

Improving our City

exeter BID

Business Improvement District Proposal

Summer 2011

Vote **Yes** for a new vision for Exeter's City Centre



It's in your hands

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VOTE YES

Vote 'Yes' for a new vision for Exeter's City Centre

Improving our City

exeter **BID**

"I and many others believe that now is the right time to build on what has been achieved in recent years. With Exeter's particular strengths and characteristics, the city centre has a huge potential.

These strengths provide city centre businesses and organisations with the chance to create and manage an environment that is good for business, for our customers, visitors, employees and for local residents.

Exeter city centre still has a journey to make to stand out from other cities. It needs to become even more accessible and welcoming, more vibrant and attractive both during the day and in the evening for staff and visitors.

It needs to be better organised to help all types of business trading in the city centre area. Clearly we have had some marked successes but one of the biggest threats which we must acknowledge is complacency. Our competitor cities and towns already have voted for and introduced BIDs which are producing real results.

We can only achieve this by working together and in partnership with others. We have to be prepared to collectively allocate resources to specific tasks. I believe that by supporting the creation of the Exeter City Centre Business Improvement District we can achieve our aims for the future.

I urge you to carefully consider the BID proposals and support them by voting 'YES'. Only in this way can we, the city business community, compete effectively, face up to recovering from the existing economic climate and respond to the challenges ahead."

Derek Phillips, Chair of Exeter BID Project Team

“

As an incomer to the Southernhay business quarter, I support the BID in the hope it will empower local districts in the city to think about what benefit they can gain from collaboration with their neighbours. In Southernhay, for example, we have a modern mix of retail, marketing, art and design beside the old-school classics of property, financial services and law – a small amount of cash and an impetus to think collectively could mean that the quarter becomes once again a social and professional hub for Exeter. For example, I can see provision of open wifi access in Southernhay being a huge draw to the area, along with other ideas to promote the area as a central live-work space.

”

Deborah Clark, Southernhay House





Yes

Why a 'YES' is a vote for future successes

The Exeter BID Company Ltd. aims to deliver the following benefits for all businesses within the BID area:

- Increase new and repeat customers**
promoting the area, its attractions and events
- Improve the visitor and resident experience**
making the area brighter, cleaner and safer (day and night)
- Provide a significant financial resource**
BID projects and services are in addition to existing public sector spending
- Introduce a positive brand and profile**
involving proactive promotion of development and investment opportunities in and around the city centre
- Help to attract and retain quality staff**
- Provide an effective business 'voice'**
The Exeter BID will be a business-led partnership with resources and influence
- Decrease negative perceptions**
of crime and anti social behaviour
- Encourage and coordinate proactive strong business groupings around the city centre**
to collaborate on key projects or address issues in their locality
- Actively manage the Exeter BID area**
- Be fair and inclusive**
with allocation of BID funds aimed at benefitting all businesses in the city centre
- Act in an honest and transparent way**
projects will be decided by business, developed by business, delivered by business
- Consult with other BID schemes across the country**
to benefit from lessons learnt

What are Exeter BID's priorities?

Aim

Over the first five year term, the BID will...

Develop Exeter city centre's competitive advantage and potential as a prime visitor destination for leisure, entertainment and retail activities and as a successful location for business and commercial investment.

Objectives

We will work to achieve this by maintaining a focus on three complementary objectives;

Exciting Exeter: will attract new customers and trade through effective marketing, promotion and quality events.

Enterprising Exeter: will provide information and support through engagement and communication with city centre businesses and an effective 'voice' on determining key developments, improvements and other issues of importance to city centre businesses.

Enticing Exeter: will improve the visitor welcome and experience by achieving the highest environmental, safety and customer care standards in both daytime and evening settings.

“ During the course of our work we visit properties daily in the major South West city centres. Over the past few years the improvements brought about by BID schemes in Plymouth and Truro have been notable, with both city centres undergoing improvement works and services. While Exeter is already a great place to live, work and shop there are so many improvements that could be made which would benefit businesses and individuals alike – better signposting, increased marketing, more great events, cleaner streets, for example. ”

Mark Pellow a partner at Vickery Holman

“ Stagecoach South West support the Exeter BID campaign for a number of reasons, not least the additional marketing that the BID funds will enable. Extra marketing and promotional events will bring more people into the city and will add to the atmosphere. We believe that paying into the fund and working collaboratively with businesses across the city centre will reap rewards that taking advertising individually could not match. ”

Michelle Hargreaves, Managing Director, Stagecoach South West



BID Projects what would you like to see?



