

InExeter Business Plan 2020-2025

Foreword

InExeter is moving from strength to strength, delivering events to encourage footfall, campaigns to promote the city, programmes to support business initiatives to enhance our streets and running sessions to connect our member businesses. Over the last 5 years, InExeter is proud to have invested more than £2.4million in projects and services to support business and improve the city centre and we look forward to the next term 2020-2025 to further extend our work.

The InExeter area hosts a rich mix of shops, boutiques, cafés, restaurants, venues and commercial offices. Exeter's diverse mix of businesses, tourists, students, residents and shoppers gives the area a rich character. Demands on the area are high, with services, the public realm and amenities under pressure. InExeter have a pivotal role in ensuring the success of the city, driving change and activating space.

Our drive to ensure a cleaner, better promoted and exciting Exeter has not changed, and we will continue to invest in these initiatives, but these core services will be enhanced by collaborative working, greater engagement with businesses and stakeholders and new initiatives to support business.

BIDs succeed because they are focused, responsive, innovative and cost effective. We are not a replacement for local authority or police services, instead offering additional support and tangible benefit to you and your business. With public finances continuing to be placed under pressure, we can ensure secured funding raised locally in Exeter is spent locally, safeguarding and improving your business environment.

Exeter is a city on the rise, enjoying the prestige of a historic city, the beauty of a setting between moors and quay, the reputation of a Russell Group University and excellent College and a healthy high street which combines a diverse range of independents with national retailer names and a growing leisure offer. Indeed, Exeter was listed as one of the fastest growing cities in 2017, by Centre 4 Cities. But we cannot remain complacent and stand still. Consumer habits have changed, both in terms of footfall to our city and spending and we must continue to invest in our city to ensure its continuing success.

Exeter is seeing immense transformation, evidenced by; 'Liveable Exeter, a transformation housing plan' developed by Exeter City Council; with the opening of first-class leisure development in the heart of the city; the redevelopment of Exeter College; investment in the Harlequins Centre and the 'Air Quality Action Plan.' Changes such as these will transform Exeter bringing more people into the city to live, work and socialise.

Exeter is a creative, entrepreneurial and ambitious city and we are home to diverse mix of businesses. Collaboration, connections and communication are key to help drive new ideas and schemes for the city as this transformation takes place. InExeter is well placed to encourage dialogue between partners and stakeholders, support business and ensure the business voice is heard.

Our plans within this document respond to a call from businesses to activate the city more of the year with events, festivals and markets; promote businesses and activities; support work around helping the less advantaged; ensure those who use the city feel safe; offer ways to connect businesses and build networks; and enhance the look and feel of our streets. Together, we can ensure a stronger future for Exeter.

"In the face of the public sector cuts that eliminate virtually all discretionary and non-essential spend, the things which actually contribute to making our town and city centres vibrant, attractive places, the existence and purpose of city centre BID initiatives are more important than ever." Andrew McNeilly, Centre Manager, Guildhall Shopping and Dining

Chairs Statement, Patrick Cunningham, Exeter Phoenix. (design document)



Engagement

Your city, your business, your thoughts.

In setting out the priorities for 2020-2025, InExeter have undertaken extensive consultation and gathered opinions and comments from our member businesses and businesses in the newly proposed streets on key priorities for the next term. Engagement consisted of:

- All InExeter member businesses received a posted business engagement survey in October 2018.
- Have your Say general priorities survey posted to all member businesses in March 2019 also available online, via survey monkey mailchimp and available to request.
- A Business Crime survey launched in early April 2019 via post also available online, via survey monkey mailchimp and available to request.
- www.inexeter.com updated with Ballot information, links to surveys and contact information for the team
- Communications about InExeter ballot released in printed newsletters posted in March and April 2019.
- One to one engagement meetings with Exeter Cathedral, Exeter College, Exeter Chamber of Commerce and Exeter City Council.
- Area group meetings with Gandy Street, Upper Paul and Queen Street, Sidwell and Paris Street and Fore Street.
- Focused discussions at Independent Group meeting in February and May 2019 and National Retailers group March and May 2019.
- Magdalen Road trader meetings and engagement, February, May and June 2019.
- Engagement letters to businesses in the proposed extension area.
- BID Board of Directors Ballot working group.
- Princesshay retailers meeting, March 2019.

