



**Committee:** CABINET

**Date:** TUESDAY, 19 JANUARY 2016

**Venue:** MORECAMBE TOWN HALL

**Time:** 6.00 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, 1<sup>st</sup> December 2015 (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 and declarations under Section 106 of the Local Government Act 1992**

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

Members 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 10 and in the interests of clarity and transparency, Members 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, Members 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.

Members are further reminded that Section 106 of the Local Government Finance Act 1992 applies to any meeting where consideration is given to matters relating to, or which might affect, the calculation of Council Tax.

Any member of a local authority, who is liable to pay Council Tax, and who has any unpaid Council Tax amount overdue for at least two months, even if there is an arrangement to pay off the arrears, must declare the fact that he/she is in arrears and must not vote on any recommendation or decision which might affect the budget or council tax calculation. It is a criminal offence to fail to comply with this requirement.

5. **Public Speaking**

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

Reports from Overview and Scrutiny  
None

Reports

6. **Market Square Lancaster - Trees (Pages 1 - 8)**

**(Cabinet Member with Special Responsibility Councillor Hanson)**

Report of Chief Officer (Environment)

7. **Morecambe Business Improvement District (BID) - Draft Proposal Document (Pages 9 - 35)**

**(Cabinet Member with Special Responsibility Councillor Hanson)**

Report of Chief Officer (Regeneration & Planning)

8. **Salt Ayre Sports Centre Development Project**

**(Cabinet Member with Special Responsibility Councillor Clifford)**

Report of Chief Officer (Health & Housing) - Report to follow

9. **Budget & Policy Framework Update 2016/20**

**(Cabinet Members with Special Responsibility Councillor Newman-Thompson & Councillor Leytham)**

Report of Chief Officer (Resources) - Report to follow

**ADMINISTRATIVE ARRANGEMENTS**

**(i) Membership**

Councillors Eileen Blamire (Chairman), Janice Hanson (Vice-Chairman), Abbott Bryning, Darren Clifford, Karen Leytham, Richard Newman-Thompson, Margaret Pattison and David Smith

**(ii) Queries regarding this agenda**

Please contact Liz Bateson, Democratic Services - telephone (01524) 582047 or email [ebateson@lancaster.gov.uk](mailto:ebateson@lancaster.gov.uk).

**(iii) Apologies**

Please contact Democratic Support, telephone 582170, or alternatively email [democraticsupport@lancaster.gov.uk](mailto:democraticsupport@lancaster.gov.uk).

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Published on Friday, 8<sup>th</sup> January 2016.

<b>CABINET</b>
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**Market Square Lancaster - Trees  
19<sup>th</sup> January 2015**

**Report of Chief Officer (Environment)**

<b>PURPOSE OF REPORT</b>			
To review the future of the lime trees in Market Square and request a decision.			
<b>Key Decision</b>	<input type="checkbox"/>	<b>Non-Key Decision</b>	<input type="checkbox"/>
		<b>Member Referral</b>	<b>X</b>
<b>Date of notice of forthcoming key decision</b>	N/A		
<b>This report is public</b>			

**RECOMMENDATIONS OF CHIEF OFFICER (ENVIRONMENT)**

- (1) That the Cabinet authorises removal of the 7 lime trees in Market Square and subsequent reinstatement to match the existing paved surfaces.
- (2) That in accord with the Council's tree policy 7 new trees will be planted on an appropriate piece of Council land.
- (3) That once removed, consideration is given to whether to provide some replacement trees (in planters). However, before doing that a period of time should be allowed to elapse to assess how the 'new space' best works.

**Introduction and background**

- 1.1 Lancaster Square Routes is a programme of activity to invest in improving streets and spaces and to better manage the city centre for the benefit of pedestrians, social activity and business trading. The aspiration is for higher quality, less cluttered streets and spaces that are more pleasant and enjoyable to be in, animated by activity and better for trading to contribute to economic growth objectives.
- 1.2 This report concerns the future of the seven trees in Market Square. These are *Tilia x europaea* (European Lime). In December 2009 (Item 95) Cabinet considered project designs to improve streets and spaces as part of Lancaster Square Routes. The recommended design for Market Square was to remove all the trees and plant with a different species into a changed layout. Cabinet approved a redesign of the Square but directed that all the trees be kept.
- 1.3 Later, in September 2011, Cabinet agreed to remove one tree (that by the entrance to Marketgate) to facilitate the improvement works. Subsequently, the council delivered a full uplift of the Square in two phases: in autumn/winter 2011 and spring to autumn 2014. The crowns of the trees were lifted and heavily pruned and the removed tree was not replaced (see Individual Cabinet Member Decision May 2014).

- 1.4 The Lancaster Square Routes improvements have been very well received and Market Square now presents much better with new surfaces, seating and lighting and the new centrepiece. The retained trees, however continue to present problems that are increasingly challenging to deal with.
- 1.5 Historically, Market Square did not contain trees. The current specimens were planted some 40 years ago.

### **Proposal Details**

- 2.0 In the right location, one with plenty of space, lime trees can be a good choice for urban planting. They tolerate much stress, grow strongly, give good autumn colour and have many environmental benefits. Lime trees, however, are a big species, they have grown to become a major feature in the Square and it is estimated that they will continue to grow for a number of decades yet. The large tree crowns cast a heavy shade in Spring and Summer, obscure trading fronts, restrict light to and views from upper floor windows and impede street lighting and CCTV. Cutting back and thinning is needed with increasing frequency to keep the crowns from buildings, to keep views through to business fronts relatively clear and to assure street lighting is reasonably effective.
- 2.1 An issue with lime trees is 'honeydew'. This is a sugar rich sticky liquid that aphids secrete when feeding on leaf sap. This drops and makes street surfaces beneath very grimy and, at certain times of year slippery in wet weather. At these times people can be observed slipping in areas underneath the trees. In autumn leaf fall is very heavy and, as the crowns grow, this is increasing. All this increases the resources required by the Council to clean the area and, as the trees grow further, problems can only heighten and the costs to the council in tree maintenance and street cleansing can only rise. As things stand cleansings schedules have been adjusted to allow for jet washing of this area on a regular basis, which has helped. It is estimated that in order to keep on top of this if the trees remained the area would need to be jet washed more frequently when the trees are in leaf which would require an additional budget provision of £9500 per annum, or equivalent reductions in cleansing elsewhere. This is all at a time when resources available to the Council are reducing at an unprecedented rate.
- 2.2 Pollarding or hard pruning of the trees is not desirable. The trees are not an ideal species for pollarding. The trees may not regrow given their age but, if they did, the regrowth would be strong. Regular pruning of the trees would help but there would be increased costs in tree care of £1500 per annum
- 2.3 Direct replacement of the trees with new would be possible in theory but in practice would be very difficult. The rootball would need to be removed to allow the new trees to grow. Removing the rootball would risk damaging cabling / services. Attempting to do so would be expensive and then there is no guarantee the new trees would thrive.
- 2.4 In this context it is only right to review the future of the trees. Section 4 details the options.
- 2.5 Cabinet should note that the 2 options in the report are the ones that based on the Council's financial position are considered the most realistic. Clearly there are a whole range of 'sub-options', some of which would require additional upfront and then ongoing resources, which would of course create further budgetary pressures.

### **Details of Consultation**

- 3.0 The designed improvements to the Square were the subject of extensive consultations as part of Lancaster Square Routes between 2008 and 2010 but no public consultation has been undertaken at this time about the trees.
- 3.1 The County Council as Highway Authority has confirmed that decisions on the trees

- are for the city council.
- 3.2 The Lancaster BID team has communicated concerns from some businesses at the size and growth of the trees and impacts on business trading.
  - 3.3 The Chamber of Trade as representatives of the city centre business community has been consulted and any comments will be provided to the decision maker for consideration.
  - 3.4 Ward Cllrs have been consulted and their comments are provided.
  - 3.5 The council’s Senior Conservation Officer supports removal of the trees to better reveal the historic Square and his comments have been built into the options analysis in the report.
  - 3.6 The council’s Tree Officer advises strongly against removing the trees and her comments have been built into the options analysis in the report.
  - 3.7 Sending out the draft report for consultation meant that already views on this subject have been widely expressed on social media and in the local press.

