



SUPPLEMENTARY INFORMATION

Council

Wednesday, 21 October 2015

The following is the Appendix to Item 13.

Please note Members have been supplied with this as a colour document.

Agenda Item Number	Page	Title
13	1 - 15	LANCASTER BUSINESS IMPROVEMENT DISTRICT (BID) RENEWAL BALLOT - CITY COUNCIL'S VOTING INTENTION

**FIVE YEARS.
ONE MILLION
POUNDS.
VOTE YES.**





Contents



Part 1: The Lancaster BID in 2015	04
BID Chairman & Manager's Statements	06
The BID Team	07
Lancaster BID Revenue & Expenditure 2013-2016	08
The Impact & Achievements of the 2013-2016 BID	09
Testimonials	15
Part 2: Proposals for a 5 Year Renewal of the Lancaster BID	16
The New Lancaster BID Zone	17
Maintaining the Levy Collection at 1.5%	18
A Five Year Term	19
Objectives for 2016-2021	20
Governance Arrangements & BID Levy Rules	22
What will happen if I vote no?	25
What will happen if I VOTE YES?	26

— Part 1

The Lancaster BID in 2015

Nothing we propose to do for 2016 onwards will be possible unless you **VOTE YES** again, this time to raise more than **£1 Million** for Lancaster.



£1 MILLION...

WHAT IS A BID?

A Business Improvement District (BID) is a business-led and business-funded body formed to improve a defined commercial area.

The businesses that fund and run the BID work in partnership with local authorities and other organisations to improve the trading environment of a specific area and to make it a more pleasant place to live, work, invest and visit. BIDs were introduced in the UK in 2005 and have become a great success as businesses have seen the benefit of taking charge of their own commercial districts by developing and implementing delivery plans to achieve a common goal. There are now more than 200 BIDs in the UK with many on their second and third terms.

In the UK, the majority of BIDs exist in town centres with an average size of 300 – 400 hereditaments and a typical annual income of £200,000–£600,000 (for a Business Improvement District, a hereditament is a property that is liable for Business Rates and is not excluded from the BID according to the BID's defined thresholds and exemptions). The Lancaster BID is a member of British BIDs which provides support with networking forums and training & development for BID staff and board members, thus facilitating the sharing of good practice and new ideas for BIDs to stimulate business growth in their respective areas.

WHAT IS LANCASTER BID?

Lancaster Business Improvement District (BID) has been set up by the city centre businesses to promote and improve the trading environment in Lancaster. Lancaster BID works towards three main goals:

1. Promoting Lancaster
2. Improving Lancaster
3. Supporting Special Projects in Lancaster

Working to these three goals, we develop our own initiatives as well as supporting projects proposed by other organisations, where there is a prospect of them becoming self-funding in future years.

OUR STORY SO FAR...

In 2011, a Lancaster BID Steering Group of city centre business owners and managers was formed to consult the business community with a view to developing a submission for a BID for the city centre. The Group canvassed fellow business managers and owners to identify their needs and aspirations and to agree on a defined area for any potential BID. The Group felt local business interest was sufficiently high to take it further and produced a Delivery Plan that reflected the local issues and opportunities for businesses, their staff and visitors to Lancaster. In November 2012, the BID Delivery Plan was sent to all ratepayers in the proposed BID area and an independently run postal ballot took place which gave all businesses a chance to vote for the BID as an opportunity to take some control over Lancaster's future. On November 30th 2012, Lancaster BID received a yes vote. Invitations were then issued to join a Management Committee which would be representative of the business community and whose members would work on a voluntary basis to help improve the trading environment in Lancaster.

Over the last three years Lancaster BID has developed and produced a programme of activities and projects to meet the three BID objectives of the Delivery Plan.

AND IT'S THANKS TO YOU...

Nothing we have done over the past 3 years would have been possible without the yes vote and we are extremely grateful for everyone who voted and took the initiative to work together to achieve a common goal.

We have received a consistently high collection of Levy Fees compared to other BIDs and we would like to say thank you to all levy payers for your valued contributions towards the BID budget.

BID Chairman & Manager's Statements

BID CHAIRMAN STATEMENT

PAUL CUSIMANO
Proprietor of JOSEPH+CO



After the two full years of BID activity and being privy to the group's plans for the final year of the three-year term, I am pleased to say that we are on track to meet the BID's initial aims and objectives by the end of its first term.

Key to achieving this has been establishing the right people in both the paid and unpaid positions, and Liz's appointment as BID Manager has provided the Management Committee with a key asset in turning their aspirations for Lancaster into actions.