Exciting Exeter

Full of happy visitors who return or enthusiastically tell others about their positive experiences

Businesses based in Exeter know that it is an exciting place. But we need to get that message across to others to increase footfall. BID funds could pay for specific additional high impact marketing and promotion. This might be to reinforce the brand as a strong commercial and retail centre or to proactively promote the whole or part of the city centre to attract more clients and customers from across the region. We know, for example, that some businesses in Fore Street, South Street, Sidwell Street and Queen Street would welcome a more localised approach. An Exeter BID could make this happen particularly if businesses in such areas respond by actively collaborating to help deliver specific activities.

The BID Company intend to allocate significant annual grants on a competitive basis of up to £120,000 to support locality based proposals for enhancements or relevant projects which can demonstrate tangible business benefits.

Exeter attracts visitors through its promotion of city centre attractions and events. The city could become even more exciting by holding more seasonal markets, organising new events, street performances, improving the quality and experience of the evening economy or inventing a completely new way of putting Exeter on the cultural map.

Enterprising Exeter

Full of prosperous businesses

Not unlike in other cities, some businesses in Exeter often feel alone. They battle away during the bad times and may feel helpless to know the best way to cope with an unexpected downturn in sales.

BID funds could pay for additional business support. This could be in the form of a dedicated website, newsletters, business to business forums or hospitality events. BID funds could pay for local street events or other projects identified as likely to work well in a particular area. Another proposal is for the BID to fund and coordinate market research particularly on behalf of smaller businesses to enable them to better target clients and customers, research which they would rarely have the ability to source on their own. The attraction and retention of quality employees will be a priority concern for many businesses including office-based firms in the financial, legal and recruitment sectors in the proposed BID area.

If there is one word that is key in creating and maintaining a successful BID it is 'consultation'. Businesses will want to consult with their neighbours about the future success of their area. Once the BID is in existence, it will create a body that can lobby for change or respond to new challenges or opportunities such as new or proposed property developments, the extension of pedestrianisation and park and ride.

Businesses within the Exeter BID area will have a say in how an Exeter BID would be managed.

Enticing Exeter

Creating a safer, cleaner, greener, brighter city centre

BID funds could be used to increase the amount of higher quality landscaping features, to improve lighting and Christmas attractions, to deliver higher standards of paving, cleansing and repair, to improve park and ride arrangements on evenings and weekends or to meet other identified needs.

BID funds could also pay for measures to reduce crime or antisocial behaviour in particular areas to produce a safer city centre.

**You can read more about
the BID proposals and
budget on p10 or at
www.exeterbid.co.uk**



What is a Business Improvement District?

Creating Business Improvement Districts is a Canadian idea that has now been adopted in a number of countries. There are over 110 BIDs in the UK with the Plymouth BID being an excellent example of a successful local initiative.

A Business Improvement District, or BID, is a defined area within which local businesses work together for the benefit of the whole community. Businesses collectively invest in projects and services to improve the business environment.

Mindful that the BID funds will come from local businesses, an independent business-led 'not for profit' company will operate the Exeter BID. This company will be committed to delivering services extra to those provided by local authorities.

A BID can only come into being when eligible businesses have voted in a ballot. A majority needs to be achieved both by number and rateable value.

A fair and transparent 'levy' on all eligible business occupiers within the BID area will fund the Exeter BID. This has been communicated to all businesses in the BID area in regular newsletters, on the Exeter BID website and through the press. The Exeter BID Company may also seek voluntary contributions from other interested parties such as property owners and developers.

A BID can operate for a maximum of five years. If it is to continue after this time, a renewal ballot becomes necessary.

Ballot Arrangements:

- ✓ All eligible businesses / organisations with a rateable value of £10,000 or more will be entitled to vote if they were listed as a non domestic ratepayer within the proposed BID area on the date the notice of ballot is published.
- ✓ In the case of an empty, partly refurbished or demolished property where no occupational lease exists, the property owner will be entitled to vote.
- ✓ Each ratepayer entitled to vote will have one vote in respect to each property (legally classified as a 'heraditament'). This means that some business ratepayers will have more than one vote.
- ✓ For the BID to proceed, two conditions must be met:
 1. More than 50% of businesses who vote must vote in favour of the BID Proposal.
 2. The 'yes' votes must represent more than 50% of the total rateable value of all votes cast.
- ✓ Ballot papers will be dispatched after 17 June and must be returned by 5.00pm on 22 July 2011.

Levy Collection:

- ✓ The annual BID levy will be invoiced to all liable ratepayers each November over the five year period, commencing in 2011. Payments will be half yearly in two instalments. The levy will be collected by Exeter City Council and passed to the Exeter BID Company. The financial year for the BID Company is intended to run from 1 November to the 31 October of each year.

