

Vote 'YES' for  
a new vision  
for Exeter City  
Centre

# Exeter BID

Business Plan 2015-2020





## to the Exeter BID Business Plan



I have worked in Exeter for many years, seeing the city develop in that time to the vibrant, cultural cosmopolitan city it is today. We have seen many changes over that time but there is still more to achieve as we face the challenges of the digital age and proposed new retail developments close to the city.

If businesses can work together to harness their talents and resources through the introduction of a Business Improvement District, (BID) we can safeguard our city and our businesses' future prosperity. We must work together to bring people into the city and ensure that when they arrive they find an engaging and exciting City Centre that is consistently clean, safe, well managed and ready to meet their needs, so that they will want to revisit time and again.

This document sets out plans to deliver a programme of actions and initiatives to achieve that goal. It has been developed after many months of consultation with businesses, led by a committed Steering Group drawn from the City Centre business community. This BID Plan defines the challenges and offers solutions to tackle them.

A successful vote will offer a fantastic opportunity to the whole of Exeter City Centre. The BID is an initiative planned by business, led by business, and delivered by business.

**I urge you to Vote YES for this very exciting initiative for Exeter.**

**Yours faithfully**

A handwritten signature in black ink that reads 'Derek Phillips'. The signature is written in a cursive style with a long, sweeping underline.

**DEREK PHILLIPS, CHAIRMAN, EXETER BID Co.**

# WHY DO WE NEED A BID IN EXETER?



A Business Improvement District (BID) is a business-led initiative that brings together all those who rely on the City Centre for their own economic prosperity to invest in projects that enhance the City Centre and make a real difference to their bottom-line.

We have heard repeatedly throughout the process of developing the BID scheme that Exeter business wants to enhance the appearance of the city and see a more effective and co-ordinated approach to the management of Retail, Tourism and Cultural activities and events in Exeter.

Exeter needs to ensure that it remains competitive and does not lose business to competing centres, on-line retail and new proposed developments at J27 and elsewhere. For Exeter to become a destination fit for the 21<sup>st</sup> century we need to ensure that money is spent on projects and services which generate a positive return. The Exeter Business Improvement District (BID) has been devised following an extensive consultation with businesses to decide on the strategy and projects you feel will improve trade here in a significant way.

BIDs have enjoyed great success in the UK and we believe that a BID in Exeter will give both your business and the City Centre the competitive edge.

The creation of a new BID Management Board for the City Centre will put business firmly in the driving seat in setting and influencing strategy and overseeing delivery of some really exciting and innovative schemes and projects for the whole of the City Centre.

**This is your chance to be part of the step change in Exeter's future.**

## Whether the BID goes ahead is up to you: this is your vote and your BID



**RAY FRAME, WILKOS**  
“We need to be doing everything we can to encourage visits to Exeter. The BID process is a tried and tested method of increasing footfall and trade.”

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# HOW DOES A BID WORK?

We have spent the past year talking to you and listening to what you have to say about doing business in Exeter and how it could be improved. This document sets out to address some of those issues over the next 5 years.

There are currently around 180 formal BIDs across the UK and Republic of Ireland, most are in towns and cities. Many are in their second 5-year term and a few, like Plymouth, are now going to ballot for their 3<sup>rd</sup> BID mandate.

BIDs are designed to suit the needs of businesses in a local area and generally they focus on:

- Improving trading conditions for businesses
- Increasing the competitiveness of the Local Area
- Reducing the operating costs of businesses in that area

The BID is an arrangement under which you plan how to improve your own trading environment.

- Businesses identify projects or services that will add value, or save money and agree on the level of funds which you will pay to make it happen.
- They are usually funded through the application of a small levy on the rateable value of the premises in the area. Exeter's BID levy will be just 1%.
- The funds generated are ring-fenced and are used to deliver a range of structured and guaranteed activities voted on by the business community within the BID.

- The BID and the projects it will fund **do not** and **cannot** replace those services statutorily provided by public agencies such as the Police and Councils that are funded by your business rates. Instead the BID will provide funding for new or enhanced projects and services **in addition** to those statutory obligations. The BID will also work in close collaboration with existing service providers to ensure that their services are delivered with the best interests of business at their core and to maximise the benefits to business and use of resources.
- A BID means that all who pay benefit. It will not be down to a few generous benefactors to foot the bill.

DAVID SHAWYER,  
MCDONALDS "I believe an effective BID provides a collective voice for businesses both large and small, driving forward a powerful agenda to develop an identity for Exeter as a vibrant and cultural destination with a strong historic background and flourishing future for all who work, visit and live in the area."





# THE OPPORTUNITY

If the BID fails to secure a mandate it is difficult to know what will fill the void. Public sector funding has been cut dramatically: the future promises increased, deeper and wider funding reductions for Council services. It is likely that the public sector will be increasingly unable to provide many of the enhanced marketing and additional services that add value to places like Exeter.

This is your chance to help deliver over £2.25 million of additional investment in the City Centre over the next 5 years and see a great return on your investment. It is a unique opportunity for Exeter City Centre to achieve its full potential as a 21<sup>st</sup> century city, for businesses to take ownership and to collectively enhance trading conditions for yourselves and your customers.

## THE FUNDING

Exeter BID would be funded by a 1% levy on the rateable value of most businesses in the BID area.

Businesses with a rateable value of less than £7,500 will be exempt but can make a voluntary contribution of not less than 1% of their rateable value. For many levy payers, the cost of the proposals will be less than £1 per day.