Key priorities

The key priorities highlighted by business engagement of our current projects and services were noted as:

- Marketing and promotion of Exeter businesses and events (64%)
- Enhancing the cleaning and cleansing programme in the city (63%)
- Marketing and advertising for your business across social media and publications (57%)
- Enhancing the appearance of the city (city dressing, hanging baskets, bunting, Christmas lights) (47%)

Suggestions for new initiatives included:

- Further enhancing the cleansing and cleaning programme (57%)
 - “Looking after the city and keeping it clean is a key priority”
 - “clean the gum off pavements and more cigarette bins”
 - “cosmetic improvements for example trees, repair, street art”
- Business & staff savings (57%)
 - “car parking is expensive”
 - “Parking reduction scheme for businesses and staff”

- “helping business to become more energy efficient, solar opportunities”
- “free recycling for businesses and more bins around the city”
- “small business Saturday”
- “knowledge sharing database for businesses who wish to share advice”
- “designated busker areas”
- Providing crime prevention support and initiatives (Best Bar None and Purple Flag) (53%)
 - “promoting the city as a safe high time economy”
 - “security needs upping there is too much anti-social behaviour”
 - “anti-social behaviour and aggressive begging is a problem”
 - “improved street lighting”
 - “more Police presence”
- Increasing the number of activities, events, festivals and markets across the city (51%)

Business viewed the following current marketing activities as a high priority:

- Christmas in Exeter (49%)
- Social media campaigns (50%)
- Local area events (46%)
- InExeter Social media channels (49%)

Ideas for future events, activities and marketing were recorded as:

- More activities and events to draw footfall (56%)
 - “Literary events”
 - “Exeter art week with an art trail”
 - “Fun Palaces, first weekend in October which will engage the widest community”
 - “Farmers Markets and more food events”
 - “I think Exeter should have something major every month to drive footfall to the city”
 - “A summer market” & “spring, early summer could do with events, it would be good to do a campaign after February”
 - “more attention to the history of Exeter”
 - “a shopping 'safari' or 'trail' style event – a day/weekend on which shoppers are encouraged to move from shop to shop around the city to discover new places and enjoy added perks on the day – shops could be handing out samples, glasses of fizz, discounts”
- Greater links with students (Exeter University and Exeter College) (45%)
- Greater funding for community events and activities (37%)
 - “more community events, craft markets & exciting events to pull in the crowds”

Priorities will be illustrated with % engagement in the design document.

“The accredited training sessions run by InExeter have been really great for our business. The courses are arranged to suit us and run in-house which is really convenient. Our business saves and our employees gain skills and professional development. Sitel support the work of InExeter.” Matt Cleveland, Sitel (design document)

“81% of visitors felt that decorating the Exeter with Christmas lights as important or very important” Visitor Survey, October 2018 (1100 respondents) (design document)

2020 - 2025

InExeter over the next five-year term will deliver projects under the key themes of:

- Experiences
- Welcoming & attractive streets
- Supporting & informing

The initiatives noted below are in addition to the current projects and services delivered by InExeter which will continue on successful ballot of InExeter.

All businesses within the InExeter benefit from this collective fund. The monies raised from businesses ensures a guaranteed investment in the city centre and continued improvements, enhancement works, and business support initiatives ensure the economy in Exeter thrives for commercial, retail and service businesses.

Experiences

To drive footfall and encourage longer dwell times, the city needs a busy calendar of activity, animation and experiences throughout the year. InExeter will support the delivery of the Exeter Culture Strategy, of which we have been a key funding partner.

- Increase the annual grant to support local community grants to encourage more local events and festivities in Exeter.
- Recruit a member of staff who work proactively with business to communicate and promote business activities, workshops, events and information.
- Activate the city centre more evenly across the calendar, delivering more events in the first half of the year, January to June to attract footfall and increase dwell time in the city.
- Recruit a member of staff to deliver a programme of events for the city working in close partnership with community groups, businesses and stakeholders.
- Build on enhancing the quality and experience around Christmas.
- Invest in new Christmas experiences such as light projections
- Heritage is interwoven into the fabric of Exeter and InExeter will deliver initiatives such as public exhibitions on the streets showcasing art, history and culture.
- Drive community engagement and reach new audiences through new technology, apps and digital innovations.
- Explore closer links to Exeter University.
- Collaborate with community and cultural organisations.
- Put a strong focus on promoting Exeter's diverse offer.
- Run sector specific campaigns including independents and the and music economy.
- Celebrate the business community.

