

REPORT OF THE DIRECTORS AND
UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2025
FOR
SHREWSBURY BUSINESS IMPROVEMENT
DISTRICT LIMITED

D.R.E. & Co. Limited
Chartered Accountants
Kingsland House
39 Abbey Foregate
Shrewsbury
Shropshire
SY2 6BL

**SHREWSBURY BUSINESS IMPROVEMENT
DISTRICT LIMITED**

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FOR THE YEAR ENDED 31 MARCH 2025**

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**SHREWSBURY BUSINESS IMPROVEMENT
DISTRICT LIMITED**

COMPANY INFORMATION
FOR THE YEAR ENDED 31 MARCH 2025

DIRECTORS:

H Ball
K Lockwood
M E Matthews
D Tomkins
P Carvell
V Bhatia
Mrs C Broomhall
E Bridges
Ms E Lewis
T Skone
S McAlinden
J Broxton
Miss R Rawlins
M I T Potts

REGISTERED OFFICE:

11A Fish Street
Shrewsbury
Shropshire
SY1 1UR

REGISTERED NUMBER:

08834790 (England and Wales)

ACCOUNTANTS:

D.R.E. & Co. Limited
Chartered Accountants
Kingsland House
39 Abbey Foregate
Shrewsbury
Shropshire
SY2 6BL

**SHREWSBURY BUSINESS IMPROVEMENT
DISTRICT LIMITED**

**REPORT OF THE DIRECTORS
FOR THE YEAR ENDED 31 MARCH 2025**

The directors present their report with the financial statements of the company for the year ended 31 March 2025.

PRINCIPAL ACTIVITY

Shrewsbury Business Improvement District Limited (Shrewsbury BID) is a business led organisation operating to deliver a range of activities and projects to enhance and promote Shrewsbury town centre, following the key themes of its five year business plan. Shrewsbury BID is limited by guarantee and operates on a not for profit basis.

REVIEW OF BUSINESS

The 2024/25 financial year marked the beginning of Shrewsbury BID's third term and a period of strong delivery across our core priorities of promoting the town, supporting businesses, improving safety and shaping Shrewsbury's future. Against a backdrop of continued economic challenge, the town centre performed resiliently, achieving its highest daily footfall since records began in 2015 and year-on-year sales growth of 0.5%, outperforming the national benchmark. Throughout the year, we worked on behalf of more than 500 levy-paying members to strengthen Shrewsbury's visibility, vitality and long-term sustainability.

Our Original Shrewsbury programme continued to showcase the town's unique identity to both residents and visitors. The website attracted over 216,000 unique users during the year, with social media content viewed more than 7 million times and engaged with 356,000 times. These digital channels acted as an essential shop window for businesses, supported by in-person engagement from our Ambassadors. A full calendar of promotional events and trails—including the Treasure Hunt, Halloween Ghost Trail, Easter Trail and the first Shrewsbury Restaurant Week—helped drive footfall and seasonal activity. Significant investment in town dressing, including summer flags, bunting and more than 180 Christmas trees, contributed to a welcoming and vibrant environment. Notably, the new UKSPF-funded Mini Mural Trail saw over 20 artworks installed to brighten public spaces and deter anti-social behaviour.

A major focus this year was the expansion of the Work in Shrewsbury programme, launched in July 2024 to attract inward investment and support local enterprise. The initiative delivered a regional and national marketing campaign, a dedicated website, and £139,000 in grants to 47 businesses. The Evolving Business Cohort provided over 20 hours of specialist support to selected entrepreneurs, many of whom reported significant business growth. A series of masterclasses brought nationally recognised speakers to Shrewsbury, and more than 20 free training sessions were delivered to over 100 participants. Alongside this, we continued to provide a strong voice for local business, leading evidence-based lobbying on issues such as car parking charges, CCTV funding and town-centre operations.

