

Report to Cabinet
13 June 2012
Report of Deputy chief executive (operations)
Subject Norwich Business Improvement District

Item

12

KEY DECISION

Purpose

To note the City Centre Partnership's business plan for creating a Business Improvement District (BID) and to approve the next steps by the council for taking the BID forward.

Recommendation

To:

- 1) note the Norwich Business Improvement District business plan;
- 2) agree to voting yes in the proposed ballot to create a BID, delegating this to the deputy chief executive (operations) to carry out;
- 3) note that notice has been received from the City Centre Partnership and therefore instruct the returning officer to organise the BID Ballot in accordance with the Business Improvement Districts (England) Regulations 2004; and
- 4) give delegated authority to the Deputy chief executive (operations), in consultation with the Leader of the Council and section 151 officer, to sign the in principle BID operating agreement on behalf of the council;
- 5) approve the donation of 16 business development days from the LGSS contracted 600 days to support the project

Corporate and service priorities

The report helps to meet the corporate priorities to make Norwich a prosperous city, a city of character and culture and a safe and clean city. It helps to meet the service plan priority to maintain and develop a vibrant city centre.

Financial implications

1. It is estimated that the BID Company would raise in the region of £660,000 p.a. for key areas of investment in the city centre (in accordance with the BID prospectus).

2. The council has rateable property within the BID area. Given a proposed exemption to properties below £15,000 rateable value it is estimated that the council's rates liability towards the BID would be just under £17,000 p.a.
3. The council owns some investment property in the BID area and may incur rates liability should the premises become void. If all properties became void the council's total liability could increase to an estimated maximum of £23,000 p.a.
4. The creation of the BID Company would see the transfer of the city centre management partnership post to the new company under TUPE regulations. This would represent a saving to the council of £52,000.
5. In order to both set-up the BID and collect the rate levy the council would incur costs. These administrative costs are rechargeable to the BID company with the exception of the ballot cost although even this may be covered by the BID proposer/BID company in negotiating the overall BID financial set-up. Also the ballot cost is potentially payable whether or not the BID ballot delivers a majority in favour. The cost of the ballot is estimated to be £5,000
6. The ballot and other administrative estimated costs are summarised in the following table. Recovery of the costs will be set out in the operating agreement between the BID Company and the council. Typically BID companies will pay the initial set-up cost and an annual fee to cover the council's cost in collecting the levy.

Item	Set-up cost	Annual costs				
		Year 1	Year 2	Year 3	Year 4	Year 5
Legal	£800					
Ballot	£5,000					
Systems	£34,415	£10,340	£10,340	£10,340	£10,340	£10,340
Finance	£370	£790	£790	£790	£790	£790
Revenues	£925	£7,030	£7,030	£7,030	£7,030	£7,030
Other	£0	£0	£0	£0	£0	£0
Total	£41,510	£18,160	£18,160	£18,160	£18,160	£18,160
Rate per invoice minus software		£22	£22	£22	£22	£22
Annual support software costs p/a		£ 3,125	£ 3,125	£ 3,125	£ 3,125	£ 3,125
Total rate per invoice		£27	£27	£27	£27	£27
Proposed rate with NCC donation		£23	£23	£23	£23	£23

7. The administrative cost includes the "donation" of 16 days business development days from the 600 business development days that are included in the LGSS contract. With this donation the cost per invoice would be £23; in its absence the cost would be £27. Elsewhere in the country the present maximum BID recharge is £25.
8. In order to meet an anticipated BID start date of 1 November 2012 it will be necessary to purchase an upgrade to one of the council's systems in advance of the BID ballot outcome. Should the ballot not be successful the

cost would not be recoverable and fall to the council to bear. The cost of this upgrade is estimated to be £5,000.

9. The council presently collects 97.75% 2011/12 and 97.83% 2010/11 of business rates and it is anticipated that similar collection levels are achievable for the BID levy. The council will pass on the revenue it collects using reasonable endeavours to collect any shortfall. Depending on collection levels the budget available to the BID Company may vary slightly from year to year.

Ward/s: Mancroft

Cabinet member: Councillor Arthur - Leader

Contact officers

Stefan Gurney (City Centre Partnership Manager)
Ellen Tilney (Economic Development Manager)

01603 212744
01603 212501

Background documents

None

Report

Background

1. A Business Improvement District (BID) is a defined area where businesses get together to plan how to improve their trading environment, identifying additional projects and services that will improve the city centre and trade. Businesses within the BID area agree the level of funds which they will contribute to make it happen and they have total control of the money and how it is spent.
2. A BID provides the funds to deliver additional services to the area that are in line with what local businesses want to improve and enhance their trading environment. Improvements may include improved promotion of the area, events, extra safety, environmental savings or a greater voice on key issues.
3. Businesses pay an agreed levy based on the rateable value of their premises. In Norwich, this is proposed at 1%. The funding is collected by the district council and handed to a new business led Norwich BID Company to spend as the businesses have requested. Businesses within a successful BID area will pay this levy so that everyone who benefits will have paid towards it; it is therefore fair and transparent. Exemptions may be set by BID Company; for example the proposal in Norwich is to exempt all business premises with a rateable value below £15,000 in order that very small and growing businesses are not disadvantaged by the levy.
4. The original draft proposals for the development of a BID were supported by the 14 July 2010 informal executive. A further report on the development of the BID was considered by the 27 October 2010 cabinet, where support was reaffirmed.