**Options and Options Analysis (including risk assessment)**

	<b>Option 1: Make no changes and retain all trees.</b>	<b>Option 2: Remove all trees and reinstate surfaces using appropriate materials. Allow time to elapse to consider how the square best works and then consider whether to put in place planters with an appropriate tree species.</b>
Advantages	<p>The option retains established trees and safeguards these for future generations, conserves biomass and carbon capturing capacity, gives local benefits to wildlife and for shade and cooling and means no upfront costs to the council in tree removal and replanting / reinstatement. The trees provide green infrastructure in a built environment that would otherwise appear monotone. They cool hot streets during summer months through the release of moisture with pleasant shading generated by their canopies. They support wildlife in the heart of the built up area that otherwise without mature trees would be absent.</p> <p>They have an important function in reducing particulate and gaseous pollution, generated by</p>	<p>Removing the trees would make the Square much more open with buildings and business fronts much more visible and, at night the Square would be lighter with street lighting not impeded. There would be more space to locate seating, to permit more use for street cafes and for the Charter Market.</p> <p>Removal would allow the intensive levels of resource that are currently deployed in cleansing the area to be distributed elsewhere within the City Centre.</p> <p>Removal would reduce the ongoing tree maintenance resource required.</p> <p>Tree removal would help safeguard any Roman archaeological remains beneath the ground that would be risked by tree roots.</p>

	<p>the heavily congested highways around the city. Context for this is increased occurrence of respiratory disease, and rates of asthma associated with people living and working around heavily congested city centres.</p> <p>In addition, the trees have an important role in continuing to sequester and store carbon. These trees have already been responsible for the storage of tonnes of carbon during their lifetimes, thus far. This stored carbon is re-released to the environment every time a tree is felled. This means not only the re-release of carbon stored over decades, but also a permanent loss of its capacity to store carbon in the future. These benefits cannot be replaced with new tree planting except over the long term and may be permanently lost.</p> <p>The health and environmental benefits of the trees will only increase with time, as the global climate and local weather conditions are set to change, as a direct result of continued rising carbon dioxide levels.</p> <p>Establishing new trees and retaining them in good health, in what is a challenging city centre environment is difficult and can be unsuccessful. Where mature trees already exist and are performing significant social, and environmental functions, they take on additional significance.</p>	<p>7 new trees will be planted (in accord with the Council's tree policy on an appropriate piece of Council land)</p>
<p>Disadvantages</p>	<p>There is no historic precedent for trees in Market Square, within the Lancaster Conservation Area. The existing trees are out of scale to the historic setting and impair views to business frontages.</p> <p>The trees, as with all trees</p>	<p>Market Square with the trees removed would be very different in character.</p> <p>All the benefits of the trees as set out under option 1 (advantages) would be lost including for biomass conservation, carbon capturing capacity, for wildlife and for shade</p>

	<p>established within a built environment require regular inspections and maintenance and so incur costs for the council.</p> <p>Lime trees have a specific impact in how the aphids that feed on the leaves secrete 'honeydew' that then coats surfaces beneath, at times makes these slippery and increases the need for street cleansing.</p> <p>Increase in ongoing maintenance costs for cleansing / pruning of £11,000 per annum.</p>	<p>and cooling.</p> <p>In addition, this option means one off upfront costs to the council in tree removal and surface reinstatement.</p>
<p>Risks</p>	<p>Risks continuing detriment to trading conditions with business frontages obscured or in limited view and continuing shade and shadow making conditions conducive for anti-social activities.</p> <p>The species and the size of the trees in the location increasingly impact on the council's costs at a time when budgets are tightening. The need for tree care is increasing as the trees mature.</p>	<p>This change option may not be well received by some people.</p> <p>Should mean trading benefits with improved visibility through to business frontages and with more light to upper floors enhanced prospects that more might be brought into beneficial use.</p> <p>A more open and lighter Square should reduce the scope for anti-social activity and so assist policing and community safety.</p> <p>Does not preclude placing trees in planters in the Square at a future date.</p> <p>Until two years ago Christmas lights were put in the trees. There will be no facility to do this if the trees are removed.</p>

**Officer Preferred Option (and comments)**

- 4.0 This is clearly a decision that needs to be considered from a number of angles. The trees present city centre management and maintenance issues but are established features in the Square. To consider removing trees such as these that are well on their way to maturity is exceptional. It wastes years of growth and the beneficial effects of the trees will be lost.
- 4.1 Conversely, the trees are out of scale to the location and this will only get worse. As will the costs to the council in maintaining both the trees and the immediate impact of the trees on the square below.
- 4.2 Consideration needs to be given to the main uses of Lancaster city centre and the aims of the Square Routes project. The aspiration is for higher quality, less cluttered streets

and spaces that are more pleasant and enjoyable to be in, animated by activity and better for trading to contribute to economic growth objectives.

- 4.3 Clearly with an issue like this it is highly unlikely that a consensus view will be reached. This is a unique situation and it is for the council as stewards of the District to make a decision that will best achieve what it's aspirations for the City Centre are.
- 4.4 The options essentially are to remove the trees or to retain them. Based on the information provided and the Council's bleak financial position removing them would seem the best way forward and as such is the Officer preferred option. However it is also recognised that there are a number of other angles to this. If Cabinet decide that the trees should remain Cabinet need to ensure that appropriate resources are made available for the ongoing maintenance of the trees and cleansing around the trees. Cabinet would need to either find an additional £11,000 per annum to ensure better maintenance of the trees and cleansing in the immediate area or request Officers to make equivalent savings by reducing cleansing levels in other parts of the District.
- 4.5 Following the rationale outlined above the officer preferred option is Option 2
- 4.6 This will allow time to assess how the 'new space' best works in terms of movements and maintenance. Once time has elapsed recommendations to provide some replacement trees (in planters) may be brought forward, if considered appropriate.
- 4.7 Reinstatement of surfaces would utilise appropriate materials fitting to the redesign achieved through Lancaster Square Routes.
- 4.8 7 new trees will be planted as replacements on an appropriate piece of Council land.

**Conclusion**

- 5.0 The trees in Market Square are established and have very many beneficial effects. But they are out of scale to the location, need regular care and have consequences for street cleansing and costs to the council that can only increase as the trees mature. A decision is required whether to retain the trees and budget for this properly or, to remove them and return the Square to a much more open aspect in keeping with historical precedents.

**RELATIONSHIP TO POLICY FRAMEWORK**

The Corporate Plan aims for Economic Growth and Clean and Green Places relate..

**CONCLUSION OF IMPACT ASSESSMENT**

**(including Health & Safety, Equality & Diversity, Human Rights, Community Safety, HR, Sustainability and Rural Proofing)**

Sustainability

Removal of established trees is counter to environmental objectives as part of sustainability but in this location will give some economic benefits.

**LEGAL IMPLICATIONS**

Legal Services have been consulted and have no observations.

**FINANCIAL IMPLICATIONS**

**Option 1**

Under this option, there is an increasing likelihood for the council to need to absorb rising costs in tree care as the existing trees mature as well as additional associated street cleaning from within existing budgets, estimated at £11,000 per annum. This would either require additional



savings to be made from the Council's overall budget or require Officers to make equivalent savings by reducing cleansing levels in other parts of the District.

**Option 2**

Under this option, the costs of removing trees and grinding out the stumps would be met from existing Environmental Services' budgets, including appropriate materials for surface reinstatement which are already in stock. Other materials and specialist external labour costs for surface reinstatement are estimated at £5K and can be met from the Highways Reserve. Although this option would reduce ongoing revenue costs within street cleaning in particular and periodic tree care for this particular area of activity, this is not expected to be significant overall and any existing resources would be re-directed to similar activity elsewhere within the District.

