

East Midlands BIDs Academy Newsletter

UKBIDs National BIDs Advisory Service from ATCM

Issue 1 – May 2007

East Midlands BIDs Academy Launches

Welcome to the first quarterly Newsletter for the East Midlands BIDs Academy – working with towns and cities across the region supporting regeneration at a local level.

In February 2007 the first Regional BID (Business Improvement District) Academy was launched in the East Midlands. The BID Academy concept has been developed by Jacquie Reilly at the UKBIDs Advisory Service from the ATCM, providing the opportunity for a number of locations to work together on the BID development process.

Funded by the East Midlands Development Agency (*emda*) the regional development agency for the East Midlands and delivered by the UKBIDs Advisory Service. The Academy provides a unique opportunity for locations to participate in a year-long training programme, working with some of the leading experts in the BID field. The academy will help the locations build strong relationships with both large and small businesses, identifying projects and services that will be developed into proposals to meet local businesses needs. These proposals will then be put to the vote and local businesses will decide whether or not the BID should go ahead.

Seven locations have been selected to participate in this years Academy. They include large cities, towns and rural market towns. All of them have a committed team of businesses and public sector working together to develop proposals, which will have a substantial impact on their location.

Existing BIDs across the UK are already delivering a wide range of services in towns, cities and industrial estates bringing in extra funds to these areas and providing a range of additional benefits including increased safety and security, promotional and marketing activities and on street support such as ambassadors, wardens and additional cleansing.

There are currently more than 40 BIDs in the UK bringing over £100 million additional funding into BID areas across the country. Successful BIDs in the seven locations selected for this first Academy could bring around £3.5 million of additional funds into the East Midlands.

Daventry Derby Hinckley Nottingham Sleaford Stamford Uppingham

Business Improvement District for Sleaford

Sleaford had been considering a BID for sometime, however, watching the development of the BID in Lincoln "Lincoln BIG" they originally thought that the potential income it would bring would not merit the costs of establishing the BID. However when the funding for the town partnership, Sleaford Development Group, was threatened, the figures, including the rateable values of the 648 businesses, were revisited and the calculations found to be much more robust.



East Midlands BIDs Academy Newsletter

UKBIDs National BIDs Advisory Service from ATCM

Issue 1 – May 2007

Business Improvement District for Sleaford continued...

An initial event with targeted invites led to the formation of a group, headed by the Chamber of Commerce.

This became the Pre-BID Working Group and they applied to Lincolnshire Enterprise, Sleaford's Sub-Regional Strategic Partnership, for funding towards the costs of the formation of their group, they also gained cash and in-kind support from North Kesteven District Council, Sleaford Town Council and the Chamber itself, contracted to work on the project alongside Chamber staff and the Town Development Manager.

With a logo designed by a young graphic artist working with one of the steering group, Sleaford were raring to go!

The first round of consultations for all business ratepayers was held in autumn 2006 and, starting with a blank sheet of paper, they soon had around 50 suggestions for BID projects.

Final ideas came under three main themes:

- Car Parking and Traffic Management
- Security
- Promotion

A BID Subgroup was set up for each of the other themes and these groups investigated costings and potential project to feed into the business plan.

A draft business plan was published in February 2007 and mailed to every ratepayer and contacts list that Sleaford had built up. After a second round of consultations in March during which a strong feeling came from the businesses that security should be given the highest priority as this aspect concerns all businesses in town, whether they are in the town centre or on the enterprise and industrial estates. Car parking and traffic congestion issues predominantly only affect the town centre. Sleaford's ratepayers are split roughly 50:50, town centre to industrial, it is recognised as essential that the BID must be seen to deliver value for money for all sectors and locations.

The Sleaford Pre-BID working group still has work to do but they are looking for the vote early in the summer this year.

Debbie Scott Sleaford Development Manager who applied to be part of the academy at the end of 2006 commented "Joining the BIDs Academy has been invaluable for us, enabling us to access the wider experience and expertise of others and we hope that in turn we will be able to share ours."



Sleaford Industrial Estate

"Joining the BIDs Academy has been invaluable for us"

Debbie Scott, Sleaford Development Manager

Did you know?

