



Committee: CABINET

Date: TUESDAY, 13 APRIL 2021

Venue:

THIS WILL BE A VIRTUAL MEETING

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Time: 5.00 P.M.

A G E N D A

1. **Apologies**

2. **Minutes**

To receive as a correct record the minutes of Cabinet held on Tuesday, 23 March 2021 (previously circulated).

3. **Items of Urgent Business Authorised by the Leader**

To consider any such items authorised by the Leader and to consider where in the agenda the item(s) are to be considered.

4. **Declarations of Interest**

To receive declarations by Councillors of interests in respect of items on this Agenda.

Councillors are reminded that, in accordance with the Localism Act 2011, they are required to declare any disclosable pecuniary interests which have not already been declared in the Council's Register of Interests. (It is a criminal offence not to declare a disclosable pecuniary interest either in the Register or at the meeting).

Whilst not a legal requirement, in accordance with Council Procedure Rule 9 and in the interests of clarity and transparency, Councillors should declare any disclosable pecuniary interests which they have already declared in the Register, at this point in the meeting.

In accordance with Part B Section 2 of the Code Of Conduct, Councillors are required to declare the existence and nature of any other interests as defined in paragraphs 8(1) or 9(2) of the Code of Conduct.

5. **Public Speaking**

To consider any such requests received in accordance with the approved procedure.

Reports from Overview and Scrutiny

None

Reports

6. **Morecambe Business Improvement District (BID) Renewal- Draft Proposal (Pages 3 - 25)**

(Cabinet Member with Special Responsibility Councillor Hanson)

Report of Director for Economic Growth & Regeneration

ADMINISTRATIVE ARRANGEMENTS

(i) Membership

Councillors Erica Lewis (Chair), Dave Brookes, Gina Dowding, Merv Evans, Kevin Frea, Tim Hamilton-Cox, Janice Hanson, Caroline Jackson, Anne Whitehead and Jason Wood

(ii) Queries regarding this Agenda

Please contact Liz Bateson, Democratic Services - email ebateson@lancaster.gov.uk.

(iii) Changes to Membership, substitutions or apologies

Please contact Democratic Support, telephone 582170, or alternatively email democracy@lancaster.gov.uk.

KIERAN KEANE,
CHIEF EXECUTIVE,
TOWN HALL,
DALTON SQUARE,
LANCASTER, LA1 1PJ

Published on Thursday 1st April, 2021.

Lancaster City Council | Report Cover Sheet

Meeting	Cabinet	Date	13 April 2021
Title	Morecambe Business Improvement District (BID) Renewal - Draft Proposal		
Report of	Director for Economic Growth and Regeneration		
Purpose of the Report			
<p>To provide context and information for the endorsement of proposals for a Morecambe Business Improvement District (BID) Renewal Ballot (closing on 29th July 2021) as required by statutory provisions. The report updates Members on the pre- and post- ballot issues and resource implications in relation to the city council's role in the BID renewal process.</p> <p>As the council is a potential levy payer, Members are to decide on council's voting intention in the BID Renewal ballot – yay, nay or abstain.</p>			
Key Decision (Y/N)	Y	Date of Notice	26.01.2021
		Exempt (Y/N)	N

Report Summary

Members will be aware a 2nd term for Morecambe Business Improvement District (Morecambe BID) was voted in by local businesses in May 2016 and has been running since 1st October April 2016. The renewed period agreed was for 5 years up to 30th September 2021 and Members will be aware of the contribution that Morecambe BID has made to events and initiatives over the period.

Following successful implementation and progression over its current term Morecambe BID is seeking renewal of the arrangements. This requires a Renewal Ballot, conducted under the same statutory provisions (The Business Improvement Districts (England) Regulations 2004) as the original ballot. The Renewal Ballot for the 2nd term is scheduled to be held from 1st July 2021 with the final day for return of ballot papers set for 29th July.

The BID Regulations instruct the BID proposer to notify the billing authority (the City Council), of its Renewal Proposals. The billing authority must be content that Renewal Proposals meet the information content and policy tests detailed in the 2004 Regulations before it can give its formal authority and issue instructions for a ballot to proceed. Morecambe BID has reviewed its activities, delivery structure and scope, consulting with current and prospective levy payers in detail over the current term and undertaking particularly diligent work throughout the Covid-19 restrictions. The result of this work is the draft Morecambe BID Renewal Proposal (**Appendix 1**). A final formatted version of this document will be issued to all eligible levy paying voters and can be regarded as Morecambe BID's "manifesto" against which businesses that will have to pay the levy consider their vote.

Ordinarily this approval process would have been conducted earlier in the year but due to the impact of Covid-19 and related BID constraints this has been necessarily delayed. However, endorsement of the draft Renewal Proposals via this report and delegation of required key decisions, will allow the city council to manage its statutory obligations under the ballot process and ensure legal requirements for progression of the ballot are met in good time.

Recommendations

(1) The draft Renewal Proposals for Morecambe Business Improvement District (BID) Renewal Ballot are agreed as being in compliance with the statutory requirements and are not in conflict with the council's corporate policy framework.

- (2) That approval of Morecambe BID final Renewal Proposals and the issue of an instruction to proceed to ballot is delegated to the Chief Executive.
- (3) That the current Operating Agreement and Baseline Agreement are revised to reflect any changes/amendments required between the parties and current council service provision respectively, with approval and post-ballot sign-off of the final documents delegated to the Chief Executive.
- (4) That Cabinet supports a 'yes' vote in the forthcoming BID renewal ballot.
- (5) That the amount to be charged for administration costs by the council should be based on the same percentage of levy as applies to Lancaster BID.

Relationship to Policy Framework

In working towards implementation of Business Improvement Districts the council will be achieving and/or reviewing and improving upon several of its Corporate Priorities 2020 Update. *An Inclusive and Prosperous Local Economy* through the continued support of new and existing enterprises. *Kind and Responsible Council* through partnership working with local businesses and organisations. The Priorities Update 2020 also contains cross cutting themes and the draft BID Renewal Proposals will actively support Community Wealth Building and Community Engagement.

Conclusion of Impact Assessment(s), where applicable

Climate	Wellbeing & Social Value
Digital	Health & Safety
Equality	Community Safety

Health & Safety: The BID has sponsored events and has directly delivered events, and this is anticipated to continue in the future. All major public events planned are discussed through the local Events Safety Advisory Group (ESAG).

Equality: It is assumed from nationwide BID activity, and through its continuing application within the UK, that activities properly undertaken within the BID legislation are compatible with the Human Rights Act.

Community Safety: If renewed Morecambe BID will continue to support projects which will have a positive impact on community safety/business security matters.

Climate: None

Wellbeing and Social Value: The additionality of BID Proposals should be of benefit to the council's corporate objectives, businesses and the community.

Digital: None

Details of Consultation

Morecambe BID has undertaken consultation with prospective levy payers to develop its ongoing approach to its service delivery and this has been reflected in the draft proposals. The draft proposals also reflect the dialogue that Morecambe BID have been engaged with local levy paying businesses for the last five years.

Legal Implications

The Business Improvement Districts (England) Regulations 2004 prescribe the minimum requirements which must be met for a BID Renewal process to progress in a compliant legal manner. Consideration and approval of a final BID Renewal Proposal is a city council duty and the route for the council to discharge its responsibilities is outlined in the report.

The council, as billing authority, has the power to veto a final BID Renewal proposal where it conflicts with any locally adopted policies and/or plans. As noted in the report, use of the veto will be unnecessary if the final BID Renewal proposal follows the form and content of the draft

Renewal Proposal. However, the compliance check is based on draft proposals and Final Proposals will need to be approved as set out in the report.