This is a vital last year for BID's current term, where a lot of the groundwork that has been explored can come to fruition and levy payers will experience the benefits.

Vital because in November this year the Management Committee will be seeking your support in achieving a further five year term in which Liz can build upon the strong foundation she and the Management Committee has laid. A new term will raise over £1 million for Lancaster for investment in events, building footfall, marketing and improvements. I can't envisage a sum of that size appearing from anywhere else in the near future so it is imperative that you have the confidence to **VOTE YES** when the time comes. Without that vote the progress made in the last two years and in this year will have been to little avail. Only through continuity can Lancaster fully feel the benefits of the increased investment.

The proposed new BID for Lancaster gives the city an opportunity to build on the great foundations that have been laid down over three years.

We have found our feet promoting Lancaster as a destination and are helping local groups to attract considerable matched-funding for events that are held at key dates throughout the calendar year in the city. We are consistently in touch with Lancaster City Council and Lancashire County Council getting answers to many questions & queries on your behalf and feeding back the views of the businesses at every opportunity. We are promoting your business using our website,

newsletters, print and social media, and we are networking with neighbouring and comparable BIDs to find out if there are opportunities that we can learn from and examples of best-practice that we can adopt in Lancaster.

All of this has been possible because the business community **VOTED YES** to a BID for Lancaster in 2012. In November, we will be asking you to **VOTE YES** again so that we can continue to work on your behalf for Lancaster. There will be no increase in the amount of money that you pay to the BID, but five years will allow us to bring together the plans and benefits that are described in this document.

If you vote no, there will be no-one else to work on any of these initiatives and no other opportunity for the business community of Lancaster to control its own destiny. **VOTE YES** for the new Lancaster BID to run from April 2016 to March 2021.

BID MANAGER'S STATEMENT

LIZ HICKINGBOTHAM
BID Manager



The BID Team



The Lancaster BID team is made up of a BID Manager Liz Hickingbotham and Events & Marketing Assistant Rachael Wilkinson.

Liz & Rachael comprise the only salaried employees of the BID and they undertake the day-to-day operational requirements of the BID under the guidance of the Management Committee. Smaller sub-groups specialise in each of the BID's objectives.

The BID Management Committee provides strategic direction for the responsibilities of the BID and assesses the performance of all activities to improve the effectiveness of the BID's impact in the Lancaster BID zone. It is vital that the Management Committee represents a large variety of commercial entities and charities operating within the BID zone as each of them offers a unique

perspective to the Lancaster trading environment. The Management Committee and all of the sub-groups meet monthly and voluntarily give up their time to help improve Lancaster as a trading destination. The level of voluntary contribution equates to over £100,000 worth of free professional time being dedicated to the BID, the businesses within the BID zone and to Lancaster.

The BID Management Committee and Sub Groups have been formed from the following Lancaster businesses and organisations:



Lancaster BID Revenue and Expenditure 2013-2016

REVENUE		EXPENDITURE	
Income from Levy at 1.5%	£675,929	Activities to meet Objectives, including contingency funds	£644,438
Additional Funding	£97,151	Overheads and administration	£128,642
TOTAL REVENUE	£773,080	TOTAL EXPENDITURE	£773,080

83% of all income has been spent delivering the BID's primary objectives; 17% has been spent on overheads and administration.

ADDITIONAL FUNDING

As well as funds raised from the levy, Lancaster BID has been successful in bringing in additional funds in the form of sponsorship and other contributions that have been paid directly into the BID.

The additional funding sums raised have been:

2013/14	£11,733
2014/15	£63,750
2015/16	£21,688 (predicted)
TOTAL	£97,151

The 2014/15 figure includes £50,000 from United Utilities which was given to support activities to re-attract shoppers into Lancaster following road closures during its sewage repair works.

LEVERAGED FUNDING

Lancaster BID has also attracted significant additional money into the city centre.

Additional money attracted by other funding providers:

£769,200

The BID role in some of these can be regarded as leveraged funding since the projects would not have gone ahead without BID's contribution — examples are Light Up Lancaster, First Fridays and the Lancashire Dance Festival. The value of projects with leveraged funding from Lancaster BID includes the Square Routes project in which Lancaster City Council received £485,579 from the European Regional Development Fund (ERDF). These funds were only available to Lancaster because of the existence of the BID.

The Impact and Achievements of the 2013-2016 BID



Over three years we have gone from strength to strength. We have a BID team and a dynamic management group of local business owners and managers and specialist advisers who have all contributed innovative, fresh and engaging ideas for Lancaster city centre businesses.