The first UK BID was Kingston First in November 2004, since then there have been positive yes votes in over 40 other towns, cities and industrial estates in the UK. But the BIDs concept is not as new as this date may suggest.

In the mid 1960's a business association was formed in an area of Toronto in an attempt to raise funds to improve the commercial trading area. However, as many of the town and city centre partnerships across the UK understand, raising and collecting voluntary revenue from businesses was difficult for Toronto Business Association as there was always those businesses who appeared to "free load" off the contributions of others.

This led to a request from the partnership to the city Council of Toronto for a tax based funding mechanism to allow them to collect contributions from all businesses. The Bloor West Village Business Improvement Areas began operating in 1970 and even though the charging assessment of businesses has changed with legislation this initial concept and the services it delivers is still in operation today.

East Midlands BIDs Academy Newsletter

UKBIDs National BIDs Advisory Service from ATCM

Issue 1 – May 2007

Nottingham BID - Raising the Bar

Nottingham businesses are currently developing a unique Business Improvement District (BID) for Nottingham City Centre and the BID will be focused solely on businesses that hold alcohol or late night food licences. The income created from the BID will work towards addressing their businesses needs and their priorities.

Nottingham's success has brought new challenges.

Its diverse range of activities combined with high visitor numbers, particularly during the evening and weekend, has placed additional pressures on local services and the environment with consequent trade and image implications, which are discouraging families and higher spending customers.

Extensive consultations demonstrate overwhelmingly that both businesses and the public want to see improvements. They have identified 4 key priorities:

- Provision of a safer more customer friendly environment
- Improved access in and out of the city
- Improved partnership working with the Police and City Council
- Positive marketing with regional and national campaigns



Cornerhouse, Nottingham

The BID will deliver an additional investment of over £2m to the City over the next 5 years.

A locally owned, locally controlled company limited by guarantee, with local business representatives as directors, will manage the BID. Its current partners

include Nottingham City Council, Nottingham Police, the Crime and Drugs Partnership, Pubwatch, Experience Nottinghamshire and East Midlands Development Agency.

The vision of the Nottingham BID Company is: "To create and promote a lively and attractive environment that allows a wide range of businesses to thrive by encouraging a mix of people to visit the area for its vibrant leisure and entertainment experience."

The benefits of the Nottingham City licensed BID are clear:

- A brighter, cleaner, safer city for visitors, employees and residents
- Dedicated local management
- Targeted investment
- Improved area profile and image
- Increased footfall and extended stays

BIDs in Brief

BIDs legislation came into force in England in 2004 and has subsequently been introduced in Wales, Scotland and the Republic of Ireland. The legislation provides the mechanism for BID partnerships to put their proposals to a vote and, if the vote is successful, a levy to be collected to deliver the proposals.

BIDs put businesses in control

- Businesses have the opportunity to discuss and agree on the projects which go into the BID proposal.
- A defined area is identified and businesses vote on the proposal, if the vote is not successful the BID cannot go ahead.
- In England and Wales the vote is open to business rate payers in the BID area - if a majority, both by number and by rateable value, approve the proposal, all business ratepayers will contribute through an additional levy
- The interests of large and small businesses are protected through a system which requires a successful vote to have a simple majority in both votes cast and rateable value of votes cast
- The plan to be voted on can have a maximum lifespan of 5 years and further proposals will have to be reaffirmed through another vote

Local Authorities have an important role

- Local Authorities are charged with legal responsibilities, including the provision of the ratings data to calculate the BID levy, the collection and enforcement of the BID levy via a ring-fenced BID Revenue Account that is then passed straight to the BID company, the organisation of the formal BID ballot, and the preparation and commitment to the baseline service agreements.
- Local Authorities are often business rate payers in the BID area and will therefore have a vote and will be required to pay the levy if the vote is successful
- Many Local Authorities provide additional voluntary contributions to BIDs

Contact

More information on BIDs can be found on www.atcm.org or email info@ukbids.org



Louise Ashby,
Regional BIDs Coordinator
louise.ashby@atcm.org



Jacquie Reilly,
Partnership Development Director
jacquie.reilly@actm.org