This theme will be monitored by:

Website and social media analytics on views and social reach

Value of PR generated by the BID's PR and Marketing campaigns

Number of articles published and their reach

Footfall counts from events held

Levy payer surveys and visitor feedback following events

Media coverage

Number of events supported and the impact on businesses

Community grants awarded

Welcoming & attractive streets

InExeter has a vital role to play in helping shape the future of Exeter including schemes such as the South Street works. The gateways to the quarters of Exeter shape the experience of people working in and visiting the area. Experiences in the city should be positive and encourage people to return and remain in the area.

- Invest in initiatives such as lighting schemes and directional street art to help brighten areas and attract footfall.
- Further enhance the cleaning of the city with more regular jet washing and deep cleaning.
- Tackle removal of chewing gum.
- Add seasonal planting and landscaping to enhance vibrancy with a Greenery Action Plan for Exeter in partnership with stakeholders such as Exeter in Bloom.
- Continue the successful city dressing to add colour and decoration to our streets.
- Environmental sustainability is a growing agenda item for the city, and we will deliver initiatives such as plastic audits and connect businesses with local sustainable suppliers.
- Campaign for and deliver free parking evenings, Sunday car parking and at key campaign periods
- Continue to strengthen our partnership with local police team and have a place on the Community Safety Partnership Board, Evening and nighttime economy group and Best Bar None.
- Continue membership of Exeter Business Against Crime and explore subsidised or tiered membership for our member businesses.
- Explore options for investing in additional Police support and presence for the city centre.

This theme will be monitored by:

Attractiveness and tidiness of the city measured by levy payer or visitor feedback

'Before' and 'after' pictures of problem areas

The quality and frequency of cleaning carried out

Additional planting introduced and maintained

Number, length and quality of flags, Christmas lighting, trees and bunting

Supporting & informing

InExeter is a hub of local information. We represent members on panels and forums that make decisions affecting local businesses.

- Share crime and intelligence through National Business Crime Solutions.
- Explore options for a haven and first aid provision providing a welcome to those who are in need
- Continue to work with our partners to bid for grants and additional contributions.
- Offer more channels of business recycling to supplement are current collections of food waste and waste electrical and electronic equipment.
- Data and footfall to key to understanding trends and InExeter will continue to invest in footfall cameras and insight reports.
- InExeter will continue to be responsive and reactive to projects and services that are raised or suggested throughout the term 2020-2025.

This theme will be monitored by:

Intelligence shared

Grant funding secured

Recycling volumes

Data analysis and reports

Magdalen Road *(see InExeter BID area)*

Magdalen Road traders approached InExeter in February 2019 about how the businesses could collectively join InExeter and work together to enhance Magdalen Road, receive the InExeter communications and benefit from the projects, services and programmes delivered in the city. The levy raised from Magdalen Road will be ringfenced in the InExeter budget and allocated to projects and programmes agreed by Magdalen Road members. A representative from the businesses in this area will have a voting place on the InExeter Board of Directors.

The traders and business on Magdalen Road will work closely with InExeter and benefit from a range of projects and services including:

- Access to accredited training and development courses;
- PR and marketing support;
- Features in marketing and promotion campaigns;
- Additional cleaning and cleansing visits;
- Membership of the independents networking group;
- Photography for business;
- Communications.

Magdalen Road will run a separate budget from InExeter to deliver extended projects that include as a priority:

- Greening and planting schemes;
- Cycle parking stands;
- Street decorations, light projections and dressing including Christmas decorations;
- Wayfinding and signage;
- Magdalen Road events, activities, festivals and markets;
- Food waste and waste electrical and electronic equipment with glass collections to be explored;
- Exploring options to enhance the public realm, access and travel through Magdalen Road.

Reporting progress to the business community

Communication is key and InExeter will use a number of channels to communicate back to the business community and seek your opinions on our work. We will ensure the views of businesses are heard and represented. Regular member events are a useful way for those working in the area to develop and maintain relationships with other local companies.

- Email updates;
- Printed newsletters;
- Your views business surveys;
- Regular project events;
- Area group meetings;
- Annual BID events, AGM and audited financial reports;
- Billing Leaflets;
- One to one engagement.