Ensuring a safe, clean and secure town centre remained a priority under Safer Shrewsbury. Our Town Rangers continued to work closely with police and partners, while the Shrewsbury Watch radio network grew to over 110 participating businesses. We supported both Shopwatch and Pubwatch, contributed to new lighting installations in key passageways, and delivered a major UKSPF-funded cleanliness programme addressing graffiti, stickers and alleyway condition. A highlight was the successful installation of a large mural on the former House of Fraser building, enhancing a prominent gateway into the town. Shrewsbury also retained its prestigious Purple Flag accreditation for the ninth consecutive year in recognition of its safe and welcoming evening economy.

Through the Big Town Plan Partnership, we continued to shape long-term strategic projects, including the Shrewsbury Moves initiative. The year saw the doubling of the town's eBike fleet, the launch of a successful pilot eCargo scheme, and the first Shrewsbury Moves Conference. Our expanding Data Hub provided industry-leading insight on footfall, sales and visitor behaviour, guiding decision-making for members and partners alike.

Across all areas, Shrewsbury BID secured significant external funding and maintained strong financial performance, ensuring that levy income was fully invested in delivering projects that enhance the town centre.

DIRECTORS

The directors shown below have held office during the whole of the period from 1 April 2024 to the date of this report.

H Ball
K Lockwood
M E Matthews
D Tomkins

**SHREWSBURY BUSINESS IMPROVEMENT
DISTRICT LIMITED**

**REPORT OF THE DIRECTORS
FOR THE YEAR ENDED 31 MARCH 2025**

DIRECTORS - continued

Other changes in directors holding office are as follows:

J Hitchin - resigned 7 May 2024
D R Jones - resigned 7 May 2024
Mrs A H Tudor - resigned 20 October 2024
M P Barrow - resigned 4 December 2024
P Carvell - appointed 5 June 2024
V Bhatia - appointed 5 June 2024
Mrs C Broomhall - appointed 5 June 2024
E Bridges - appointed 5 June 2024
Ms E Lewis - appointed 5 June 2024
T Skone - appointed 5 June 2024
S McAlinden - appointed 5 June 2024
J Broxton - appointed 5 June 2024
Miss R Rawlins - appointed 5 June 2024
M I T Potts - appointed 10 December 2024

N Jacques ceased to be a director after 31 March 2025 but prior to the date of this report.

STATEMENT OF DIRECTORS' RESPONSIBILITIES

The directors are responsible for preparing the Report of the Directors and the financial statements in accordance with applicable law and regulations.

Company law requires the directors to prepare financial statements for each financial year. Under that law the directors have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). Under company law the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the company and of the surplus or deficit of the company for that period. In preparing these financial statements, the directors are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and accounting estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The directors are responsible for keeping adequate accounting records that are sufficient to show and explain the company's transactions and disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

This report has been prepared in accordance with the provisions of Part 15 of the Companies Act 2006 relating to small companies.

ON BEHALF OF THE BOARD:

M E Matthews - Director

12 December 2025

**SHREWSBURY BUSINESS IMPROVEMENT
DISTRICT LIMITED**

**INCOME STATEMENT
FOR THE YEAR ENDED 31 MARCH 2025**

	31.3.25 £	31.3.24 £
INCOMING FUNDS	1,299,371	659,015
Project outlay	<u>(1,227,278)</u>	<u>(641,850)</u>
GROSS SURPLUS	72,093	17,165
Administrative expenses	<u>(95,819)</u>	<u>(110,886)</u>
	(23,726)	(93,721)
Other operating income	<u>10,847</u>	<u>1,138</u>
OPERATING DEFICIT	(12,879)	(92,583)
Interest receivable and similar income	<u>19</u>	<u>10</u>
DEFICIT BEFORE TAXATION	(12,860)	(92,573)
Tax on deficit	<u>-</u>	<u>-</u>
DEFICIT FOR THE FINANCIAL YEAR	<u>(12,860)</u>	<u>(92,573)</u>

The notes form part of these financial statements

SHREWSBURY BUSINESS IMPROVEMENT
DISTRICT LIMITED (REGISTERED NUMBER: 08834790)