PERFORMANCE

In October and November 2014, we carried out research to assess levy payer views on the performance of Lancaster as a trading environment and the impact of the BID in improving this performance. Respondents were asked to rate the performance of a number of attributes of the city centre environment.

The top performers were:

1. Safety
2. Crime Prevention
3. Events/initiatives
4. Cleanliness
5. Quality of Environment
6. Repairs and Maintenance



This research was used to inform the sub-groups and to direct their activities with advisers from Lancaster City Council and Lancashire Constabulary in attendance.



Promoting Lancaster- A Small City with a Big Story



Promoting Lancaster was one of the main objectives stated in our Business Plan for 2013-2016. We have been working hard over the last three years to promote Lancaster as a destination, raising awareness of our city and promoting the businesses that operate within it.



LOVE LOCAL, LOVE LANCASTER CAMPAIGN



LANCASTER DESTINATION BROCHURE



CHRISTMAS LIGHTS SWITCH-ON



SANTA DASH



SHOP LOCAL CAMPAIGN

We promised to "prepare and deliver a promotional strategy to raise awareness of our city centre and the businesses that operate within it."



GROUP TRAVEL OPERATORS FAMILIARISATION VISIT TO LANCASTER



PROMOTION AND FUNDING OF THE NEW LANCASTER BRAND



CHRISTMAS LIGHTS PURCHASE



CHRISTMAS REINDEER



STREET THEATRE

We promised to "put money and support into developing a bigger and brighter Christmas campaign including the Christmas lights switch-on event."



SANTA'S GROTTTO



CHRISTMAS TREE PURCHASE

Improving Lancaster- A City of Culture and Heritage



SEASONAL MARKETING



OUTDOOR STREET THEATRE



BANK HOLIDAY ACTIVITIES



LANCASTER BID TREASURE TRAIL

We promised to "provide money to develop other seasonal marketing campaigns around Easter and Bank Holidays."



SKATE RAMP



LANCASTER COMEDY & ARTS WEEKEND



EASTER ACTIVITIES

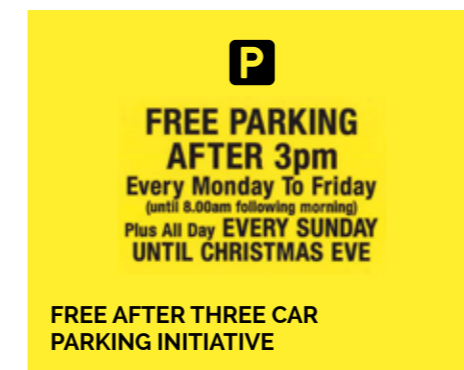
Another one of our core objectives from the 2012 BID Business Plan was to improve Lancaster to help create a more pleasant, cleaner and safer city centre for your customers, visitors and employees



PLANTING & HANGING BASKETS



BID AMBASSADORS



FREE AFTER THREE CAR PARKING INITIATIVE



INCREASED STREET CLEANING

We promised to "Create a budget to fund improvements to our city centre."



WAYFINDING & GINNEL SIGNAGE



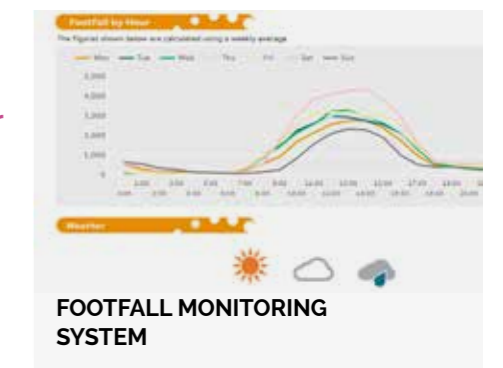
GROT SPOTS

WE HELPED TO:

- Keep bank holiday car parking in Lancaster free
- Push for cashless car parking so that shoppers and visitors could stay longer

CITY CENTRE CAR PARKING

We promised to "work with Lancaster City Council to extend the number of 'free parking' days and implement innovative ways of managing our city centre parking to ensure shoppers and visitors can stay longer."



Special Projects- A City of Events

It is through supporting culture, arts and entertainment events – targeted at a wide range of audiences – that we are bringing people in to the city, to engage with the underlying wealth of intellectual and creative resources found here. This creates opportunities throughout the year for levy payers to capitalise on the influx of visitors for these events, as well as ensuring city centre residents choose to spend their valuable leisure time engaging in activities within their home city rather than as a day visitor or tourist in other destinations.