Baseline Statements

The BID levy will not go towards things that the local authority has agreed to fund as per the baselines prepared. The services provided by the statutory agencies that have a correlation to the projects that InExeter will deliver have been documented and will continue to be reviewed throughout the BID term. InExeter will monitor these baselines to ensure that the services you are already paying for through your business rates are being delivered in line with agreed standards. InExeter will fund projects and initiatives which are additional to or above and beyond the statutory services delivered by the local authority. *(Attached for reference as Appendix A but not included in the design document. Baseline Statement will be available to access from the InExeter website.)*

The BID Levy

Arrangements for the BID Levy proposed for InExeter are:

1. The BID term will be for 5 years from 1 April 2020 to 31 March 2025.
2. The BID levy will be a daily charge, paid annually in advance.
3. The BID levy will be based upon the current Rateable Value multiplied by the BID Multiplier which is set at 1.25% for the term of the BID.

4. The BID levy will be charged on all properties in the BID area which appear on the ratings list with a rateable value (RV) of £7,500 or more.
5. No inflation will be applied throughout the BID term.
6. A small number of businesses within the BID area have exceptionally high rateable values, in excess of the majority of businesses in the BID area. To ensure that they receive proportional benefit from the BID, a BID account relating to all or part of a financial year shall not exceed £40,000 per year.
7. Properties that come into the Rating List during the BID term will be subject to the BID levy from the effective date that the property is brought into the rating list and the rateable value effective at that time.
8. A ratepayer will be liable to pay the BID levy on an unoccupied property without any void period or any empty allowance.
9. Non-retail charities with a no trading arm or facilities, not for profit subscription or volunteer-based organisations have an 80% discount on their BID levy.
10. ATM's, advertising hoardings/boards, telephone masts, electronic delivery lockers and photobooths and will not be charged the BID levy. No other exemptions or discounts apply.
11. Where the rateable value for a hereditament (rateable business unit) changes and results in a lower BID levy, this comes into effect only from the start of the financial year in which the change is made and no refunds of the BID levy will be made for previous years.
12. When the Council is notified of a change in the Rateable Value of a Hereditament by the Valuation Officer by way of a schedule update and such change relates to:
 - a. a reduction of the Rateable Value (other than to £0 or £1); or
 - b. an increase in the Rateable Value; then the Council will calculate the adjustment to the BID Levy pursuant to the later of the following dates:
 - i. the Effective Date of such change; or
 - ii. April of the financial year in which the relevant schedule update is issued
13. Where the Council is notified of a change in the Rateable Value of a Hereditament by the Valuation Officer by way of a schedule update and such change relates to:
 - a. a new entry in a Rating List (whether as the result of a new Hereditament or the split or merger of previously existing Hereditament(s));
 - b. or a reduction in the Rateable Value to £0 or £1;
 - c. or a deletion of the Hereditament from the Rating List, then the Council will calculate the adjustment to the BID Levy pursuant to the Effective Date of such change.
14. There will be no VAT charged on the BID levy.
15. The Board of the BID Body will be able to alter the BID arrangements, without an alteration ballot, so long as any alterations do not:
 - a. Alter the geographical area of the BID
 - b. Cause anyone to pay the BID levy who was not liable to pay it before or increase the amount of the BID levy for anyone.
 - c. Conflict with the Local Government Act (2003) or The Business Improvement District Regulations (2004); and the BID Body consults on such alteration with the relevant billing authority.
16. The billing authority shall ensure the BID arrangements (as altered) are made by the time those BID arrangements (as altered) are to come into force and shall send a notice in writing explaining the reason for and the effect of the alteration to each person liable for the BID levy.

The largest business will pay £41.00 per day

The average business will pay £2.65 per day

The smallest business will pay 0.25p per day

Include a comparison to term 1 rules as illustration.

In our second term, whilst the BID multiplier has increased from 1% to 1.25% the majority of businesses will pay no more than in the first term due to the fall in Rateable Values in 2017.

Include examples of BID levy versus return on levy investment as illustration. (design document)

InExeter BID Budget 2020 – 2025

The proposed InExeter budget is illustrated below.