The council's vote

5. Norwich City Council as a business rate payer within the defined BID area has a vote in the BID Ballot. Norwich City Centre Partnership has developed a business plan for the Norwich BID and is seeking approval from Norwich City Council for a "Yes" vote in the ballot. A copy of the draft business plan is appended to this report.
6. The council is recommended to vote "yes" in the ballot. The draft business plan includes developing innovative campaigns and ideas to put Norwich front-of-mind as a destination for visitors, tourists and businesses across the UK and beyond. The plan also enables local businesses to respond with one strong voice to projects and initiatives designed to give Norwich a competitive edge, secure investment and promote it as an attractive commercial destination. In both cases this will help meet the Council's corporate priority to make Norwich a prosperous city.
7. The draft business plan also includes initiatives and campaigns to reinforce Norwich's reputation as a warm and welcoming city that will meet the council's corporate priority to make Norwich a city of character and culture. Lastly, the plan also wants to make Norwich one of the UK's best working and shopping

environments by making it a cleaner, greener and more sustainable city through group buying power: this will help meet the Councils corporate priority to make Norwich a safe and clean city.

Progress and next steps

8. Norwich City Council has 11 separate hereditaments within the defined BID area with a total rateable value of £1,692,750. The levy liability is £16,927 at 1%. This also allows Norwich City Council to have 11 individual votes within the BID legislation, increasing the importance of a “yes” vote to deliver an overall BID success.

9. Norwich City Centre Partnership in accordance with the BID legislation is due to provide notice to the council of the intention to hold a BID Ballot between the 2nd and 30th July 2012. As a consequence the council will need to instruct the returning officer to organise the ballot.

10. The council will be the local authority with legal responsibility to set up the BID financial account and provide the invoice, billing and collection of the Norwich BID levy. The council's costs in carrying out this work, together with other set up costs such as new software licences and the cost of the ballot are rechargeable to the BID Company. The Council can support the project by “donating” business development days to reduce the total cost per invoice that is passed on to the BID. This would reduce the reputational risk that without donating the support, the total invoice cost would be the highest LA charge nationally.

11. Assuming the BID ballot is successful it is anticipated that the BID would operational from 1st November 2012.

Integrated impact assessment



NORWICH
City Council

Report author to complete

Committee:	Cabinet
Committee date:	13 June 2012
Head of service:	City development services
Report subject:	Norwich Business Improvement District
Date assessed:	18 May 2012
Description:	Plan to improve the working and trading environment of Norwich City Centre

	Impact			
Economic (please add an 'x' as appropriate)	Neutral	Positive	Negative	Comments
Finance (value for money)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	All cost implications rechargeable to the BID company. The council will incur an increased rates cost but this is more than compensated by the transfer of the city centre management partnership manager to the BID company
Other departments and services e.g. office facilities, customer contact	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Increased costs falling on e.g. revenues and benefits rechargeable to the BID company
ICT services	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	All new systems in Paris & Northgate rechargeable to BID
Economic development	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	£660,00 per annum in city centre improvements
Financial inclusion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Social (please add an 'x' as appropriate)	Neutral	Positive	Negative	Comments
Safeguarding children and adults	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<u>S17 crime and disorder act 1998</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	BID priority could include measures to reduce city centre crime and disorder
Human Rights Act 1998	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Health and well being	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

	Impact			
Equality and diversity (please add an 'x' as appropriate)	Neutral	Positive	Negative	Comments
Relations between groups (cohesion)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Eliminating discrimination & harassment	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Advancing equality of opportunity	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Environmental (please add an 'x' as appropriate)	Neutral	Positive	Negative	Comments
Transportation	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Proposed projects will reduce the waste collection trips into the city centre by waste companies vehicles
Natural and built environment	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Waste minimisation & resource use	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Proposed projects will reduce the waste and increase recycling in city centre businesses through establishing a group buying process
Pollution	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Proposed projects will reduce the waste collection trips into the city centre by waste companies vehicles
Sustainable procurement	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Energy and climate change	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
(Please add an 'x' as appropriate)	Neutral	Positive	Negative	Comments