Ballot management will be undertaken via Civica (formerly known as the Electoral Reform Services) who will meet all the necessary prescribed statutory ballot regulations. Instructions will need to be issued by the council to initiate the ballot on approval of the final BID Renewal proposal. If the ballot is to be undertaken 1st-29th July as stated in the Draft Renewal Proposal key actions are as follows:

- Morecambe BID as the Renewal Proposer is required to notify, in writing, the Secretary of State and the relevant Billing Authority of their intention of asking the Billing Authority to put the BID Renewal Proposal to the ballot. This notice is required 12 weeks prior to the BID Proposer submitting final proposals to the billing authority for approval for balloting. This has been completed.
- On receipt and approval of a final Renewal Proposal the Chief Executive will instruct the ballot holder (Civica on behalf of the council) to hold a ballot – a standard letter has been drafted. Confirmation is scheduled for 14th May.
- Civica must publish notice of the ballot - no later than 42 days before the day of the ballot (the closing day). This has been set for 16th June.
- The “day of the ballot” (the statutory description of the last day for return of ballots) must be on a working day at least 28 days after the date ballot papers are sent to voters and no later than 90 days after publication of the notice of the ballot. This has been set for 29th July 2021.
- The ballot holder sends ballot papers to voters with a statement on the arrangements for ballot - no later than 42 days before the day of the ballot (the closing day). This has been set for 16th June.

Implementation of the levy proposal by Morecambe BID (as the BID proposer) is underpinned by formal legal agreement with the council as billing authority. This Operating Agreement (OA) sets out the various procedures for the collection, payment, monitoring and enforcement of the BID levy. The current OA between the council and Morecambe BID is regarded as having provided a sound basis for the operational relationship to date and will be updated to reflect the new term if the BID renewal term is voted in. A feature of the OA is the 'baseline' – a statement/measure of the existing services provided by the city council to the BID area. Production of a baseline and its formal incorporation within the OA (as a “Baseline Agreement”) is useful to assist potential levy payers identify added value of services proposed. For example, if the council is involved in delivering services solely for the improvement or benefit of the BID area (funded using the BID levy or other contributions to the BID body) it provides a benchmark to ensure true additionality for BID resources. While it is regarded as best practice that these operational matters are agreed in principle prior to a ballot (mainly for clarity and as an additional ‘selling point’ over the BID election period) - the agreements are formally agreed and signed post-ballot.

Should there be a successful Renewal Ballot the levy will continue as a statutory debt subject to the usual principles of rate collection, reminder notices and enforcement action for non-payment. The first point of contact for businesses with billing questions will be the council, rather than the BID delivery body. Experience of over the first and second BID term in Lancaster shows that the levy itself is not a major cause of non-payment but enforcement action may still be required in certain cases. Revenues shared service experience of BID collection/enforcement matters will be valuable in this regard. The timetable for reminders and enforcement will follow that of the existing NNDR system.

Financial Implications

There are costs in relation to BID renewal development that should have no bottom-line impact on the Council:

1. The costs to Civica for undertaking the ballot are to be paid through the current Morecambe BID budget.
2. Administrative costs of identifying hereditaments within the extended BID boundary and producing a listing of all those rateable properties within the relevant boundaries is able to be absorbed within current budgets.
3. Checking and updating the NNDR system to support the collection of current BID levies by the current software model presents no additional cost.
4. BID legislation allows for the council's administrative costs to be recovered through the BID levy and the councils charging has been made clear to Morecambe BID and will be kept under review. Officers have ensured its administrative charges are appropriate. Charges are also clear to those who are eligible to vote and are included within the renewal proposal. For 2021-22 this is budgeted for £7.6K per annum. In 2016 Cabinet resolved not to charge the actual administration cost as this was considered to unfairly burden Morecambe BID due to the relatively small total levy and that the amount to be charged should be based on the same percentage of levy as applies to Lancaster BID. The administration cost for Lancaster BID is £11.4K and the total levy £230K which equates to 4.96%. If the same percentage administration fee were applied to Morecambe it would equate to £6.1K together with £1.5K for additional software costs equating to the £7.6K recharge.
5. Potential costs of supporting the BID body operation post ballot - the Morecambe BID has not required or generated any discrete council management input into the post ballot 'operational' side.

The main bottom-line impact of a successful renewal will be the cost to the council for the levy on its own properties for which it holds NNDR liabilities within the increased BID area. At a 1.5% levy the council is estimated to incur a charge of around £5.2K per annum (and £2.6K for the half year periods). The existing charge is currently included in the council's revenue budget from 2021/22 financial year onwards as part of the annual budget process.

There is no guarantee that a BID Renewal Ballot will be successful. If there is a 'no' vote any remaining funds from the first BID term will be returned to the council who will distribute it back to levy payers under procedure detailed in the 2004 BID regulations.

Other Resource or Risk Implications

Human Resources:

Internal council human resources will be used to support Morecambe BID as outlined in the report. The main operational issues will primarily involve NNDR officers in managing the levy billing arrangements if the BID Renewal proposals are successful. Legal Services officers will be involved in reviewing and dealing with formal agreements between the council as billing authority and the new BID body. Officers from Economic Growth and Regeneration Service will continue to provide the contact point for the council's input into the Morecambe BID project programme if it is renewed through ballot. Environmental Services will continue to provide support of operational issues relating to service delivery.

Information Services:

Following a successful ballot some updates to the billing software used by the council to generate and administer the BID levy bills may be required. The implications are outlined in the report.

Property:

The city council will continue to be liable for the BID levy on rateables property which it occupies/holds should a renewal ballot be successful. The continuing improvement to the

environment of the area through a successful BID ballot could benefit the businesses within the town centre and may also improve the take up of the council's empty commercial property, reducing its general business rate liabilities in the long run.

Section 151 Officer's Comments

The s151 Officer has been consulted and has no further comments.

Monitoring Officer's Comments

The Monitoring Officer has been consulted and has no further comments.

Contact Officer	Tom Brown
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Tel	01524 582326
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Email	tbrown@lancaster.gov.uk
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Links to Background Papers

1.0 Introduction

1.1 A summary of the legal basis, characteristics and potential of BIDs was initially considered by Cabinet at its July 2012 meeting (minute ref: 40). BIDs were introduced to the UK in 2002 as a funding generating mechanism to support improvements in defined commercial areas. BIDs are based on the principle of charging an additional levy (typically 1% to 2% of rateable value) on business ratepayers in a defined area following a positive majority vote by those ratepayers – being defined as a simple “yes” majority of both the voting balance of Rateable Value and the voting hereditaments. BIDs are time-limited, running for up to 5 years before requiring a renewal vote. Local partnerships are developed to undertake work on:

- Deciding the BID area and what improvements they want to make.
- How the implementing partnership will manage it and what it will cost.
- How long it will last.

1.2 BID Regulations leave most of the structural arrangements to local discretion. This includes the pre- and post- Renewal Ballot details of who proposes / manages a BID and which projects / proposals are brought forward to meet local needs and aspirations. Experience over the first BID term is that it is essential to clarify ‘additionality’. That is, a positive voting outcome will be hard to achieve if a proposal is perceived to replace what is already being delivered or is revealed to be covering for statutory service shortfalls. Best practice also advises that any BID proposal, and the levy resource ownership and implementation, remains independent of the statutory service providers. However, the council in acting as local billing authority retains and discharges certain critical administrative functions and financial responsibilities.

1.3 Before it issues instructions for a Renewal Ballot the billing authority must content itself that:

- The Renewal Proposal covers the issues laid down in BID Regulation 4 and its associated Schedule 1 - the required information compliance.

- The Renewal Proposal does not conflict with the billing authority's formal policy framework.

1.4 If the proposals are judged to conflict, the billing authority must notify the BID proposer in writing, explaining the nature of the conflict. This would then raise the potential for drawn out action under the statutory veto and appeal procedure which would create problems for the ballot timetable. It is therefore appropriate to review draft proposals to agree their broad compliance and for the council to highlight any issues which need to be addressed prior to submission and endorsement of a final version.