It is estimated that the cost of replacement tree planters would be in the region of £5K each and would need to be met from within existing budgets should it be determined that replacement trees are needed for this space following an appropriate assessment period.

**OTHER RESOURCE IMPLICATIONS**

**Human Resources:**

None

**Information Services:**

None

**Property:**

None – the trees are sited within adopted highway but managed by the city council.

**Open Spaces:**

The options analysis covers the implications of removing trees.

**SECTION 151 OFFICER'S COMMENTS**

Whilst there have been no insurance claims as yet in respect of related slips, trips and falls, this is expected to be only a matter of time. There are therefore other financial and reputational risks attached to not taking action.

Overall, Cabinet is advised to consider carefully the financial implications of the options, in context of the budget update elsewhere on the agenda, its proposed priorities, the need to make savings and other competing spending pressures.

**MONITORING OFFICER'S COMMENTS**

The Monitoring Officer has been consulted and has no further comments

**BACKGROUND PAPERS**

None

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**Telephone:** 01524 582401

**E-mail:**mdavies

**Ref:** LSR

### **APPENDIX- Comments directly received by Chief Officer (Environment) from consultation to 30 Dec 2015**

**Cllr Nick Wilkinson (Ward Councillor)** - Having read the paper, studied the trees and spoken to lots of people I'm afraid I can't support the decision to remove the trees unless they were immediately replanted with a more suitable 'permanent' (i.e. planted in the ground rather than planters) tree type. Unfortunately you have not listed this as an option. Having spoken to a horticulturist I believe it is possible to do this with a little work to either remove some of the tree roots or planting the trees in a new location.

**Cllr Dave Brookes (Ward Councillor)** - My very strong preference would be for the existing trees to remain in situ. I understand that there will be a cost to maintaining mature trees in this most urban of settings, but I don't think said cost is a valid reason to remove them. In any case, cost needs to be set against the wide range of benefits that street trees provide, including summer shade, improved air quality, rainwater detention, aesthetic appeal, and an injection of life into what would otherwise be a fairly sterile environment, pigeons excepted.

Whilst immediate replanting may seem like a reasonable compromise position, you will no doubt be aware that it isn't a trivial matter to get street trees well established, and it seems to me to be an unnecessary risk to remove well established thriving trees to replace them with smaller trees that would never get close to providing the same level of benefits as the existing trees, and most likely have some fail to establish thus starting a cycle of further replanting and eventual giving up, as has happened in other parts of the city centre.

I consider it to be completely unacceptable to remove the trees and only have a vague consideration that they could be replaced with planters at some undefined point in the future.

**BID-** I spent some time yesterday talking to some of the businesses around Market Square to gauge their views on the trees as they are in the square. In some cases, people simply see the trees as immovable and haven't ever actually considered the benefits or negatives relating to their placements. This led to some discussion and many could see reasons why they should be replaced. Others were immediately supportive of their immediate removal due to the slip hazards that they see and experience daily. One business owner suggested that we ask the ambulance service to release their log of accidents that they have attended due to slips in the Square under the trees. This individual has personally provided first aid to a significant number of incidents and he was specific in pointing out that it was the secretions beneath the trees in front of TKMaxx and Vodafone that were the worst. Everyone supported replacing the trees with a suitable species.

I have also been looking at the scale of the trees in Dalton Square which I understand are the same species. It may be worth pointing out that although the Market Square trees currently stand at approximately roof height of a two storey building, those in Dalton Square are at approximately six storeys in height. How would Market Square feel if they were left in situ and allowed to grow to their potential?

The following comment was also put forward-

**Cllr Andrew Kay (Bulk Ward)** - I disagree strongly with the removal of trees from Market Square which in my view would result in an unattractive, sterile environment. Most successful town Squares do have trees -and notably part of the attraction of continental squares. While noting that this would entail the cost of pruning, and of cleaning the square pavements - perhaps a contribution from BID could be requested. I would specify that the trees are indeed part of the economic value to local traders -as part of the visitor offer.

**CABINET****Morecambe Business Improvement District (BID) -  
Draft Proposal Document****19 January 2016****Report of Chief Officer Regeneration & Planning**

PURPOSE OF REPORT				
To provide context and information for the endorsement of proposals for a Morecambe Business Improvement District ballot in May 2016 as required by statute. The report updates Members on potential pre- and post- ballot issues and resource implications in relation to the city council's role in the potential Morecambe BID.				
Key Decision	<b>X</b>	Non-Key Decision		Referral from Cabinet Member
Date of notice of forthcoming key decision	18 <sup>th</sup> December 2015			
This report is public				

**RECOMMENDATIONS OF COUNCILLOR JANICE HANSON**

- (1) The draft Renewal Proposals for Morecambe Business Improvement District (BID) are agreed as being in compliance with statutory requirements.
- (2) Approval of Morecambe BID Final Proposals and the issue of an instruction to proceed to ballot is delegated to the Chief Executive.
- (3) An Operating Agreement and Baseline Agreement are drafted to reflect the formal relationship between the BID Body and council as Billing Authority and the current council service provision respectively, with approval and post-ballot sign-off of the final documents delegated to the Chief Executive.
- (4) That subject to a successful BID outcome, the General Fund Revenue Budget be updated accordingly from 2016/17 onwards.

## 1.0 Introduction

1.1 Cabinet considered a report on Morecambe Business Improvement District (BID) at its meeting on 2 September 2014. Members considered Lancaster District Chamber of Trade and Commerce (Lancaster Chamber) efforts to build on the momentum generated by the Portas Pilot initiative and to take the lead on a Morecambe BID feasibility stage. Members resolved to (Minute ref: 36):

- Support the intention of Lancaster District Chamber to lead on BID feasibility and BID Proposal development for Morecambe
- Approve reinstatement of a £40K budget to be allocated to the Lancaster District Chamber via a funding agreement administered through the Regeneration & Planning service.
- An appropriate Cabinet member is nominated to sit on the Morecambe BID Steering Group (Councillor Janice Hanson took up the position).

1.2 Following the decision Lancaster Chamber formed a Steering Group which has been working on:

- Deciding the BID area and what improvements they want to make
- How the partnership will manage it and what it will cost
- How long it will last
- Consulting widely with business interests

The result of this work is the draft Morecambe BID Renewal Proposal (Appendix 1). It is a final version of this document that will be issued and voted upon by those businesses that have to pay the levy.

1.3 This report outlines options and recommendations for endorsing the current draft and future final proposal for the Morecambe BID. Endorsement of the draft proposals by Members and delegation of other necessary decisions is required to allow efficient management of the balloting process, and meet statutory requirements. The report therefore provides feedback from officers in relation to the proposal's compliance with BID Regulations and with the city council's policy framework upon which the proposal may impact.

1.4 Endorsement of the draft Proposals and delegation of key decisions, will allow the City Council to manage the ballot process and ensure statutory requirements are met in good time.

## 2.0 Background

2.1 A summary of the legal basis, characteristics and potential of BIDs was considered by Cabinet in July 2012 (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.

- 2.2 BID Regulations leave most of the structural arrangements to local discretion. This includes the pre- and post- ballot details of who proposes/manages a BID and which projects/proposals are brought forward to meet local needs and aspirations. Best practice advises that any BID proposal and the ultimate levy resource ownership and implementation remains independent of the statutory service providers. However, the city council as local billing authority retains and discharges certain key administrative functions and financial responsibilities.
- 2.3 Before it issues instructions for a ballot the billing authority must content itself that:
- The final Proposal covers the issues laid down in BID Regulation 4 and its associated Schedule 1 - the required information compliance.
  - The final Proposal does not conflict with the billing authority's formal policy framework.
- 2.4 If the Proposals do conflict the 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 the draft proposals at an early stage to agree broad compliance, and for the council to highlight any issues which need to be addressed prior to submission and endorsement of a final version.

