

**REPORT TO:** Place Scrutiny Committee  
**Date of Meeting:** 8 September 2016  
**Report of:** Economy & Enterprise Manager  
**Title:** Exeter BID Update

**Is this a Key Decision?**

No

**Is this an Executive or Council Function?**

Executive

**1. What is the report about?**

- 1.1 To update members on the first year of trading for the Exeter BID and for the Exeter BID Chief Executive Officer to present plans for the following 12 months.

**2. Recommendations**

- 2.1 That Place Scrutiny Committee notes and comments on the report and presentation by the Exeter BID CEO.

**3. Reasons for the recommendation**

- 3.1 To ensure Place Scrutiny is kept up to date with activity delivered by the Exeter BID.

**4. What are the resource implications including non financial resources?**

- 4.1 Exeter City Council pay an annual BID levy for the properties owned and leased by the City Council within the BID area, this equated to £19,068 for the current financial year – 2016 / 17. This would vary each year dependant on how many properties the City Council own are vacant at the time.

**5. Section 151 Officer comments:**

- 5.1 There are no additional financial implications contained in this report.

**6. What are the legal aspects?**

- 6.1 None identified.

**7. Monitoring officer Comments:**

- 7.1 This report raises no issues for the Monitoring Officer.

**8. Background**

- 8.1 In March 2015, businesses within a defined area of the city centre, as shown in Appendix 1 and with a rateable value in excess of £7,500, voted to introduce a Business Improvement District for 5 years: 2015 – 2020. Businesses voted on the delivery of a business plan, actions are highlighted in Appendix 2.

- 8.2 The Exeter BID is funded by a 1% levy on the rateable value of a business, which generates £2.25million over the 5 year period of the BID.
- 8.3 For the financial year ending 31 March 2016, and as of July 2016, 96% of the collectable BID levy was collected by Exeter City Council and transferred to Exeter BID. Any outstanding debt will be rolled forward to the next financial year for collection by the City Council.
- 8.4 The Exeter BID Board comprises of members elected from businesses within the BID levy area, plus one representative from Exeter City Council, Devon County Council and the Exeter Chamber of Trade & Commerce. The breakdown of Exeter BID Board Directors is shown below:

	<b>Appointed</b>	<b>Resigned</b>	<b>Represents</b>
B Barlaba	May 2015	March 2016	
J Hedge	May 2015	January 2016	
J Clark	May 2015	July 2015	
A Cameron	June 2015	May 2016	
S Auty	May 2015		High Street
S Champion	May 2015		Chamber of Commerce
P Cunningham	May 2015		Evening / night-time economy
Cllr R Denham	May 2015		Exeter City Council
D Goodchild	May 2015		Evening / night-time economy
W Pearce	May 2015		Princesshay
M Richardson	May 2015		Fore Street
H Scholes	May 2015		Sidwell / Paris Street
Cllr A Leadbetter	May 2015		Devon County Council
P Rutherford	March 2016		Gandy / Queen Street
Vacant			North / South Street
Vacant			Cathedral Green

- 8.5 Exeter BID are currently going through a recruitment process to elect a representative into the two vacant positions.
- 8.6 The Exeter BID CEO was appointed August 2015 to deliver the Exeter BID Business Plan. The Exeter BID Coordinator was appointed December 2015 to assist in delivering the business plan.
- 8.7 An Exeter BID Monitoring Group has been set up, who meet approx. twice a year, to monitor income levels from the levy payers. Representatives from Business Rates and Growth & Enterprise attend, as well as the BID CEO and two BID Board Directors.

## **9. Delivery of the Exeter BID Business Plan**

- 9.1 For the financial year ending 31 March 2016, and as of July 2016, 96% of the collectable BID levy was collected. Any outstanding debt will be rolled

forward to the current financial year for collection by Exeter City Council. This high % rate of collection enables for the full delivery of the business plan.