	2020 - 2021	2021-2022	2022-2023	2023-2024	2024-2025	Total Budget	Proportion
Income							
BID Levy (notes)	560,000	560,000	560,000	560,000	560,000	2,800,000	
Magdalen Road levy	10,000	10,000	10,000	10,000	10,000	50,000	
Associate membership	500	500	500	500	500	2,500	
Sponsorship (notes)	3,000	3,000	3,000	3,000	3,000	15,000	
Public & Private contributions (notes)	4,500	4,500	4,500	4,500	4,500	22,500	
Total Income	578,000	578,000	578,000	578,000	578,000	2,890,000	
Experiences							
Festivals, markets & events	45,000	50,000	50,000	55,000	55,000	255,000	
InExeter team staff member: Events	18,000	18,000	20,000	20,000	20,000	94,000	
Christmas lighting	60,000	60,000	60,000	60,000	60,000	300,000	
Publications	12,000	12,000	12,000	12,000	12,000	60,000	
PR	10,000	10,000	10,000	10,000	10,000	50,000	
Digital Innovation & Apps	40,000	10,000	10,000	10,000	10,000	80,000	
Website and photography	4,000	4,000	4,000	4,000	4,000	20,000	
Local connections & community	20,000	20,000	20,000	20,000	20,000	100,000	
InExeter team staff member: Marketing	28,000	28,000	28,000	30,000	30,000	144,000	
	237,000	212,000	212,000	221,000	221,000	1,103,000	38%
Attractive and welcoming streets							
Safety & Security measures	60,000	60,000	65,000	65,000	65,000	315,000	
Cleaning and cleansing	60,000	65,000	65,000	65,000	65,000	320,000	
Planting and landscaping	20,000	25,000	30,000	30,000	30,000	135,000	
Travel initiatives	5,000	10,000	10,000	10,000	10,000	45,000	
Social wellbeing	10,000	10,000	10,000	10,000	10,000	50,000	
	155,000	170,000	180,000	180,000	180,000	865,000	30%
Supporting & Informing							
Recycling support and audits	10,000	15,000	20,000	20,000	20,000	85,000	
Training and workshops	9,000	9,000	9,000	9,000	9,000	45,000	
Data	15,000	15,000	15,000	15,000	15,000	75,000	
InExeter team staff member: Business Engagement	19,000	19,000	19,000	19,000	19,000	95,000	
	53,000	58,000	63,000	63,000	63,000	300,000	10%
Magdalen Road							
Marketing, Planting and Events	10,000	10,000	10,000	10,000	10,000	50,000	2%
Company Running and Management	90,000	90,000	91,000	92,000	92,000	455,000	
BID levy collection	20,900	12,900	12,900	12,900	12,900	72,500	
	105,900	97,900	98,900	104,900	104,900	512,500	18%
Contingency	11,560	11,560	11,560	11,560	11,560	57,800	2%
Total Expenditure	572,460	559,460	575,460	590,460	590,460	2,888,300	100%
Net	5,440	18,540	2,540	-12,460	-12,460		

Brought forward	0	5,540	24,080	26,620	14,160		
Total surplus / (deficit)	5,440	24,080	26,620	14,160	1,700		

Notes on budget and levy collection

- The levy collection rate of 97% is assumed based on previous years collection.
- Sponsorship and Private & Private contributions are not secured but based on previous year experience.
- A contingency provision of 2% of levy income has been factored into the budget, which if remains unspent will be allocated to BID renewal costs and year 4, 2024-2025 projects. The BID industry guidance is 5% for contingency but the InExeter Board of Directors are satisfied with close budget management that a 2% contingency is sufficient.
- Overheads and company running costs include management, office accommodation, IT, telephone and printer, legal, accounting, audit and expected BID levy collection costs costs are 16% of total expenditure.
- The BID levy collection fees and BID running costs are shown as separate lines in the expenditure section of the budget for transparency.
- Any surplus levy collected will be spent on projects and services agreed by the Board of Directors.
- All figures are estimates based on project costs. Minor project changes may occur over the term of the BID subject to Board approval.
- The BID levy figures are based on data available as at June 2019 from Exeter Council.
- Exeter City Council will be responsible for collection of the levy on behalf of InExeter. The levy income will be kept in a separate ring-fenced account. Collection and enforcement arrangements will be similar to those for the collection and enforcement of nondomestic business rates with InExeter responsible for any debt write-off.
- The collection fee in year one 2020-2021 includes the cost of a software upgrade of £6000 in addition to the fixed collection fee of £12,000.
- Through an Operating Agreement with Exeter City Council a monitoring group will be put in place to monitor the collection of the BID levy over the duration of its 5-year term.

