

IF EVER THERE WAS A TIME TO REALISE HOW IMPORTANT THE WORK OF
LOWESTOFT VISION IS TO THIS TOWN, IT'S NOW.

We are delighted that, after many months of consultation with businesses and stakeholders in Lowestoft, we are able to share with you an overview of the business plan for the Lowestoft Vision Business Improvement District (BID). The proposed delivery is based on the much-appreciated feedback that you have provided and is designed to show our dedication to the issues that matter to you most, and our commitment to helping make Lowestoft an improved place for businesses, residents, visitors and employees.

In the coming days you will be receiving a ballot paper from East Suffolk Council which will ask you one very simple question – Do you want to keep the BID?

The way you vote is vital to the future of our town and will ensure that the services mentioned below continue and further work takes place to elevate Lowestoft as a place to live, work, shop and visit.

If, as we hope, this plan will help meet the needs of your business then it is crucial that you vote yes in the upcoming BID ballot between 7 October and 3 November 2022.

Without Lowestoft Vision, your BID, there would be no joined up approach to drive this town forward and no enthusiasm to make the changes needed. More importantly, there would be none of the additional services that we have all come to expect from running the BID in Lowestoft: no PCSO, no Christmas lights, no events and trails, no floral displays, no campaigns to raise awareness of the fantastic offer we have in the town, no website to promote Lowestoft as a place to visit... I could go on. But without your support, none of the projects outlined in this plan can happen.

I cannot emphasise enough how important your support in this ballot, at this time, is to the growth of the town and, therefore, your own business within it. I would ask you to help ensure Lowestoft Vision can continue its work by voting 'Yes' when your ballot paper arrives.

A copy of the full business plan will also be available to view at lowestoftvision.co.uk



Danny Steel
Chair, Lowestoft Vision

1.

Make sure that you receive one ballot paper and one return envelope for each property that you are responsible for

2.

Complete the ballot paper, putting a cross (X) beside "Yes" to retain the BID or "No" if that is your choice

3.

Add your SIGNATURE, write your name in BLOCK CAPITALS and include your POSITION in the business

4.

Each ballot paper MUST be returned in its own separate envelope i.e. if you have two properties, you must return two ballot papers in two envelopes

5.

Return your completed ballot papers immediately. Those received after 5pm on Thursday 3 November 2022 will not be counted