Commencement Date and Term:

- ✓ The BID's first term will commence in November 2011 and end in October 2016. Before this end date, the BID Company may choose to seek renewal of the BID for a further period and would have to seek a new mandate via a Renewal Ballot.

Alteration of BID Arrangements:

- ✓ The Exeter BID area and Exeter BID levy (other than inflationary increases proposed) can only be altered via an Alteration Ballot or when a Renewal Ballot is held.
- ✓ Exeter BID projects, costs and timescales can be altered subject to approval by the Exeter BID Company's Board. Such approval will only be granted if the proposed costs fall within the resources available to the Exeter BID and the projects fall within the stated aims.

BID Levy Amount

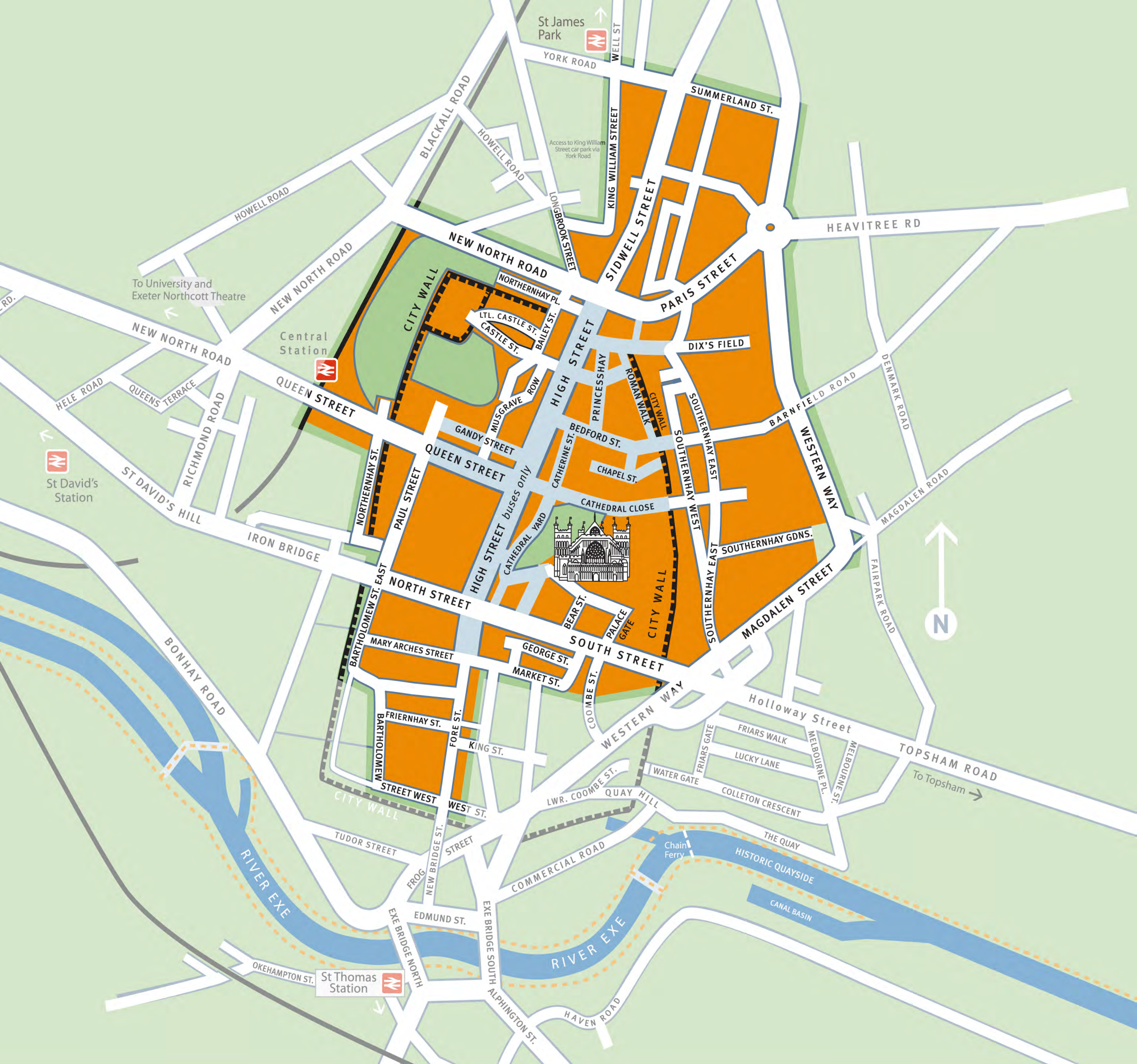
The Exeter BID Company is proposing that most businesses in the BID area would pay a levy of 1.5%. There are two exceptions – small premises (those with a rateable value under £10,000) will pay nothing and premises such as those in shopping centres, where businesses already pay higher service charges towards cleansing and other services, will pay 1%.