### **3.0 Morecambe BID Draft Proposal**

- 3.1 The Draft Proposal (Appendix 1) builds on the work undertaken over the last 14 months by Lancaster Chamber and the Steering Group. Its content follows best practice guidelines from British BIDs (a leading national organisation that reviews and reports on national BID activities).
- 3.2 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. Appendix 2 also highlights the policy fit – defined as the city council's published corporate policy framework. Officers consider that the draft document meets the statutory information requirements and does not conflict with the council's policy framework. Members should be aware of the following key points.

#### Operational / Administrative Considerations

- 3.3 Key operational matters proposed are as follows:
- The term proposed is 5 years, the maximum allowed under statute and will run from 1<sup>st</sup> October 2016 to 30<sup>th</sup> September 2021.
  - Total annual revenue is estimated at approximately £130K pa.
  - The BID area is relatively extensive - the majority of the Town Centre, Frontierland site to the south, Morecambe Town Hall to the north and the eastern town centre approaches are included.
  - The BID levy will be fixed at 1.5% of Rateable Value (RV) and applied

to premises with an RV of £3.5K and upwards with 50% levy relief for charities with property in the proposed BID zone.

- Morecambe BID proposes to incorporate as a company limited by guarantee to act as the accountable body for BID levy funds.
- The ballot period is scheduled for between 28<sup>th</sup> April 2016 and 26<sup>th</sup> May 2016.

3.4 The proposal for an initial 6 month billing run from October 2016 to March 2017 is unusual and falls outside the city council's standard billing period. However, this has been agreed with Revenues Services officers as the best compromise to allow progress and momentum for Morecambe BID following the May 2016 ballot, while being manageable from the point of view of Revenues Services staffing and workload in what will be a very busy period next year with proposed general revaluation of Business Rates (refer to Financial Implications).

3.5 Although the BID has extensive geographical coverage, the amount of funds generated will be relatively low in national BID terms. The area also hosts a number of large RV hereditaments which, if a BID is enacted, would ordinarily be liable for a significant proportion of the estimated levy total.

3.6 Members will be aware that for the BID to be enacted two threshold tests have to be met in a BID ballot:

- More than 50% of votes cast (turnout) must be in favour and:
- A 'Yes' vote must represent more than 50% of the RV of the votes cast.

Considering the voting 'weight' of particularly important hereditaments Morecambe BID may discuss / negotiate capping their contribution. But at the time of writing these discussions have still to be resolved.

3.7 The budget figures in the draft Plan are therefore subject to change prior to delivery of a Final Proposal. Members concerns will be around whether the impact of any cap would affect the BID's ability to: provide tangible and measurable improvements; sustain a viable programme of projects; and provide for the necessary costs of administration. Officers are confident that the Steering Group are well aware of the need to focus on issues of a practical and realistic nature for a BID of this scale to succeed and will be able to develop the budget and scope of work to reflect the outcome of any negotiations.

### City Council Policy Considerations

3.8 The practical areas of work and objectives for the BID in summary are as follows:

- *An attractive town* – improving cleanliness and maintenance and tackling grot spots
- *A safer town night and day* – liaison with local police and lobbying for continued CCTV coverage.
- *Lively Nights* – promoting the evening economy and encouraging people to stay and spend their money
- *Shouting Out* - marketing and promotional activities

- *Getting people in and about* – initiatives on parking, wayfinding and footfall.

3.9 The Steering Group has consulted with city council officers on key areas particularly around CCTV, wayfinding and street cleanliness. It is expected that a successful BID will be able to work positively with the council to add value and complement the councils' services.

**4.0 Details of Consultation**

4.1 The consultation undertaken by Morecambe BID Steering Group to evidence and secure the support from local businesses for the planned expenditure has involved questionnaire surveys, general meetings and workshop events aimed at different business sectors and geographical sub-areas of the town.

4.2 Membership of the Steering Group itself includes representation from large, medium and small businesses in the area. It is considered that the Steering Group has consulted and engaged on a satisfactory level and will continue to do so through the pre- and post- ballot stages and in development of the formal delivery arrangements.

**5.0 Options Analysis (including risk assessment)**

	<b>Option 1:</b> : Do nothing (Put off decision until the production of Final Proposals)	<b>Option 2:</b> Endorse the draft BID Proposals with endorsement of final BID Proposals delegated to the Chief Executive.	<b>Option 3:</b> Request / wait for material amendments to the draft Proposal for consideration/ endorsement at a future Cabinet meeting.
Advantages	No advantages.	Early notice that the proposals are technically sound and final document is likely to be compatible with BID Regulations and council policy. Allows for minor and/or non-material technical amendments via officer scrutiny of final document. Allows Morecambe BID to develop its pre-election canvassing strategy and marketing/publishing activities around the BID Proposals with confidence.	Appropriate if Members consider (based on the draft), a Final Proposal would be vetoed and that material changes are required. Allows for revised proposals to come forward which are compatible with council policy and regulatory requirements
Disadvantages	Creates uncertainty for Morecambe BID.	No disadvantages identified.	Reputational implications for council if proposals are not

	Creates difficulties for Morecambe BID in developing its pre-ballot canvassing strategy and marketing/publishing activities around the BID Proposals.		endorsed without good reason. Potentially delays Morecambe BID's commitment to pre-ballot canvassing strategy and marketing/publishing activities around the BID Proposals.
Risks	If there are issues with Final Proposal compliance at a future date 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 in the next Financial Year arising from a delayed 'Yes' vote.	No guarantee that the BID ballot will be successful.	The onus would be on Morecambe BID to address any issues and prepare a technically/policy compatible Final Proposal for consideration at a future cabinet meeting. Other risks are as Option 1

**6.0 Officer Preferred Option and Comments**

- 6.1 On submission of a Final Proposal the local authority is obliged to endorse a BID proposal and approve a ballot if it meets the regulatory and policy tests mentioned in paragraph 2.3 The draft proposals provide a good indication of whether it is likely the council will need to use its veto powers. The draft proposals do not conflict materially with published council policies and a successful BID should support the council's corporate objectives. The work of Morecambe BID in canvassing opinion and consultation among local business shows a good level of support for the way the BID proposals have been shaped.
- 6.2 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 covered through the council's approved feasibility funding award to the Lancaster Chamber. The decision for Morecambe BID to incorporate and take on formal accountable body status is a common route undertaken at the start of the majority of national BIDs. Incorporation should allow Morecambe BID to achieve significant admin savings, better value for money and greater local control.
- 6.3 There are no advantages in holding over on endorsement pending Final Proposals (Option 1). While officers are aware that BID budget changes may be introduced in the Final Proposal as a result of ongoing levy payer cap negotiations this will not have any material impact on the council's view on policy fit or the ability to introduce a programme of initiatives (Option 3).



- 6.4 **The preferred Option is therefore Option 2**, to endorse the draft Proposals. It follows that an appropriate level of delegated authority is required to ensure outstanding matters are addressed and 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 a report and decision by the Chief Executive.
- 6.5 The council's administrative costs can be recovered through the BID levy and is based on 40% of one full time equivalent post at the lowest grade plus accommodation and technical support recharges. The charge will be similar to the fee charged to Lancaster BID as the number of hereditaments involved is not materially different and officers have ensured that the charge is appropriate, commensurate with the task and clear to those who will vote (refer to financial implications).
- 6.6 Implementation of BIDs is usually underpinned by formal legal agreements between the billing authority and BID delivery body. An Operating Agreement (OA), the formal contract between the BID body and the local authority, will be entered into setting out the various procedures for the collection, payment, monitoring and enforcement of the BID levy. The current OA between the council and the existing Lancaster BID (refer to Background Papers) is regarded as having provided a sound basis for that operational relationship and will be redrafted to reflect a relationship with the proposed stand-alone Morecambe BID incorporated entity.
- 6.7 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 under 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. These operational matters will be agreed in principle prior to a ballot (mainly for clarity and as an additional 'selling point' over the BID ballot period) - the agreements being formally signed off post-ballot.
- 6.8 Members should note the city council will be liable for the levy on rateable property it occupies/holds in the BID area 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 part of the process. Members have previously escalated BID voting decisions to Full Council (who will consider a report prior to the voting period) and officers expect this arrangement will continue.