- 9.2 A full update on progress on the delivery of the Exeter BID Business Plan 2015 – 2020 is included within Appendix 2. Plans for year 2 will be included in the presentation by the Exeter BID CEO.
- 9.3 One Voice Media were appointed to lead on the creation of a marketing and PR plan for the Exeter BID area. Believe In and Illicit Production Limited were both sub-contracted to develop a new website for the BID area.

**10. How does the decision contribute to the Council's Corporate Plan?**

- 11.1 The Exeter BID assists the City Council in delivering the following purposes, specifically for the BID area:
- Provide great things for me to see and do
  - Help me run a successful business
  - Keep place looking good
  - Keep me / my environment safe and healthy

**11. What risks are there and how can they be reduced?**

- 11.1 Continue with the Exeter BID Monitoring Group to address any issues regarding the collection of levy payments. To ensure Exeter BID continues beyond its term period (5 years) it is imperative it delivers the business plan within Appendix 2 and is able to evaluate its performance on an annual basis.

**12. What is the impact of the decision on equality and diversity; health and wellbeing; safeguarding children, young people and vulnerable adults; economy; safety and the environment?**

- 12.1 Promotional activity undertaken by Exeter BID will promote the BID area to all and will not discriminate. Projects and initiatives delivered by the BID improves the environment and safety of people visiting. The Welcome Team are able to assist visitors to the BID area, which includes vulnerable adults and young people to ensure their safety.

**13. Are there any other options?**

- 13.1 Due to the successful BID vote, there are no other options.

**Victoria Hatfield, Economy & Enterprise Manager**

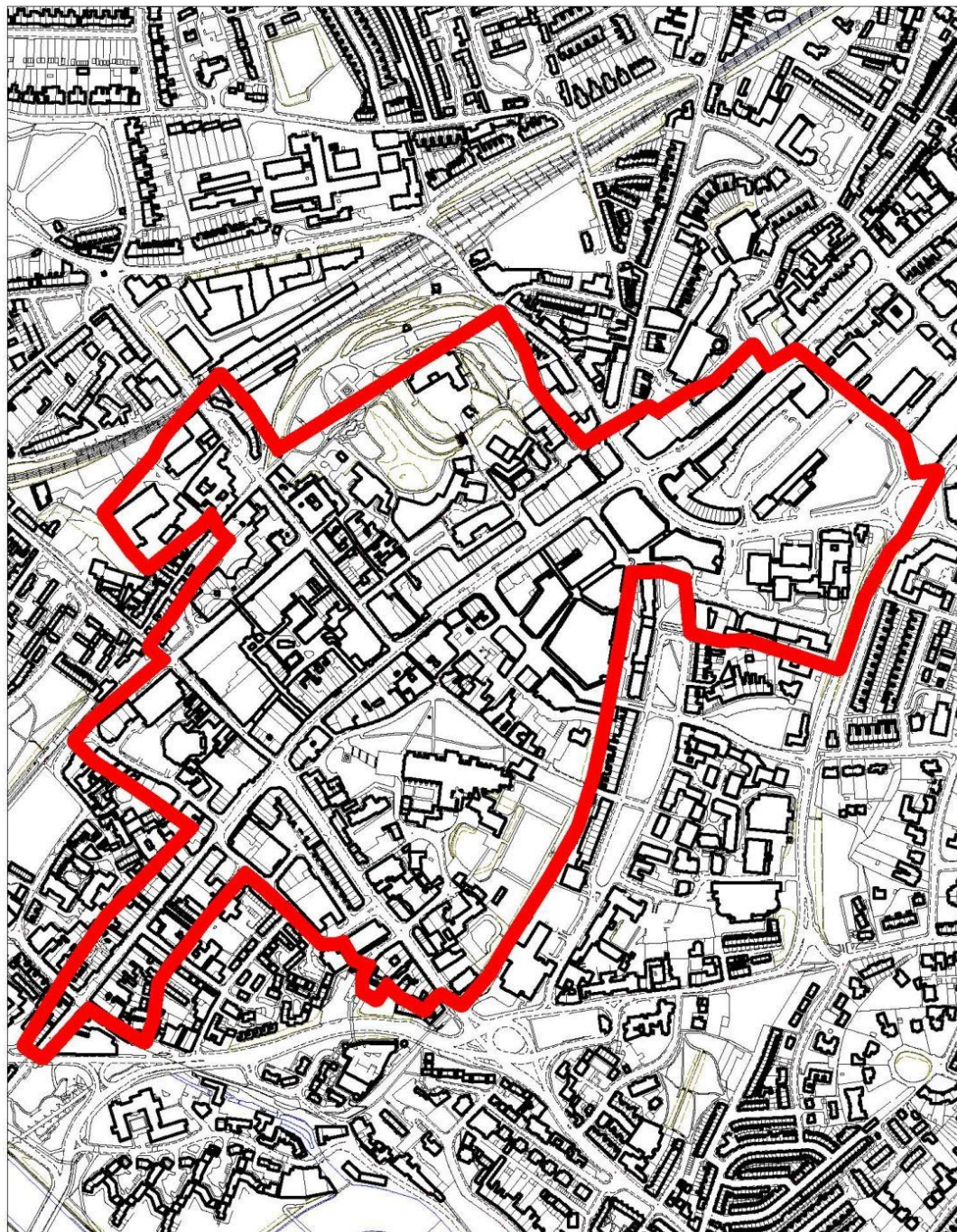
**Local Government (Access to Information) Act 1972 (as amended)**

