

## RURAL, ECONOMIC AND ENVIRONMENTAL AFFAIRS COMMITTEE

09 JANUARY 2013

### REPORT OF THE HEAD OF COMMUNITIES & NEIGHBOURHOODS

#### MELTON MOWBRAY BUSINESS IMPROVEMENT DISTRICT

##### ANNUAL REPORT

###### 1.0 PURPOSE OF THE REPORT

1.1 To update on the Melton BID's progress and projects delivered during 2011-2012.

###### 2.0 RECOMMENDATION

2.1 **That members note and comment on the BID progress update.**

###### 3.0 KEY ISSUES/BACKGROUND

3.1 The Melton Mowbray BID will generate an additional £645,000 of investment for projects and schemes in the town centre over a 5 year period.

3.2 This is based upon a 1.5% levy or banding on the rateable value of the business and will generate invaluable income for the town, enhancing the vitality and viability of Melton Mowbray's town centre.

3.3 The BID also seeks to increase footfall to the town centre, raising the profile of Melton Mowbray as a shopping and tourism destination and to reduce business costs through co-ordinated business pilot schemes.

3.4 The BID Business Plan was formed after 2 years of consultation ballot and comprises 3 key projects:

3.4.1 Think Melton Shop Melton – Shopping Guide, Shopping Survey, Loyalty Card, Car Parking Campaigns and Targeted media and advertising campaigns.

3.4.2 BID for Business – Free Trade Recycling Scheme, Business and Employee Car Parking initiatives, Collective Purchasing Scheme of utilities/insurance and Funding/Sponsorship for Business Support Initiatives such as training, business improvement grants

3.4.3 Visitor Enhancement Scheme – Melton's Heritage Scheme, Town Centre Events, Car Parking initiatives, Marketing & Promotion campaigns and Visitor Information

The BID Business Plan is attached as Appendix A.

3.5 BID businesses went to ballot in June 2011. A total of 39% of the 443 businesses voted, 59% in favour by yes vote and 62% by rateable value.

3.6 The Melton Mowbray BID Company Ltd was incorporated on 10<sup>th</sup> October 2011 and the Memorandum and Articles of Association are detailed in Appendix B. The Company comprises 17 BID Board Directors, which includes 2 members and the Head of Communities & Neighbourhoods.

3.7 The BID financial year commenced on 1<sup>st</sup> December 2011 and ended 30<sup>th</sup> November 2011. BID Annual accounts will be presented in January 2012, with Year 2 billing commencing 1<sup>st</sup> December 2012.

3.8 £121,962.24 (as of 30<sup>th</sup> November) was collected in the BID's first financial year, with a total rateable value payable of £123,351.00. This has allowed key BID projects to be delivered throughout 2011-2012, which includes:

- The BID website has been designed, [www.meltonbid.co.uk](http://www.meltonbid.co.uk), with an online Business Directory of all BID businesses and links to their websites. 15,000 copies of the Business Directory will be printed and distributed in January 2013.
- 25,000 Town Centre User surveys were distributed to the Borough residents in June for consultation on the town centre, with particular focus on the evening economy. Results are available on the BID and Melton Borough Council websites.
- 15,000 Event Guides 2012 and Melton bags were produced, to promote shop local campaigns and to increase local and visitor footfall to the town centre.
- The Free Trade Recycling Scheme was launched in June 2011, offering free
  - collection and recycling of trade waste on a weekly basis. Over 120 businesses are currently using the scheme, including a number of Snow Hill businesses.
- Funding has been secured to support the SMART and PUBWATCH schemes, fund a new CCTV co-ordinator post in April 2013 and the Annual Safer Award Scheme, to be launched in 2013.
- The Melton BID has supported key events in the town centre, such as the Artisan Cheese Fair, Country Fair, Victorian Xmas Fayre, Melton by Sea, British Pie Awards and Melton Business Awards. It has also launched new events, such as the Dine Before Nine campaign, promoting and supporting the evening economy and the Christmas Shopping Crawl, supporting independent businesses and shop local campaigns.
- The Melton BID has also supported Melton in Bloom, sponsoring the Retail Hanging Basket Scheme and entry to the East Midlands in Bloom Competition 2012 and the Civic Society in its sponsorship of a Blue Plaque on Burton Street.