BALANCE SHEET
31 MARCH 2025

	Notes	31.3.25 £	31.3.24 £
CURRENT ASSETS			
Debtors	5	67,258	101,313
Cash at bank		84,876	25,924
		<u>152,134</u>	<u>127,237</u>
CREDITORS			
Amounts falling due within one year	6	133,976	96,219
		<u>18,158</u>	<u>31,018</u>
NET CURRENT ASSETS			
		<u>18,158</u>	<u>31,018</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>18,158</u>	<u>31,018</u>
RESERVES			
Income and expenditure account		18,158	31,018
		<u>18,158</u>	<u>31,018</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 March 2025.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 March 2025 in accordance with Section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for:

- ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and
- preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company.

The financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

The financial statements were approved by the Board of Directors and authorised for issue on 12 December 2025 and were signed on its behalf by:

M E Matthews - Director

The notes form part of these financial statements

**SHREWSBURY BUSINESS IMPROVEMENT
DISTRICT LIMITED**

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2025**

1. STATUTORY INFORMATION

Shrewsbury Business Improvement District Limited is a private company, limited by guarantee, registered in England and Wales. The company's registered number and registered office address can be found on the Company Information page.

The presentation currency of the financial statements is the Pound Sterling (£).

The members of the company have each undertaken to contribute to the assets of the company, in the event of it being wound up while they are members, or within one year after they cease to be members, for payment of debt and liabilities contracted before they cease to be members, such a amount as may be required, not exceeding £1 per member.

2. STATEMENT OF COMPLIANCE

These financial statements have been prepared in accordance with Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" including the provisions of Section 1A "Small Entities" and the Companies Act 2006.

3. ACCOUNTING POLICIES

Basis of preparing the financial statements

The financial statements have been prepared under the historical cost convention.

Turnover

Incoming funds represents grants, levies, contributions and other income.

Where conditions are attached to incoming funds (such as local authority grants for specific projects) the funds are held as deferred income on the balance sheet and released to the Income and Expense Account as relevant costs are incurred.

Where there are no specific conditions attached to incoming funds (such as levies collected from local businesses) the funds are taken straight to the Income and Expense Account. Any resulting surplus is shown as part of the reserves of the company, which are not distributable and are to be used to further the objectives of the company in accordance with the Memorandum and Articles of Association.

Taxation

Application has been made for exemption from Corporation Tax on the basis that the company is not for profit and that all incoming funds are to be utilised in the furtherance of the objectives of the company as set out in the Memorandum and Articles of Association.

Tangible fixed assets

Costs in relation to IT equipment are charged to the profit and loss account in full in the period they are incurred.

4. EMPLOYEES AND DIRECTORS

Employee salary costs are split between specific projects and administration costs within the profit and loss account. The total gross salary costs for the year are £158,276 (2024: £158,175).

The average number of employees during the year was 4 (2024 - 4).

**SHREWSBURY BUSINESS IMPROVEMENT
DISTRICT LIMITED**

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 MARCH 2025

5. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	31.3.25	31.3.24
	£	£
Operating debtors	36,606	79,448
VAT	30,652	21,865
	67,258	101,313

6. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	31.3.25	31.3.24
	£	£
Operating creditors	7,044	93,404
Social security and other taxes	102	65
Accrued expenses	11,830	2,750
Deferred income- Big Town Plan	115,000	-
	133,976	96,219

7. LEASING AGREEMENTS

Minimum lease payments under non-cancellable operating leases fall due as follows:

	31.3.25	31.3.24
	£	£
Within one year	-	27,426
Between one and five years	-	3,724
	-	31,150

CHARTERED ACCOUNTANTS' REPORT TO THE BOARD OF DIRECTORS
ON THE UNAUDITED FINANCIAL STATEMENTS OF
SHREWSBURY BUSINESS IMPROVEMENT
DISTRICT LIMITED

In order to assist you to fulfil your duties under the Companies Act 2006, we have prepared for your approval the financial statements of Shrewsbury Business Improvement District Limited for the year ended 31 March 2025 which comprise the Income Statement, Balance Sheet and the related notes from the company's accounting records and from information and explanations you have given us.