**Background papers used in compiling this report:-**

None

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## APPENDIX 1 - Exeter BID levy area



↑ Exeter Bid Area 2014

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Exeter City Council, Civic Centre, Paris Street, Exeter, EX1 1NN

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## Appendix 2 – Exeter BID

Strategic Objective	Action	Year 1 update
<b>Spread The Word</b>	A strategic marketing plan – to determine what Exeter stands for and where it sits in the region and beyond	Each year of the BID term One Voice Media will create and implement a marketing and PR plan. Years 1 & 2 combined is largely about establishing the In-Exeter brand locally and regionally, campaigns include short break advertising in Bath and Bristol, developing a city map, style in Exeter event and a festive Christmas campaign.
	Coordinated national campaigns and communications – to take Exeter to London, Birmingham and many other cities in the UK and Europe	No update, future year project
	A website – to provide a one-stop site providing all the information about Exeter in one place including a directory of all businesses in the BID area	<p>The newly designed website for In-Exeter, <a href="http://www.inexeter.com">www.inexeter.com</a> went live in June.</p> <p>The website is aimed at both residents and visitors to Exeter, providing information and news about events, promotions, businesses and attractions available to visitors from BID levy payers and partners. Each levy payer has their own web page.</p> <p>The website focuses on four key areas:</p> <ul style="list-style-type: none"> <li>Go Shopping</li> <li>Eat, Drink &amp; Stay</li> <li>See and Do</li> <li>City Business</li> </ul> <p>Plus:</p> <ul style="list-style-type: none"> <li>Business Directory</li> <li>What's On</li> <li>News &amp; Offers</li> </ul>
	Social Media – deliver a comprehensive social media presence to give timely information about everything that is happening in the city	Since October 2015 we have been actively promoting the Exeter BID area on Facebook, Twitter and Instagram using the In-Exeter brand. The In-Exeter



		accounts offer general information, news, offers, competitions and what's on information to residents and visitors to the city. Each day a different BID area is the focus of our social media content, this is done on a rolling basis. This structured format enables to us to promote each area regularly and means we are able to highlight levy paying businesses in those areas fairly. One Voice also re-tweet, share, like and comment on posts that we have been tagged in and also those they feel would be relevant to In-Exeter followers.
<b>Exciting Exeter</b>	A programme of high-profile events throughout the year, tailored to a theme or area of the city	No update, future year project
	An Exeter Welcome Team – employ a team of uniformed wardens who will act as our eyes and ears on the street and welcome and direct Exeter's customers to find those hidden gems as well as the retail core	Introduced in December 2015, the Welcome Team of Paul, Myra and Darren, have brought their experience gained from retail or business backgrounds to the streets of the BID and are now an important part of the Exeter BID's commitment to communicating with visitors to the area and with our levy payers. Easily identified by their smart suited uniform, two members of the team walk through the streets of the BID area each day, but no two days are the same. Daily tasks include offering assistance and sharing their excellent local knowledge with visitors, liaising with our levy payers to ensure sure any issues raised are dealt with in a timely and professional manner, and keeping a watchful eye to spot any maintenance or cleansing issues that need to be reported back to the BID office.
	Coordination of marketing and promotion of all events and activities	The appointment of One Voice Media as the BID's publicity and marketing partner after a robust tender process was a key step forward in ensuring the BID area, its events and activities are presented to a local,