Performance Measurement

Performance is measured through a comprehensive range of KPI's and milestones which are reported at each of the Board meetings.

BID Governance

InExeter, a Business Improvement District is a business-led initiative which provides the opportunity for businesses to invest, and have a direct say, in the management of the Exeter area. This investment is managed by Directors representative of the business community through a BID Company, formed for this purpose. InExeter is a company limited by guarantee, registered in England. The company number is 07376128 and has a registered office of St Stephens House, 9 Catherine Street, Exeter EX1 1EU. In March 2018 the company changed its name from Exeter BID to InExeter bringing all activity under one brand umbrella, providing clarity to our member businesses.

InExeter is run and managed by business for the benefit of business, with a Board of Directors representative of the size and sector of business in the InExeter area.

The Chair of InExeter, is Patrick Cunningham, Exeter Phoenix and in a new Vice Chair position is Andrew McNeilly, Guildhall Shopping and Dining.

InExeter has a Board of 11 voting Directors, 2 non voting Cllr representatives (Cllr David Harvey, Place and Commercialisation, Exeter City Council and Cllr Rufus Gilbert, Skills and Enterprise, Devon County Council), a non voting Exeter City Council Officer, (Environment and City Management), a non voting Transport representative (Stagecoach) and non voting Media representative (currently vacant).

In the next BID term 2020-2025 the Board may invite a community group/ resident representative and a Police representative to the Board of Directors.

The Board is elected at an AGM each year. The BID is business-led for business benefit and levy payers are automatically members of the company. All members will be invited to Annual General Meetings where past and prospective BID activities are presented.

The BID Company's Directors meet at least 8 times per year. BID Company accounts produced by a contracted company are audited independently on an annual basis and presented at the BID Company AGM, to which all Company members are invited.

The BID Board of Directors agree an annual project plan prior to the commencement of each financial year. This information is then shared in the statutory annual billing accompaniment alongside the budget.

The Team

The experienced and passionate team at InExeter will manage the projects and services in this proposal, with support from specialist advisers as needed. We will also work with our neighbouring BIDs including Plymouth and BIDs in the South West BIDs group to share best practice and learning.

InExeter BID Area

Number of hereditaments to be included (here, 9 July 2019). In the first BID term 2015-2020 the BID levied 637 hereditaments. This number will increase with the area extension.

The current InExeter area of 45 streets will be extended to include the following streets to total 52 streets/roads, after engagement with businesses in the proposed extension area.

InExeter was approached by businesses located outside the InExeter area designated in the first term about how they might be included and receive the benefit from the InExeter initiatives.

Bailey Street

Bampfylde Lane

Bampfylde Street

Extended: Bartholomew Street West (Part) From #1 (Devon Strings Workshop) to #109 (Dwellings) and from #51 (Picture House) to #68 (Electro Fag City Vapers) (please note engagement is ongoing and a decision to include this area will be made by 9 July 2019)

Bedford Street

Castle Street

Cathedral Close

Cathedral Yard

Catherine Street

Cheeke Street

Coombe Street

Deanery Place

Dixs Field (Part) From the Tourist Information Centre to Manor Court, including the Civic Centre (i.e. the north side of the road only)

Eastgate

Fore Street

Extended: Fairpark Road (Part). 1 Fairpark Road only) (please note engagement is ongoing and a decision to include this area will be made by 9 July 2019)