## **7.0 Conclusion**

- 7.1 The draft Proposal for Morecambe BID complies with statutory regulations. Members are asked to endorse the proposals to enable the Final Proposal and approval process to be undertaken by the Chief Executive. Progression to a ballot with the aim of enacting a BID will follow in May 2016. The report has also updated Members on potential pre- and post- ballot issues and

resource implications in relation to the role of the city council in the BID should a ballot be successful.

**List of Appendices**

**Appendix 1** - Draft Morecambe BID Proposals

**Appendix 2** - Draft Morecambe BID Proposal – Assessment of Regulatory Compliance

**RELATIONSHIP TO POLICY FRAMEWORK**

In working towards implementation of Business Improvement Districts the council will be achieving and/or reviewing and improving upon a number of its corporate objectives/outcomes as defined in the Corporate Plan 2015 -18. The draft BID Proposals will actively support Sustainable Economic Growth, Clean Green & Safe Places and Community Leadership outcomes, success, measures and actions.

Support for a BID in Morecambe is a Priority Action in the Lancaster Cultural Heritage Strategy.

**CONCLUSION OF IMPACT ASSESSMENT**

**(including Health & Safety, Equality & Diversity, Human Rights, Community Safety, HR, Sustainability and Rural Proofing)**

**Health & Safety:** The BID will sponsor and directly deliver events. All major public events planned will be discussed through the local Events Safety Advisory Group (ESAG).

**Equality & Diversity:** None

**Human Rights:** 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 voted in the draft Proposal is clear that it will support projects which impact positively on community safety/business security matters.

**HR:** Council officer resource will need to be applied during BID proposal and post ballot stages as outlined in the report. In the main the implications will be on the NNDR service in continuing administration and dealing with levy billing.

**Sustainability:** None

**Rural Proofing:** None

**LEGAL IMPLICATIONS**

The Business Improvement Districts (England) Regulations 2004 prescribe the minimum requirements which must be met in order for a BID Renewal process to progress in a legally compliant way. Consideration and approval of a final BID 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 proposal where it conflicts with locally adopted policies and/or plans. As noted in the report, use of the veto will be unnecessary if the final BID proposal follows the form and content of the draft 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 Electoral Reform Services (ERS) who will meet all the necessary prescribed ballot regulations. Instructions will need to be issued by the council to initiate the ballot on approval of the final BID proposal. If the ballot is to be undertaken in May 2016 (with a closing date of 26<sup>th</sup> May) 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 already been actioned.
- On receipt and approval of a final proposal the Chief Executive will instruct the ballot holder (Electoral Reform Services on behalf of the council) to hold a ballot – a standard letter has been drafted.
- ERS must publish notice of the ballot - no later than 42 days before the day of the ballot (the closing day). This will be mid-April 2016 at the latest.
- The day of the ballot must be 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.

A successful BID ballot will require formal legal agreements to be developed between the city council and the BID Delivery Body (an incorporated Morecambe BID entity) as noted in the report – the key documents being the Operating Agreement and Baseline Agreement. The agreements have provided a sound basis for the efficient management of the current relationship between the billing authority and existing Lancaster BID accountable body and any alterations, other than to names/dates, are unlikely to be material. However, any matters raised during drafting considered to be outside officer delegated authority will be referred to Members as appropriate.

Should there be a successful ballot the levy will become 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 the first 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**

A £40K feasibility grant was allocated by the council to get the Morecambe BID to ballot stage and this is being used in line with its intended purpose.

There are a number of other costs in relation to BID development that should have no bottom line impact on the Council:

1. The costs to Electoral Reform Services for undertaking the ballot have been allowed for under the current Morecambe BID feasibility funding.
2. Administrative costs of around identifying hereditaments within the extended BID boundary and producing a listing of all those rateable properties within the relevant boundaries is judged to be absorbable within current budgets.
3. Updating the NNDR system to support the collection of additional BID levies; in the Morecambe BID area there will be an estimated 333 billable hereditaments. The current software needs to be updated to accommodate this increase at an additional

one off cost of £9K. It is intended that this is reimbursed from the subsequent levy in year 1.

4. Costs associated with collection of and administering the BID levy; the likely time and resource implications of supporting BID have been estimated by council officers so that charges are clear to those who vote and can be included within the proposal. This is currently estimated to be in the region of £10.5K per annum for Lancaster BID and will be similar for Morecambe BID. The charges will be detailed in a letter to Morecambe BID and will need to be kept under regular review, however, to ensure that actual costs being incurred are properly and fairly recovered. It should also be noted for budgeting purposes that based on the current charging methodology that the levy for Morecambe will be around half that of a full year billing run for the initial 6 month period and also the final half year billing run up to 30 September 2021.
5. Potential costs of supporting the BID body operation post ballot; from the BID proposal it is not anticipated the council will incur additional costs in operational support to the Morecambe BID. However, any direct involvement requested and agreed would need to be financed via an administrative fee from the levy.

The proposal for an initial 6 month billing run from October 2016 to March 2017 is unusual and falls outside the city council's standard billing period. However, this has been agreed with Revenues Services officers as the best compromise to allow progress and momentum for Morecambe BID following the May 2016 ballot, while being manageable from the point of view of Revenues Services staffing and workload in what will be a very busy period next year with proposed general revaluation of Business Rates

The other bottom line impact of a successful renewal will be the additional 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 will incur a charge of around £5.3K per annum (and £2.6K for the half year periods) on its property with an RV of £357,600 and will therefore need to be treated as a base budget adjustment from 2016/17 onwards for the duration of the proposed BID period.

## **OTHER RESOURCE 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 proposals is successful, with some administrative support by Accountancy officers. Legal Services officers will be involved in reviewing and dealing with formal agreements between the council as billing authority and the new incorporated BID body. Regeneration and Planning officers will continue to provide the contact point for the council's input into the Morecambe BID project programme if it is renewed through ballot.

### **Information Services:**

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

### **Property:**

The city council will continue to be liable for the BID levy on rateable 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 city centre and may also improve the take up of the council's commercial property.

### **Open Spaces:**

The BID area includes areas defined as 'open space' and the central Promenade area. The potential improvement to the environment of any open space as intended by the BID Proposals should be a benefit to the council's corporate objectives, businesses and the community.

**SECTION 151 OFFICER'S COMMENTS**

The Section 151 Officer has been consulted and has no further comments.

**MONITORING OFFICER'S COMMENTS**

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

**BACKGROUND PAPERS**

General form of BID legal agreements for information:

- 1<sup>st</sup> Lancaster BID Term Operating Agreement
- 1<sup>st</sup> Lancaster BID Term Baseline Agreement
- 1<sup>st</sup> Lancaster BID Term Baseline Assessment

**Contact Officer:** Paul Rogers  
**Telephone:** 01524 582334  
**E-mail:** progers@lancaster.gov.uk  
**Ref:**



# Morecambe **BID**

**BUSINESS IMPROVEMENT DISTRICT**

*Vote "yes" for success!*

## Business Plan 2016-2021

Together, we can make Morecambe a better place in which to live, work, and visit.

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*Vote "yes" for success!*



# Message from the Chair

Brendan Hughes, Chairman of Morecambe BID and owner of ICU Security Services, explains why Morecambe needs a BID.

Despite its renowned beauty, charm and appeal, Morecambe town and its businesses face challenges to survive, grow and thrive.

With escalating costs and squeezed margins, we know that asking you to vote in favour of paying a levy to create a Business Improvement District (BID) in Morecambe is a big ask. That said, without a BID, I believe that we face an even more uncertain future.