2.0 Morecambe BID Renewal Proposal

2.1 The draft Renewal Proposal (**Appendix 1**) builds on the work undertaken over the current 5-year term. The content follows best practice guidelines from British BIDs, the industry recognized organisation that reviews and reports on national BID activities. It covers the following key areas:

- Reference to achievements against the original BID Business Plan with evidence of delivery and performance against the planned services.
- An analysis of the impact on the BID area and for those businesses within it.
- A clear outline of any differences between existing and proposed services and/or the previous BID area together with reasons as to why such changes have been made.

2.2 Notable features and distinctions from the previous term's proposals are as follows:

- The renewal term proposed is 5 years, the maximum allowed under statute and will run from 1st October 2021 to 30th September 2026.
- Total levy revenue generated is £124.5K.
- Morecambe BID will continue to operate as a company limited by guarantee and accountable body for BID levy funds.
- The ballot period is scheduled for between 1st July 2021 and close at 5pm on 29th July 2021.

The BID levy (1.5%), how it is calculated, collected and who is eligible to pay remain the same as the previous term.

2.3 The consultation process undertaken to date by Morecambe BID to evidence and secure the support from local businesses for the planned expenditure has been limited by Lockdown 3. It has included questionnaire surveys, general meetings and events aimed at different sectors and different geographical sub-areas of the town.

2.4 **Appendix 2** highlights the officer view of the draft Renewal Proposal's compliance with BID Regulations 4 and Schedule 1 and details some potential further information requirements or clarifications which may be required in the full proposal. It also highlights the policy fit – defined as the city council's published corporate policy framework. In summary, officers consider that the draft document meets the statutory information requirements and does not conflict with the council's policy framework.

4.0 Options and Options Analysis (including risk assessment)

Option 1: Do nothing (Put off decision until the production of Final Renewal Proposals)
<p>Advantages: No advantages.</p>
<p>Disadvantages: Creates uncertainty for Morecambe BID.</p> <p>Creates difficulties for Morecambe BID in developing its pre-ballot canvassing strategy and marketing/publishing activities around the BID Renewal Proposals.</p>
<p>Risks: Due to the impact of Covid-19 this Cabinet meeting is the last date proposals can formally be endorsed for July ballot to be comfortably enacted under statutory notifications. If there are issues with Renewal Proposal compliance at this stage a ballot could be delayed with knock on implications for Morecambe BID in terms of canvassing and for the council in terms of dealing with operational matters arising from a late 'Yes' ballot</p>
Option 2: Endorse the draft BID Renewal Proposals with endorsement of final BID Renewal Proposals delegated to the Chief Executive.
<p>Advantages: Timely notice that the proposals are technically sound, and the final document is likely to be compatible with BID Regulations and council policy.</p> <p>Allows for minor and/or non-material technical amendments via officer scrutiny of final Renewal Proposals document.</p> <p>Allows Morecambe BID to continue to develop its pre-election canvassing strategy and marketing/publishing activities around the BID Renewal Proposals with confidence.</p>
<p>Disadvantages: No disadvantages identified.</p>
<p>Risks: No guarantee that BID Renewal Ballot will be successful.</p>
Option 3: Request material amendments to the draft Renewal Proposal for consideration/ endorsement at a future Cabinet meeting.
<p>Advantages: This would only be if it were considered (based on the draft) that a Final Renewal Proposal would be vetoed because matters contained conflict with council policy and extensive material changes are required.</p> <p>Allows for revised proposals to come forward which are compatible with council policy and regulatory requirements.</p>
Disadvantages:

Reputational implications for council if proposals are not endorsed without good reason. Potential delays Morecambe BID's commitment to pre-ballot canvassing strategy and marketing/publishing activities around the BID Renewal Proposals.

Risks:

If there are issues with compatibility with the council's policy framework the onus would be on Morecambe BID to address any issues and prepare a technically/policy compatible Final Renewal Proposal. Risks are as Option 1 in that this Cabinet is, realistically, the last date proposals can formally be endorsed by Cabinet for a ballot to be enacted under the current statutory notification timetable.

4. Officer Preferred Option (and comments)

- 4.1 On submission of a Final Renewal Proposal the local authority is obliged to endorse the BID proposal and approve it to go forward to a ballot if it meets the defined regulatory and policy tests. The draft proposals provide a good indication of whether it is likely the council needs to use its veto powers.
- 4.2 The draft proposals do not conflict with any published council policies and a successful BID will continue to actively support the council's corporate priorities particularly in the areas of an Inclusive and Prosperous Local Economy and a Kind and Responsible Council and the cross-cutting themes of Community Wealth Building and Community Engagement. The work of Morecambe BID in canvassing opinion and consultation appear to show a good level of support for the way the BID proposals have been shaped.
- 4.3 The amount of prior discussion between the BID proposer and the local authority before submitting the BID draft proposals to the authority has been sufficient and it is expected consultation will continue up to the submission of final proposals. The costs incurred and due in developing BID proposals, canvassing and balloting have been allowed for within the BID's current budget.
- 4.4 There are no advantages in holding over on endorsement pending Final Proposals (Option 1) and officers consider there are no material alterations required (Option 3). **The preferred Option is therefore Option 2, to endorse the draft Renewal Proposals.** It follows that an appropriate level of delegated authority is required to ensure the outstanding matters are addressed and so that final proposals can be approved to move forward to ballot. As these issues are mainly technical and operational it is recommended this be undertaken through delegated decision by the Chief Executive.
- 4.5 Members should note the city council will continue to be liable for the levy on rateable property it occupies/holds should a ballot be successful (refer to Financial Implications). As a potential levy payer, the council is eligible to vote in a ballot. There are no statutory rules on how individual local authorities treat this. The Monitoring Officer advises that authority to vote is a decision for Cabinet. Previously the council has supported the proposal for establishing and renewing BIDs in Lancaster and Morecambe.



MORECAMBE BID

MORECAMBE BID



EDEN OF THE NORTH™

BUSINESS PLAN 2021-2026

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YES TO ANOTHER FIVE YEARS

MESSAGE FROM THE CHAIR

WHAT IS A BID?

THE STORY SO FAR

BID SUPPORT

THE NEXT CHAPTER

YOUR BID ZONE AREA

YOUR VOTE

OUR GOVERNANCE

OUR FINANCES

YES

Morecambe BID has provided an excellent service for local businesses. The BID has been at the forefront of improvements in Morecambe town centre and also has been a passionate voice for the town. I saw this first-hand when working alongside the BID on events including Morecambe Music Festival, An Evening with Eden and the Morecambe Sparkle Christmas Lights Switch on

GREG LAMBERT

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A MESSAGE FROM OUR CHAIR

Just under a year ago I sat down to write the foreward to the Morecambe BID 2020 report. Covid-19 was a new thing and the BID was busy sourcing till screens, social distancing stickers and planning how we could support our members through lockdown and beyond.

No one imagined how devastating the subsequent lockdowns and chequered trading patterns would be, particularly on the non-essential retail, food, leisure, travel and hospitality sectors.

Throughout this time the BID has remained front and centre in disseminating information and ensuring our members access all forms of government assistance.

As I frantically search for positives in all of this, I can see a number.

Unlike the crash of 2008, Government really stepped up to the plate with grants, funding and subsidies for the hardest hit businesses. This ensured the survival of many smaller businesses who no doubt would have failed without the furlough scheme saving hundreds of thousands of jobs.

We anticipate a significant spending boom as the "money go round" starts up once more. We saw a glimpse of the "staycation" surge in July and August 2020. When permitted, hospitality has performed well as the public rediscover the great British holiday. There has certainly been a renewed focus on shopping locally and using smaller business who in turn support their community.

Necessity is the mother of invention and to see how businesses have adapted has been most encouraging. Cafés becoming takeaways, pubs delivering a pint to your door, hotels taking homeless off the streets. Online fitness and dance classes, new working practices, shift patterns and the arrival of the "Zoom" meeting creating new efficiencies in business. Having a business myself, we may well permanently adopt some new ways of working.

We mourn those few businesses we have lost but celebrate the majority who have survived as we look to the final few chapters in the Covid saga before the Vaccine rollout permits some return to normality. The BID is poised to support the final reopening with a significant package of marketing, sponsorship and business support.