CHINESE NEW YEAR
IN LANCASTER



CITY CENTRE
CYCLE RACE



ARMED FORCES
DAY IN THE CITY



LIGHT UP
LANCASTER



LANCASTER
COMEDY FESTIVAL



ROCKING HORSE
RESTORATION

We promised to
“provide special project
funds and support for your
events, ideas and marketing
campaigns to help make
them a reality”



LANCASHIRE YOUTH
DANCE FESTIVAL



LANCASTER MUSIC
FESTIVAL



LANCASTER
PUBFEST

Testimonials



“The continuing support of the Lancaster Music Festival by BID has enabled Lancaster Music Festival to not just survive but also thrive, expand and start on the journey towards greater self-sufficiency and we look forward to partnering with Lancaster BID through 2016-21 on the many exciting projects we are currently planning.”

Benjamin Ruth
Coordinator Lancaster Music Festival



“Myself and my little boy loved doing this trail - great to find new nooks and crannies to visit in Lancaster- 10/10.”

Anna Scott
Lancaster, Lancaster Treasure Trail 2015 Participant



“Working in partnership with BID on two successive Light Up Lancaster festivals was a really positive experience. I have created, organised and run events, celebrations, festivals and arts/cultural activities of all types across the NW and what I appreciated about working with BID was that it was refreshing to partner a stakeholder who offered far, far more than mere financial investment. It was wonderful to rely on the BID team’s advice, experience, skills, contacts and in-depth knowledge of their district and the role they play in helping to improve Lancaster – for its residents, businesses and visitors alike. All this expertise and BID’s enthusiasm was invaluable in helping me to stage two fantastic Light Up Lancaster events. I couldn’t have asked for better supporters, better advocates and better guidance when I most needed it. BID also played a vital role in being a great conduit for establishing a connectivity between the arts and business. From my experience, this is often a tricky ride but BID turned it into source of pleasure. The success of Light Up Lancaster is now unthinkable without the wholehearted contribution from BID.”

George Harris
Producer, Light Up Lancaster 2013 & 2014



“BID made time to discuss our project, (Campus In The City) gave me useful contacts, and made some very valuable suggestions. They generously awarded us money which helped enormously. We were proud to have them as partners on the 10 week project and we look forward to working with them in the future.”

Joseph Buglass
Project Manager at Lancaster University



“Fab, Fab Event! Well done!”

J.McGee
Lancaster Comedy & Arts Weekend 2015 Attendee



“Excellent. Good fun for all ages and an excellent way of getting to know Lancaster- 10/10.”

Susan Davies
Lancaster, Lancaster Treasure Trail 2015 Participant

— Part 2

Proposals for a 5-Year Renewal of the Lancaster BID

The Management Committee's proposals for the new BID are:

- To create a new Lancaster BID Zone, adding up to 30 new hereditaments
- To maintain the Levy Collection at 1.5%
- To run for a Five Year Term which will allow for longer term projects and plans with a continued commitment to explore additional funding opportunities
- To change the Governance Arrangements, setting up a Limited Company
- To concentrate on the existing three main objectives: Promotion, Improvements and Building Footfall and Events in the city centre
- To continue to maintain contact with our levy payers and respond to their needs

1.5%

We will continue to charge a BID levy of 1.5% of your 2016 rateable value.