		regional and national audience in a professional manner.
	Christmas lights through- out the BID area	Plans for the 2015 Christmas Lights Switch-On were already in place prior to the start of the BID. The 2016 switch-on will be run by the BID. During our first year, we researched suppliers of Christmas lights from across Europe, and invited 8 companies to visit the City to provide quotes for a new, revamped design that will be introduced across the BID area for Christmas 2016. The chosen design, provided by The Festive Lighting Company, promises to be a great attraction.
	Christmas promotions and events in the lead weeks up to Christmas to build footfall atmosphere and excitement in the city	The existing Christmas light designs were enhanced with the addition of live street entertainment and the introduction of the Winter Voucher Passport, which offered shoppers over £1,500 worth of vouchers that could be redeemed with businesses across the BID area, 100,000 of these were circulated throughout Devon and locally within Exeter.
	Food Festival and RWC links to BID area – take advantage of these major events in the city to ensure they have relevance across the BID area	BID supported the City Councils street dressing work as part of the RWC with an additional investment of £6k to cover even more areas of the city centre. BID also invested financial support into this year's Food Festival allowing increased regional marketing.
	Stretch the shopping day – Increase the opportunity for customers to shop after 5.30pm by providing comprehensive promotional campaign to support those businesses that want to offer this service	Work underway to identify options and opportunities to bridge the gap between daytime and evening economies. Currently two separate working parties considering each strand with intention of pulling them together when ready.
	Area identity schemes e.g. Fore Street Creative & Bohemian, South Street Parties & Celebrations, Gandy Street Hidden Gem, Sidwell Street Gateway to the City to encourage customers to visit those parts of the city	No update, future year project

	that are away from the High Street	
	Enhance the Exeter Trails initiative – build on this already successful initiative, grow it and make it sustainable for independent retail in the city	In scope of BID marketing team. Trails will be developed within BID marketing work but will retain its identity.
<b>Welcome and Safe</b>	Staff discount bus fares monthly / quarterly / annual tickets – the BID team will work with Stagecoach to provide a preferential discount season ticket for staff working within the BID area to help you to recruit and retain the best people	Thanks to cooperation from Stagecoach, an employee who will hold a BID member benefit card is eligible for a 10% discount on the cost of their 13 and 52 week Exeter, Exeter Plus and Gold Megariders.
	A car parking discount scheme for staff in the BID area – we will negotiate with Exeter City Council to bring in a limited scheme to offer discounted parking in selected car parks for staff working in the BID area	No update, future year project
	A parking redemption scheme for customers to be promoted by the BID on behalf of business. Encourage our customers to stay longer and shop more by offering to contribute to their parking fee	No update, future year project
	Way-marking schemes – to get people to the interesting and quirky side streets full of independent businesses. Install colourful and themed way-markers for the streets off the main drag that will encourage shoppers to explore	No update, future year project
	Coordinate commercial waste disposal services	No update, future year project
	Organise a clean-up scheme with community payback scheme	Early discussions with staff from Dorset, Devon and Cornwall Community Rehabilitation Company have proved beneficial in bringing the introduction of this service nearer for implementation in Year 2. The scheme will mean further manpower is available to address projects including litter removal, clearing undergrowth, redecorating public spaces and removing graffiti. Involvement in these projects will provide useful skills