Eden North recently received £1.2M to move into the planning submission phase with Government showing continued signs of support for this vital project. The BID continues to work closely with the Eden project partners to ensure this new attraction opens on its slightly delayed schedule of Autumn 2024.

Rest assured, the BID team are here to support you as we have done throughout this most difficult of years as we look to brighter times ahead.



MORECAMBE BID

DOWNLOAD OUR VIDEO
"WHAT HAS MORECAMBE BID DONE FOR MORECAMBE"
@ MORECAMBEBID.COM/ROMANS



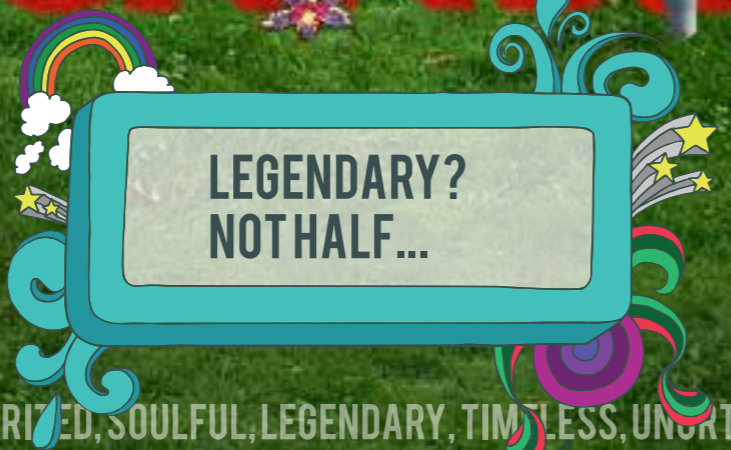
TOM POWNEY
MORECAMBE BID, CHAIR

MORECAMBE



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ELECTIC, IDIOSYNCRATIC, INDIVIDUAL, QUIRKY, SPIRITED, SOULFUL, LEGENDARY, TIMELESS, UNORTHODOX

WHAT IS A BUSINESS IMPROVEMENT DISTRICT?

A BUSINESS IMPROVEMENT DISTRICT IS A DEFINED AREA IN WHICH A LEVY IS CHARGED ON ALL ELIGIBLE BUSINESSES IN ADDITION TO THE BUSINESS RATES BILL. THIS LEVY IS USED TO DEVELOP PROJECTS WHICH WILL BENEFIT BUSINESSES IN THE LOCAL AREA.

There is no limit on what projects or services can be provided through a Business Improvement District. The only requirement is that it should be something that is in addition to services provided by local authorities. Improvements may include, but are not limited to, extra safety/security, cleansing and environmental measures.

Typically, a Business Improvement District is within a local authority boundary but in April 2013 government introduced Cross Boundary Business Improvement Districts enabling Business Improvement Districts to operate across local authority boundaries.

There is a great misconception that Business Improvement Districts are a part of a council, or local authority. They are not. In most cases BIDs are usually private, not-for-profit limited companies, as is the case with Morecambe BID.

It has a governing board of directors, and a Steering Committee sitting below the board.

We work in partnership with County, Lancaster, and Morecambe Councils as well as educational authorities, other BIDs and private companies.



YES

The station has had numerous very positive experiences of working with Morecambe BID, not least of all on the Morecambe Sparkle Christmas Lights Switchon in 2019. This was one of the station's most high-profile events to date and we are very grateful to Morecambe BID for funding the event and choosing us as a media partner

BEYOND RADIO BOARD



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THE BID STORY SO FAR...

EVER SINCE MORECAMBE BID COMMUNITY INTEREST COMPANY LTD WAS FORMED IN OCTOBER 2016, WE HAVE BEEN STRIVING TO GET THE MORECAMBE MESSAGE OUT THERE AND MAKE THE BID THE BEST IT CAN BE FOR MORECAMBE.

Morecambe BID wouldn't exist without the support of town centre businesses. The key focus of all our activities is to give Morecambe BID businesses a boost and make sure all businesses are well supported and feel confident that their voice is being heard. We work hard to share information with businesses in a timely manner and to seek feedback on what is working well and areas where we can usefully provide further support.

Whilst we are only a part-time BID we believe we have punched above our weight and continually put Morecambe at the front. Since our establishment we have achieved many things, too many to list, but these are some of our major wins:

IMPROVEMENTS

- A range of initiatives has made the zone a brighter and more attractive place through every season. The Christmas catenaries light up several streets throughout the year, over 35 heavy-duty planters down the promenade have added colour to pedestrian areas, attracting many positive comments. We have summer bunting and window-wrapping has turned the negative images of vacant shop premises into positive promotions with our 'Independent Morecambe' campaign. And we can't forget More-Cam. The three webcams that introduced Gully to the world have a worldwide following now.

COMMUNITY RADIOS/ASB/NIGHT TIME ECONOMY

- Part of our remit was community safety and we work closely with the local police. We introduced a Morecambe-wide community radio scheme in strategic businesses reporting straight back to Morecambe Police officers on the beat. This has greatly succeeded in driving down low-level crime and anti-social behaviour. We also partnered with Lancaster City Council to reintroduce CCTV in Morecambe, and have recently sponsored another camera.

MARKETING

- We have been pushing Morecambe's benefits out far and wide through social media, press releases, press interviews, quirky campaigns such as 'Gully and Independent Morecambe' and, of course, More-Cam which continues to get views from around the world and really favourable feedback.

CHARITY

- We work closely with our local charities and others. Over the years we have raised good sums for the Winter Gardens, the Morecambe Food Bank, Galloways, the Royal British Legion and others. We will continue our fundraising activities.

PROPERTY GRANTS

- Our match-funded Super Grants have been very popular and have allowed businesses to undertake improvement works with a good contribution from BID. This adds to the attractiveness of the town, and appeal to visitors.

PARTNERSHIP WORKING

- Another important part of our role is partnership working with all local authorities, educational institutions and the third sector. This enables us to punch above our weight when it comes to getting projects through to fruition. A good example of this was the introduction of Gull-proof bin bags which drastically cut down on litter in the streets. This was a BID initiative and has been rolled out by the council Morecambe-wide. We also partnered with Lancaster University Management School for a series of studies for Morecambe.

EDUCATION

- Working closely with Lancaster & Morecambe College, Morecambe BID has been able to deliver free online training courses themed "Getting Eden Ready" during lockdown. We will continue to explore new ways of providing free of cost-effective training for BID members.

LOBBYING

- An important but unseen part of our job is to keep our voice heard behind the scenes. Whether that's at local level, or all the way down to Westminster we remain vocal in the name of Morecambe, and will continue to do so.



WITH BID SUPPORT...

BUSINESS SUPPORT

Morecambe BID wouldn't exist without the support of town centre businesses. The key focus of all our activities is to give Morecambe BID businesses a boost and make sure all businesses are well supported and feel confident that their voice is being heard. We work hard to share information through email, social media, phone, and personal contact with businesses in a timely manner and to seek feedback on what is working well and areas where we can usefully provide further support.

SUPPORTED EVENTS & IMPROVEMENT INITIATIVES

Including seed funding the Morecambe Music Festival, Evening with Eden, Craig Charles, Christmas Switch Ons, 1940s Vintage Weekend & Morecambe and Vice.

COVID-19 SUPPORT:

The Morecambe BID has been proactive throughout to ensure rapid flow of information regarding grants and other support. A number of new initiatives were also instigated during this time to enable businesses to reopen safely and to help attract people safely back into the city centre. These included: 100 perspex counter screens, over 1,000 social distancing floor markers, window stickers and posters provided FREE to Morecambe BID Zone businesses.

- Launch of a 'Simple Pleasures' Marketing Campaign across the North of England
- Launch of "Getting Eden Ready" free online training for all businesses



MORECAMBE

SIMPLE PLEASURES
Right on your doorstep
morecambebid.com/staycation-lancashire

Be part of the staycation nation
EDEN OF THE NORTH™

THE NEXT CHAPTER FOR THE BID

YOUR VIEWS HAVE INSPIRED THE PROJECTS IN THIS BID BUSINESS PLAN.
THANKS TO EVERYONE WHO CONTRIBUTED.