	Impact			
Risk management	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<p>Failure for City Council to support the BID as a levy payer will have a negative impact on the City Council perception within the business community.</p> <p>Failure to secure a “yes” vote from the business community at ballot stage will result in an inability to formalise a BID in Norwich (the project will not commence until Norwich BID secures a “yes” vote which meets 50% by number and 50% by rateable value of those that vote)</p> <p>The performance of the city centre as retail centre (and centre for employment and cultural activities) could decline in the absence of a BID; comparable centres nearly all have successful BIDs in place.</p> <p>If the BID does not proceed the council risks incurring expenditure of £5,000 on the ballot and £5,000 on software which may not be recoverable.</p> <p>Supporting the BID through LGSS business development days may have an impact throughout the year as this resource will not be available to other projects developed.</p> <p>If the BID does proceed the council will need to carefully manage the 1% levy to ensure that debt is minimised.</p>

Recommendations from impact assessment

Positive

The BID will help to sustain the city centre as a Top Ten Retail Destination (Venuescore 2011) and the main shopping centre in the east of England. The BID will drive the centres pre-eminence as an employment and cultural centre, sustaining the position as the 6th best place for daytrips in the UK and the UNESCO City of Literature. Expenditure on BID priorities may also produce crime and disorder and environmental benefits. The BID will also assist in developing strong relationships between the local authority and the business community.

Negative

If the BID ballot fails the council will have incurred unnecessary cost in having to upgrading the PARIS cash receipting system (£5,000). The level of charge per invoice without donating business development days to support the project would be the highest LA charge nationally and may incur reputational damage.

Neutral

The BID administration costs (collection of the levy) will be passed to the BID company. This will be set out in the operating agreement.

Issues

Delivery timeline for establishing the BID, should there be a successful ballot, will be tight given lead in times for software upgrade, development and training. It will be necessary to purchase an upgrade to the PARIS cash receipting system (estimated £5,000) prior to the outcome of the ballot. □□

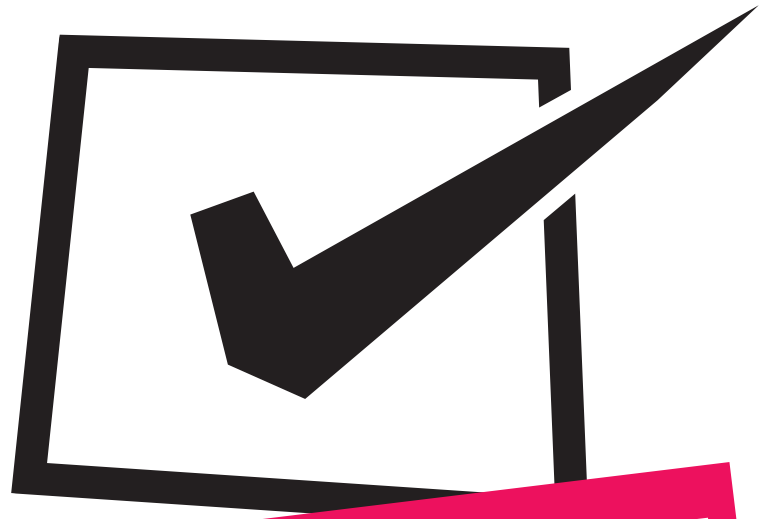


NORWICH

BUSINESS IMPROVEMENT DISTRICT

Putting You & Norwich First

With a Yes Vote we can raise over £3,000,000 to improve your business in Norwich



VOTE YES!



Welcome



As the Norwich BID Chair I have two priorities. The first is to find out from local business people like you what you hope the BID will achieve to ensure that your opinions are turned into reality. We have been working hard to establish your priorities and you told us that there is a collective desire amongst city centre businesses for greater prosperity and to make sustainable improvements to Norwich.

The second is to look at other BID's throughout the UK to understand how these initiatives have helped their area, their strengths and weaknesses to make sure that we create a robust, fair, efficient and effective Norwich BID. From the other BID's operating throughout the UK that we have scrutinised, we can report that BID's generate greater prosperity.



**I can say with confidence that
Norwich will see the BID deliver:**

- **Marketing initiatives to help us promote Norwich to new investors and visitors**
- **An enriching, enjoyable and safe experience for visitors to the city**
- **Collaborative buying power to save money**
- **A stronger voice for local businesses**

If you have any questions, comments or suggestions please get in touch with me - email: chair@norwichbid.co.uk
This is your BID for your city.

Chair, Norwich BID



NORWICH
BUSINESS IMPROVEMENT DISTRICT



Put your business first **Vote YES!**



“ A Norwich BID gives businesses in our fine city, a united voice to contribute towards the prosperity of Norwich, **WHATEVER** the size, or sector.

This gives us all, a vested interest, in the way we can improve Norwich's prosperity. ”

Philip Cutter Owner,
The Murderers

Next Steps

In recent months the enthusiasm for a Business Improvement District in Norwich has been infectious. Businesses within the proposed district welcome the idea of significant investment specifically for the city centre over the next 5 years and in July you will have a unique opportunity to shape the future of our city by voting.

Because your business sits within the Norwich BID area you will automatically receive a ballot paper through the post. Every eligible business will receive one vote.

