have identified as priorities through our 2025 consultation. For more information go to www.britishbids.info

WHAT WILL BE DELIVERED

Portsmouth City Centre BID will deliver projects and services under four themes working collaboratively:

1. SAFETY & SECURITY

Working with partners to create a safer, more welcoming city centre.

- ☐ Security Marshal patrols offering reassurance, reporting and business support.
- ☐ Online crime reporting (DISC/UKPAC) for improved information sharing.
- ☐ Shopwatch to enhance communication between businesses.
- ☐ Coordinated crime reduction with the Police and City Council.
- ☐ Support for the night-time economy including potential Purple Flag work.
- ☐ Radio scheme plus exploration of CCTV and lighting upgrades.
- ☐ Property marking kits to help deter theft.

2. EVENTS, MARKETING & PR

Creating a vibrant city centre through events, promotion and targeted marketing.

- ☐ Year-round events and cultural activities.
- ☐ Business-led campaigns for day and night economies.
- ☐ Local/regional marketing and strong digital presence.
- ☐ Promotion to attract investors and new businesses.
- ☐ Loyalty scheme to encourage repeat visits.
- ☐ Marketing support for businesses.

3. ATTRACTIVE, GREEN, CLEAN & ACCESSIBLE

Improving the look, feel and accessibility of the city centre.

- ☐ Public realm enhancements such as signage, seating and interpretation boards.
- ☐ Greening and planting with ongoing maintenance and potential Britain in Bloom entries.
- ☐ Enhanced cleaning to tackle litter, graffiti and fly-tipping.
- ☐ Cultural vibrancy through murals, bunting and street art.
- ☐ Accessibility improvements developed with disability groups and partners.

4. COLLABORATIVE WORKING & LOBBYING

Representing business interests and supporting effective partnership working.

- ☐ Representation on key trading issues including access to training and business support.
- ☐ Improvements to vacant units.
- ☐ Input into regeneration and development plans.
- ☐ Sustainability initiatives.
- ☐ Cost-saving procurement.
- ☐ Ongoing trader meetings and dialogue.

The full Portsmouth City Centre BID Business plan can be downloaded from www.portsmouthcitycentre.co.uk/future-plans/business-improvement-district/

HOW IS PORTSMOUTH CITY CENTRE BID GOVERNED

Portsmouth City Centre BID Ltd is set up as a not-for-profit company limited by guarantee (registered in England and Wales, company number 17368935) with a Board of non-executive directors. To date, five directors who are levy payers have volunteered their time, knowledge and expertise to support the BID.

The Board oversees governance, strategy and performance ensuring that the business plan is delivered reflecting the priorities of the levy payers who contribute towards the BID. Under the Company's articles of association, there are places for up to 15 non-executive directors – if you wish to put yourself forward, please get in touch with Gilly Ainsley, our BID Manager who will be responsible for delivering the business plan and will be your first point of contact. **Contact bidmanager@portsmouthcitycentrebid.co.uk**

OUR BOARD OF DIRECTORS

Ben Cork – Boots
Mark Goodall – Nationwide Building Society
Al Lye - Primark
Scott Griffiths – Cascades Shopping Centre
Becci Alexander – Portsmouth City Council

GILLY AINSLEY, PORTSMOUTH CITY CENTRE BID MANAGER

Gilly starts on Monday 19th October 2026. She brings 15+ years' experience in marketing, project management, stakeholder engagement and corporate communications, from the public sector and B2B tech industry. Born and bred in Portsmouth, Gilly has a true passion for both the history and prospects the city has to offer. She says, *'I'm incredibly proud to be taking on the role of Portsmouth City Centre BID Manager and very much looking forward to meeting each and every one of you - to understand your views, experiences and challenges, so we can work together to develop the City Centre into a thriving, vibrant and inviting destination. There are so many exciting and innovative things happening in Portsmouth right now, and I'm so pleased that the City Centre has successfully secured a BID to support businesses across the next five years - what an opportunity!"*

HOW WILL THE MONEY BE SPENT IN 2026/27 - PORTSMOUTH BID INDICATIVE BUDGET

BID LEVY INCOME	**£322,000**
BID EXPENDITURE	
Theme 1 - Safety & Security	£120,000
Theme 2 - Events, Marketing & PR	£ 70,000
Theme 3 - Attractive, Green, Clean & Accessible	£ 50,000
Theme 4 - Collaborative Working & Lobbying	£ 10,000
Operational Costs including contingency	£ 72,000
TOTAL EXPENDITURE	**£322,000**

Portsmouth City Centre BID Ltd is due to receive circa £322,000 from 293 levy payers. Any reserves at the end of September 2027 will be carried forward to the next year.

Operational costs include insurance, professional fees and staff time spent on communications, performance management, financial management and governance.