ONE

MORECAMBE'S FUTURE

The coming of the Eden Project puts us in a great position to catapult forward from the pandemic and recover a lot quicker. The BID marketing and promotion activities will reach out to people on a local, regional, and national level to make sure both locals and visitors know exactly what cultural gems Morecambe has to offer.

FUTURE & CONTINUING PROJECTS:

- Keep Morecambe as a strong voice at the table existing events
- More business training
- Continue our close working relationship with Eden to ensure Morecambe's needs are always at the forefront
- Making Morecambe and international destination
- Getting more connected through smart technologies

To develop the Business Plan we ran an online survey backed up by historical feedback both from businesses and residents, as well as constantly being engaged with the community.

TWO

AN ATTRACTIVE TOWN

Let's start to love where our businesses live and give Morecambe a spot of housekeeping. Aiming to give visitors a pleasant experience in Morecambe and give locals a sense of pride in where they work, housekeeping will focus on improving cleanliness and maintenance in our town centre.

FUTURE & CONTINUING PROJECTS:

- Empty retail unit management "Window wraps"
- Maintenance funding for business improvements
- Reporting and tackling grot spots & Spring cleans
- Purchase & operation of Glutton cleaner & disinfectant to tackle rubbish & dog fouling in BID zone. Continuation of gum removal from BID zone pavements.
- More civic planting projects
- Working with Eden's designers on public realm, BID-led projects

THREE

A SAFER TOWN

Knowing a town is safe and secure, both day and night, is vital for visitors, but even more important for the businesses that work and live there. We aim to help reduce Morecambe's crime rates and to raise awareness about crime specifically affecting our businesses.

FUTURE & CONTINUING PROJECTS:

- Liaising with local police and Community Safety Partnership
- Crime/safety awareness – advice and education
- Supporting CCTV and other safety features to ensure Morecambe is safe for businesses, residents & visitors

FOUR

A LIVELY PLACE

We want to see people in central Morecambe. Getting visitors into an area is one thing, but we will also seek to ensure that visitors are going into the town centre and going to where the businesses are, and not just the seaside.

FUTURE & CONTINUING PROJECTS:

- Enhance and promote the day and night-time economy
- Seed fund new and support existing festivals
- Rebranding of Pedder/Queen St and surrounds as Poulton Quarter
- Innovative lighting installations and partnership working to create a new festival of light.

FIVE

GETTING TO KNOW US

Morecambe is on the way up and has been for the last few years. Great publicity has been helping as people discover our delights but we need to keep shouting out about our delights. The BID marketing and promotion activities will continue to reach out to people on a local, regional, and national level to make sure both locals and visitors know exactly what cultural gems Morecambe has to offer.

FUTURE & CONTINUING PROJECTS:

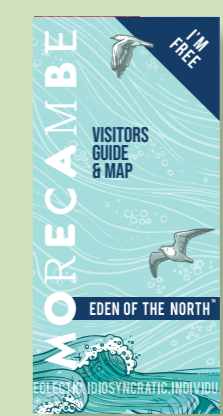
- Flexible parking, improvements and lobbying
- Continuing the successful BID Visitor guide
- Recruit a BID Ambassador
- Continuing the "Simple Pleasures" marketing theme
- More "Independent Morecambe" promotion
- More Gully

WHO IS IN THE BID ZONE?

THERE ARE 3?? HEREDITAMENTS (RATEABLE PROPERTIES) WITHIN THE BID ZONE.
 IF YOU ARE UNSURE WHETHER YOUR BUSINESS IS IN THE BID ZONE,
 PLEASE CONTACT US AT INFO@MORECAMBEBID.ORG.UK OR 07776 207207.

- | | |
|----------------------|-----------------------|
| Anderton Street | Marine Road East* |
| Back Crescent Street | Marine Road West* |
| Back Queen Street | Market Street |
| Back Townley Street | Market Street East |
| Beecham Street | Matthias Street |
| Central Drive | Morecambe Street |
| Church Street | Nelson Street |
| Church Walk | Northumberland Street |
| Clarence Street | Oxford Street |
| Clark Street | Pedder Street |
| Deansgate | Poulton Road |
| Derby Street | Poulton Square |
| Edward Street | Queen Street |
| Euston Grove | Royalty Mall |
| Euston Road | Skipton Street |
| Graham Street | Station Road |
| Green Street | Townley Street |
| Kensington Road | Tunstall Street |
| Lines Street | Victoria Street |
| Lord Street | West View Road |
| Marine Road Central | Winter Gardens Arcade |

*Limited Numbers



DON'T FORGET TO PICK UP YOUR COPY

YES

VOTE YES

WITH A POSITIVE OUTCOME MORECAMBE BID WILL:

- Deliver against the Five Priority Goals detailed in this Business Plan to ensure strong benefits to businesses in the Morecambe BID Zone.
- Continue liaison with Eden making sure Morecambe businesses are at the forefront of the supply chain and local decisions
- Provide a voice for local businesses to engage with the City Council and other key agencies on the matters which are most important to you.
- Be part of a national BID network of over 300 BIDs giving a strong national voice to lobby government on issues affecting the future of city centres.
- Communicate regularly with other BIDs across the Northwest to share best practice
- Invest over £600,000 directly back into the Morecambe BID Zone
- Listen to our levy payers and actively encourage feedback and ideas along with opportunities to become more involved through attending events, training or joining one of our thematic working groups.
- Remain proactive and responsive to adapt to changing priorities and ensure we continue to remain relevant and provide the best possible support to all our levy payers.
- Ensure Morecambe continues to have a strong public profile and remains a popular place to visit, live, work and do business.



JOHN O'NEILL
MORECAMBE BID, MANAGER

ALL THIS IS ONLY POSSIBLE IF YOU
VOTE YES
TO MORECAMBE BID.
LOOK OUT FOR YOUR BALLOT PAPER TO
MAKE SURE THAT YOUR VOICE IS HEARD.

VOTE NO

WHAT WILL HAPPEN IF I VOTE NO?

- No single voice lobbying on behalf of Morecambe businesses on key issues such as Eden and Morecambe-specific issues
- No Christmas Lights display in the BID zone
- No protection for free Bank Holiday and Christmas parking
- No more BID supported events including Christmas Lights Switch On and no more BID funding for key Morecambe events
- No active social media promotion offering free publicity for your business
- No more funding for BID zone improvement initiatives
- No more marketing campaigns including 'Independent Morecambe' and 'Simple Pleasures'
- Loss of all additional funding which Morecambe BID secures for Morecambe
- End of additional targeted street cleansing in the Morecambe BID Zone
- No more Gully

YES

Morecambe BID has been incredibly supportive of the Eden Project North since the very beginning. We have been working with them closely through the early stages of design to ensure the future benefits of the project will be felt in Morecambe and the surrounding area. They have passionately represented the voice of local businesses to us and have in turn acted as our staunch advocates in their conversations with government and politicians, both local and national

MARTYN BUTLIN, EDF ENERGY

NO

VOTING FOR THE BID

HOW DO I VOTE?

Voting couldn't be easier and every 'YES' vote makes a difference. If you are an eligible business in the BID area we will dispatch your ballot paper on 1st July 2021. All you need to do is tick the relevant box and return your ballot paper in the self-addressed envelope to the Civica Electoral Service before 5pm on 30th July 2021. The decision is made by the ratepayer or nominated voter. If you are a national retailer, this will usually be someone from your head office.

A postal ballot will be sent to your business address on 1st July 2021.

1ST JULY 2021
Ballot papers despatched

29TH JULY 2021
Return your filled out ballot paper

30TH JULY 2021
Ballot results announced

1ST OCTOBER 2021
Second Term starts

The ballot will be run by Civica Election Services (formerly Electoral Reform Services) which is an independent organisation. The ballot is entirely confidential. The board shall have the ability to vary service delivery and expenditure allocation according to the changing demands of levy payers. However, any change to the bid boundary or to the levy rate proposals would require an alteration ballot.