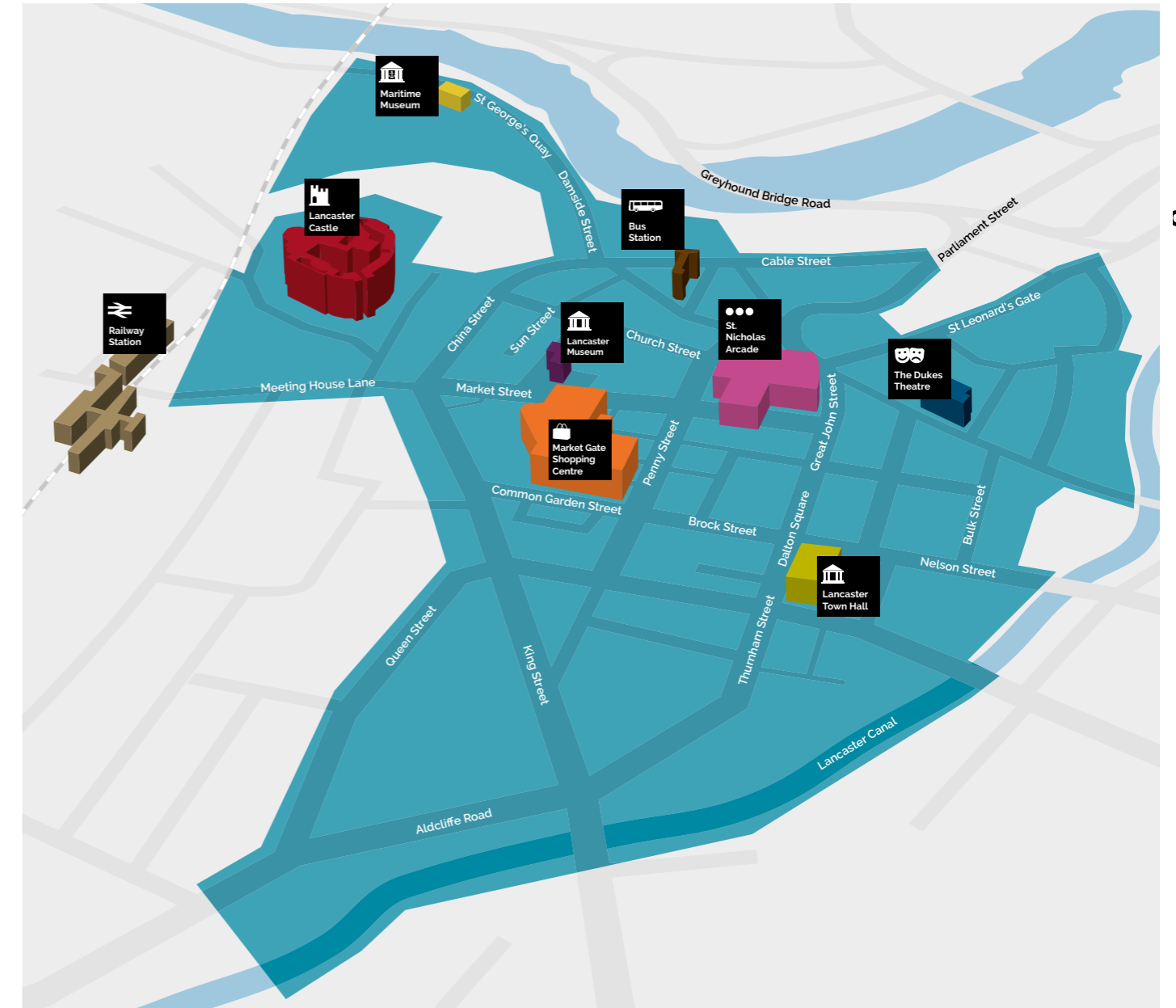
EXISTING BID ZONE

Anchor Lane, Ashton Walk, Bashful Alley, Brewery Arcade, Bridget Street, Brock Street, Cable Street, Chapel Street, Cheapside, China Street, Church Street, Common Garden Street, Corn Market, Dalton Square, Damside Street, Frances Passage, Fleet Square, Gage Street, George Street, Gillisons Lane, Great John Street, James Street, King Street, Lancaster Gate, Lower Church Street, Lucy Street, Market Hall, Market Street, Market Gate, Marton Street, Mary Street, Moor Lane, Moor Street, New Road, New Street, North Road, Penny Street, Perpignan Way, Pitt Street, Rendsburg Way, Rosemary Lane, Russell Street, St Georges Quay, St Leonardsgate, St Nicholas Arcades, Sir Simon's Arcade, Slip Inn Lane, Spring Garden Street, Stonewell, Sun Street, Thurnham Street, Victoria Street, Wood Street.

ADDITIONAL STREETS FOR 2016-2021

Aalborg Place, Aalborg Square, Aldcliffe Road (part), Alfred Street, Brewery Lane, Bryer Street, Bulk Street, Castle Grove, Castle Hill, Castle Park, Edward Street, Henry Street, Lodge Street, Meeting House Lane, Nelson Street, Priory Close, Quarry Road (part), Queen Street, Queen Square, Robert Street, St Mary's Parade, St Mary's Gate, Sulyard Street

The New Lancaster BID Zone



For our BID renewal we have decided to expand our BID zone boundaries. This means we will incorporate city centre businesses and spaces which were previously on the edge of the BID zone, such as Quay Meadow, Lancaster Castle, The Storey Institute and a section of Lancaster Canal — all considerable assets to Lancaster's growing destination status. The incorporation of these facilities and spaces means we will be able to expand the types of BID activities which have been successful in the first three years, for example by drawing

people along the quayside, running cultural and fun events in more places and attracting visitors to waterfront pubs and activities on Lancaster Canal.