Businesses with rateable values under £10,000	No payment
Businesses already paying higher service charges in: <ul style="list-style-type: none"> · Guildhall Shopping Centre · Harlequins Shopping Centre · Princesshay Shopping Centre · Southernhay Gardens 	1.0% of the rateable value
All other businesses in the BID area	1.5% of the rateable value

“ As a firm, we very much support the general aims and objectives of the BID. Exeter needs a strong local economy, and we believe the BID will create the right sort of environment to support the city's businesses in these difficult economic times. ”

Keith Biggs, Foot Anstey





Streets included in the Exeter BID area

(In some cases, only part of the street is included in the area – please refer to the Exeter BID map)

BAILEY STREET
 BAMPFYLDE LANE
 BARNFIELD CRESCENT
 BARNFIELD ROAD
 BARTHOLOMEW ST EAST
 BARTHOLOMEW ST WEST
 BEDFORD STREET
 BELGRAVE ROAD
 CASTLE STREET
 CATHEDRAL CLOSE
 CATHEDRAL YARD
 CATHERINE STREET
 CHEEKE STREET

COOMBE STREET
 DIX'S FIELD
 EASTGATE
 FORE STREET
 GANDY STREET
 GATER LANE
 GEORGE STREET
 GUILDHALL SHOPPING CENTRE
 GUINEA STREET
 HIGH STREET
 JOHN STREET
 KING STREET
 LITTLE CASTLE STREET

LONGBROOK STREET
 MARKET STREET
 MARTIN'S LANE
 MARY ARCHES STREET
 MITRE LANE
 MUSGRAVE ROW
 NEW NORTH ROAD
 NORTH STREET
 NORTHERNHAY PLACE
 NORTHERNHAY STREET
 PALACE GATE
 PARIS STREET
 PAUL STREET

PAVILION PLACE
 PRINCESSHAY
 QUEEN STREET
 ROMAN GATE
 ROMAN WALK
 SIDWELL STREET
 SOUTH STREET
 SOUTHERNHAY EAST
 SOUTHERNHAY GARDENS
 SOUTHERNHAY WEST
 WATERBEER STREET
 WEST STREET
 WESTERN WAY



See improvements across the city from Fore Street to Sidwell Street and everywhere in between



Frequently Asked Questions

Q Why is the BID necessary?

A Business Improvement District is a way of channelling a guaranteed level of funding into projects agreed by the local business sector. Exeter has a good track record of working constructively and in partnership to make the most of the good times whilst meeting challenges along the way. The economic climate, and indeed the competition city centre businesses are facing from for example, online shopping and alternative

sources of entertainment and leisure, are now much more challenging and the greatest danger we face is complacency. We in the business community have to face these challenges and work actively with our partners so that Exeter continues as a successful regional commercial and economic hub. It is not about what they should be doing for us but what we should be doing working effectively together for ourselves.

Q How will BID projects be funded?

Unlike business rates which pass to central government, council tax and other similar charges, the Exeter BID Company will retain and manage 100% of the BID money. After allowing for payment of necessary but limited costs, funding will be allocated to the delivery of agreed projects determined by the Exeter BID Company working with businesses. These projects may be separate but will be in addition to those provided by the public sector. Some projects may involve existing services not only being enhanced but delivered differently.

Although Exeter City Council collects business rates, it does so on behalf of the Government. Only a very small percentage of your business rates are returned to Exeter City Council. This, together with council tax, pays for statutory and non-

statutory services such as cleansing, lighting and policing. The BID levy is a specific business investment for projects identified and controlled by businesses. It provides additional improvements and benefits to services already provided by the City Council, Devon County Council, the Police and other agencies.

The private sector Exeter BID Company will aim to ensure that current services continue at the current level where budgets allow in the current economic climate and will negotiate, develop and deliver improvements on your behalf where necessary. Businesses in the BID area get to decide how the money raised should be spent.

See page 10 for a list of projects and summary budgets.

Q How will the BID's impact be measured?