HOW WILL YOUR VOTE BE DECIDED?

The ballot outcome has to meet both of the following criteria for the BID to come into place:

- The majority of businesses who return their ballot paper vote 'YES', and
- Businesses voting 'YES' must have a combined rateable value greater than businesses voting against the BID

There is no minimum turnout for the vote to be passed.

ANNOUNCING THE RESULT

The result of the ballot will be announced on 30th July 2021.

If successful Morecambe BID will start their second five-year term in the BID Area from 1st October 2021

Once the BID is in place, the levy will be mandatory for eligible businesses.

WHAT HAPPENS IF THERE ARE CHANGES TO THE BID ARRANGEMENTS?

Alterations can be made to the BID arrangements (outlined in this document) without a ballot, unless:

- The geographical boundary of the BID is changed
- The levy is increased OR
- The changes cause anyone to pay the levy who had not previously been liable



YES

Morecambe BID have been a key partner with Lancashire Constabulary in keeping the people of Morecambe as safe as possible. As representatives of the business community they have ensured that the voice of business is heard when responding to the challenges of Policing the town centre. They have ensured that the concerns of business have been heard through regular liaison meetings. As a result of this collaborative approach BID has driven the identified concerns of business into action from addressing prolific shoplifting through to supporting civil court action, highlighting and supporting the response to anti-social behaviour through the Community Radio scheme and assisting partner agencies to address the long term complex issues of rough sleeping and begging through the Street Aid project. Most recently BID has stepped up and fully supported the district's response to the Covid pandemic. They have become an invaluable ambassador in bringing people and organisations together to identify the issues business face in the town and ensuring that action is taken to the benefit of all concerned

SERGEANT 1938 LINDSAY BROWN, PARTNERSHIPS OFFICER



YES

To understand the positive impact Morecambe BID has had on the area we have to look back at times before the inception of the Business Improvement District. There was no Christmas sparkle, the illuminations had long since gone. There were no planters brightening up the appearance along the promenade nor grants for businesses to invest in frontage improvements, the list of positive impacts goes on. Yet it's more than tangible benefits, the constant lobbying for Morecambe, forever pushing for greater public funds to be allocated to the area and championing private investment, collaborating with council and businesses alike to enhance and improve the district. With Eden so close, it is now more imperative than ever that Morecambe BID receives your full support

PAUL BURY, LOTHERSDALE HOTEL & ASPECT BAR



GOVERNANCE & STRUCTURE

GOVERNANCE PERFORMANCE MONITORING

Morecambe BID Community Interest Company Limited is a legal entity registered with Companies House. The company is run by an elected board of directors, and a voluntary management steering committee. All directors and committee members give their time on a voluntary basis. Businesses operating in the BID zone and who also contribute towards the levy are eligible to apply to be on the management group when spaces become available. Members of the current steering group may or may not be on the management group. The BID ensures the management committee also has a proportional representation for each sector in Morecambe. A BID manager coordinates all BID activities. Each year there is an annual meeting for levy payers, and an Annual Review is mailed out highlighting the BID's activities the previous year. With each billing statement an Annual Billing leaflet is included.

A "Yes" vote for BID 2 will ensure that we continue with the priorities listed, similar to BID 1, but we will also be investing in a dedicated Morecambe BID electric green cleaning machine called a "Glutton" with the ability to be three times more efficient than a human cleansing operative.

We will also be looking at employing a BID Ambassador who will act as a point of coordination with Morecambe businesses, businesses and also operate the Gully Glutton, which will be branded up in BID livery and our mascot, Gully.

BOARD AND COMMITTEE

- Tom Powney – Briggs Shoes
- Vicky Lofthouse – Lancaster & District Chamber of Commerce
- Richard Bagguley – Baines Bagguley Penhale Solicitors
- Prof. Vanessa Toulmin - Chair, Winter Gardens Trust
- Charlotte Rawes – Lancaster & Morecambe College
- Steven Hughes – Hughes Information Technology
- Vicky Boyd-Power – Little Shop of Hobbies
- Sian Johnson - Venus & Cupid Arts Trust
- Janice Hanson – Lancaster City Council
- Craig Allen – Arndale Morecambe Bay
- Ruth Wilkinson – The Consult Centre
- Aronne Vettese – Old Pier Bookshop
- Stephen Wright – Wright and Lord
- Brendan Hughes – ICU Security
- Joseph Gardiner – Galloways
- Jason Slater - NS Gaming Ltd
- Fiona Kacani – Next

MANAGEMENT

Manager – John O’Neill



MONEY, MONEY, MONEY

THE BID LEVY IS RINGFENCED FOR USE ONLY FOR THE BENEFIT OF THE BID AREA

THE LEVY

- Businesses in the BID zone will pay 1.5% of their rateable value (RV) once per year over five years. No VAT will be charged.
- Only businesses with a rateable value over £3,500 will be liable to pay the levy and will receive a vote.
- All registered charities in the BID zone will have 50% relief from the levy (they will only pay 0.75% of their rateable value annually).
- The amount you pay will be at a fixed rate based on your rateable value on 1st April 2021. Any changes made to your business rate during the five year term will not affect your BID levy.
- Please contact the BID team to find out the rateable value on your property by calling 07776 207207 or emailing info@morecambebid.org.uk

Alternatively you can log onto the Valuation Office's website voa.gov.uk/business_rates
The BID levy will be administered and collected by Lancaster City Council for an on behalf of Morecambe BID. The five year term will commence on 1st April 2021. If responsibility for Non Domestic Rates changes during the year, a pro rata refund will be calculated and a new BID levy bill issued to the newly responsible party.

BILLING CYCLE

Over the five-year BID term, you will receive six bills. The first bill will cover the first six months from 1st October 2021 to 31st March 2022 and you will pay half the levy amount.

After this, you will receive a bill for the full levy amount (1.5% of your RV) on the 1st April each year from 2022 to 2025 (four annual bills in total).

The final bill will arrive on 1st April 2026 to cover the final six months from 1st April 2026 to 31st September 2026 and you will pay half the levy amount.

Date of Billing	Period covered	Billing Amount
1st October 2021	October 2021 to March 2022	Half levy rate
1st April 2022	April 2022 to March 2023	Full levy rate
1st April 2023	April 2023 to March 2024	Full levy rate
1st April 2024	April 2024 to March 2025	Full levy rate
1st April 2025	April 2025 to March 2026	Full levy rate
1st April 2026	April 2026 to March 2027	Half levy rate

HOW MUCH WILL THE BID COST MY BUSINESS?

The exact amount you will pay will be based on the rateable value of your business premises, which means you will pay proportionately, based on the size of your business. The table below will help you to see how much you are likely to pay. how much will your bid invest in the town?

Your Rateable Value	Your Levy (%1.5)	Your Investment per day
£5,000	£75.00	£0.20
£10,000	£150.00	£0.41
£25,000	£375.00	£1.03
£50,000	£750.00	£2.05
£100,000	£1125.00	£3.08

HOW MUCH WILL YOUR BID INVEST IN THE TOWN?

