

## TOWN AREA COMMITTEE

22 SEPTEMBER 2016

### REPORT OF HEAD OF COMMUNITIES & NEIGHBOURHOODS

#### RENEWAL OF MELTON BID (BUSINESS IMPROVEMENT DISTRICT) 2016

##### **1.0 PURPOSE OF REPORT**

- 1.1 To update members on the business consultation and renewal of the Melton BID (Business Improvement District) in October 2016.

##### **2.0 RECOMMENDATIONS**

**It is recommended that members:**

- 2.1 **Consider and comment on the BID Business Plan, attached as Appendix A and recommend to the Policy, Finance and Administration Committee, delegation for the responsibility for voting in the BID ballot to the Head of Central Services in consultation with the Head of Communities & Neighbourhoods.**
- 2.2 **Further recommend to the Policy, Finance & Administration Committee to vote in support of the BID's renewal in October 2016.**

##### **3.0 KEY ISSUES / BACKGROUND**

- 3.1 The Melton BID (Business Improvement District) was established in 2011, following a successful ballot in June 2016, whereby town centre businesses voted in favour of a BID. The BID is a business-led and business-funded body, which is formed to improve services in a defined geographical area.
- 3.2 The Melton BID Mowbray BID Company was established in October 2011 and is a private, not for profit, company limited by guarantee. The Melton BID is managed by a Board of Directors, representative of large and small businesses from within the BID area.
- 3.3 The Melton BID has generated over £670,000 for the town centre in its first five year period. This has been based upon an annual 1.5% levy of the rateable value and £100 banding for those businesses with a rateable value of £6,999 and under.
- 3.4 Working with key partners, the BID has delivered projects detailed within the first five year Business Plan 2011-2016.(Appendix A), adding value to existing services and seeking opportunities for funding and regeneration.
- 3.5 As an organisation, it has sought to enhance the vitality of the town centre, raising its profile as a tourist and shopping destination and reducing business costs through business schemes
- 3.6 In the BID's first five year term, 2011-2016, the Melton BID has delivered a range of projects, which have included targeted marketing campaigns and events, business support initiatives and promoting Melton's heritage and visitor experience.
- 3.7 In May 2016, BID businesses were sent a BID Fact Sheet (Appendix B) summarising the delivery of the Melton BID's Business Plan 2011-2016, and three key projects.

- 3.7 The **Think Melton Shop Melton** campaign has sought to encourage local residents and employees to shop locally, through targeted marketing campaigns. Successful projects have included the Town Centre App, Springboard Footfall Counter, Car Parking Campaigns, Shopping Survey, Business Directory and funding support of CCTV, SMART and Pubwatch.
- 3.8 The **BID For Business Scheme** has reduced business costs through schemes such as the Free Trade Recycling Scheme, £250 Business Support Grant Schemes, Free Business Utility Audits and Free Social Media Training.
- 3.9 The **Visitor Enhancement Scheme** has enhanced and promoted Melton's heritage and visitor experience. Town Centre Enhancements have included new town centre planters, Market Place feature, retail hanging basket scheme, window dressing scheme and blue plaque scheme. Melton BID In Bloom was an East Midlands in Bloom Silver Gilt winner and RHS Britain in Bloom Silver Award winner in 2015, whilst the BID has also sponsored key events and campaigns, such as the Victorian Xmas Weekend, CiCLE Classic, Teenage Market, Dine Before Nine and Independent Retailer Campaigns.
- 3.10 The Melton BID is one of 392 Portas Town Teams in the UK and is now supporting the development of a Town Centre Business Neighbourhood Plan. It is also a key partner in the Town Centre Investment Pilot, seeking to increase inward investment into the town centre
- 3.11 In May 2016 BID businesses were sent a consultation survey, to assess business views on the projects and schemes delivered, and to identify potential new projects for the next five year plan. In June 2016, the BID newsletter was circulated to businesses, summarising the survey results (Appendix C).
- Think Melton Shop Melton project - Very important or important were Car Parking Offers, Town Centre Shopping Guide and Targeted, Local Marketing campaigns.
  - BID for Business project – Very important or important were the Free Trade Recycling Scheme, Business Support Grant Scheme and Business and Employee Car Parking Initiatives
  - Visitor Enhancement Scheme – Very important or important were Town Centre Enhancement schemes, Events and Events Guide.
  - 87% of businesses also felt that it was important for the BID to source external funding, whilst 81% supported the development of a BID-backed business-led Town Centre Neighbourhood Plan.
  - Overall 68% of businesses surveyed, felt that the Melton BID represented Good Value for Money and almost 60% of respondents felt that the performance of the BID had been Good or Excellent.
- 3.12 A Town Visioning event was held on 6<sup>th</sup> July, whereby businesses selected current BID projects to take forward as part of the next five year BID Business Plan. Businesses also discussed other projects and initiatives, which could be delivered by the BID in 2016-2021, in partnership with other stakeholders, to deliver the most benefit for traders and residents.
- 3.13 Businesses voted on current BID projects to be taken forward and delivered within the next five year Business Plan 2016-2021, as summarised in Appendix D.
- Think Melton Shop Melton – SMART, Pubwatch and CCTV.
  - BID for Business – Free Trade Recycling Scheme, Business Grants and Social Media

Training.