		for offenders to help them return to the workplace.
	Negotiate with Exeter City Council to enhance cleansing with an additional hot wash service	<p>The Exeter BID has introduced an enhanced street cleaning service with the appointment of an operative, Sean, who has taken on the role.</p> <p>The service, funded solely by the BID, provides additional cleaning to the streets of the BID area with use of machines capable of hot washing pavements and removing chewing gum.</p> <p>One vital piece of kit that will prove a huge asset in keeping the streets of the area clean is the purchase of the BID's own electric vehicle that will allow Sean to collect waste and have a jet wash on hand as well.</p> <p>Thanks to a radio link with the Welcome Team and the BID office, Sean can respond to issues reported by his colleagues or the levy payers. To help make reporting even easier, levy payers will have access to a mobile number hotline for rapid-response cleaning.</p>
	Recruit a Welcome Team – to provide a rapid reporting service for defects and littering	
	Purple Flag – The BID will achieve the gold standard of management for the night time economy – this will give customers the confidence to know that Exeter is a safe place in which to enjoy a night out	The BID has given £2000 financial support to “Best Bar None Exeter”, part of the national scheme. Involvement in this scheme is viewed as an important precursor to submitting a Purple Flag application, an accreditation process that awards towns and city centres for standards of excellence in managing the evening and night time economy.
	Exeter Business Against Crime – grow and develop the radio link scheme for all businesses in the Bid area, to provide an effective early warning system to fight crime	No update, future year project

	and share information.	
<b>Looking after business</b>	Recruit a BID Board	In March 2015 nominations were sought to form the new BID Board, following the successful 'YES' vote. The first six members were elected in April 2015, with the following two voted in during May. This democratic process continues whenever a Director chose to step down from their post.
	Better Communication – we will ensure that there is a website with up to date information constantly available	<p>The BID's commercial website, <a href="http://www.exeterbid.co.uk">www.exeterbid.co.uk</a>, has been integral in communicating developments to levy payers and conducting surveys with the BID community.</p> <p>In September the BID ran a "Meet the Board" event inviting BID levy payers to meet Craig Bulley (CEO) and the Board.</p> <p>The BID's first Levy Payers Newsletter was published in December, with subsequent issues following on an almost monthly basis. Each newsletter contains the latest updates from the BID office, including initiatives, marketing plans and PR coverage.</p> <p>As well as being emailed to each levy payer, the newsletter is published online via the members' section of the <a href="http://exeterbid.co.uk">exeterbid.co.uk</a> website. This section also includes copies of the BID's baseline service agreements, voting information at election times and access to surveys.</p> <p>March 2015 saw the introduction of a weekly Welcome Team Blog where the activities of the team were shared, as well as the weekly statistics showing their interaction with the public and levy payers.</p>
	Networking meetings – we will facilitate meetings for streets and areas in the BOD area so you can share information and good practice with colleagues	No update, future year project

	The BID Welcome Team will be a first point of contact on the streets	No update, future year project
	Strength in numbers – 640 businesses will have real influence and clout	No update, future year project
	Bulk purchase insurance scheme - many BID's across the UK have negotiated bulk purchase deals with insurance providers to secure discounts for BID members. Exeter BID would look to do the same for BID voters in the city.	After a process of tender and consultation, Exeter BID has selected Meercat Associates as its partner in helping businesses in the BID area save money on business costs such as utilities and insurance by using the collective buying power of the levy paying members. The service will be free to all Exeter BID members
	Energy saving and cost reduction scheme – the BID will work with established agents in the business of cost saving reductions for energy bills	
	Waste cardboard initiative – the BID will look to build a scheme to collect waste cardboard for recycling to save business commercial waste costs	No update, future year project
	Digital High Street and other training opportunities – to ensure that Exeter businesses can compete on digital platforms	No update, future year project
	Welcome Host training for employees in the BID area	No update, future year project
	Footfall counters to measure success. The BID will install additional cameras to encourage investment, provide evidence of its success and to support its activities.	There are now five footfall cameras in operation located across the BID area. The cameras provide weekly footfall totals that can be compared with local and national figures.