Gandy Street

Gater Lane

George Street

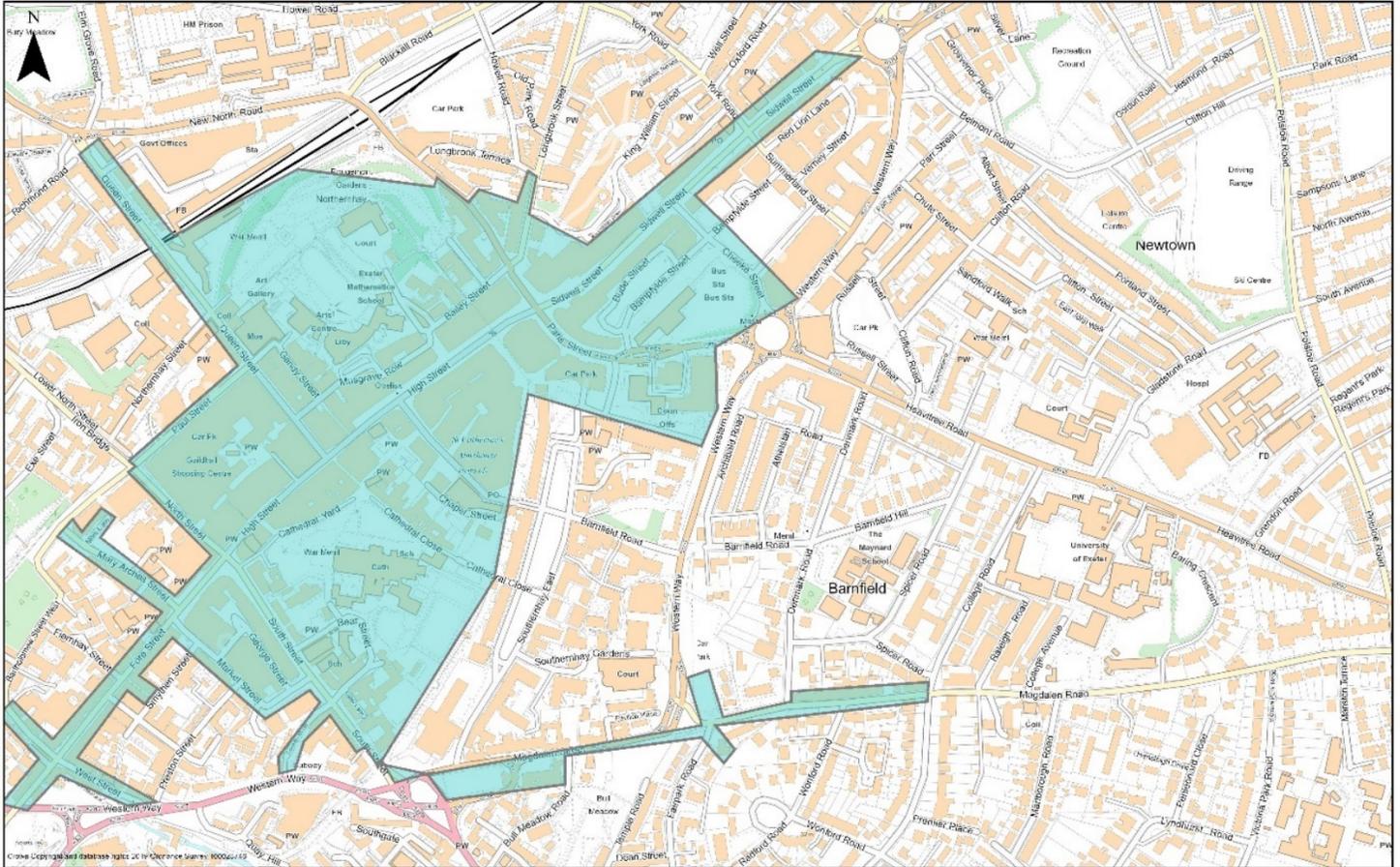
Goldsmith Street

Guildhall Shopping & Dining Centre

Guinea Street
 Harlequin's Shopping Centre
 High Street
 John Street
 Little Castle Street
 Little Queen Street
 Extended: Longbrook Street (Part) From Portland House (Haart Estate Agents) to The Black Horse Pub and from The King Billy to #42 (The Pursuit of Hoppiness)) (please note engagement is ongoing and a decision to include this area will be made by 9 July 2019)
 Extended: Magdalen Road (Part) From #3 Magdalen Road Car Park to The Mount Radford Pub and from #38 (Gibson's Plaice Fishmongers) to #2 (South Lawn, Dwellings)) (please note engagement is ongoing and a decision to include this area will be made by 9 July 2019)
 Extended: Magdalen Street (Part) South side only. Hereditaments including Magdalen Chapter House and Magdalen Street Car Park only.) (please note engagement is ongoing and a decision to include this area will be made by 9 July 2019)
 Market Street
 Martins Lane
 Mary Arches Street
 Mitre Lane
 Musgrave Row
 New Bridge Street
 Extended: New North Road (Part) From Brittany House to #60 (The Oddfellows) and from #50 (The Old Firehouse) to #54 (Smart Estate Agent)) (please note engagement is ongoing and a decision to include this area will be made by 9 July 2019)
 North Street
 Northernhay Place
 Palace Gate
 Paris Street (Part) #1 (Vacant) to Bus Station (including Imperial Games Café) and from Venaspaces to #2 (Exeter's Underground Passages)
 Paul Street
 Princesshay
 Extended: Queen Street (Part) From High Street junction (including Guildhall Shopping & Dining hereditaments) to #53 (The Clock Tower Fish Bar) and from #92 Bella Italia to #51 (Exeter College Maths and Science Centre (including Central Station Buildings hereditaments)) (please note engagement is ongoing and a decision to include this area will be made by 9 July 2019)
 Roman Gate
 Roman Passage
 Roman Walk
 Sidwell Street (Part) From #1-11 (John Lewis) to The Odeon and #97 (Gulliford) to #188 (Vacant)
 South Street (Part) From #1 9Warrens Bakery) to The White Ensign Club and from James Court to #101 (City Barbers)) (please note engagement is ongoing and a decision to include this area will be made by 9 July 2019)
 Upper Paul Street
 Waterbeer Street
 Extended: West Street (Part) From #2 (Endicott's) to #24 (The House That Moved) and from Otto's Warehouse to #1 (Mission Escape)) (please note engagement is ongoing and a decision to include this area will be made by 9 July 2019)

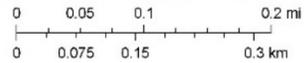
InExeter area including proposed extension

InExeter 2020-2025



BID area map

1:4,550



Map Tile: SX9252NE Full Reference: SX92529 92717



“There are over 300 operational BIDs in the UK, and it is clear that there is still strong growth in BID numbers as the benefits become clearer. BIDs are becoming key players in their local business communities, delivering services to all the members of their local business community, and bringing together and working with Local Authorities, national businesses and the independent businesses.” British BIDs