I own a business in the town and will pay an annual BID levy. However, I don't see my BID levy as a cost - I see it as a sound business investment. A BID is a business investment in a plan that will deliver a tangible return, precisely because it is directed and administered by businesses like ours and works to increase pedestrian footfall and spend.

The BID will invest over £650,000 in the town over the next five years if the May 2016 ballot gets a 'YES' vote. I hope you are as excited by the plans for your business as I am for mine. I urge you to commit your support and ensure that the Morecambe BID gets its chance to deliver these vital projects.

We've got one chance and I truly believe that this is an opportunity we business owners cannot afford to miss if we want to see our town thrive.

I will be working tirelessly to answer any questions in the coming weeks, so please don't be afraid to contact me.

This is your BID, your Morecambe and your future – so vote YES!

## What is a Business Improvement District (BID)?

**A BID is a business led and business funded body formed to improve a defined commercial area.**

- Once a year, all non-domestic rate payers in the defined area (or "zone") pay 1-4% of their rateable value (RV) into a funding pot. In Morecambe, this will be 1.5%.
- The levy is spent exclusively on making improvements to the BID area's trading environment.
- Every business liable to pay the levy receives a postal ballot and has 28 days to vote 'yes' or 'no' to the BID.
- The BID is managed by a group of local businesses who trade within the BID area. However, **every BID levy payer has a say in how the money is spent.**

### Isn't a BID just another tax?

Whereas business rates are paid in to and then redistributed by government, the BID levy is ring-fenced for use only for the benefit of the BID area.



# Your BID Steering Group

The BID Steering Group is made up of passionate local business people who are dedicated to getting Morecambe BID off the ground.

The members of the Steering Group have given their time up for free to create this BID Business Plan. If the BID gets a 'YES' vote, the BID Steering Group will become a BID Company and a new BID Board will be set up.

It is likely many new BID Board members will come from the Morecambe BID Steering Group but all businesses in the BID area will be very welcome. The current BID Steering Group membership includes:



## Chair

Brendan Hughes - ICU Security Services

## Vice Chair

Sue Byers - Arndale Centre

## Retail

Colin Brown - Colin Brown Gents Hairdressers

Tricia Heath - 13 The Warehouse

Fiona Kacani - Next

Jonathan Timmis - The Bra Shop and Cheeky Monkey

Vicky Boyd-Power - Little Shop of Hobbies

Liza Hill/Deborah Hutton - Boots

## Leisure and Hospitality

Mark Needham - The Midland Hotel

Liam O'Hagan - The Royal Bar & Hotel

## Professional

Nicola Codd - Baines Bagguley Penhale Solicitors

## Charity

Anna Scott - Galloway's

Siân Johnson

## Food and Drink

John Bates - Green Room Café

## Media

Bill Johnston - The Bay Radio

## Local authority and partners

Cllr Janice Hanson - Lancaster City Council

Paul Rogers – Lancaster City Council

## Secretariat

Vicky Lofthouse - Lancaster District Chamber

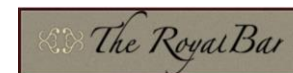
Hannah Snashall – Lancaster District Chamber

Please note: Steering Group details were correct at time of printing.

For an up to date list visit [www.MorecambeBID.org](http://www.MorecambeBID.org)



Iconic Art Deco Hotel



# The story so far

## BID development

Ever since the BID steering group was formed in October 2014, we have been striving to get the BID message out there and make the BID the best it can be.

From February 2015, a survey on which services and projects you would like to see from the BID has been sent to businesses in the BID zone. On top of this, the steering group and secretariats have been pounding the streets, having sit-down meetings and dropping into businesses to ensure the BID meets the needs and desires of Morecambe's businesses.

In May 2015, all businesses were invited to an open meeting at The Midland hotel, where they were given the opportunity to find out firsthand what the BID is about and what BIDs have achieved elsewhere in the North West.

On top of this, we've been digging into research from the Portas Pilot Springboard survey, up to date statistics on central Morecambe, BID legislation and best practice, and much more.

We've used the information we collected, plus all the ideas and suggestions you've told us in the survey and in face to face conversations to find an achievable strategy - and thus the Morecambe BID business plan you see here was born!

## The BID so far in numbers...

**494** drop-in visits to Morecambe businesses in the BID area

**500+** cups of tea

**63** businesses at the May 2015  
BID launch

**214** Tweets

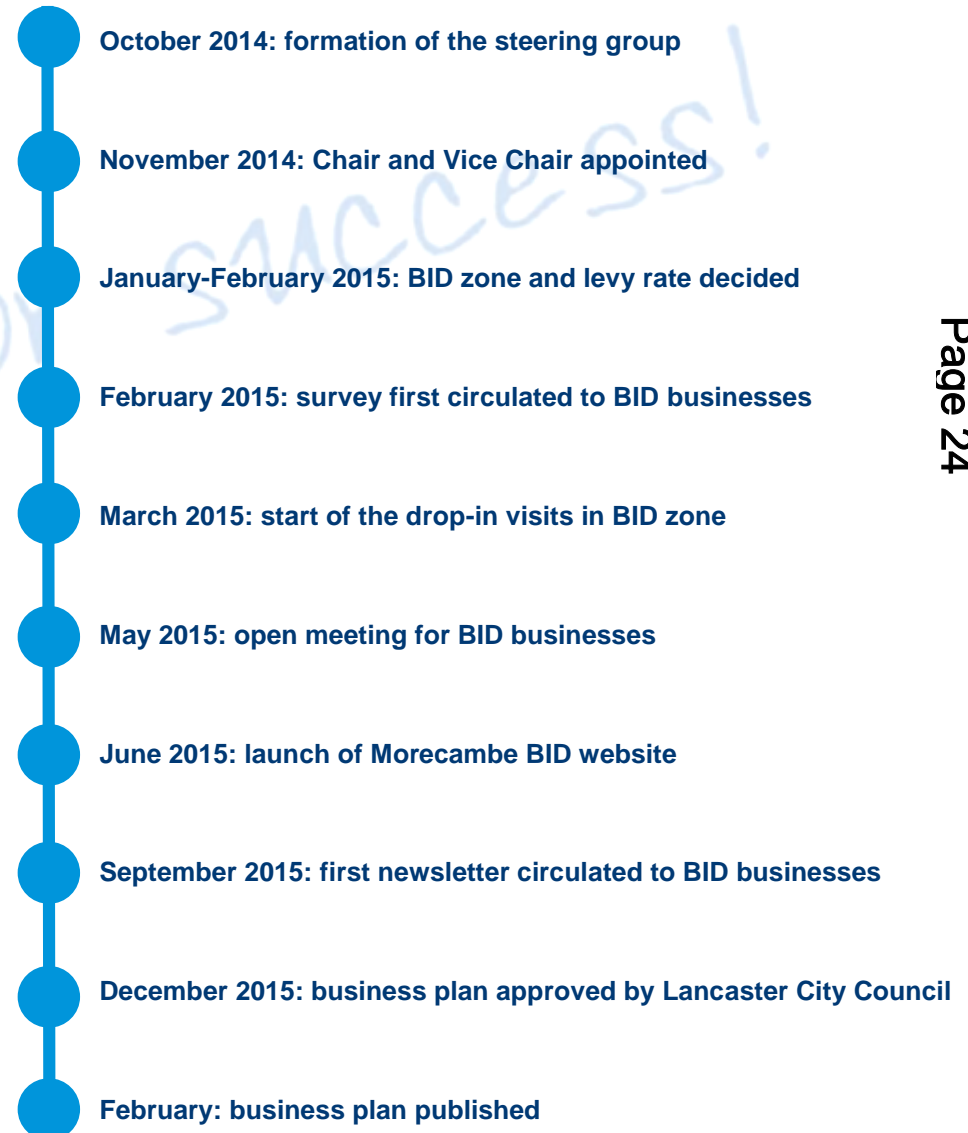
**700** sticks of Morecambe BID rock

**14** countrywide BIDs engaged

**1** BID mascot

**9** new steering group recruits

## Timeline



# Next chapter

Vote "yes" for...