The proposed new BID zone will include up to 30 new hereditaments in locations which have been chosen for their strategic value. Together with the current levy payers' contributions there will be over £1 Million for Lancaster over 5 years, which will be spent directly on promoting, improving and building footfall and events in Lancaster city centre.

Maintaining the Levy Collection at 1.5%

- We will continue to charge a BID levy of 1.5% of your 2016 rateable value.
- Only businesses with a Business Rateable value of £10,000 or higher will be charged the levy.
- Only those properties that are located in the new BID boundaries will be liable to pay the BID levy.
- The BID levy will be billed as a single payment in April each year and will be collected by Lancaster City Council. Each invoice issued to a business will identify whether it is for Non Domestic Rates or the BID levy.

HOW MUCH DO I HAVE TO INVEST?

The table below shows the level of your investment:

RATEABLE VALUE OF YOUR PROPERTY	ANNUAL BID LEVY (1.5%)	YOUR INVESTMENT PER DAY
£10,000	£150	41p
£20,000	£300	82p
£50,000	£750	£2.05
£100,000	£1,500	£4.11
£250,000	£3,750	£10.27
£500,000	£7,500	£20.55

For nearly half of the businesses in Lancaster this equates to an investment of just £1 per day. Annual BID Levies in the Lancaster BID zone will incorporate businesses of all scales and sizes from contributions as small as £150 up to £5,475 per year.

To put this into perspective, an outdoor billboard advertisement for your business could cost £200 per week, a full-page advert in a local magazine could cost £200, and a week of radio advertisement could cost £1,500. If you **VOTE YES** to the BID you will receive unlimited promotion, advertisements in our publications and so much more.

Your levy contribution will be based on your 2016 rateable value and will be fixed at 1.5% to enable the ease of financial budget planning on your rateable value.

Please contact the BID team to find out the rateable value of your property by calling 01524 590650 or emailing info@lancasterbid.org

Alternatively you can log onto the Valuation Office's Website www.voa.gov.uk/business_rates

A Five-Year Term



LANCASTER RENEWAL BID BUDGET 2016-2021

The table below shows the income from Levy Fee collected throughout the proposed five year BID generating an income of £1,220,000: more than £1 Million for Lancaster. We anticipate that this income will be subsidised by additional funding of £35,000 a year that we will continuously search for in alternative revenue streams to add to Lancaster's offer. In addition to this, by operating as a Limited Company from 2016 onwards we will be able to apply for funding and sponsorship to further help us to fulfil key BID objectives.

REVENUE		EXPENDITURE	
Income from Levy at 1.5%	£1,220,000	BID activities (Promotion, Improvements & funding projects) & contingency	£1,195,000
Additional funding to be sourced	£175,000	Overheads	£145,000
TOTAL REVENUE	£1,395,000	Levy Collection Fee	£55,000
		TOTAL EXPENDITURE	£1,395,000

HOW THE NEW BID COMPARES WITH 2013-2016 BID

In comparison with the current BID the new BID will have a small increase in the proportion of the expenditure on activities. The new BID will also be more productive, with an 11% increase in the average value of activities per year.

	2013-2016	2016-2021
Activities to meet Objectives, including contingency funds	£644,438 (83%)	£1,195,000 (86%)
Overheads and administration	£128,642 (17%)	£200,000 (14%)
TOTAL EXPENDITURE	£773,080 (100%)	£1,395,000 (100%)



ADDITIONAL AND LEVERAGED FUNDING

We have set additional funding at £35,000 a year. Additional funding comprises payments that go through the BID's accounts.

In Lancaster, the main achievement of the BID is not in running its own activities but in enabling and supporting other organisations, many of which are local. By building on the success of the current BID we fully expect to exceed the levels of leveraged funding and third party investment that has been achieved to date.

Objectives for 2016-2021



Subject to the BID ballot achieving a majority vote in both majority by Rateable Value and by number the start of the BID will be the 1st of April 2016 and it will end on the 31st March 2021.

Above all we want to be a BID that provides what your business needs. From the research carried out in October and November 2014 we have been able to formulate a BID renewal Delivery Plan for 2016–2021 based on what you said you like, what you don't and what you want to see more of.

WHAT YOU TOLD US YOU WANT

From the research we commissioned we asked you what you wanted from future BID activities. The list below highlights what you said you would like to see for the future of the BID, in order of importance, as suggested by you. If you **VOTE YES**, we will work on these proposals as priority issues for the Lancaster Business Community in the 2016–2021.