Voting opens on Monday, July 2, 2012 and remains open for 28 days. You simply need to fill out your ballot paper and either post it back so we receive it by 5pm on Monday July 30 or pop it in the Ballot Box in the City Hall reception.

Your input is essential for the BID to work effectively for Norwich and for your business. Your ideas, views, thoughts and inspiration have helped shape this business plan that promises to deliver greater prosperity for our city centre.

Now is the time to make sure your voice is heard so please come and see us, drop us an e-mail or give us a call.

Stefan Gurney,
Norwich BID Project Manager
Tel: 01603 212744
E-mail: info@norwichbid.co.uk

You can also find out information about the Norwich BID by visiting our website:
www.norwichbid.co.uk

Frequently Asked Questions

How will creating a Norwich BID help my business?

A BID is a proven method of providing funds to deliver additional services to Norwich city centre in line with what you believe will enhance the trading environment. If you believe it will help your business to have a stronger voice on city centre issues, as well as a budget specifically designed to make improvements to and promote the area then voting 'yes' to the BID will provide these opportunities.



Is this not covered by existing business rates?

All the services, projects and initiatives that have been proposed by businesses for inclusion in the BID are in addition to existing Norwich City Council services and will not subsidise or replace services that are already provided. The BID will deliver additional services and campaigns that have been decided by local businesses aimed at providing a positive impact on the trading environment. **Find out more on the BID budgets, see page 15.**

Are there any BIDs currently operating?

There are over 179 successful BIDs already operating in the UK, which over the next 5 years will bring in nearly £250m of new finance to improve towns and city centres across the country. Here's a quote on the success of the Lincoln BID:

“The BID has made a huge difference in Lincoln, it has helped to create a buzz about city though a wide range of projects, and has given businesses a stronger voice in what happens in their area.”

Martin Macwhinnie Lincoln BID

What is the process?

An initial questionnaire was distributed in August 2011 to get your views - this was distributed to 1,135 businesses within the study area. We had very positive feedback from these surveys and an excellent return percentage (27%) which showed enthusiasm by those within the proposed BID area to make improvements and be part of the decision-making process. In January 2012 a BID Taskforce was set up. This Taskforce was responsible for undertaking detailed consultations, street meetings and presentations for all businesses within the BID area on the proposed projects and activities.

We're keen to hear your views and answer your questions about the Norwich BID. Please get in touch:

Who will make the decisions on how the money will be spent?

You will! During the development stage the Taskforce has worked on your behalf with the ideas and requests from businesses and the issues that they would like to see addressed. The BID Business Plan will be given to every business in the BID area with a postal ballot voting form; a ballot is planned for 2 July 2012. To become a BID, a majority of those who vote must be in favour by number and rateable value for the BID to become a reality. **Find out how to vote on page 3.**



How will local businesses be consulted?

Every business that is a prospective BID levy payer will already have started to receive regular BID newsletters and have been invited to business meetings. Literature, such as this, is available to all relevant businesses and we have also developed a dedicated website which includes the most up to date information. **Visit www.norwichbid.co.uk**

How will the BID be managed?

Following a successful ballot, a BID Board will be set up, which will be made up of representatives from local businesses within the Norwich BID area. These representatives will be responsible for implementing the BID Business Plan and will be accountable to the BID levy payers. **For further details see page 15.**



How is Norwich BID supporting small businesses?

Norwich BID is not simply focused on big business - our aim is to create a voice for the entire business community, irrespective of size or sector. Our commitment to supporting small and growing businesses means those with a rateable value below £15,000 will be exempt from contributing the 1% levy, however because they sit within the BID area, they will benefit from a 'yes' vote!

Stefan Gurney, Norwich BID Project Manager
Tel: 01603 212744 E-mail: info@norwichbid.co.uk

Promoting our fine City

Members of the BID will be instrumental in developing innovative Destination Marketing campaigns and ideas that will put Norwich front-of-mind for visitors, tourists and businesses across the UK.

These campaigns will look to reach potential visitors using a range of media and are likely to include social media.

This includes considering the use of web-based and mobile technologies which allow interactive dialogue between organisations, communities and individuals.

BID initiatives such as the 'Norwich App', promise to deliver:

- a cost-effective method of communicating;
- a state-of-the-art tool the entire BID community can use to convey and promote key messages to new and existing audiences;
- an increase in visitor numbers;
- easily accessible information about events, campaigns, special offers and points of interest.





Other collaborative BID initiatives will include:

Seasonal campaigns

One of the BID's major objectives is to improve your bottom line. The BID will enable us to unite city centre businesses by developing and implementing seasonal campaigns to maximise revenue opportunities in peak periods and drive footfall during historically quieter trading periods.

Norwich Neighbourhood Champions

Some of the jewels in Norwich's crown include Timber Hill, The Norwich Lanes, Bedford Street and London Street – we all have our favourites. But we want more! The BID would allocate a new fund to establish new areas or streets with their own distinctive attributes that contribute to making Norwich such a welcoming and attractive city.