Your views have inspired the projects in this BID Business Plan. Thanks to everyone who contributed. Your chosen priorities include:

- Shouting out about Morecambe
- Lively nights
- Getting people in and about
- A safer town – night and day
- Making Morecambe an attractive town

The BID management group will continuously consult with all levy payers across the 5 year term to ensure we are kept aware of your priorities.

## Shouting out

What better way to tackle the poor perception of Morecambe than to shout out about the great things we have here? 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.

Planned projects:

- Promote, support and influence existing events
- Business directory
- Information maps

## Lively Nights

Few of our locals and visitors go to bed at 5pm, so why should our town centre? We aim to work with businesses to make our evening economy more attractive, encouraging people to stay and spend their money after our stunning sunsets.

Planned projects:

- Enhance and promote the night-time economy
- Coordinate special evening offers between a variety of businesses
- Late night Christmas shopping
- Innovative lighting installations

## Getting people in and about

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, not just the seaside.

Planned projects:

- Flexible parking, improvements and lobbying
- Wayfinding - directing visitors towards where businesses are trading
- Footfall analysis

# Next chapter cont.

## A safer town night and day

Knowing a town is safe and secure 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.

Planned projects:

- Liaising with local police and Community Safety Partnership
- Crime/safety awareness – advice and education
- Lobbying for continued CCTV

## 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.

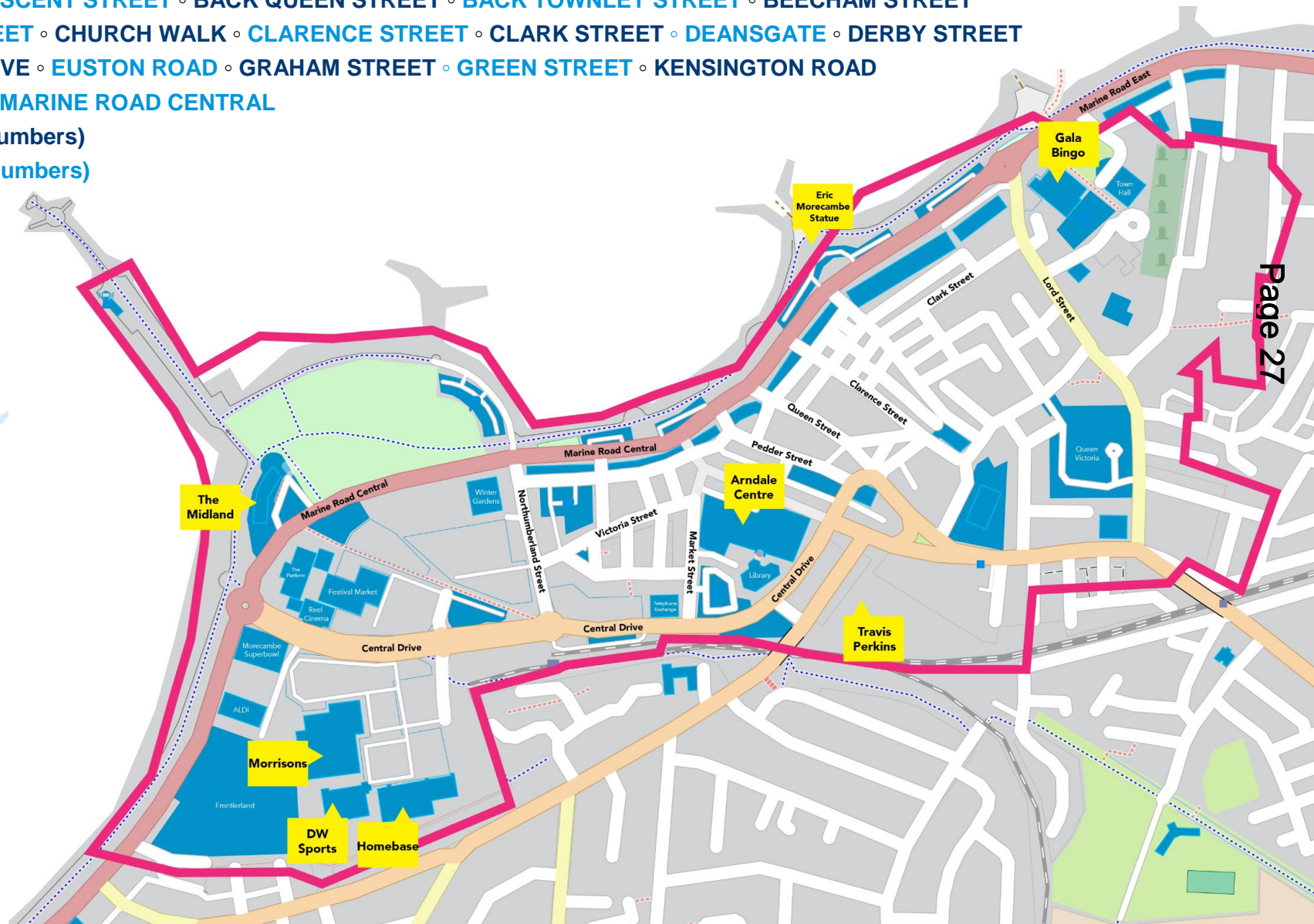
Planned projects:

- Empty retail unit management
- Maintenance funding for business improvements
- Reporting and tackling grot spots and Spring cleans

# BID area and streets

## STREETS IN THE BID AREA:

- ANDERTON STREET ◦ BACK CRESCENT STREET ◦ BACK QUEEN STREET ◦ BACK TOWNLEY STREET ◦ BEECHAM STREET
- CENTRAL DRIVE ◦ CHURCH STREET ◦ CHURCH WALK ◦ CLARENCE STREET ◦ CLARK STREET ◦ DEANSGATE ◦ DERBY STREET
- EDWARD STREET ◦ EUSTON GROVE ◦ EUSTON ROAD ◦ GRAHAM STREET ◦ GREEN STREET ◦ KENSINGTON ROAD
- LINES STREET ◦ LORD STREET ◦ MARINE ROAD CENTRAL
- MARINE ROAD EAST - (Limited Numbers)
- MARINE ROAD WEST - (Limited Numbers)
- MARKET STREET
- MARKET STREET EAST
- MATTHIAS STREET
- MORECAMBE STREET
- NELSON STREET
- NORTHUMBERLAND STREET
- OXFORD STREET
- PEDDER STREET
- POULTON ROAD
- POULTON SQUARE
- QUEEN STREET
- ROYALTY MALL
- SKIPTON STREET
- STATION ROAD
- TOWNLEY STREET
- TUNSTALL STREET
- VICTORIA STREET
- WEST VIEW ROAD
- WINTER GARDENS ARCADE





# Governance

## Monitoring Performance

In the Morecambe BID survey, you were asked which measures you think would show the effectiveness of the BID. You said:

- Sales
- Footfall
- Customer opinions
- Number of vacant properties
- Development and investment levels

To make sure the BID objectives are being met and that you feel you're getting value for your money, the BID will monitor the performance of the BID using the above means over the five year term.

## Governance and structure

Morecambe BID will form a new not for profit limited by guarantee company registered with Companies House. To ensure best practice, the new BID company will have a governing document about how the company is run.

At the start of the BID in October 2016, a management group will be formed to voluntarily assist with the running of the BID. Businesses operating in the BID zone and who also contribute towards the levy will be eligible to apply to be on the management group. Members of the current steering group may or may not be on the management group. The BID will also ensure the management group also has a proportional representation for each sector in Morecambe.

A BID manager will be appointed to coordinate all BID activities.