- ✓ Targeted improvements to individual streets
- ✓ Developing a parking strategy for Lancaster so shoppers can stay longer
- ✓ Bank holiday events
- ✓ Regular street entertainment on Market Square Plinth
- ✓ Subsidised marketing opportunities for BID members
- ✓ Crime reduction initiatives
- ✓ Meaningful events from a range of different retail sectors
- ✓ Training for business skills
- ✓ Lobbying on behalf of the businesses

PROMOTING LANCASTER

We will:

- Continue to produce Annual Destination brochures to promote your businesses and Lancaster as a destination
- Think of new and creative ways to promote your businesses through marketing campaigns
- Continue to integrate the new Lancaster brand into marketing materials to promote Lancaster as a unified destination with lots to offer
- Create and promote a Christmas campaign to launch Lancaster as a retail destination for Christmas shopping trade



IMPROVING LANCASTER

We will:

- Work towards improving the visual impact of the three main gateways into Lancaster
- Continue to provide increased cleaning in Lancaster city centre and target grot-spots, graffiti and ginnels
- Lobby on your behalf as one business voice for any issues that affect your business, for example; parking and free bank holiday parking, liaison with the City Council regarding activities which impact the trading environment of the city centre

BUILDING FOOTFALL & EVENTS

As part of our engagement strategy we will continue to create fun and interactive events on Bank Holidays and special occasions to help improve the footfall and trading environment in our retail businesses. Our new footfall monitoring systems will allow us to see the success of each event and make comparisons between events to show how successful each event is and how beneficial the event was to city centre businesses. Our events will be designed to support each sector of the retail offer in Lancaster from Arts and Sport to Fashion, Beauty and the night-time economy.

The expansion of the BID zone will allow us to integrate the Quay as an additional event destination. We are currently the only producers of events in Lancaster on Bank Holidays and we will continue to offer events which draw audiences over these periods to attract customers and establish Lancaster as a popular destination, changing consumers' shopping habits so that they visit Lancaster more often.

MONITORING PERFORMANCE

We will monitor and evaluate our future performance to Levy Payers through:

- Producing annual reports to let you know what we have been doing and where your money is being spent
- We will produce newsletters to keep Levy Paying businesses up to date with current events in Lancaster
- Hold regular Open Meetings and an Annual General Meeting (AGM), to allow you to keep up to date with our progress, ask any questions, meet other business owners and discuss issues with the Management Committee
- We will seek to set up a panel of city centre retailers who will provide us with monthly sales data which we will present in an anonymised form as average monthly sales to provide a benchmark for all retail levy payers to track sale trends and growth
- Footfall monitoring systems will be used to gain insight into consumer behaviour patterns

We will monitor and evaluate our impact on the general public through:

- Footfall monitoring systems to track trends, movement and spending patterns
- Measuring social media engagement on Facebook, Twitter and Instagram
- We will benchmark our social media performance against other BIDs and neighbouring cities to ensure we remain competitive
- We will seek to develop a way to monitor feedback evaluation forms from BID events and tourism events



Governance Arrangements and BID Levy Rules



GOVERNANCE ARRANGEMENTS

Rather than continue our arrangements with North & Western Lancashire Chamber of Commerce (NWLCC), the proposal is to bring the functions that they provide in-house. This will improve business efficiency, save costs and improve our access to funding sources. To do this we will set up a Limited Company for the Lancaster BID.

The processes required for this will be:

- Incorporation as a company limited by guarantee
- Memorandum and Articles of Association to be drafted, tailored to Lancaster's needs reflecting the not-for-profit nature of the organisation
- A Board of Directors which will be formed from both the Management Committee and new members

Membership of the new company Board of Directors will be open to all levy payers and there will be a recruitment campaign to seek members. Board members will work on a non-payment basis and a balanced representation of city centre businesses will be sought. A Roles & Responsibilities document will be drafted to fit the new corporate status. Members of the current Management Committee will be assessed in terms of their attendance record and contribution to the BID.

- The new company will be VAT registered and the BID levy will continue to be non-chargeable for VAT
- Financial accounts will be externally verified and checked by a professional organisation

Lancaster City Council will transfer all levies collected to the Lancaster BID Limited Company. The transfer of the BID levy will be subject to a Service Legal Agreement between the Council and Lancaster BID. Both organisations will review the collection and billing arrangements of the BID Levy.