The BID aims to progressively improve the city centre. It will ensure, from the outset, that the essential key projects and enhancements are delivered and sustained. It will provide ongoing evidence over its five year term that it is delivering its promises as follows:-

- Baseline service agreements setting out the relevant current levels of services have been provided and agreed – benchmarking the provision of these services.
- Ongoing performance of the Exeter BID will be monitored by measuring direct activity outputs against the projects and services it will fund and the BID's broader impact on the area.
- Other baseline survey data will be collated in the first quarter of Year 1 and, thereafter, monitored regularly. This will include business, employee and visitor perception surveys, car park data, retail takings data, footfall data and environmental quality and photographic surveys. Overall progress will be subject to both external and independent verification and will be reported to business members, other existing stakeholders and potential investors.

Q How will the BID be organised and managed?

The BID will be operated by a new independent and private sector led 'not for profit' company (limited by guarantee), Exeter City Centre Business Improvement District Limited. As a limited company, the Exeter BID has stated aims and objectives. The Company's operations will be above board, open, honest and transparent. A much more detailed version of the Company's constitution is available on the BID website. It will have a Board of Directors directly accountable to Exeter BID levy payers for:

- Upholding and promoting the Exeter BID's vision and objectives.
- Effective and efficient delivery of the projects and services as set out in this Exeter BID Proposal.
- Promoting the conditions necessary to secure the active and continued support of business members and other partner organisations.
- Consulting on renewal of the Exeter BID in the last year of its initial term and bringing forward a BID Renewal Proposal as appropriate.

Every levy paying business and other organisations making annual financial contributions will be members of the Company and eligible to vote at general meetings.

The Board of Directors will be led by a private sector Chairperson and consist of elected and nominated Directors, comprising a majority of representatives from the city centre business community and supported by nominated representatives of key stakeholder organisations as follows:

12 Business Directors:

- 5 Retail representing the five main retail areas of the city
- 2 Leisure representing restaurants, hotels and the entertainment/evening economy
- 2 Offices representing the independent and professional and business services sectors
- 3 Property owners and managers (Princesshay, Guildhall, Southernhay Gardens)

4 Stakeholder Directors - one each of: Exeter Chamber of Commerce Exeter City Council Devon and Cornwall Police Transport (Stagecoach)

Co-optees as appropriate

Subject to the outcome of the ballot, a transparent process will be used to elect the BID Company's founding Directors. The current Steering Group will stand down and appointments will be made following nominations and an election by the members of the company, the levy payers/voters at the first Annual General Meeting to the proposed structure as set out above.

The Board will meet at least quarterly to oversee the overall direction and delivery of the BID's activities. They will act on behalf of member businesses and present an annual update and publish a report on performance. The Board will consider and approve BID programmes and budget allocations at least annually. Management accounts will be checked quarterly and annual accounts will be subject to independent audit.

A smaller Executive Management Committee taken from the Board will be directed by the Board to oversee day to day operations and financial management.

Management – The recruitment by advertising of an Exeter BID Manager and a professional assistant will be an immediate priority following approval of the Exeter BID. The Exeter BID Manager will act as the day to day 'face' of the Exeter BID and city centre and be responsible and accountable to the Board and Executive Management Committee for:

- Being responsible to the Board for implementing its plans.
- Coordinating the delivery of Exeter BID projects and services and reporting on progress.
- Management of pedestrian and highway areas of the city centre to ensure a quality, safe, enjoyable and effective environment for all users.
- Along with Board Members providing a public voice, representing the BID area for the benefit of its businesses and organisations.
- Being responsive to Exeter BID member businesses issues.
- Coordinating with the City Council in the collection of the BID levy and additional funds.
- Ensuring effective financial management.
- Working with stakeholders to maintain and improve the quality and viability of the city centre for all users by acting as a coordinator, enabler and catalyst.

Being accountable to the Board, the post holder will not be a Board member.



Frequently Asked Questions Frequently Ask

Q Where are BIDs already operating successfully?

From looking at the experience elsewhere, it seems that those most convinced that the concept works are those who have just reached the end of their first BID period.

Plymouth is a good example of this as five years ago they put the Plymouth BID to the vote and reached a majority gaining 77% of the votes. Streets in the area are now cleaner; crime has reduced noticeably as a result of additional policing and many more people have been drawn into the city because of a number of new events taking place. Businesses in the Plymouth BID

area have recognised the success of their first BID and at the recent vote for the renewal of the Plymouth BID, businesses in the area demonstrated their enthusiasm with 89% in favour this time.

Both Taunton and Bristol also have operating BIDs. There are at least 110 BIDs around the country of which 16 have come to the end of their first term and have balloted businesses to continue – all 16 have been voted on positively to continue for a second term. More BIDs are being formed.