As a practising member firm of the Institute of Chartered Accountants in England and Wales (ICAEW), we are subject to its ethical and other professional requirements which are detailed within the ICAEW's regulations and guidance at <http://www.icaew.com/en/membership/regulations-standards-and-guidance>.

This report is made solely to the Board of Directors of Shrewsbury Business Improvement District Limited, as a body, in accordance with our terms of engagement. Our work has been undertaken solely to prepare for your approval the financial statements of Shrewsbury Business Improvement District Limited and state those matters that we have agreed to state to the Board of Directors of Shrewsbury Business Improvement District Limited, as a body, in this report in accordance with ICAEW Technical Release 07/16AAF. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than Shrewsbury Business Improvement District Limited and its Board of Directors, as a body, for our work or for this report.

It is your duty to ensure that Shrewsbury Business Improvement District Limited has kept adequate accounting records and to prepare statutory financial statements that give a true and fair view of the assets, liabilities, financial position and loss of Shrewsbury Business Improvement District Limited. You consider that Shrewsbury Business Improvement District Limited is exempt from the statutory audit requirement for the year.

We have not been instructed to carry out an audit or a review of the financial statements of Shrewsbury Business Improvement District Limited. For this reason, we have not verified the accuracy or completeness of the accounting records or information and explanations you have given to us and we do not, therefore, express any opinion on the statutory financial statements.

D.R.E. & Co. Limited
Chartered Accountants
Kingsland House
39 Abbey Foregate
Shrewsbury
Shropshire
SY2 6BL

15 December 2025

**SHREWSBURY BUSINESS IMPROVEMENT
DISTRICT LIMITED**

**DETAILED INCOME AND EXPENDITURE ACCOUNT
FOR THE YEAR ENDED 31 MARCH 2025**

	31.3.25		31.3.24	
	£	£	£	£
Incoming funds				
Levies received	296,735		302,747	
Voluntary contributions	4,878		6,018	
Project contributions	100,000		200,000	
Grants and sponsorship	884,537		139,613	
Christmas trees	7,273		4,895	
Hanging baskets	5,948		5,742	
		1,299,371		659,015
Project outlay				
Supporting and enhancing	-		194,394	
Representing and influencing	-		68,561	
Promoting and animating	-		153,795	
Big town plan	70,195		160,026	
On your bike	-		9,691	
Work in Shrewsbury	368,714		55,383	
Original Shrewsbury	56,369		-	
Safer Shrewsbury	138,847		-	
Future Shrewsbury	21,267		-	
Shrewsbury moves - revenue	153,420		-	
Shrewsbury moves - capital	418,466		-	
		1,227,278		641,850
GROSS SURPLUS		72,093		17,165
Other income				
Rents received	10,847		1,138	
VAT interest	19		10	
		10,866		1,148
		82,959		18,313
Expenditure				
Accommodation costs	24,567		18,002	
Insurance	2,400		2,304	
Levy collection costs	11,700		13,821	
Wages and salaries	28,449		57,232	
IT, telephone & internet costs	5,444		2,939	
Printing, postage & stationery	34		737	
Motor leasing	7,130		4,906	
Sundry expenses	5,065		3,647	
Training and memberships	1,736		853	
Legal and professional fees	9,013		6,205	
		95,538		110,646
Carried forward		(12,579)		(92,333)

This page does not form part of the statutory financial statements

**SHREWSBURY BUSINESS IMPROVEMENT
DISTRICT LIMITED**

**DETAILED INCOME AND EXPENDITURE ACCOUNT
FOR THE YEAR ENDED 31 MARCH 2025**

	31.3.25	31.3.24
	£	£
Brought forward	(12,579)	(92,333)
Finance costs		
Bank charges	281	240
NET DEFICIT	(12,860)	(92,573)

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Signature 1

Signed by Michael Matthews using authentication code d210NUh6VGkkRUc+ at IP address 86.156.69.133, on 2025/12/17 12:12:40 Z.

Michael Matthews's e-mail address is: mm@princeruprthotel.co.uk.