## THE BALLOT

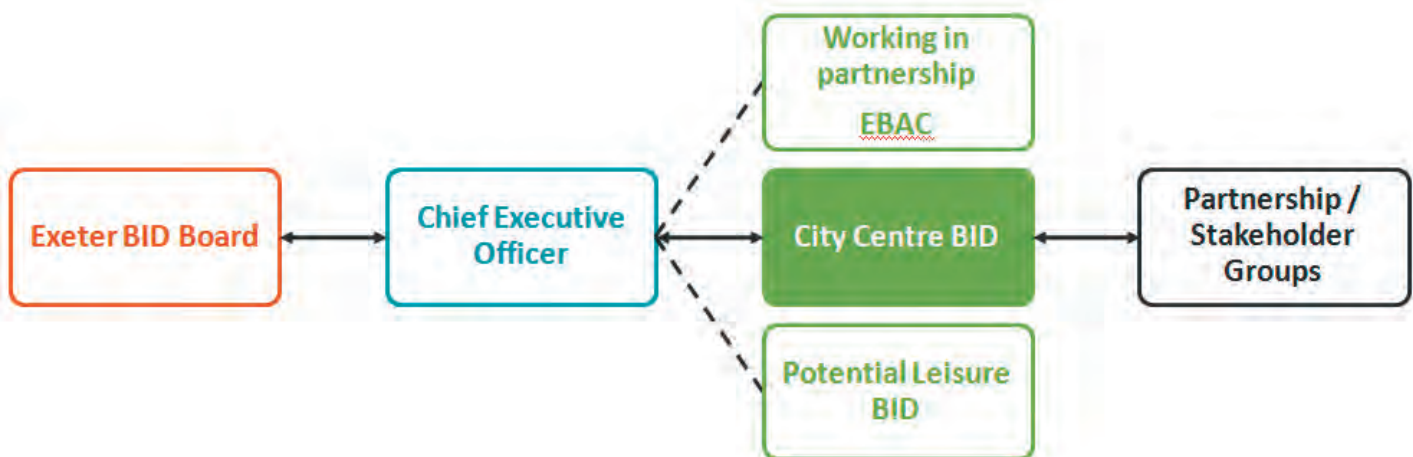
- You will receive a ballot paper by 2nd February 2015 you then have until the 2<sup>nd</sup> March 2015 to vote.
- If the ballot is successful, with a majority of businesses voting in favour by both number and rateable value, the annual 1% levy will be mandatory on all businesses in the BID area with a rateable value of £7,500 and above.
- The BID will then commence within 6 months of the ballot for 5 years until 2020.



KATE CONNOCK, JOHN LEWIS  
“In my view, the Exeter BID is the most exciting opportunity that sits on the horizon for this city.”

# THE MANAGEMENT

- The BID will be run by the Exeter BID Company. It will operate as a Company Limited by Guarantee.
- The Board will comprise of members elected from businesses. Seven area representatives from the retail sector and, two representatives from the hospitality sector. Plus one senior representative from both Devon County and Exeter City Councils and one representative from Exeter Chamber of Commerce. The Chairman will be one of the BID levy paying Directors elected by the Board.
- The elected members of this Board will be appointed following a formal nomination / ballot of all BID levy payers.
- This Board will be responsible for the delivery of projects ensuring that they are delivered on time and on budget to the highest standards possible.
- The Board will be responsible for recruiting and managing a Chief Executive Officer. This role will be crucial to the coordination of the BID and the effective delivery of this programme of activities as a contribution to the wider management function of the city.
- The Exeter BID Company will be the first point of contact for City Centre businesses. It will act as the conduit to all the organisations operating in the city and ensure that there is a 'joined-up' and business focused approach to all operational and strategic issues affecting the City Centre.
- The projects and services a BID delivers are new or in addition to Council services. The Management Board will be responsible for monitoring the delivery of those existing services outlined in the Baseline Agreements. (See page 20 for more information on Baseline Agreements)
- The Board will be the body accountable and responsible for producing an annual statement of accounts and activity available to all levy payers.
- The Board will also be responsible for coordinating all activities within the BID area and exploring the opportunities for cooperating with initiatives outside the area that will enhance the viability of the City offer. There may be opportunities in the future for the development of a Leisure BID to strengthen the links between Exeter Quay and other leisure attractions around the City Centre.
- The Board will be responsible for ensuring close working relationships with Exeter Business Against Crime (EBAC), organisations representing the leisure and hospitality industries and other bodies responsible for the delivery of a safe and vibrant City Centre.





MARTIN MCGAHEY, MCGAHEY'S  
"I hope that we can use the BID for further  
promotion of events such as the Rugby  
World Cup 2015."





# FAQs

## **Who pays and who collects the money?**

The BID levy is charged to occupants of business premises with a rateable value of £7,500 or more and will be collected by Exeter City Council, placed into a ring-fenced account (a BID Revenue Account) then passed on to the Exeter BID Company.

## **Aren't BIDs just a way for Councils to save money?**

Absolutely not. A BID scheme supports **additional** projects and services, provides **new** activity and does not replace statutory activities or services carried out by the City Council, County Council, Police and other public agencies. The Exeter BID Company has sought Baseline Agreements to ensure that businesses are not short-changed in the future and to avoid any duplication of services. The City Council has pledged its support for the BID and will contribute financially to it because they have commercial property in the BID area. Businesses will continue to benefit from the services which the Councils and Police provide for the benefit of businesses and public such as cleaning, lighting, access and safety.

Baseline agreements have been written by Heads of Service at Devon and Cornwall Police, Exeter City Council and Devon County Council. These will be available at [www.exeterbid.co.uk](http://www.exeterbid.co.uk). These documents define the benchmarks for the provision of these services and how they will be measured.

## **Can you guarantee that my money will be spent locally?**

The money does not go to the Government or the Council. Funds will be held by the Exeter BID Company made up of business representatives; these funds are only for the projects agreed and voted for by the participating businesses in line with this proposal. Each year you will be able to see a fully audited report and set of accounts that will set out clearly how the BID fund has been spent in the previous year.