	Apr 2021 to Oct 2021	Apr 2022 to Mar 2023	Apr 2023 to Mar 2024	Apr 2024 to Mar 2025	Apr 2025 to Mar 2026	Apr 2026 to Oct 2027
Income : Levy @ 1.5%	£63,500	£127,000	£127,000	£127,000	£127,000	£63,500
Extra Income	£10,000	£20,000	£20,000	£20,000	£20,000	£10,000
Morecambe's Future	£12,500	£25,000	£25,000	£25,000	£25,000	£12,500
A Safer Town	£12,500	£25,000	£25,000	£25,000	£25,000	£12,500
An Attractive Town	£12,500	£25,000	£25,000	£25,000	£25,000	£12,500
A Lively Place	£12,500	£25,000	£25,000	£25,000	£25,000	£12,500
Getting to know us	£12,500	£25,000	£25,000	£25,000	£25,000	£12,500
Overheads	£8,000	£16,000	£16,000	£16,000	£16,000	£8,000
Less Contingency	£3,000	£6,000	£6,000	£6,000	£6,000	£3,000
TOTAL	£70,500	£141,000	£141,000	£141,000	£141,000	£70,500

Total income over five years £705,000* **

ADDITIONAL FUNDING

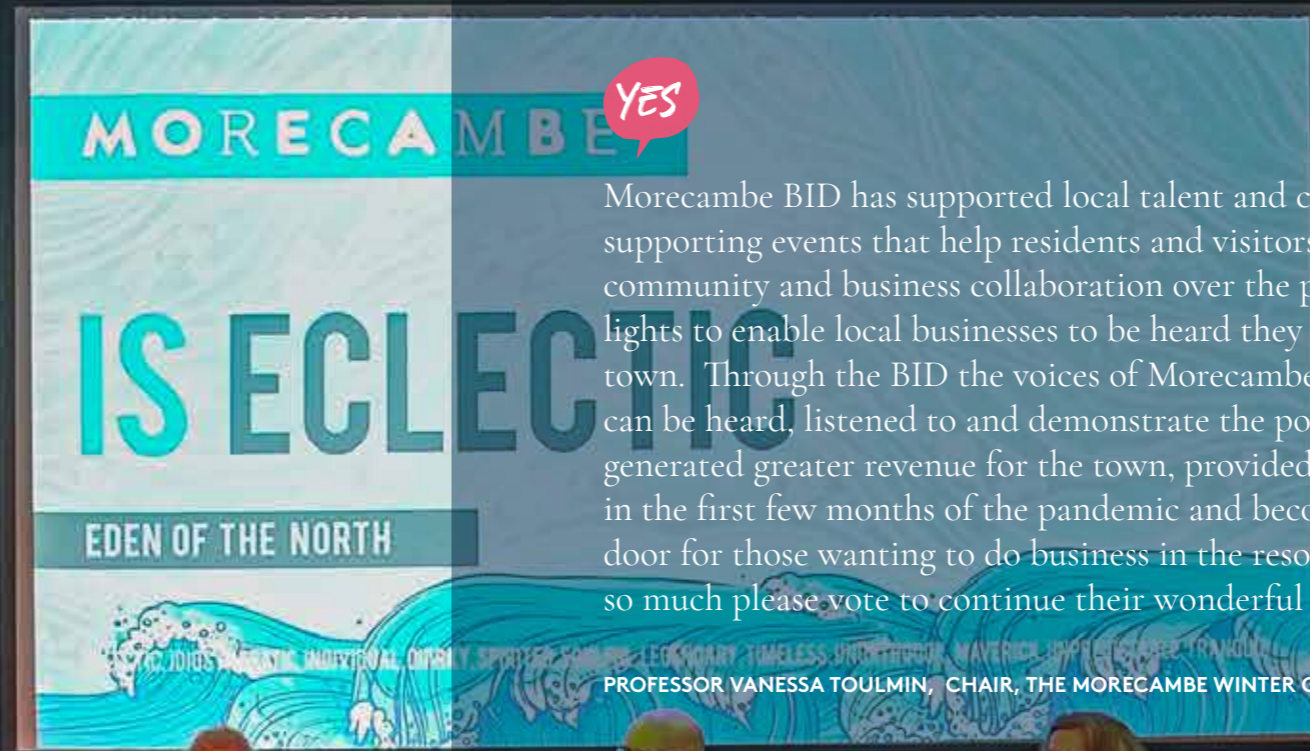
By proving that businesses are willing to unite to better their towns, BIDs have the power to attract additional investment on top of the BID levy. Over the 5 year BID term, we will strive to secure funding from alternative revenue schemes to add to the Morecambe BID pot. We believe that leveraging the Eden factor we will be able to attract much greater outside sponsorship as Morecambe starts to place its name on the international stage.

Please note: The figures were correct at the time of printing and could be subject to change. The total expenditure includes a contingency for non-collection of income. If the BID collects or generates less or more this will impact the projects it can deliver and project budgets/allocations could change.

* Includes running costs, legal, monitoring/evaluation costs and charge for collecting the levy
** Includes allowance for possible non-collection (95% collection rate) and bad debts

*** Some projects span several delivery objectives

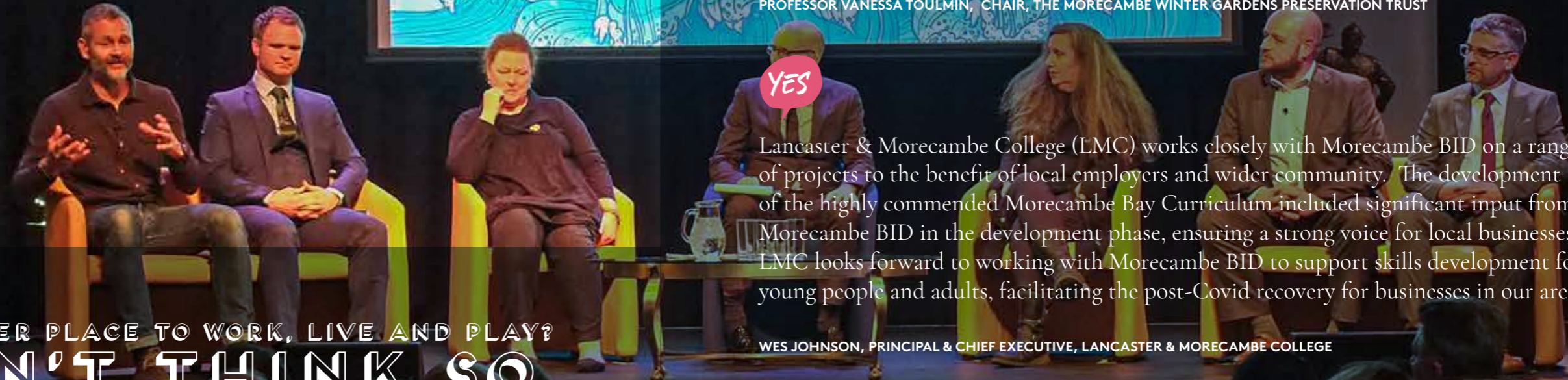
MORECAMBE - IT'S TIME TO MAKE A CHOICE!



YES

Morecambe BID has supported local talent and creativity by investing in local festivals, supporting events that help residents and visitors alike and being an positive light of community and business collaboration over the past five years. From switching on the lights to enable local businesses to be heard they have created greater visibility for our town. Through the BID the voices of Morecambe's independent retailers and businesses can be heard, listened to and demonstrate the power of working together. They have generated greater revenue for the town, provided essential support to small businesses in the first few months of the pandemic and become a centralised and welcoming front door for those wanting to do business in the resort. We have worked together to achieve so much please vote to continue their wonderful work

PROFESSOR VANESSA TOULMIN, CHAIR, THE MORECAMBE WINTER GARDENS PRESERVATION TRUST



YES

Lancaster & Morecambe College (LMC) works closely with Morecambe BID on a range of projects to the benefit of local employers and wider community. The development of the highly commended Morecambe Bay Curriculum included significant input from Morecambe BID in the development phase, ensuring a strong voice for local businesses. LMC looks forward to working with Morecambe BID to support skills development for young people and adults, facilitating the post-Covid recovery for businesses in our area

WES JOHNSON, PRINCIPAL & CHIEF EXECUTIVE, LANCASTER & MORECAMBE COLLEGE

IS THERE A BETTER PLACE TO WORK, LIVE AND PLAY? WE DON'T THINK SO.

There is no other planned catalyst for wide scale business improvement and development in the next five years that will encompass all of central Morecambe.

Without this catalyst for change, the cycle of low image and perception and lack of external investment will continue.

95% of BIDs in the UK are renewed after their first five-year term, which demonstrates their value to businesses.