Q Who is promoting the Exeter City Centre BID?

There is a business-led Steering Group that is currently headed by Chamber of Commerce representative, Derek Phillips. The Group is supported by a growing number of committed individual local businesses and the City Council in the preparation of the plan.

Q Who will pay the levy and how much extra finance will the BID generate?

Initial calculations indicate that there are about 730 business premises or hereditaments in Exeter's city centre with a rateable value over £10,000 as assessed in the Local Non-domestic Rating List. This means that the proposed levy of 1.5% of rateable value could produce BID funds of over £700,000 each year.

Where a property is taken out of the Rating List, the BID levy will apply up to the day before the effective date of removal and the annual BID levy will be apportioned accordingly. Where a new assessment is brought into the Rating List, the BID levy will apply from the effective date as shown on the Rating List. The annual levy will be apportioned on a daily basis. The BID levy will be increased each year by the annual inflationary factor for local non domestic rate bill as calculated by the Government.

No relief is proposed for vacant properties. The only other exemption from the levy payment will be organisations with closed membership restricted to ex armed forces personnel. Where at the time of the ballot there is no occupational lease, the liability will fall to the property owner until a new lease is confirmed. The owner will be entitled to vote in the BID ballot.

The chart illustrates what a possible 1.5% levy would cost individual businesses

Size of Business	Rateable Value	Annual BID	Levy Monthly/weekly
Equivalent			
Small independent shop	£16,000	£240	£20/£4.61
Average office unit	£30,000	£450	£37.50/£8.65
Medium sized café/ restaurant	£86,000	£1,290	£107.50/£24.81
High Street Bank	£239,000	£3,585	£298.75/£68.94
Large shopping centre store paying premium service charges (1% levy)	£158,000	£1,580	£131.67/£30.38

The indications are that currently for 58% of the premises within the proposed Exeter BID area the BID levy would be under £10 per week.

Voluntary contributions could also further boost the Exeter BID funds.

Q What do the running costs component of a BID pay for?

In order to make sure that the BID is professionally run on behalf of businesses and that it is transparent and accountable to those that pay, there is a need to fund various running costs. These running costs are divided between the management and overheads of running the BID and a charge from the Council to cover the cost of collecting the levy.

The indicative annual breakdown of the management and overheads component is shown below, but the exact details will be agreed by the BID board once the BID is set up:

Management & Overheads:

BID Manager	£55,000 (including on-costs)
BID Administrator	£34,000 (including on-costs)
Financial accounting	£3,000
Annual review and reporting	£2,000
Administration/ office costs	£5,000
Costs to collect BID levy	£20,000 (average over 5 years)
Website and communications	£4,000
Total	£123,000
Running costs paid with BID funds	£73,000

There will be contributions from the City and County Councils towards these costs, therefore the net cost to the BID Company in the first year is £73,000 – less than 10% of anticipated levy income.

There will be an additional one off cost in the first year of up to £20,000 to set up the systems to support the collection of the BID levy.

It should be emphasised that all those involved with the BID so far, except for the very limited number of employed staff, do so for free for the benefit of the wider business community.

Q Is my business within the Exeter Business Improvement District?

A map showing the proposed BID area for Exeter city centre is on page 7.