- Visitor Enhancement Scheme – Town Centre Enhancement/In Bloom and Events.
- Other Projects – TCIM Pilot and Town Centre Business Neighbourhood Plan

3.14 The Mind Mapping exercise (Appendix D) also highlighted key projects and themes to be included within the next five year BID Business Plan 2016-2011. Most significant projects and themes were:

- Parking initiatives and campaigns, for visitors and businesses to increase footfall.
- Communication of visions & strategic plans for stronger partnership working.
- Retain and promote the town's heritage, linked to tourism, parks and markets.
- Marketing & Promotion of town's USP & Tourism, including technology & Loyalty schemes.
- Development Opportunities, Inward Investment & Retail Mix/Independent Retail Mix.
- Sports & Leisure Vision / Events.
- Policy & communication, eg of Local Plan.
- Perception of Crime & Links to Evening Economy, Dining & the Market Place.

3.15 The Market Place Visioning exercise (Appendix D) highlighted similar projects and themes:

- Visitor Enhancement Scheme – Evening Economy and café culture, with enhanced food and drink offer, supported by town centre wifi, enhanced Market Place and traffic calming schemes.
- Footfall & Flow – High quality retail mix of shops & cafes, with inward investment, transport links, supported by events.
- Digital/Marketing Melton – Town Centre Wifi, Loyalty Card App, Independent Click & Collect
- Evening Economy – Evening Economy branding & packages, diversity of dining, cafe culture.
- Melton Experience/Ambience – 7 day events, linked to markets and café culture, with traffic calming.
- Events/Festivals & Markets/Sports & Leisure – Sports, Leisure, Cultural & Music events to maximise current offer, supported by evening transport.
- Business Support – Importance of shop frontages and design to enhance town's heritage & to attract inward investment.
- Strategy/Vision & Investment – Shop frontage design & historical buildings to be developed to drive forward tourism and strategically, investment.

## **Next Steps**

3.12 The BID Business Plan for 2016-2021 is as attached as Appendix A, based upon the detailed business consultation and events. Key themes are:

- Marketing, Promotion and Events
- Improving the Street Scene
- Business Support
- Vision and Strategy

3.13 The BID Business Plan will be circulated to BID businesses in September 2016.

3.14 The ballot will be conducted by ERS (Electoral Reform Services), on behalf of the Melton BID and ballot papers will be posted to BID businesses on 28<sup>th</sup> September 2016.

3.15 The ballot will close at 5pm on 26<sup>th</sup> October 2016.

3.16 The declaration of the result will be made on 27<sup>th</sup> October 2016.

#### 4.0 POLICY AND CORPORATE IMPLICATIONS

4.1 If the Melton BID ballot is successful, Melton Borough Council will be required to continue to collect the BID levy on behalf of the BID company. The cost of this will continue to be reimbursed to Melton Borough Council.

4.2 There are clear links to priorities within the corporate plan:

- Promoting a vibrant and sustainable economy, focused on growth and prosperity
- Developing a thriving Melton Mowbray town centre that is at the heart of the Borough
- Creating a well-connected Borough
- Promoting equality of opportunity and encouraging strong, healthy and resilient neighbourhoods

#### 5.0 FINANCIAL AND OTHER RESOURCE IMPLICATIONS

5.1 The BID levy in Melton Mowbray is 1.5% of the rateable value, with £100 banding for all those businesses with a rateable value of £6,999 and under. Based upon the current total BID net liability of £146,000 per annum, this will generate a total levy income for the town of £730,000 over a five year period. The Melton BID will again 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. £30,000 additional funding was secured by the Melton BID during its first five year term.

An indication of levy costs is detailed below:

Rateable Value of Property	Annual BID levy (1.5%)
£6,999 and under	£100 (minimum rate)
£7,000	£105
£10,000	£150
£25,000	£375
£50,000	£750

5.2 The below table details the Rateable Value and BID levy of all Melton Borough Council properties within the BID area. Based upon current occupied units, MBC's total RV is **£614,250**. The total BID levy payable therefore by Melton Borough Council, based upon 1.5% and banding, will be **£9,279.50** per annum. This is based upon the NNDR list as of April 2010.