3.9 A recent update on the BID was presented to members of the Infrastructure Delivery group as part of their town centre update, this is attached as Appendix A

#### 4.0 **POLICY AND CORPORATE IMPLICATIONS**

4.1 Melton Borough Council has an operating agreement to collect the BID levy on behalf of the BID Company and the full cost of the collection is reimbursed to Melton Borough Council. A BID levy Operating Agreement has been drawn up between the Melton Mowbray BID Company and Melton Borough Council to this effect, as detailed in Appendix C

4.2 The BID seeks to increase footfall to the town centre and enhance the vitality/vibrancy of the town centre, for residents, investors, businesses and visitors. This will reflect the council's corporate plan and priorities around the 'Place'.

## 5.0 FINANCIAL AND OTHER RESOURCE IMPLICATIONS

5.1 The BID levy in Melton Mowbray is 1.5% of the rateable value, with additional banding for all those businesses with a rateable value of £6,999 and under. This will generate a total levy income for the town of £645,000 over a five year period. In Year 1 the BID has generated £121,962.24 of a total rateable value payable of £123,351. The Melton BID will also seek to source additional income through grants and sponsorship, to supplement the BID income and generate greater added value for businesses within the BID area.

5.2 The Melton BID, in partnership with Melton Borough Council has already been successful in securing £10,000 Portas funding for the town centre as a Town Team Partner.

5.3 As a business within the BID area, Melton Borough Council is liable for BID levy payments. Based upon current occupied and vacant units, MBC's total RV is **£638,800**. The total BID levy payable therefore by Melton Borough Council, based upon 1.5% and banding, is **£9,674.50** per annum.

5.4 The BID levy is collected by Melton Borough Council through the current Northgate system on a separate BID billing process and in line with the BID Operating Agreement. The cost for the BID collection for Year 1 was £18,600, with subsequent collection costs of £3,000 per annum. The levy is collected separately from the business rates, with the BID financial year commencing on 1<sup>st</sup> December and ending on 30<sup>th</sup> November. Melton Borough Council invoices the Melton BID Company on a quarterly basis for the BID levy collection cost and this has been budgeted within the BID Business Plan.

## 6.0 LEGAL IMPLICATIONS

6.1 The BID process is covered by Part 4 of the Local Government Act 2003 and the Business Improvement Districts (England) Regulations 2004.

6.2 A BID is a partnership which unites and empowers businesses, within a specific area, to decide what additional improvements would benefit the trading environment of their town.

6.3 The BID Business Plan is a legally binding document during the five year period of the BID, 2011-2016..

6.4 Legal advice was sought and obtained before agreements were made with the Melton BID, including the BID Levy Operating Agreement between Melton Borough Council and Melton Mowbray BID Company Ltd.