This Business Proposal 2020-2025 has been produced following British BID: Industry guidance for the business plans of developing and renewing business improvement districts (BIDs).

InExeter are members of the following organisation which represent the BID industry:

- The BID Foundation and Institute of Place Management;
- British BIDs;
- Association of Town Centre Management;
- South West BIDs Group.

The Ballot

The BID term shall run from 1 April 2020 to the 31 March 2025, a 5-year term. The BID arrangements will commence on 1 April 2020.

A formal Notice of Ballot will be issued by Electoral Reform Services on behalf of Exeter City Council on Wednesday 25 September 2019 to each business/ named voter and to the Secretary of State for Communities and Local Government. This provides one last opportunity to designate a named voter if this has not already been done.

Ballot papers will be issued by post to the named voter at the nominated address on 1 October 2019. Businesses will have until 5.00 pm on 7 November 2019 to return completed ballot papers.

The result of the ballot will be declared by Exeter City Council’s Returning Officer on Friday 7 November 2019. If a majority of businesses vote in the ballot to support the BID Proposal, (by number and rateable value) then the BID will formally start its fourth term on 1 April 2020.

For this proposal to be successful and for the BID to continue, the ballot as a minimum will need to meet two independent criteria, which are:

- (a) Of those ballot papers returned those voting in favour must exceed those voting against
- (b) Of those ballot papers returned, the total rateable value of those, which vote in favour, must exceed the total of those voting against.

If InExeter is unsuccessful at ballot in October, all current projects and services will cease at the end of March 2020 as there is no other organisation to deliver these projects, services and benefits on your behalf.

- No coordinated Christmas campaign and lighting for the city.
- No business support services such as accredited training sessions, free food waste collections or waste electrical collections.
- No publications produced and printed promoting your business.
- No city centre management on behalf of businesses.
- No www.inexeter.com website.

- No social media channels to market and promote Exeter and business.
- No enhanced cleansing of the city.
- No funding towards local area events.
- No community grants to help activate the city.
- No city dressing such as bunting, decorations or hanging baskets.

Vote Yes. Together, we can ensure a stronger future for Exeter.

Get in Touch

For any information about the InExeter ballot or BID or, please contact us on

T: 01392 424 975

E: info@inexeter.com

www.inexeter.com

@in_inexeter

/Inexeter

Add in supporting statements from InExeter members and stakeholders (design document)

Add in partner logos (design document)

Key Highlights Term 1 2015-2025 is attached as Appendix B (designed document)
