



Key Facts at a Glance

1. How Do I Vote?

- Voting is by **postal ballot** over **28 days**, starting **13 January**.
- The process is run by **Civica Election Services** for Rother District Council's returning officer.
- **All votes are confidential** — only you know how you voted.

2. What Will the BID Do?

Improve Rye's Appearance & Visitor Experience

- Enhance key arrival points (e.g., **Station Approach**).
- Better **signage and wayfinding**.
- Install **gull-proof bins** to reduce litter.
- Support redevelopment of **Station Approach public toilets** and help secure the future of **Strand Quay toilets**.
- Provide sustainable funding and professional installation for **Christmas lights**.
- Enhance the **Strand Heritage Quarter** with seasonal markets, greening, and waterfront improvements.

Strengthen the Local Economy Year-Round

- Promote **off-peak activity** and explore **pedestrian-friendly measures**.
- Improve **car park usage** strategies.
- Develop a **BID website** and year-round **Tourism Information Service** funded by the BID.
- Support businesses through **collective purchasing** (waste, energy, payment systems).
- Use **footfall and trading data** to guide investment.
- Appoint a **BID Manager/contractor** to deliver projects, track performance, and represent business interests.

3. How Much Will I Pay?

- **Below £2,500 RV**: Exempt
- **£2,500–£4,000 RV**: **£100 flat rate** per year
- **Over £4,000 RV**: **2.5%** of Rateable Value
- **80%** of businesses pay **under £1/day**; **50%** pay **under 50p/day**.

4. Is the Rye BID Independent?

- Developed by a **cross-section of independent local businesses**.
- It will not be controlled or run by the Chamber of Commerce.
- All levy-paying businesses can apply to **become members of the BID company** and stand for office.

5. Shouldn't the Local Authority Do This Work?

- Local authorities previously delivered some similar functions, but reduced resources mean businesses now lead efforts to improve trading environments.
- BIDs **do not replace statutory services**, but they **add value** through extra projects and improvements.
- With upcoming **Local Government Reorganisation**, local action will help secure Rye's future economic wellbeing.

6. How Can I Get Involved?

- The BID will be managed by **volunteer Directors** elected from levy-paying businesses.
- Directors oversee budgets, projects, staff/contractors, procurement, and plan delivery.
- Operations will be **transparent**, with regular communication to businesses.
- Directors are **unpaid** but accountable for effective governance.