## 7.0 COMMUNITY SAFETY

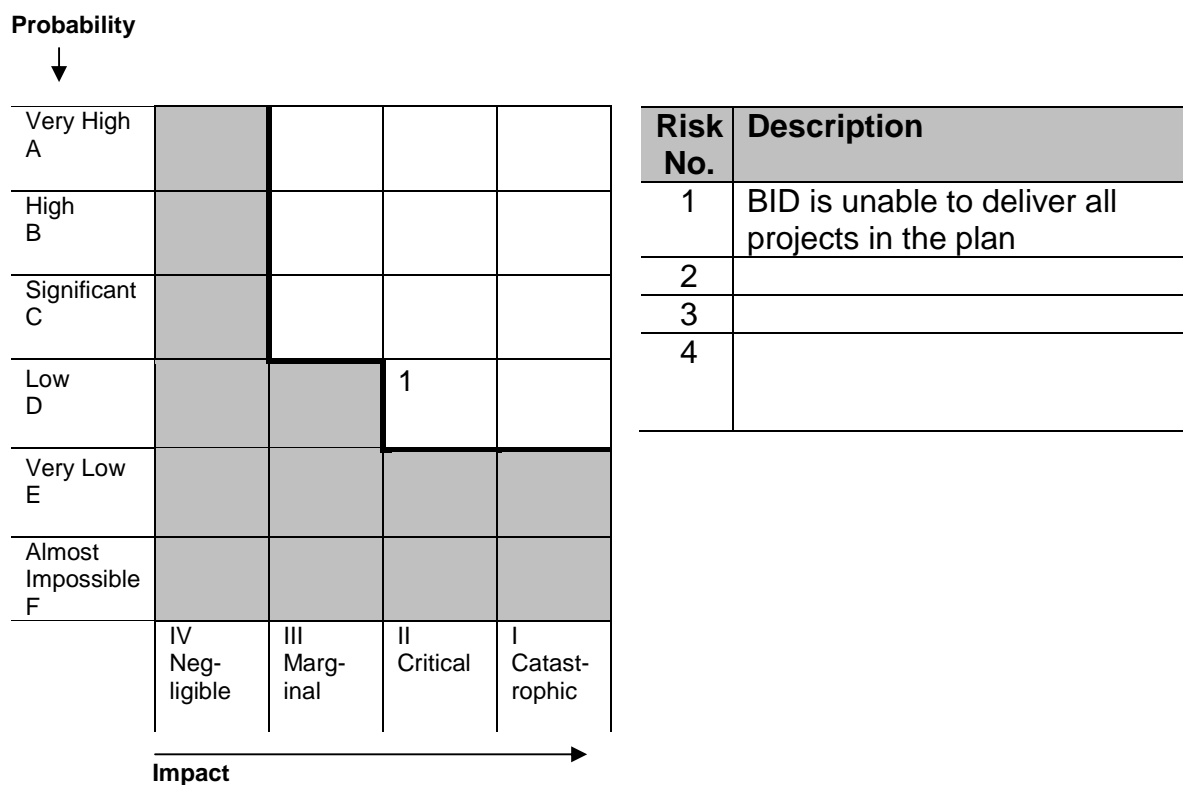
7.1 The Melton Mowbray BID will continue to work with and support key organisations, such as SMART and PUBWATCH, to deliver crime and safety initiatives in the town centre. £12,500 funding has been secured through the BID for promotion of SMART and Pubwatch, the appointment of new CCTV co-ordinator in April 2013, Safer Places scheme and launch of the Annual Safer Award Scheme in 2013.

## 8.0 EQUALITIES

8.1 No equality impact assessment implications. Any projects emerging from the BID business plan that require Equality Impact Assessments will be undertaken by the BID Board.

9.0 **RISKS**

9.1 . The risks are considered in the table below:



10.0 **CONSULTATION**

10.1 All 443 businesses within the BID area were consulted throughout the 2 year BID Academy programme. This has included:

10.2

- 2007 Feasibility study to assess viability of BID for Melton
- Capacity Building and Essential Guide to a BID events
- Emda's 2 year BID Academy programme 2009 - 2011
- Surveys, Fact sheets and Newsletters
- Street meetings and individual business consultations
- Website updates on the Melton Town Centre Partnership and Melton BID websites
- Press and media coverage in the Melton Times and Leicester Mercury.

10.3 Members have been updated throughout the BID programme and have received copies of the BID business Plan

10.3 Distribution of BID newsletter to businesses and members

10.4 Press coverage and website updates on Melton BID websites

10.5 Distribution of 25,000 Town Centre User Surveys to Borough residents and members

11.0 **WARDS AFFECTED**

11.1 Town Centre ward

12.0 **CLIMATE CHANGE**

12.1 There are no climate change implications relating to this report.

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Contact Officer: S Core

Date: 13 December 2012

Appendices A- BID Presentation

Background Papers: None

Reference: Council, C'tees & Sub-C'tees/REEA/2012-13/09-01-13/ HR  
Annual BID Report