How the money will be spent

Proposal	Year 1 Budget	Years 2-5 anticipated budget
ATTRACT MORE VISITORS, MORE SHOPPERS AND MORE INVESTMENT	£190,000	£272,000
Throughout the life of the BID to deliver a series of great new events and festivals in partnership with key business and arts partners to attract visitors to the city centre	£100,000 (revenue)	£120,000 (revenue)
Develop and implement a new city centre marketing plan, which could include themed promotional campaigns, with a focus on Christmas / Easter / summer / eating out / heritage / shopping / culture / family / fashion	£70,000 (revenue)	£132,000 (revenue)
Deliver annual market research exercise	£20,000 (revenue)	£20,000 (revenue)
SEE IMPROVEMENTS ACROSS THE CITY CENTRE – FROM FORE STREET TO SIDWELL STREET AND EVERYWHERE IN BETWEEN	£195,000	£195,000
Area Based Grants to carry out specific projects desired across locations within the Exeter BID area	£120,000 (capital and revenue)	£120,000 (capital and revenue)
Christmas Lights – delivering major improvements across the city centre	£75,000 (revenue)	£75,000 (revenue)
DELIVER A CLEANER, GREENER AND SAFER CITY CENTRE	£40,000	£40,000
Enhancement of graffiti/fly-posting removal regime – removal from private property without re-charge	£10,000 (revenue)	£10,000 (revenue)
Action to tackle seagull nuisance in Cathedral Yard & Close	£15,000 (revenue)	£15,000 (revenue)
Seed money for 'Wild City Bird & Animal Watch'. First project to install bird/bat boxes in Southernhay, with development potential to include a network of wildlife cameras and screens across the city centre to create a popular attraction for families	£1,000 (revenue)	£1,000 (project to be developed further)
Additional planting to provide visual and aesthetic benefits	£14,000 (revenue)	£14,000 (revenue)
Enhanced landscaping designed to enhance the whole BID area		
High impact seasonal planting schemes beds, which attract visitors and promote repeat visits		
DELIVER A CITY AS WELCOMING AND VIBRANT AT 10 AT NIGHT AS AT 10 IN THE MORNING	£82,000	£40,000
Promotion of early evening dining / extended trading	£5,000 (revenue)	£10,000 (revenue)
Installation and monitoring of two additional CCTV cameras, one each within Musgrave Row and Northernhay Park and provide service, maintenance and monitoring of the new cameras. This will address gaps in the CCTV network, enhance the EBAC ¹ network and enhance Northernhay Park as an events venue	£55,000 (£52,000 capital / £3,000 revenue)	£3,000 (revenue)
Funding additional toilet cleansing for late night shopping and other events	£2,000 (revenue)	£2,000 (revenue)
Bid for Purple Flag status – helping to develop the city centre's night-time economy and assessing city centre safety, hygiene standards & attractions	£0	£5,000 (revenue)
Extended evening Park and Ride Service	£20,000 (revenue)	£20,000 (revenue)
MAKE FIRST IMPRESSIONS COUNT – AND MAKE SURE THAT THEY'RE GREAT ONES	£85,000	£55,000
Enhanced street power washing	£60,000 (capital & revenue)	£30,000 (revenue)
Provide a dedicated and uniformed roving street repair and maintenance team	£25,000 (revenue)	£25,000 (revenue)
SUB-TOTAL	£592,000	£602,000
Management, co-ordination and administration of the BID area ²	£73,500	£73,500
Year 1 Set-up Costs & Contingency ³	£70,000	£60,000
TOTAL	£735,500	£735,500

Year 2-5 budget figures will be subject to annual review & approval by the BID Company Board and will be subject to change as a result of developing priorities as the BID Board and management team further develop and refine priorities through ever-improving engagement with businesses and city centre stakeholders. Priorities and projects are likely to change as a result of:

- City re-positioning
- City centre redevelopment
- Changing economic circumstances

¹ EBAC (Exeter Business Against Crime) is a business-led partnership that targets persistent shoplifters and individuals involved in drink-related and general anti-social behavior in the city centre. The EBAC initiative was launched in March 2006.

² This is the net figure payable from the BID levy. Additional management costs will be payable by Exeter City Council and Devon County Council.

³ The level of contingency held will be regularly reviewed by the Exeter BID board.



Exeter has grown considerably over the past decade

BUT we cannot be complacent in the face of growing challenges, competition and with changes in the client/customer relationship

Investment, Developments & Opportunities

Based on the reality that the fortunes and success of all aspects of the city centre are interlinked the public and private sectors work well together in Exeter, responding to competitive challenges and embarking on a process of transforming the city centre. Significant results have been achieved over recent years, including;

- The Princesshay development covers around one fifth of the city centre and introduced 60 new shops and restaurants.
- Key city centre streets have been upgraded to provide high quality streetscapes in Queen Street, Castle Street, Gandy Street and High Street.
- Cathedral Yard and Cathedral Close provide high quality public space.
- Attraction of high profile occupiers to vacant retail premises bringing footfall into the city centre, supporting the wider business community and the recruitment and retention of businesses and quality staff.
- Reconfiguration of the road system in Southernhay, better catering for local business needs. Importantly there are improved pedestrian links with the retail area now boasting many more high quality restaurants and meeting places.
- The major refurbishment of the Royal Albert Memorial Museum (RAMM) progresses well. It is due to open at the end of 2012 and will be a real asset to the city centre and its neighbouring streets of independent cafes and other businesses.
- Effective CCTV coverage which directly supports the safety of the city centre.
- Exeter Businesses Against Crime (EBAC) provides a highly effective mechanism for fighting business crime.
- New city centre car parks at Princesshay, Summerland Gate and Central Station and modernisation of the Mary Arches, Guildhall and King William car parks.
- Successful Park and Ride services which do not require subsidy (which is rare!).

Recent investment has helped to support the economy of the city centre. It has also enhanced it as the social hub of the whole city providing an increasing choice of leisure, recreation and informal social activities for people who live, work and visit Exeter. Exeter's prosperity has grown as a result.