The BID will provide a fund to these initiatives to:

- **enhance the existing streetscape;**
- **ensure it stands out to new businesses, shoppers, tourists as well as the local community.**



■■ Visitors to Norwich are always blown away by what the city has to offer – a vibrant city centre with national and independent businesses thriving alongside each others – a successful BID will reinforce and build on Norwich's tremendous success at a time of so much economic uncertainty and will promote the city to a much wider audience – it is an opportunity we must seize! ■■

Richard Marks General Manager, John Lewis

The Norwich Experience

Have you ever visited somewhere for the first time and left feeling that if you just had some local knowledge you might have had a better experience? One initiative that a 'yes' vote for the Norwich BID will realise, is the implementation of 'City Hosts'.

This team of easily identifiable friendly faces would:

- welcome visitors, providing them with the kind of inside information that is usually reserved for friends
- ensure that people leave Norwich having experienced as many of the great things we have to offer as possible;
- direct new customers to your door;
- be perfectly placed to report any environmental or safety issues that detract from our cities appeal, ensuring they are dealt with quickly and efficiently;
- reduce instances of anti-social behaviour;
- act as a constant reassurance to businesses, the local workforce, shoppers and tourists that Norwich is a welcoming and safe city.





Other collaborative BID initiatives will include:

Early Evening Norwich

The BID will implement and promote a campaign for the leisure offer in the city centre, including bars, restaurants and theatres to provide growth, a coordinated approach and add value to city centre users in the early evening economy.

Improving the flow of information

Our 'ALERT' Radio Scheme is actively working with businesses, retailers and licensees in the city centre to provide a digital radio security system, an online information sharing database system 'sircs', a 24/7 control room and provides a direct link with Norwich City Council CCTV and Norfolk Constabulary.

The BID will provide a subsidy for these to:

- **further reduce crime, disorder and antisocial behaviour in Norwich businesses, retail and night time economies;**
- **make Norwich an even safer environment for residents, visitors and shoppers;**
- **develop effective ways of communicating with businesses, retailers and the night time economy to minimise the risk of crime.**



■ ■ *As a group of independent restaurants in Norwich and passionate about sustainable investment we believe in winning the Norwich BID can only be a win win situation for Norwich in these economic times, to benefit businesses, shoppers residents and shoppers in our fine city.* ■ ■

Jayne Raffles Raffles Restaurants

A greener cleaner city

You told us that businesses of all sizes want to make Norwich one of the UK's leading working and shopping environments by making it a cleaner, greener and more sustainable city.

The BID will:

- give local businesses the advantage of group buying power;
- put additional resources into the hands of the business community;
- give businesses the opportunity to make improvements to the local environment;
- give local businesses the opportunity to develop new methods of coordinating the collection of recycling and waste from the city centre;
- implement a scheme to coordinate and negotiate contracts for collection, removal and recycling of waste and materials ;
- reduce congestion and CO₂ emissions;
- make our city an even more attractive place to work, shop and visit;
- save money which is one of the methods to off-setting the 1% levy!





Other collaborative BID initiatives will include:

A vibrant trading environment

A vibrant trading environment is key to the success of all businesses and we know that vacant shops and empty premises are not good for our high streets. The BID will allow us to implement campaigns, partnerships and new business start-up initiatives. All this means that your city centre will benefit from:

- a lively, complementary mix of shops, restaurants and businesses;
- reduced levels of crime and anti-social behaviour;
- a brighter, cleaner image;
- enhancements that give customers, clients and tourists new reasons to visit.



■ ■ *In an increasingly competitive economic climate, pooling our resources through the Business Improvement District will benefit Norwich businesses, residents and visitors. It will make the most of Norwich's retail, leisure, heritage and culture by promoting our assets to a wider audience, and help drive continuing growth across the city centre and beyond.* ■ ■

Jane Claridge General Manager, Norwich Theatre Royal

A stronger voice

Lobbying for positive change collectively is proven to benefit business communities.

With improvements to local infrastructure, including 'Norwich in 90' and the A11 dual carriageway, it has never been a more important time for city centre businesses to speak out. Big corporations are often consulted about important decisions that impact the trading environment, but smaller businesses are sometimes bypassed.

The Norwich BID will enable local businesses to lobby with one strong voice. This will give all businesses within the District the opportunity to:

- **have their voice heard on campaigns and initiatives designed to give Norwich a competitive edge;**
- **secure investment from new sources;**
- **be part of promotional campaigns to position Norwich as an attractive commercial destination;**
- **be part of a coordinated approach to give every business within the District a fair chance to voice their views, raise concerns and make recommendations.**





Other collaborative BID initiatives could include:

Norwich Profile Raising

The BID will also enable us to increase Norwich's profile to new commercial sectors, with the aim of developing business growth and delivering new inward investment.