## **Isn't this what I pay my Business Rates for?**

No. Business Rates are a national tax that is collected by District / City Councils on behalf of central government and then redistributed according to a national formula.

The Council's income from this redistribution is spent throughout the city on statutory and discretionary services for residents and businesses. Businesses have very little say in the way the funds are spent. The great thing about a BID is that the projects it undertakes have been agreed by businesses, through a series of consultations. The money is kept locally, and spent locally, for the benefit of the local area.

The BID levy is nothing to do with business rates. It is based on a levy on the rateable value of the business unit and the funds are invested within the BID area. The funds collected through the BID levy will be kept in a separate BID bank account held by Exeter BID Company but separate from non-BID money. The income from the levy and from voluntary or commercial contributions will be used to fund local activities and services, as decided by the businesses.



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## **CLLR ROSIE DENHAM, EXETER CITY COUNCIL**

“A vibrant, successful City Centre is at the heart of Exeter’s economy and quality of life. We support the BID because it offers the chance to increase investment in the things that matter most to local businesses, and gives businesses control over exactly how that money is spent.”





WELCOME TO FORE STREET

EXPLORE OVER 50 UNIQUE INDEPENDENT SHOPS

MATTIE RICHARDSON,  
BUNYIP BEADS

“All our needs and ideas, as a business community, could now have the possibility of becoming a reality, which is really exciting.”



# FAQs

## Is this the right time to be developing a BID?

Actually this is a great time to develop a BID. The High Street and public purse is under pressure to change like never before. The increased use of on-line retail and mobile comparison apps means that businesses need to work together to counter the threats and maximise the benefits of driving down overheads such as insurance and utility costs.

A BID also makes your money go that much further with larger marketing budgets which can reach out and promote your business to more people both locally and further afield. BIDs offer great opportunities for economies of scale and BIDs provide much greater value for money than you have at present.

## Do BIDs exist elsewhere in the UK?

BIDs are a national success story with over 180 BID schemes in the UK. Evidence has shown that they work with nearly every second term ballot resulting in higher numbers of businesses voting 'YES'. They have led to increased footfall, reduced overheads, safer and more vibrant towns and cities with higher spending levels. Kingston upon Thames, Reading, Bristol, Paddington, Lincoln, Winchester, Worcester New West End and Heart of London have all had second term ballots approved by businesses. Plymouth is going to ballot for a 3<sup>rd</sup> term in 2015. Other BIDs operating regionally include, the Torbay BIDs, Truro, Barnstaple, Dorchester, Bournemouth, Bath, Weymouth, Falmouth and many others.

## How did the Exeter BID evolve?

Exeter has had City Centre Management for many years. It has been largely concerned with attracting investment to the city. In recent years it has become clear that more needs to be done to market the city beyond the immediate region, and that issues of safety and physical improvement need to be made to keep Exeter ahead of the pack.

Exeter Chamber of Commerce and Exeter City Council concluded that in order for Exeter to reach its full potential, the development of a BID should be undertaken 'as a means of actively involving the private sector in upgrading the quality of the City Centre'.

The Exeter BID Company was formed to develop the BID Plan, carry out the consultation and to steer the process through to ballot. If the ballot is successful new Directors will form the new Exeter BID Company. The Board will be elected from those who pay the levy and have most to gain from a successful City Centre.

## Why are businesses with a rateable value of under £7,500 exempt?

The cost of collecting the levy from smaller businesses outweighs the income generated from them. It also means that the number of businesses is reduced significantly, meaning that we can communicate with eligible businesses more effectively. Businesses under the threshold do not get a vote. Exempt businesses can however opt in to make voluntary contributions of no less than 1% of their rateable value.

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# Exeter BID Area

The BID area for Exeter City Centre has been decided following considerable consultation undertaken by the BID team. The area is focused on the core area of the City Centre and almost matches the boundary of the old city wall. It is small enough that it will have a real impact on those businesses within the area but sufficiently large to generate enough investment to make a real difference.

The Exeter BID area illustrated contains over 640 business addresses with a rateable value of £7500 or above and an aggregated rateable value of over £48 million. The BID levy at 1% will generate in excess of £480,000 per annum totalling £2.4 million over 5 years.

The streets within the BID area include:



BAILEY STREET  
BAMPFYLDE LANE  
BAMPFYLDE STREET  
BEDFORD STREET  
CASTLE STREET  
CATHEDRAL CLOSE  
CATHEDRAL YARD  
CATHERINE STREET  
CHEEKE STREET  
COOMBE STREET  
DEANERY PLACE  
DIXS FIELD  
EASTGATE  
FORE STREET  
GANDY STREET  
GATER LANE  
GEORGE STREET  
GOLDSMITH STREET  
GUILDHALL SHOPPING CENTRE  
GUINEA STREET  
HIGH STREET  
JOHN STREET  
LITTLE CASTLE STREET  
LITTLE QUEEN STREET  
MARKET STREET  
MARTINS LANE  
MARY ARCHES STREET  
MITRE LANE  
MUSGRAVE ROW  
NEW BRIDGE STREET  
NORTH STREET  
NORTHERNHAY PLACE  
PALACE GATE  
PARIS STREET  
PAUL STREET  
PRINCESSHAY  
QUEEN STREET  
ROMAN GATE  
ROMAN PASSAGE, HIGH STREET  
ROMAN WALK  
SIDWELL STREET  
SOUTH STREET  
UPPER PAUL STREET  
WATERBEER STREET