HOWEVER, COMPLACENCY IS ONE OF OUR GREATEST THREATS, AS IS THINKING INDIVIDUALLY THAT THE CITY CENTRE IS SOMEBODY ELSE'S CONCERN. Whilst the rate of growth has slowed more recently, change has and will continue to place additional pressures on the city centre. More remains to be done to take advantage of future opportunities and tackle issues that can further improve Exeter city centre's attractiveness, competitive position and performance against the background of neighbouring competition including active BID projects, increased trend towards internet shopping, constrained disposable income, restructuring of the economy and demographic change. The growth of the University, development of the strategic employment and large scale housing sites in and near to the city present exciting opportunities for city centre businesses which are to be grabbed with both hands, not seen as problems.

Exeter in numbers...

Exeter's population has grown 8.3% over last decade and now stands at 118,000.

Exeter has around 5,160 businesses and the wider Exeter economy has 19,790.

There are around 84,780 employees in the city and some 192,000 including surrounding districts.

The Exeter jobs market grew 37% between 1998 and 2004.

During the period 2004-2008 Exeter's employment growth was rated the third highest in the country: representing an increase of 17,500 jobs over that time. Many of these jobs were created by the private sector.

An important economic motor of the city, the city centre provides 1.4 million sq.ft. of shopping floor space and 3 million sq.ft. of office floor space which between them provide for 20,000 jobs.

The number of students at Exeter University has jumped by 33.1% since 2003/04 to more than 17,000. Further increases are anticipated following the University's extensive capital investment programme providing an even more significant economic contribution to the city.

Homes within the city have significantly increased in the last decade with 5,000 new dwellings being built. The proposed Core Strategy plans for a further 12,000 new dwellings to be built by 2026 together with around 60 hectares of employment land and up to 40,000 sq meters of net retail floor space.

An estimated 2.5 million bus passengers a year come into the city centre and over 2.5 million motorists use city centre car parks.

Working together...

It is important to continue working collaboratively to introduce complementary improvements in the promotion and management of the city centre, e.g.

- Significantly enhanced marketing effort and impact to promote footfall and attract investment which is in turn an attraction to visitors and in the retention and recruitment of staff.
- Opportunities to promote increased day time and evening family friendly activity.
- Measures to extend park and ride arrangements to enable employees/ customers to stay longer in the city after "normal" weekday working hours and on Sundays.
- Measures to reduce negative aspects of the evening economy such as anti social behaviour/ crime.
- Improving visitor access to and within the city centre once they have arrived.
- Local business engagement and effective partnerships.

Successful city centres are committed to continually raising overall quality standards and improving the experience of businesses and visitors. An Exeter City Centre BID will make a real difference by targeting additional investment and securing active management focused on priorities set by the business community.

Planning & Transport

There are important strategic planning and transport issues that will require major capital investments, e.g.

- Further public realm enhancements, e.g. pedestrianisation, public spaces and squares for events, gateways.
- Development and investment opportunities, e.g. in particular the area around the Bus Station redevelopment, the Castle Quarter.



There is a business-led Steering Group that is currently headed by Chamber of Commerce representative, Derek Phillips. The Group is supported by a growing number of individual local businesses and the City Council in the preparation of the plan.

Michael Caines (MBE)	Abode Hotels & Cathedral Yard
Julien Wilkinson	Chairman, Exeter Hoteliers Association
John Harvey	City Centre Manager
Marcus Harrison	Debenhams
Derek Phillips	Exeter Chamber of Commerce and Industry
Patrick Cunningham	Exeter Phoenix
Keith Biggs	Foot Anstey Solicitors
Bertrand Cozic.....	Gourmandine
Andrew McNeilly	Guildhall Shopping Centre
Ben de Cruz	Haines Watts
Kevin Penhallow	Isca Models, Fore Street
Philippa Rutherford	Kintamani, Gandy Street
Andy Smith	Kitsons LLP, Southernhay
Wendy Joseph	Mama Stones
Selwyn Warren.....	Off the Hook Clothing
Jilly Greed	One Voice Media
Andrew Gould.....	PR Works
John Hall	Primark
Wayne Pearce	Princesshay Centre Director
Deborah Clark.....	Southernhay House
Michelle Hargreaves.....	Stagecoach Southwest
George Sloan	Timepiece
Mark Pellow	Vickery Holman
John Horton	Wants Cash Centre
Brett Renfree.....	WH Smith, Guildhall

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 Make first impressions count – and make sure that they're great ones!