The BID will help us to achieve:

- **greater prosperity for businesses of all sizes and across all sectors;**
- **new employment opportunities;**
- **collaborative campaigns that are more effective and save money.**



■ ■ *Aviva is proud to support the Norwich BID. We believe it will play a critical role in accelerating Norwich's commercial success, making it a more dynamic and vibrant place to be in business.*

The Norwich BID will raise the City's profile, attracting new commercial sectors, inward investment and skilled workers into the city. A successful BID will also help improve the local infrastructure, transport links and services that are critical to attracting outside investment.

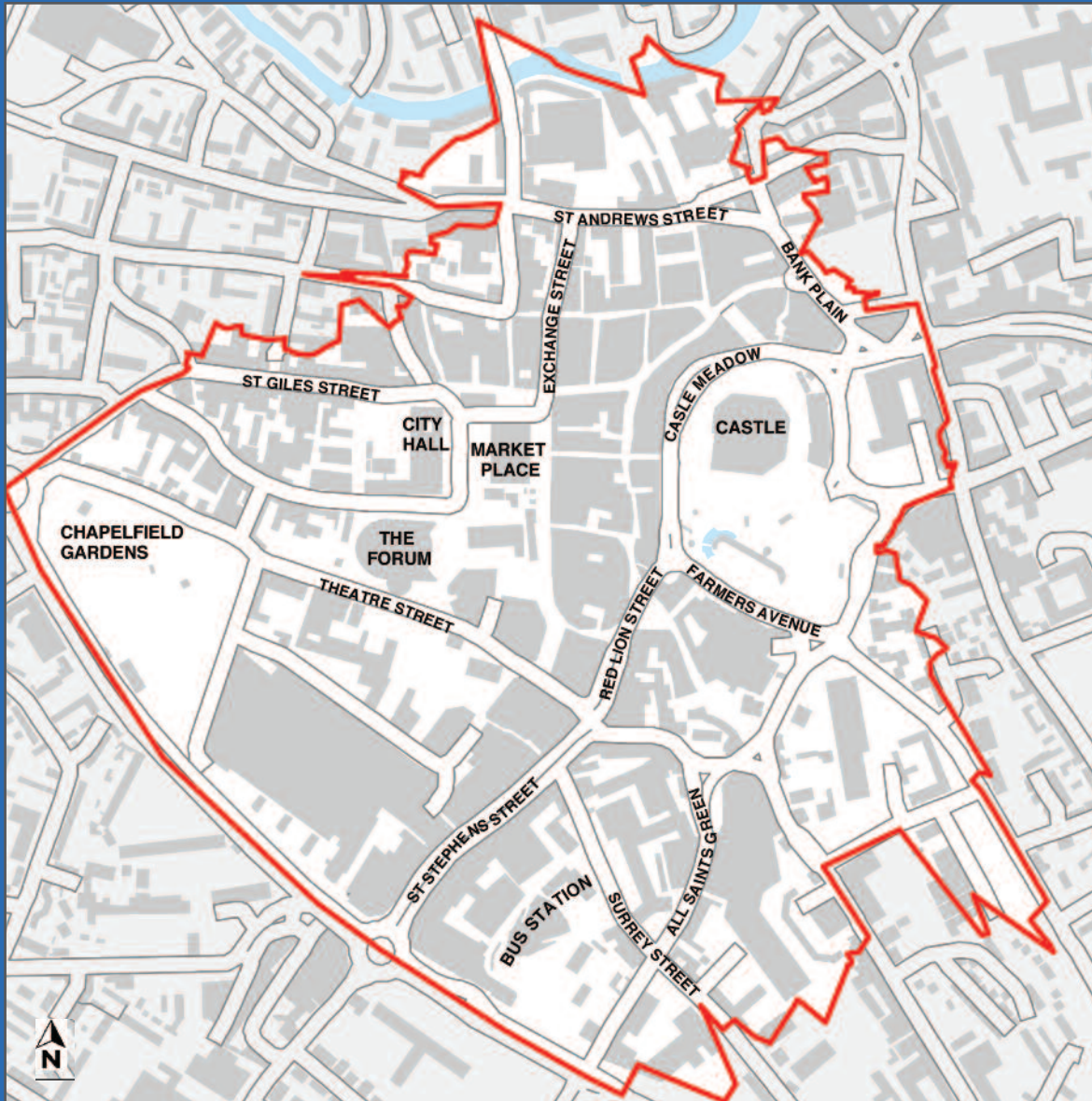
In short, the Norwich BID will give local businesses greater control to ensure their future on-going success. ■ ■

Andrew Dernie Head of Demand Planning (Aviva's representative on NCCP) and **Chris Frazer** Director of Property and Financial Services, Aviva

Norwich BID Map

The proposed BID for Norwich city centre would run for 5 years from 1st November 2012 and would cover the area shown in the map below.