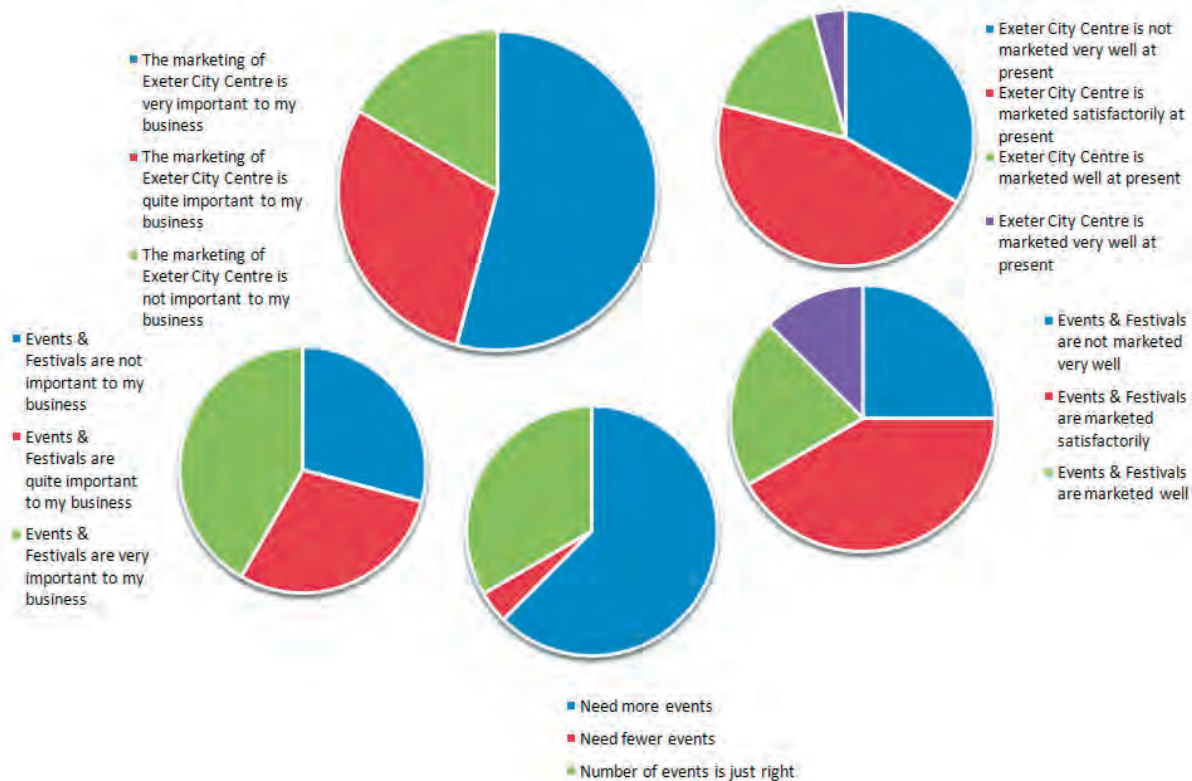
 THE BID AREA

# PROJECTS

## What will the BID do with your money?

## What will the BID deliver?

### Findings from business survey on Marketing, Events & Festivals



### Consultation

In determining the priorities for the BID Proposal we carried out extensive consultation with businesses in the BID area. Since April 2014 we have had face-to-face meetings with businesses owners and managers, attended street based meetings and sent out survey forms to more than 350 businesses in the BID area. An online survey was available to any business to access and comment. Results illustrated above.

After this extensive process of consultation, businesses in Exeter City Centre now have the opportunity to vote for a plan that incorporates the priorities identified by them.



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CHRIS COUCHMAN, BOOTS “I believe the collaborative working of all businesses included within the BID is imperative to driving positive change within the city. This will then clearly benefit everyone, perhaps in different ways but for me I would expect to see not just increased footfall, but new people visiting our shops therefore increasing the trading performance.”