MORECAMBE BID

YES

Morecambe BID has been incredibly supportive of the Eden Project North since the very beginning. We have been working with them closely through the early stages of design to ensure the future benefits of the project will be felt in Morecambe and the surrounding area. They have passionately represented the voice of local businesses to us and have in turn acted as our staunch advocates in their conversations with government .and politicians, both local and national

Their work with us and Lancaster and Morecambe College and the University on the Morecambe Bay Curriculum and traineeships has yielded positive outcomes already. We look forward to working closely with the BID throughout the future development of Eden Project North

DAVID HARLAND, CHIEF EXECUTIVE, EDEN PROJECT INTERNATIONAL

GET IN TOUCH

info@morecambebid.org.uk
morecambebid.com



Follow us on Twitter @MorecambeBID



BID LEVY RULES

Morecambe BID levy is fixed at 1.5% of rateable value on 1st April 2021 for the full five year term. • This will be the second term of Morecambe BID and will run from 1st October 2021 for 5 years until 30th September 2026. • There will be no VAT charged on the BID levy. • The BID levy will be applied to all business ratepayers of occupied or unoccupied property with a rateable value of £3,500 and above within the Morecambe BID Zone at any time that the BID is in operation. No relief is to be given to any class of non-domestic ratepayer irrespective of whatever relief or exemption they may currently enjoy in respect of Non Domestic (or Business) Rates. • The BID levy will be used to fund the delivery of initiatives as outlined in this Business Plan or other activities of benefit to Morecambe BID zone which are responsive to emerging priorities and approved by the Management Board and Committee. • Businesses locating to or leaving the BID area during the time that the BID is in operation will pay a proportion of the levy calculated on a pro rata basis. A levy collection fee of 4.35% is charged by Lancaster City Council. • The existing recovery procedures for the standard Business Rates bill will be utilised for any non-payment of the BID levy. • There are no costs relating to the development of the new BID term which will need to be repaid during the term. • For the purposes of definition the term 'Renewal' in regard to the Morecambe BID means replacement of the existing BID at the end of its current term (September 2021) with a new arrangement covering an extended area illustrated by the 'BID Zone' map (page 12) and which will be subject to the rules and arrangements herein. • Notice of the intention to hold a ballot has been given to the Secretary of State and Lancaster City Council. • The BID arrangements may be altered without an Alteration Ballot in the following instances: – Alterations do not alter the geographical area of the BID – Alterations do not alter the BID levy payable – Alterations do not conflict with the Local Government Act (2003) or The Business Improvement District Regulations (2004) • The streets and hereditaments to be included in the BID area may alter due to changes in the local ratings list. Hereditaments may be additionally included if their rateable value – at any time during the BID period – exceeds £3,500 or they are newly added to the local list and the rateable value threshold criteria (as set out in the above response to point 1 (1) (d) of schedule 1 of the BID regulations) is exceeded. • Hereditaments may also be excluded from the BID area and BID levy charge in those cases where properties are removed from the local list. Where this occurs, such amendments will be adjusted from the effective date notified by the Valuation Office. **BASELINE SERVICES** The BID's projects and services will be entirely additional to statutory services already delivered by Lancaster City Council or any other local authority. Your money will not be used to pay for any services that the council has a statutory duty to provide. This will be monitored through a baseline agreement with Lancaster City Council detailing the existing level of service provided by the City Council. BID funding may be used to work in partnership with the City Council or any other authority to add value and extend existing initiatives to provide added benefits to the city centre. In accordance with the statutory requirements for BID renewals the proposals set out in this Business Plan were put before Lancaster City Council cabinet and received approval.

Appendix 2

Draft Morecambe BID Renewal Proposal – Assessment of Regulatory Compliance

Regulation 4 and Schedule 1 of the BUSINESS IMPROVEMENT DISTRICTS (ENGLAND) REGULATIONS 2004 - set out the matters that should be included in a BID Renewal proposal. Where BID proposers decide to seek approval of BID proposals in a BID ballot, under this Regulation they must send to the billing authority the information in the table below. The current draft Lancaster BID Renewal proposal reflects the published standards as follows:

Regulation 4 Requirements	Compliance Y/N	Officer Comments
Standard documents		
A copy of the BID proposals;	Y	Although final formatted document to be produced
A summary of the consultation it has undertaken	Y	As noted in the report officers are aware of the consultation undertaken by Morecambe BID and a formal statement is included.
A summary of the proposed business plan;	N	A summary will be prepared as part of the pre-ballot marketing material.
A summary of the financial arrangements for the BID body.	Y	The BID body is named as an incorporated Morecambe BID.
Proof of sufficient funds to pay the costs of the ballot	Y	The ballot will be a confidential postal ballot managed by Civica. Provision is made in the current BID budget.
Information requirements		
The works or services to be provided.	Y	The proposals are based around general objectives driven by consultation. Morecambe BID consider this the best way to secure a positive vote.
The existing baseline services	Y	Production of the baseline document is a function of the public service providers. A renewed city council baseline document will be prepared and agreed post ballot.
The geographical area to be covered by the BID arrangements;	Y	Plan included
The non-domestic ratepayers to be liable for the BID levy	Y	All business with RV of £3.5K and above.
How the levy will be calculated,	Y	BID levy is fixed at 1.5% of rateable value
Whether costs incurred in developing the BID proposals, holding the ballot, or implementing the BID are to be recovered through the levy.	Y	It is clear that pre-ballot costs are covered and what administrative costs will be recovered through BID levy.
The ratepayers who will benefit from relief from the levy and the level of that relief;	Y	All registered charities in the BID zone will receive 50% relief from the levy (i.e. they will pay 0.75% of their rateable value).
Whether the BID arrangements may be altered without an alteration ballot and, if so, which aspects may be so altered;	Y	BID Body can alter arrangements without an Alteration Ballot as long as the geographical area is not changed and there is no conflict with BID Regulations (2004)
The duration of the renewed BID arrangements and when they will start	Y	1 st October 2021 until 30 th September 2026

The following table is a list of the current Lancaster City Council Policy Framework as outlined in the council's constitution. The check-list gives an indication of where the BID

Renewal Proposal conflicts with any of the policies or plans that the council has for Town Centre or the District as a whole. **(Requires additions to reflect current policy framework)**

Lancaster City Council Policy / Strategy	BID Renewal Proposal fit	Officer Comments
The policy framework means the following plans and strategies		
Corporate Plan	√	Proposals support Sustainable Economic Growth, Clean Green & Safe Places and Community Leadership outcomes, success, measures and actions.
Local Development Plan Documents (previously the Lancaster District Local Plan) produced under the Local Development Framework	√	Supports local policy framework to strengthen Morecambe town centre.
Licensing Act 2003 Policy Statement	√	Based on previous BID term all actions funded will comply with licensing policy.
Gambling Act 2005 Policy Statement	N/A	No conflict anticipated - proposal actions not applicable to gambling issues.
Any other relevant plan or strategy (whether statutory or non-statutory) in respect of which Council from time to time determines that the decision on its adoption or approvals should be taken by it rather than the Cabinet.		
Sustainability (LA 21) Strategy / Climate Change Strategy	√	No conflict with current strategies – could assist in the area of local response to climate change.
Homes Strategy	N/A	No conflict anticipated - proposal actions not applicable to housing issues.
Medium Term Financial Strategy	√	Future council liabilities associated with BID are currently estimated for MTFS. These need to be firmed up as far as possible for budget setting in future years.
Street Cleaning Standards	√	Based on previous BID term actions funded will fit with street cleansing regime.
Environmental Health Service Enforcement Policy	√	Based on previous BID term actions funded will comply with Environmental Health enforcement regime.
Lancaster District Parking Strategy	√	Based on previous BID will engage positively with actions defined in the Parking Strategy.
Licensing Policy (including Alcohol and Entertainment, Taxi and Private Hire, Gambling and other licence arrangements)	√	Based on previous BID term all actions funded will comply with licensing policy.
Sport and leisure provision	√	No conflict anticipated