## Services and Baseline Agreement

All services or projects provided by the BID will be in addition to services provided by local authorities. Your money will not be used to pay for services that the Council or other bodies have a statutory duty to provide.

The BID has established a baseline agreement with Lancaster City Council and a service level agreement with the Council and other bodies, to ensure the BID will add value to any statutory services. This will be monitored on an ongoing basis.

# Ballot

## 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 28<sup>th</sup> April 2016. All you need to do is tick the relevant box and return your ballot paper in the self-addressed envelope to the Electoral Reform Service before 5pm on 26<sup>th</sup> May 2016. The decision is made by the ratepayer. 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 28<sup>th</sup> April 2016.

**The ballot will close on 26<sup>th</sup> May 2016, giving you 28 days to send in your vote.**

## 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.

The ballot will be run by the Electoral Reform Services which is an independent organisation. The ballot is entirely confidential.

### The countdown to your BID ballot: Key timescales



## Announcing the result

The result of the ballot will be announced on 27<sup>th</sup> May 2016.

If successful Morecambe BID will start to deliver projects in the BID Area from 1<sup>st</sup> October 2016.

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 re-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

# Finance

## 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 1<sup>st</sup> April 2016. 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 01524 381331 or emailing [info@morecambid.org.uk](mailto:info@morecambid.org.uk) Alternatively you can log onto the Valuation Office's website [www.voa.gov.uk/business\\_rates](http://www.voa.gov.uk/business_rates)

## How much will the BID cost my business?

**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 your business premises which means you will pay proportionately based on the size of your business. The table below will help you see how much you are likely to pay

includes running costs, legal and monitoring/evaluation costs

\*\* includes the charge for collecting the levy based on the national average collection fee of 3% of the total annual levy collected

\*\*\* includes allowance for possible non-collection (95% collection rate) and bad debts

Any money left over at the end of years one – four will be carried over into the following year's budget.

## How much will your BID invest in the town?

	Year 1	Year 2	Year 3	Year 4	Year 5	TOTAL
	1 Oct 16 - 30 Sept 17	1 Oct 17 - 30 Sept 18	1 Oct 18 - 30 Sept 19	1 Oct 19 - 30 Sept 20	1 Oct 20 - 30 Sept 21	
<b>INCOME</b>						
Levy @1.5%	127,769	127,769	127,769	127,769	127,769	638,845
<b>EXPENDITURE</b>						
An attractive town	15,000	15,000	15,000	15,000	15,000	75,000
A safer town	12,000	12,000	12,000	12,000	12,000	60,000
Lively Nights	20,000	20,000	20,000	20,000	20,000	100,000
Shouting Out	29,000	29,000	29,000	29,000	29,000	145,000
Getting people in and about	15,342	15,342	15,342	15,342	15,342	76,710
Overheads*	26,022	26,022	26,022	26,022	26,022	130,110
Levy collection**	3,900	3,900	3,900	3,900	3,900	19,500
Contingency***	6,505	6,505	6,505	6,505	6,505	32,525
<b>TOTAL</b>	<b>127,769</b>	<b>127,769</b>	<b>127,769</b>	<b>127,769</b>	<b>127,769</b>	<b>638,845</b>



Your Rateable Value	Your Levy (1.5%)	Your investment per day
£3,500	£52.50	14.4p
£5,000	£75	20.5p
£10,000	£150	41.1p
£25,000	£375	
£50,000	£750	
£75,000	£1125	

## Additional funding

We anticipate that this income will be subsidised by additional funding of £26,022 each year during the BIDs five year term. We will continuously search for alternative revenue streams to add to the Morecambe BID pot.

lose without a

## BID?

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.**

The BID has the power to make Morecambe a better place to work in, live in, and visit.

- **Make town centres a pleasant place for employees and visitors**  
 Croydon BID – delivered 1,500 extra hours of deep-cleaning and grot spot removal
- **Boost tourism and increase footfall in the town centre**  
 Worthing BID – in 2011 footfall grew by 10.4%
- **Improve the safety of the area**  
 Blackburn EDZ BID – in its first term, Blackburn EDZ reduced crime in the BID zone by 54%
- **Attract additional investment from elsewhere to add to the BID spending pot**  
 Lancaster BID - £769,200 of additional funding was secured, which was only available to Lancaster because the BID is in place
- **Revitalize the local economy**  
 Bedford BID – a town Centre gift voucher scheme helped Bedford’s local economy grow stronger through over £700k of sales.

# DO THE RIGHT THING FOR MORECAMBE

**Vote 'YES' for Morecambe BID and £630,000 plus investment in your town!**

If the town of Morecambe is to take advantage of this opportunity and benefit from the BID, then your vote is crucial.

Don't leave it to others to vote, make your voice heard. After all, although the levy we're asking of you and your business is relatively small, combining those levies will amount to a substantial and sustainable investment that will benefit the central Morecambe area and its community - including you and your business.

**Vote 'YES' by 26<sup>th</sup> May 2016 to take charge and deliver change in your town!**

Get in touch!

[info@morecambebid.org.uk](mailto:info@morecambebid.org.uk)

[www.morecambebid.com](http://www.morecambebid.com)

01524 381331

Twitter/Facebook

MorecambeBID

Vote "yes" for success!



Vote "yes" for success!

**Draft Morecambe BID 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 Proposal. Where BID proposers decide to seek approval of BID proposals in a BID ballot they must send to the billing authority the information in the table below. The current draft Morecambe BID proposal reflects the statutory standards as follows:

<b>BID Regulation 4 Requirements</b>	<b>Compliance Yes/No</b>	<b>Officer Comments</b>
A copy of the BID proposals;	Y	Draft and a final formatted document to be produced
A summary of the consultation undertaken	Y	As noted in the report officers are aware of the extensive 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 will incorporate as a limited company.
Proof of sufficient funds to pay the costs of the ballot	Y	The ballot will be a confidential postal ballot managed by Electoral Reform Services. Provision is made in the BID feasibility budget.
<b>Information requirements</b>		
The works or services to be provided.	Y	The proposals are based around 5 specific objectives driven by consultation and workshops with local businesses.
The existing baseline services	Y	Production of the baseline document is a function of the public service providers. A city council baseline document has been developed.
The geographical area to be covered by the BID arrangements;	Y	A map is included
The non-domestic ratepayers to be liable for the BID levy	Y	All hereditaments 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 future 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 but negotiations to complete	50% levy relief for charities with property in the BID zone. Potential cap with major levy payer still under negotiation.
Whether the BID arrangements may be altered without an alteration ballot and, if so, which aspects may be so altered;	Y	A clear statement is included. 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 BID arrangements and when they will start	Y	1 <sup>st</sup> October 2016 until 30 <sup>th</sup> September 2021

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 Proposal conflicts with any of the policies or plans that the council has for Town Centre or the District as a whole.

Lancaster City Council Policy / Strategy	Morecambe BID Proposal fit	Officer Comments
<b>The policy framework means the following plans and strategies</b>		
Community Safety Agreement	√	No current Plan available. Actions identified in proposal cut across local safety partnership actions and close liaison with council, police and community safety bodies is required to ensure compatibility.
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 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.
<b>Any other 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.</b>		
Annual Report (formerly Best Value Performance Plan)	N/A	Not applicable as the document is a "backward looking" report.
Sustainability (LA 21) Strategy / Climate Change Strategy	√	No conflict with current strategies – could assist in the area of local response to climate change.
Housing 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. These need to be firmed up as far as possible for budget setting in future years.
Street Cleaning Standards	√	Based on officer liaison BID term actions will fit with street cleansing regime.
Environmental Health Service Enforcement Policy	√	Based on officer liaison BID term actions will comply with Environmental Health enforcement regime.
Lancaster District Parking Strategy	√	Based on officer liaison 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 officer liaison BID term actions funded will comply with licensing policy.
Sport and leisure provision	√	No conflict anticipated
Cultural Heritage Strategy	√	Support for BIDs is recognised as a priority action