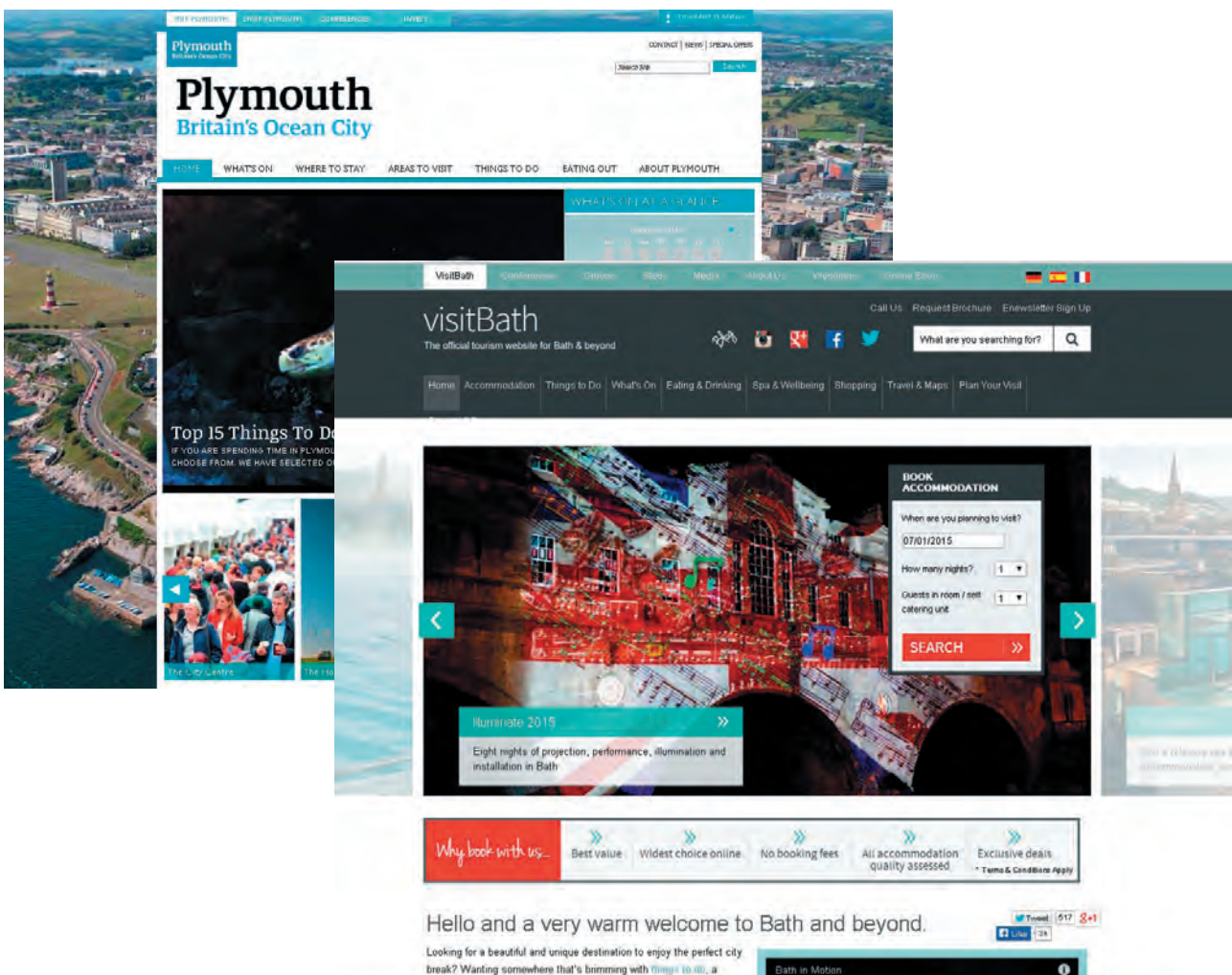


This project is all about marketing and promoting our wonderful city and your business.

**YOU SAID “What we need is for Exeter to stand out from the crowd and to shout far and wide about what a great city it is for living, shopping, leisure, business and working.”**

## Exeter BID will deliver:

- A Strategic Marketing Plan – to determine what Exeter stands for and where it sits in the region and beyond.
- Coordinated national campaigns and communication – to take Exeter to London, Birmingham and many other cities in the UK and Europe.
- 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.
- Social media – deliver a comprehensive social media presence to give timely information about everything that is happening in the city.



Many BIDs have supported Strategic Marketing Plans and the creation of marketing campaigns and materials across the country, including in the South West region.

# PROJECTS

## Exciting Exeter

Events and activities are a great way to showcase the city and to attract new and old customers to come to the city, stay longer and spend more.

**YOU SAID “Exeter needs some really high profile events all year round to attract more people to come here and to inject some life into the streets.”**

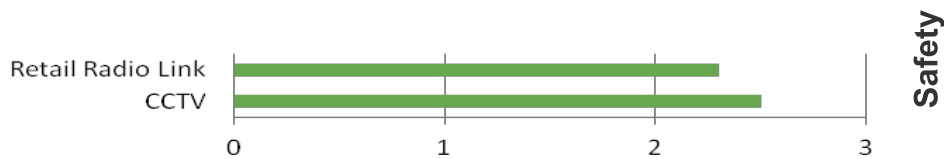
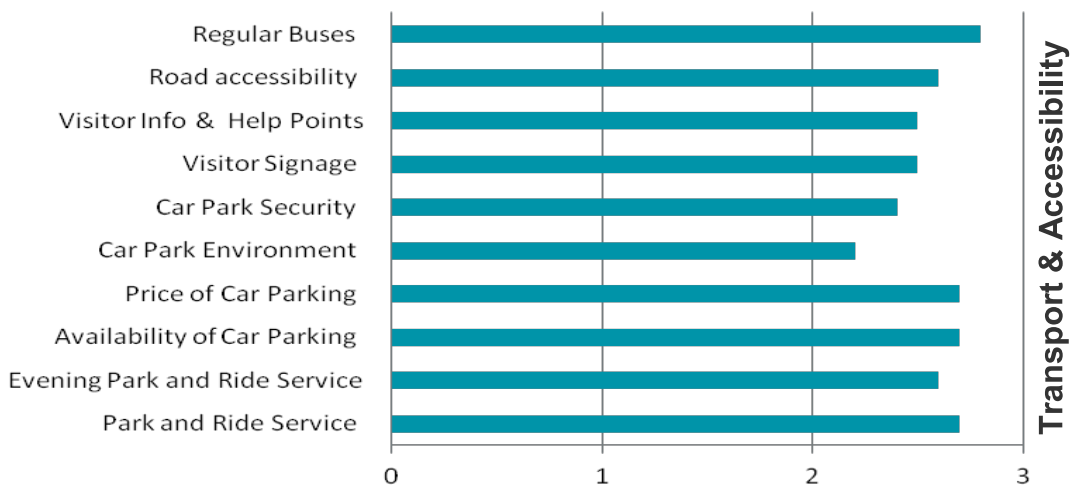
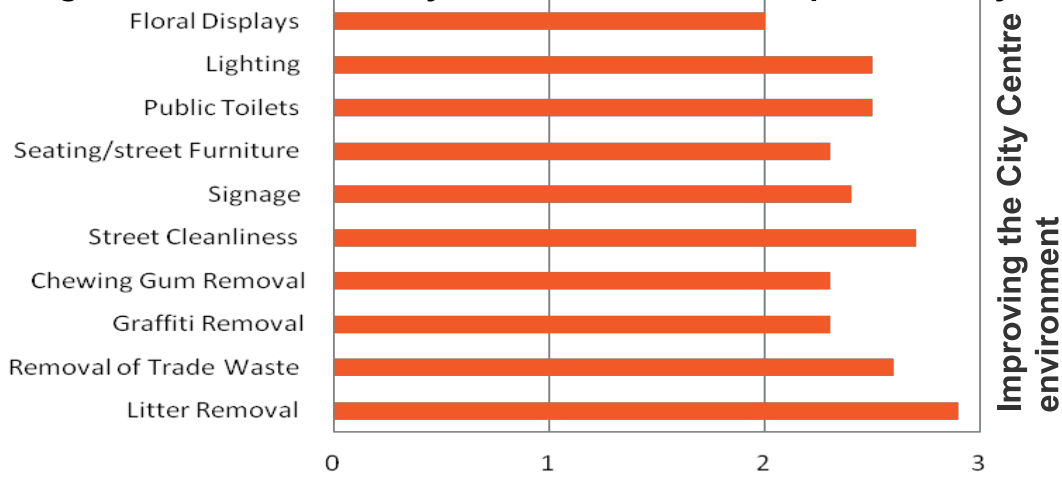
### Exeter BID will deliver:

- A programme of high-profile events throughout the year, tailored to a theme or area of the city.
- 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.
- Coordination of marketing and promotion of all events and activities.
- Christmas lights throughout the BID area.
- Christmas promotions and events in the lead weeks to Christmas to build footfall atmosphere and excitement in the city.
- Food Festival and Rugby World Cup links to BID area - take advantage of these major events in the city to ensure they have relevance across the BID area.
- Stretch the shopping day. Increase the opportunity for customers to shop after 5.30pm by providing a comprehensive promotional campaign to support those businesses that want to offer this service.
- Area identity schemes e.g. Fore Street ‘Creative & Bohemian’, South Street – ‘Parties and Celebrations’, Gandy Street ‘the Hidden Gem’, Sidwell Street ‘Gateway to the City’ etc. to encourage customers to visit those parts of the city 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.





## Findings from business survey on Environment, Transport & Safety



Activities and projects rated as in importance, where 1 = not important, 2 = important and 3 = very important



**Lewis Knight OMG! Toys Comics Games**  
 "I hope that basic improvements to the quality of signage and the general tidying of the streets would encourage people to move beyond what many still see as a generic High Street and find all the great smaller and independent shops that Exeter has to offer."

# PROJECTS

## Welcome & Safe cont...

### Getting into town and finding your way around

**YOU SAID “Exeter is so difficult to get into and high parking charges make it hard to recruit good staff.”**

**“If you stand in the middle of the city you would have no idea that there are some great little streets full of independent shops, we need better signposting and transport to get people to explore the city – even down the steep hill!”**

### Exeter BID will deliver:

- 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.
- 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.
- 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.
- Way-marking schemes – to get people to the interesting and quirky side streets full of independent business. Install colourful and themed way-markers for the streets off the main drag that will encourage shoppers to explore.

### Clean up!

**YOU SAID “Exeter is a lovely city but the pavements and buildings outside of the main centres like Princesshay are often dirty and badly maintained.”**

### Exeter BID will:

- Negotiate with Exeter City Council to enhance cleansing with an additional hot wash service.
- Coordinate commercial waste disposal services.
- Organise a Clean up scheme with Community Payback Service.
- Recruit a Welcome Team – to provide a rapid reporting service for defects and littering.





## Safe and Secure

**YOU SAID** “There seems to be more street begging and night-time disorder – it would be good if the BID could help to reduce that.”



### Exeter BID will deliver:

- 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.
- 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 and share information. Currently EBAC is a self funded organisation with 150 members. The BID will work closely with EBAC to grow membership and to increase the flow of information across the city to tackle and avert crime.

### MICHAEL WATSON, STAGECOACH

"These are exciting times for Exeter. We have some amazing opportunities ahead including, of course, the redevelopment of the bus station as a gateway into the city. This is why the BID couldn't have come at a better time. If it is successful it will give every business within the BID zone an opportunity to shape their own - and this city's - future success; something I am passionate about being a part of."



### DAVID MEZZETTI, REAL FOOD STORE

"I would like to see a strong emphasis on enhancement of streetscape, quality signage and better inclusion of businesses in guides, tourist information and hotel leaflet drops, social media coverage of stories and developments."

# PROJECTS

## Looking after business

### Have your say

**YOU SAID** “Lots goes on in the city which we don’t know about until it’s too late we would like to have more say about how our city is run and managed.”

### Exeter BID will deliver:

- BID Board elections – it will be up to you to nominate and elect your Board.
- Better communication – we will ensure that there is a website with up-to-date information constantly available.
- Networking meetings — we will facilitate networking meetings for streets and areas in the BID area so you can share information and good practice with your colleagues.
- The BID Welcome Team will be a first point of contact on the streets.
- Strength in numbers – 640 businesses will have real influence and clout.

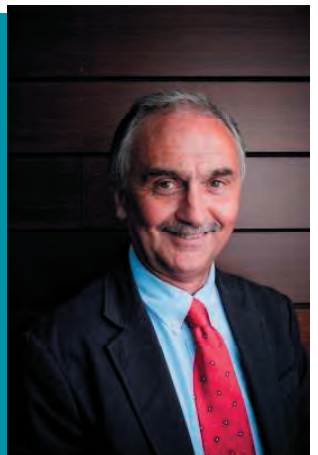
### Cutting your costs

**YOU SAID** “Overheads for small businesses are too high, it makes considering voting for a BID more difficult.”

### Exeter BID will deliver:

- Bulk purchase insurance scheme. Many BIDs 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.
- Waste cardboard initiative — the BID will look to build a scheme to collect waste cardboard for recycling to save businesses commercial waste costs.
- Energy saving and cost reduction scheme – the BID will work with established agents in the business of cost saving reductions for energy bills.
- Digital High Street and other training opportunities - to ensure that Exeter businesses can compete on digital platforms.
- Welcome Host training for employees in the BID area.
- Footfall counters to measure success. The BID will install additional cameras to encourage investment, provide evidence of its success and to support its activities.