BID LEVY RULES

- The BID levy is fixed at 1.5% of 2016 rateable value
- This will be the second term of the BID and will run from 1 April 2016 for 5 years until 31st of March 2021
- 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 £10,000 and above in the BID area 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 improvement programmes, promotion of Lancaster and Events/Special projects detailed in this Delivery Plan and the management and administration of the BID
- 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 rate basis
- 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 which will need to be repaid during the term
- For the purposes of definition the term 'Renewal', used on the front cover and elsewhere, in regard to the Lancaster BID means replacement of the existing BID at the end of its current term (March 2016) with a new arrangement covering an extended area illustrated by the 'BID Zone' map (page 17) 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 (2014)
- 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 £10,000 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 of the rateable value alters to below £10,000. 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. Your money will not be used to pay for services that the council has a statutory duty to provide.

The BID has paid and will continue to pay for new initiatives that would not happen if the BID was not in place. To ensure this has not and will not happen we will establish a new baseline agreement with Lancaster City Council. This baseline service will relate to marketing & promotion of the BID area, street cleaning (including litter and graffiti removal),

signage and street scene. When we have worked in collaboration with Lancaster City Council on projects under any of these headings we have ensured that BID funding has added value to these projects in a way that could not have been achieved by Lancaster City Council funding alone.

The baseline agreement will be available to view and we will continue to monitor this on a regular basis to ensure that Lancaster City Council maintains their agreed service delivery and does not use BID activity to replace what is already being delivered.

In accordance with the statutory requirements for BID renewals the proposals set out in this Delivery Plan were put before Lancaster City Council cabinet and received approval.



What will happen if I vote no?



- × No events and activities on Bank Holidays
- × No lobbying the council as one business voice
- × No protection for free Bank Holiday parking
- × No Christmas Lights Switch-On Event launching the Christmas shopping period
- × No street entertainment during Christmas shopping
- × No Lancaster Destination Brochure for 2016 onwards
- × No free marketing for your business
- × No Love Local Love Lancaster store promotions
- × No 24 hour social media presence to promote your stores and offers
- × No BID funded street cleaner targeting grot spots
- × No 24 hour phone line to report any minor incidents in the city centre
- × No business representation at decision making consultations for example Lancashire County Council Transport Master plan and Marketing Lancashire's Visitor Economy Strategy meetings
- × No support or funding for popular annual Lancaster events
- × No outside funding for city centre improvements
- × No BID ambassador patrolling the BID zone to address anti-social behaviour and environmental crime, enhancing public safety and promoting a safe and welcoming city centre

What if I don't vote?

Much like a general election, there is no minimum turnout for a BID. So, if you don't vote, it will not affect the outcome of the ballot in any way.

What will happen if I **VOTE YES?**

There are over 200 successful Business Improvement Districts currently operating in the UK



VOTE YES!



Everything we have previously described in our aims for 2016 – 2021 will only be possible if we secured a **YES VOTE** from you!

'This vote has to be obtained by a majority by number and a majority by Rateable Value. **VOTE YES** if you want to take charge of the business future of Lancaster. **VOTE YES** if you want to work together towards common goals. **VOTE YES** to the Lancaster BID renewal.'

- ✓ We can lobby the council on your behalf as one business voice for matters that you feel are important to your business
- ✓ We can support and promote your business through annual destination brochures, social media marketing and events
- ✓ We can create events that showcase businesses in Lancaster from different sectors of business from fashion, arts, sports and more...
- ✓ We can offer match funded business grants to businesses who require additional improvement work, this could be something small like painting your shop front or installing a new sign

- ✓ Regular meetings with North West BIDs to discuss and share ideas on city centre improvements
- ✓ More than £1 million can be spent in Lancaster in areas that you identify to us
- ✓ Monthly newsletters and regular business updates containing information which is vital to your business

HOW TO VOTE

The postal ballot will take place between the 28th October and 25th November 2015 with the ballot results being announced on Thursday 26th November 2015.

All defined business ratepayers in the BID area will be given the opportunity to vote and establish the BID during the formal ballot period. Each ratepayer will be entitled to one vote per hereditament. It will be possible to appoint a proxy to vote on your behalf and information on how to do so will be included with the ballot information sent to you. The ballot will be a confidential postal ballot managed by Electoral Reform Services, The Election Centre, 33 Clarendon Road, London, N8 0NW.

The ballot must meet two criteria for the BID to be approved:

1. A simple majority of those voting in favour over those who do not
2. Those voting in favour must represent a greater total rateable value than those voting against

In all cases the body or person liable to pay the non-domestic business rate will be entitled to vote.



LANCASTER
BUSINESS
IMPROVEMENT
DISTRICT



If you require further information please contact:
t. 01524 590 650 e. info@lancasterbid.org

www.lancasterbid.org

f LancasterBID

🐦 Lancaster_BID