Business Property	Rateable Value	BID Levy (1.5% or banding)
MBC Car park, Burton Street	£19,500	£292.50
MBC Car Park (Annex) Burton Street	£4,650	£100.00
MBC Parkside, Burton Street	£176,000	£2,640
MBC Car park, Chapel Street	£14,750	£221.25
MBC, 7 King Street	£12,500	£187.50
MBC Car park, Mill Street	£6,700	£100.00
MBC, PT Gnd Floor Phoenix House, Nottingham Rd	£17,500	£262.50
MBC, Pt Gnd & 1 <sup>st</sup> Floor, Phoenix House, Nottingham Rd	£54,500	£817.50

MBC Public Conveniences, Park Lane	£8,700	£130.50
MBC, Regent Street	£2,250	£100
MBC Cattle Market, Scalford Road	£183,000	£2,745
MBC Env Maintenance, 70 Snow Hill	£9,900	£148.50
MBC – Vacant, 74 Snow Hill	£10,750	£161.25
MBC Car park, St. Mary's Way	£28,250	£423.75
MBC Car park, Thorpe End	£6,700	£100
MBC Public Conveniences, Wilton Road	£7,000	£105
MBC Car park, Wilton Road	£22,750	£341.25
<b>TOTAL</b>	<b>£585,400</b>	<b>£8,876.50</b>

5.3 If the Melton BID's renewal ballot is successful, then Melton Borough Council will continue to collect the BID levy through the current Northgate system. The continued quoted cost for the BID licence is £2,000 per annum. This will be collected separately from the business rates and the cost of levy collection will be refunded to Melton Borough Council by the Melton BID.

5.4 The BID financial year will remain the same in the BID's second term, with year 1 of the BID's second term commencing on 1<sup>st</sup> December 2016 and ending 30<sup>th</sup> November 2017.

## **6.0 LEGAL IMPLICATIONS/POWERS**

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 In the event of businesses voting in favour of a second term for the Melton BID, then the next Melton BID Business Plan will become a legally binding document during the next five year period, 2016-2021.

6.4 Under BID legislation, businesses within the BID area will vote as to whether they will support the Melton BID's renewal. The BID Ballot will commence on 28<sup>th</sup> September 2016 and will comprise of a 28 day postal vote. The Ballot date (last voting day) will be 26<sup>th</sup> October, with results announced on 27<sup>th</sup> October. The ballot process will be carried out independently by the Electoral Reform Services.

6.5 Every rateable property within the BID area will be able to vote. Those organisations which occupy more than one property will be able to have more than one vote. Where a property is vacant, the registered business ratepayer will be entitled to vote. A proxy vote will be available and details will be issued with the ballot papers, which will be despatched on 28<sup>th</sup> September 2016.

6.6 For the Melton BID to secure a Yes vote, two conditions must be met:

- a. Of the votes cast, more than 50% must vote in favour, and
- b. Of the businesses that vote, the "Yes" vote must represent more than 50% of the total rateable value of all votes cast.

6.7 If a Yes vote is secured, all businesses within the BID area will have to pay the BID levy. There will be no reduction to the BID levy. Exemptions, relief or discounts prescribed in the Non Domestic Rating (Collection & Enforcement) Regulations 1989 made under the local Government Finance Act 1988 will not apply.

6.8 A new BID Board, including Chair and Vice Chair will be elected in the second term, as part of the BID company, to take forward and deliver the programme of projects.

**7.0 COMMUNITY SAFETY**

7.1 If successful, the Melton 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.

**8.0 EQUALITIES**

8.1 No equality impact assessment has been carried out. However, based upon initial analysis there are no negative implications at this stage.

**9.0 RISKS**

There is a risk that the majority of businesses may not vote in favour of the Melton Mowbray BID. To secure a Yes vote, 50% of those voting must vote Yes, and this must represent 50% of the total rateable value of all votes cast.

If businesses vote No, then the Melton Mowbray BID Company Ltd. will cease.

<b>L I K E L I H O O D</b>	<b>A</b>	<b>Very High</b>				
	<b>B</b>	<b>High</b>				
	<b>C</b>	<b>Significant</b>				
	<b>D</b>	<b>Low</b>		2		
	<b>E</b>	<b>Very Low</b>		1		
	<b>F</b>	<b>Almost Impossible</b>				
			<b>Negligible 1</b>	<b>Marginal 2</b>	<b>Critical 3</b>	<b>Catastrophic 4</b>

**IMPACT**

<b>Risk No</b>	<b>Risk Description</b>
1	Members do not support the BID vote.
2	There is a No Vote
3	

## **10.0 CLIMATE CHANGE**

10.1 There are no climate change implications arising from this report.

## **11.0 CONSULTATION**

11.1 All 443 businesses within the BID area have been consulted throughout the BID Renewal programme. This has included:

11.2 Review of 2011-2016 BID Business Plan  
BID Fact Sheet  
BID Surveys & Individual Business Consultations  
BID Newsletter  
BID Town Visioning Event  
Website updates on the Melton BID website  
Press and media coverage in the Melton Times and local media

11.3 Members have been updated throughout the BID Renewal programme and have received copies of the BID Fact Sheet and BID Newsletter. Members have also attended the BID Town Visioning event.

## **12.0 WARDS AFFECTED**

12.1 All wards are affected.

Contact Officer: Shelagh Core  
Appendices A – BID Business Plan 20156-2021  
B – BID Fact Sheet  
C – BID Newsletter

Date: 1<sup>st</sup> September 2016