**WAYNE PEARCE, PRINCESSHAY** “The owners of Princesshay, TIAA Henderson and the Crown Estate support the BID because we believe it will enable Exeter to really promote the fantastic city that it is. It will enable businesses both large and small to benefit from the opportunities that will arise from over 640 businesses working together.”





# THE BUDGET

	2015/2016	2016/2017	2017/2018	2018/2019	2019/2020	T o t a l invested
<b>Income</b>						
BID Levy	480,000	480,000	480,000	480,000	480,000	2,400,000
Additional Income*						
<b>Total Income</b>	<b>480,000</b>	<b>480,000</b>	<b>480,000</b>	<b>480,000</b>	<b>480,000</b>	<b>2,400,000</b>
<b>Expenditure</b>						
<b>Spread the Word</b> branding, Festivals, markets and events, Xmas lights, tour bus, ad campaigns and national promotions	200,000	200,000	200,000	200,000	200,000	1,000,000
<b>Welcome and safe</b> Welcome team, purple flag, discount travel, clean up, signage	160,000	165,000	165,000	165,000	165,000	820,000
<b>Looking After business</b>	15,000	20,000	20,000	20,000	20,000	95,000
Administration	80,000	70,000	70,000	70,000	70,000	360,000
Salary inclusive	55,000	55,000	55,000	55,000	55,000	275,000
office expenses,	9,500	10,500	10,500	10,500	10,500	52,500
levy recovery fee	1500	1500	1500	1500	1500	7,500
**software costs	13,800	1,800	1,800	1,800	1,800	21,000
Contingency***	25,000	25,000	25,000	25,000	25,000	125,000
<b>Total Expenditure</b>	<b>480,000</b>	<b>480,000</b>	<b>480,000</b>	<b>480,000</b>	<b>480,000</b>	<b>2,400,000</b>

\*The BID company will look to maximise its income in cash or in kind throughout its lifetime, from voluntary contributions, commercial activity, and contract negotiation.

\*\*There is a one off £12,000 licence and installation fee for the BID levy collection software. There will be an annual IT maintenance fee of £1,800pa.

\*\*\*The contingency budget will be reviewed annually by the BID Board and any surplus will be reinvested into the BID scheme

The administration costs are 15% of the total BID budget. This will include all office costs, BID levy collection fees and a competitive salary to attract a highly professional, experienced CEO who can deliver and manage this scheme and who will look to maximize both the budget and influence of the company.

With the agreement of the Exeter BID Company Board, funds may be moved within the BID budget to deliver best value.

## Fact

The BATH BID WASTE SCHEME is now used by more than 300 businesses and is collectively saving those businesses £285,000 in annual waste collection charges.  
www.bathbid.co.uk

# THE BID LEVY: HOW MUCH WILL IT COST YOU?

If the BID ballot is successful every business premises in the BID area with a rateable value of £7,500 or more will contribute 1% of their rateable value as a levy. The chart below indicates how much this will cost you.

Rateable value (£)	£s per annum	£s per month	£s per week	£s per day
7,500	75	6.25	1.44	0.20
10,000	100	8.33	1.92	0.27
15,000	150	12.66	2.88	0.41
20,000	200	16.66	3.84	0.54
50,000	500	41.60	9.61	1.36
75,000	750	62.50	14.42	2.00
100,000	1,000	83.30	19.20	2.73
150,000	1,500	126.60	28.80	4.10
250,000	2,500	208.33	48.00	6.84
1,000,000	10,000	833.33	192.30	27.40

To calculate your proposed BID levy, simply multiply your rateable value by 0.01. If you are not sure what your rateable value is then visit the Valuation Office website at [www.voa.gov.uk](http://www.voa.gov.uk) or phone 0845 112 0118

## ANDREW MCNEILLY, GUILDHALL SHOPPING CENTRE

“By effectively utilising financial economies of scale it enables our smaller members, and in particular the independent traders offering “the Exeter difference”, more “bang for their buck”. I would like to think that for many levy payers the added value, through cost savings and group purchasing, could mean they get their levy back and more.”

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Photo credit: Express & Echo



# THE RULES

## The Ballot

The person/s, registered company or organisation who is the ratepayer for Non-Domestic (business) Rates within the BID area appearing on the Rating List on 1<sup>st</sup> January 2015 or their appointed proxy is entitled to vote. Each person entitled to vote in the BID ballot will have one vote in respect of each business premises regardless of size or turn over. The BID postal ballot will be conducted by the Electoral Reform Service on behalf of Exeter City Council.

The BID ballot has to meet two tests to succeed:

- A simple majority (over 50%) of those voting must vote in favour.
- Those voting in favour must represent a majority of the total rateable value of all the businesses voting.

A postal ballot will be held. The ballot papers will be sent to all those eligible to vote on or before 2 February 2015. They must be returned by 5pm on 2 March 2015 (Ballot Day). The result will be announced within a week of Ballot Day.

If the BID proposal is approved by ballot it will operate for five years from within 6 months of the ballot until the equivalent date in 2020. Invoices will be sent to businesses within 6 months of the ballot date, For the scheme to continue beyond 2020 a renewal ballot will have to be held to mandate a second term.

## Terms and Conditions

The BID levy will raise approximately £480,000 for each year of the BID period which will equal £2.4m over 5 years. A fixed levy of 1% of the 2010 rateable value will be charged on all business-rated premises (hereditaments) with a rateable value of £7,500 and above, as listed on the Non-Domestic Rating List (as at 1 April 2010) that are located within the BID area. This percentage cannot be varied without a specific Alteration Ballot of all businesses within the BID area.

The BID levy will be payable by the liable party. In the case of vacant premises, the liability rests with the landlord or rate payer. There will be no adjustments during the year to reflect changes in the liable party. Where a property is taken out of rating, the BID levy will be due up to the day before the effective date of the removal of the premises from the Rating List. In the case of new businesses opening in the BID area, the BID levy will become payable by the occupier when the premises is entered onto the Non-Domestic Rating list.

There will be no reduction to the BID levy for Exemptions' Relief or discounts prescribed in the Non-Domestic Rating (Collections and Enforcement) Regulations 1989 made under the Local Government Finance Act (1989). Unoccupied and part-occupied premises, charities or not-for-profit organisations in the BID area will be liable for the full levy.

The annual amount payable for a chargeable period (BID year) will be due in one payment within the payment period specified on the invoice.

# THE RULES...

## Financial Arrangements for the Collection of the BID Monies

Following a positive vote, all business premises within the BID area will be sent an annual invoice equivalent to 1% of the rateable value within 6 months of the BID ballot day, and each year thereafter on 5th April for the duration of the BID (5 years). Exeter City Council will be responsible for invoicing and collecting the BID levy from every BID levy payer in the Exeter BID area. That money will be ring-fenced and passed to the Exeter BID Company for the exclusive use of delivering the Exeter BID.

Exeter City Council is obliged to use the same powers of enforcement to recover the BID levy as for Business Rates payment. Non-payment could result in court action being taken. The BID levy will be payable by the liable party.

## Baseline Services

The Exeter BID Company and the statutory providers will sign Operations Agreements, which will set out in detail the obligations on each party for the collection and management of this fund. This agreement will be available on request.

Exeter BID projects will be additional to any services delivered by Exeter City Council as at April 2015. A baseline agreement setting out current service delivery will be available on request.

The Exeter BID Company will regularly monitor and review services currently delivered by the public sector in the BID area without the agreement of the BID board. These organisations (and its agencies or contractors), will not be permitted to use the services of the BID to replace or subsidise the current standards of performance for all their existing services including:-

- Environmental health – removal of illegal graffiti
- Hot wash & extra cleaning
- City Centre promotion
- City Centre events
- Trade waste
- CCTV
- Public conveniences
- Business education & regulation (“Scores on the Doors” now introduced)
- Trees & landscaping
- Car parks
- Highways maintenance (Devon County Council)
- City Centre policing team (Devon & Cornwall Constabulary)
- 

## Performance Measures

The BID will be fully transparent and accountable to those who pay. We will measure the performance of the city through:

- Customer satisfaction surveys
- Crime statistics
- Media coverage
- Website hits & social media tracking
- Footfall counts

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The Management of the BID will be held to account through:

- Annual business surveys
- The BID Annual Review, Report and Accounts
- An AGM - open to all BID levy payers



# What are other BIDs doing?

## SWANSEA BID

### Increasing - Car Parking & Transportation

One of the central remits of Swansea BID is to deliver better car parking and transportation offers which are aimed at increasing shopper and visitor numbers within the City Centre. Our £3 for 3 hours at NCP car parks offer has been used by over **250,000** vehicles over the year. With the 'Easy as 1-2-3 Tariff' now cemented into place, statistics illustrate that over **150,000** shoppers/visitors are staying over an hour, increasing dwell time in the City Centre when compared to last year.

The Swansea BID Seasonal and Daily Saver Card numbers continue to grow in usage amongst City Centre workers saving (on average) £7.50 per day, per person. With over **250** workers now using the car parking offers that are facilitated by Swansea BID, savings of over **£1,500** per day are being made coupled with the discounted seasonal ticket providing a **50%** discount to BID Members.

## LINCOLN BID

### EVENTS AND PROMOTIONS

Our programme of events is extensive and ranges throughout the year and across the City Centre. With 17 public spaces and 365 days a year to fill, we do our best to create a lively street scene and fill the streets with activity and events to give the City Centre a buzz and atmosphere.

Lincoln BID has an agreement with the City Council to manage key public spaces within the City Centre and we also provide a "one-stop-shop" for people wishing to carry out events and activities.

One highlight of the year is our festive Ice Rink on City Square which attracted over 25,000 skaters. We also invest in summer carnivals, regular markets, busking and street entertainment.

The cultural events that we support include Lincoln Jazz Festival, Comedy Festival and the Lincoln Dance Festival.

**EDWARD MOORMAN (& SOPHIE pictured), TRUGS FLORAL DESIGNERS** "I believe that Trugs will benefit from the BID by being able to work with my direct business neighbours to spend money directly within the business area I operate in. I have also heard about other BID schemes that have been successful in generating money and income from the scheme which has allowed the whole of the money pot to grow and take on bigger projects, with more money to invest."



# EXETER BID Business Plan

## What's in it for me?



- BIDs are run **by business for business**
- BIDs create a real voice for business to influence change
- BIDs enable collective investment to achieve cost saving for businesses big or small
- BIDs can attract match funding to make your investment go further
- BIDs allow us to plan ahead with certainty for the five year BID term
- BIDs are highly democratic and accountable they are agreed by independent ballot
- BIDs put an end to free-loading, all who pay benefit

### PATRICK CUNNINGHAM, EXETER PHOENIX

“Increasingly cities are becoming all about their centres and we have a chance to make this one a beacon for the South West.”



Vote **'YES'** for  
a new vision  
for Exeter City  
Centre

Exeter BID  
31-32 Southernhay East  
Exeter EX1 1NS

**Any questions?**  
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follow us: @Exeter\_bid