All of the following postcodes will be included:



NR1 1DB	NR1 3BF	NR1 3EL	NR1 3LJ	NR1 3PR	NR1 3SA	NR2 1AX	NR2 1GG	NR2 1JP	NR2 1LZ	NR2 1PB
NR1 1NG	NR1 3BY	NR1 3EQ	NR1 3LP	NR1 3PY	NR1 3SH	NR2 1BH	NR2 1HL	NR2 1JR	NR2 1NA	NR2 1PD
NR1 1PA	NR1 3DD	NR1 3EU	NR1 3LR	NR1 3PY	NR1 3SH	NR2 1DA	NR2 1HT	NR2 1JS	NR2 1NB	NR2 1PE
NR1 1PD	NR1 3DE	NR1 3EW	NR1 3LT	NR1 3QB	NR1 3SJ	NR2 1DD	NR2 1HU	NR2 1JT	NR2 1ND	NR2 1PN
NR1 1PG	NR1 3DF	NR1 3EX	NR1 3LW	NR1 3QD	NR1 3ST	NR2 1DE	NR2 1HW	NR2 1JU	NR2 1NE	NR2 1PQ
NR1 1QR	NR1 3DH	NR1 3GX	NR1 3LX	NR1 3QF	NR1 3TB	NR2 1DL	NR2 1HX	NR2 1JW	NR2 1NG	NR2 1PS
NR1 1QU	NR1 3DN	NR1 3JF	NR1 3LY	NR1 3QG	NR1 3UY	NR2 1DN	NR2 1HZ	NR2 1JX	NR2 1NH	NR2 1PT
NR1 1QW	NR1 3DP	NR1 3JG	NR1 3NA	NR1 3QH	NR2 1AD	NR2 1DP	NR2 1JA	NR2 1LA	NR2 1NL	NR2 1PX
NR1 1QX	NR1 3DR	NR1 3JO	NR1 3NB	NR1 3QJ	NR2 1AG	NR2 1DQ	NR2 1JB	NR2 1LD	NR2 1NN	NR2 1QA
NR1 1QY	NR1 3DS	NR1 3JS	NR1 3ND	NR1 3QL	NR2 1AL	NR2 1DR	NR2 1JD	NR2 1LF	NR2 1NQ	NR2 1QD
NR1 1RB	NR1 3DT	NR1 3JT	NR1 3NF	NR1 3QN	NR2 1AN	NR2 1DS	NR2 1JE	NR2 1LG	NR2 1NR	NR2 1QE
NR1 1RE	NR1 3DW	NR1 3JX	NR1 3NN	NR1 3QP	NR2 1AP	NR2 1DX	NR2 1JG	NR2 1LH	NR2 1NS	NR2 1QF
NR1 1SZ	NR1 3DX	NR1 3JZ	NR1 3NW	NR1 3QR	NR2 1AQ	NR2 1EL	NR2 1JH	NR2 1LL	NR2 1NT	NR2 1QH
NR1 1XB	NR1 3DY	NR1 3LA	NR1 3NX	NR1 3QW	NR2 1AR	NR2 1ER	NR2 1JJ	NR2 1LN	NR2 1NU	NR2 1QJ
NR1 2BS	NR1 3DZ	NR1 3LB	NR1 3NY	NR1 3RU	NR2 1AS	NR2 1ET	NR2 1JL	NR2 1LP	NR2 1NW	NR2 1QL
NR1 2QP	NR1 3EH	NR1 3LE	NR1 3PA	NR1 3RY	NR2 1AT	NR2 1EW	NR2 1JN	NR2 1LS	NR2 1NX	NR2 1QO
NR1 3AD	NR1 3EJ	NR1 3LG	NR1 3PJ	NR1 3RZ	NR2 1AW	NR2 1EX		NR2 1LW	NR2 1NY	NR2 1QF

Budget 2012 - 2017

	Year 1	Year 2	Year 3	Year 4	Year 5	Totals
Income						
1% Levy from 670 Business	£660,153	£660,153	£660,153	£660,153	£660,153	£3,300,765
Projects / Expenditure						
Promoting Our Fine City	£235,000	£235,000	£235,000	£235,000	£235,000	£1,175,000
The Norwich Experience	£100,000	£100,000	£100,000	£100,000	£100,000	£500,000
A Greener Cleaner Norwich	£65,000	£65,000	£65,000	£65,000	£65,000	£325,000
A Stronger Voice	£75,000	£75,000	£75,000	£75,000	£75,000	£375,000
Contingency	£60,000	£60,000	£60,000	£60,000	£60,000	£300,000
Total for Projects	£535,000	£535,000	£535,000	£535,000	£535,000	£2,675,000
Delivery, administration & overheads @ 19%	£125,000	£125,000	£125,000	£125,000	£125,000	£625,000

*NB. All figures are estimates based on project costs. Projects may change over the term of the BID subject to Board approval.

The BID levy figures are based on data available as of May 2012 from Norwich City Council. The Norwich BID will continue to pursue potential sources of income from other funders. This includes commercial sponsorship and income generation including voluntary contributions to supplement the levy throughout the lifetime of the BID.

BID levy rules

The BID process is governed by Government Legislation and Regulations. As such, once a majority vote has been achieved, the BID levy becomes mandatory on all defined ratepayers. The rules for the BID levy are as follows:

- The levy will be fixed at 1% of rateable value using the 2010 rating list as of 1st July 2010 and will not be inflation effected
- The term of the BID will be for a period of 5 years from 1st November 2012
- The BID levy will be applied to all ratepayers with a rateable value of £15,000 or more excluding exemptions.
- All new hereditaments entering the rating list after 1st November 2012 will be levied at 1% on the prevailing list excluding exemptions.
- All hereditaments with charitable status and in receipt of mandatory charitable relief from business rates within the BID boundary will be exempt from the levy unless it is operating a trading arm from that premises. Once trading, the charity will contribute at the same rate as all other organisations within the BID boundary.
- The owners of empty hereditaments will be liable for the BID levy with no void period allowed.
- There will be no VAT charged on the BID levy.

Governance

Following a successful vote, the Norwich BID will be set up as a company limited by guarantee. The existing steering group will start the BID in year 1, with a new board being created at the end of the first year.

Legal agreements

There will also be a formal operating agreement between the BID and Norwich City Council that will define all of the contractual arrangements for collection and enforcement of the BID levy.

Voting Process

From Monday 2nd July to Monday 30th July 2012, businesses will be given the opportunity to vote in a formal ballot. To ensure neutrality, it will be a confidential ballot.

All defined ratepayers, will be entitled to one vote per hereditament. Some businesses will occupy more than one hereditament within an area and therefore will have more than one vote. Ratepayers that have been exempted from paying the BID levy will not be eligible to vote.

It will be possible to appoint a proxy to vote on your behalf. Proxy applications will need to be made to the ballot holder by 5pm on 23rd July. Proxy application details will be included in your ballot pack.

To establish a BID, the ballot will need to satisfy two tests as follows:

1. A majority in number of those voting
2. A majority in Rateable Value of those voting

Steps in the ballot process:

- Your notice of ballot will be sent on 18 June 2012
- Your ballot paper will reach you by the 2nd July 2012
- You will need to cast your vote by 5pm on 30th July 2012
- The ballot result will be announced on 31st July 2012

The BID Explained

The Norwich BID is run for local businesses by local businesses. It is a simple and proven method of increasing economic prosperity for companies of all sizes through collaboration.

A Business Improvement District (BID) is a defined area where businesses get together to plan how to improve their trading environment, identifying additional projects and services that will develop the city centre and trade. You will find a map of the proposed Norwich BID on page 14. This investment aims to enhance and promote the local environment for businesses, employees, customers and clients.

Did you know that the business rates you pay are sent to Central Government? They take a significant cut and only a small percentage is given back to Norwich City Council to spend on issues that are critical to local businesses.



VOTE YES!

A 'yes' vote for the BID gives YOU, BID members, control over 100% of the BID budget - as much as £3million over the 5 year term of the BID. You elect to spend the money according to priorities that are pertinent to Norwich and are important to the ongoing success of your business.

So why now?

In these challenging economic times, the Norwich BID will give us additional capital to invest in communications to promote our welcoming, safe city across the UK and abroad. We will have access to resources that will enable us to attract new inward commercial investment and drive footfall to our vibrant retail destinations. The BID will help us to create an even greener, cleaner city, to increase visitor numbers and to meet the aspirations of our ambitious business community.

How will I know if the Norwich BID is working?

You should see uplift in footfall and sales figures. After all, this is the ultimate aim of the Norwich BID.

Like any good business, the Norwich BID business plan will specify Key Performance Indicators (KPIs) which elected BID Board Members can use to measure its ongoing success.

We will also carry out surveys and research in areas such as: visitor numbers, public perception, environmental issues and community safety before, during and at the end of the 5 year BID term. We will therefore be able to benchmark its success and provide tangible facts and figures to demonstrate return on investment.

The Norwich BID promises to create a voice for the entire business community irrespective of size or sector. Each member of the business community will have an equal say and an equal opportunity to shape a Norwich BID that is fair for all.

What if it's a 'no' vote?

If more than 50% of eligible businesses vote 'no', those within the BID district will lose the opportunity to make a tangible difference to their trading environment.

Promoting the city centre will continue to be the responsibility of individual organisations and the opportunity for collective marketing initiatives will be lost. In the short term you probably won't notice a difference - but if nothing changes, then nothing changes.

What is the cost to me?

Businesses will pay a 1% levy based on the rateable value of their business. Businesses within the successful BID area will pay this levy so that everyone who benefits will have paid towards it. With the exception of businesses with a rateable value below £15,000. Who will be exempt from contributing the 1% levy, however because they sit within the BID area, they will benefit from a 'yes' vote! Part of our commitment to supporting growing businesses.

We're keen to hear your views and answer your questions about the Norwich BID. Please get in touch: