

Public Document Pack



Place Directorate

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To the Cabinet Member for Jobs and Regeneration

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12 December, 2017

Dear Member,

Supplementary Agenda – Meeting of the Cabinet Member for Jobs and Regeneration - Thursday, 14th December, 2017

The purpose of this letter is to provide you with some additional items of business for consideration at the above meeting.

With your agreement, the following items are to be considered as urgent business, the reason for urgency being to enable decisions to be taken within the timescales required.

7. Exclusion of Press and Public

To consider whether to exclude the press and public for the item of private business for the reasons shown in the report.

8. Coventry City Centre Business Improvement District (BID) Business Planning 2018-2023 (Pages 3 - 24)

Report of the Deputy Chief Executive (Place)

(NOTE: Pursuant to Part 3e, Paragraph 19, of the City Council's Constitution, the Chair of the Scrutiny Co-ordination Committee, Councillor R Brown, or his nominee, has been invited to attend for the consideration of this matter and to agree the need for urgency such that call-in arrangements will not apply. The reason for urgency being that in order to meet the timescale detailed in the report, the Notice of Ballot in relation to the BID proposal needs to be issued on 18 December, 2017)

Private Business

9. Coventry City Centre Business Improvement District (BID) Business Planning 2018-2023 (Pages 25 - 48)



Report of the Deputy Chief Executive (Place)

(Listing Officer: D Nuttall Tele: 02476 832362)

(NOTE: Pursuant to Part 3e, Paragraph 19, of the City Council's Constitution, the Chair of the Scrutiny Co-ordination Committee, Councillor R Brown, or his nominee, has been invited to attend for the consideration of this matter and to agree the need for urgency such that call-in arrangements will not apply. The reason for urgency being that in order to meet the timescale detailed in the report, the Notice of Ballot in relation to the BID proposal needs to be issued on 18 December, 2017)

If you have any queries, please do not hesitate to contact me on the telephone number shown above.

Yours sincerely

Suzanne Bennett
Governance Services Officer



A separate report is submitted in the private part of the agenda in respect of this item, as it contains details of financial information required to be kept private in accordance with Schedule 12A of the Local Government Act 1972. The grounds for privacy are that it refers to the identity, financial and business affairs of an organisation and the amount of expenditure proposed to be incurred by the Council under a particular contract for the supply of goods or services.

Cabinet Member for Jobs and Regeneration

14 December 2017

Name of Cabinet Member:

Cabinet Member for Jobs and Regeneration – Councillor J O’Boyle

Director Approving Submission of the report:

Deputy Chief Executive (Place)

Ward(s) affected:

St. Michael’s Ward

Title:

Coventry City Centre Business Improvement District (BID) – BID Proposal

Is this a key decision?

No

Executive Summary:

In 2008, the Coventry City Centre Business Improvement District (BID) was established, covering the City Centre area. A BID is a principally business-led and business-funded body, formed with a purpose to improve a defined commercial area. The aim of the Coventry BID is to enhance, promote, develop and boost the city centre to make it a great place to work and visit.

In a formal ballot of eligible businesses in February 2013, 83% of votes cast were in favour of the Coventry BID being renewed for a second five-year period, from 1 April 2013 to 31 March 2018. As the BID comes to the end of the term of this agreement in March 2018, a new ballot will be required whereby for a new BID period the BID members will need to endorse new BID proposals, including the structure, business plan and proposed budget for the period 2018 – 2023.

The BID is currently hosted by Coventry City Council, following the transfer of city centre management services from CVOne in 2011. In the new Coventry BID Business Plan for 2018-2023, it is proposed to establish the BID as a new, separate, independent body, thereby aligning Coventry’s arrangements with the structure of the vast majority of BIDs in the country.

The Council is currently, and would under the proposed new arrangements remain, a BID levy payer. The Council currently also makes an additional voluntary financial contribution to the operations of the BID, but these arrangements are due to expire in March 2018.

The Coventry BID Business Plan 2018-2023 aims to focus BID activity towards priority areas of Security and Environment; Enhancing and Promoting; Business Voice and Support. If BID proposals for a new BID period were not approved at the proposed ballot, a number of the services planned in support of these objectives would not be considered deliverable.

Recommendations:

The Cabinet Member for Jobs and Regeneration is recommended to approve:

- (1) The Coventry Business Improvement District (BID) proposals and timetable to ballot for a new Business Improvement District (BID) and a new agreement for the period 2018-2023
- (2) That the Council act as the Ballot Holder in accordance with the Business Improvement District Regulations (England) 2004 and all relevant legislation.
- (3) That the Council recover the cost of the BID ballot from the proposers if the ballot is unsuccessful
- (4) That, if voted for by the BID levy payers within the ballot, the Council acts as the billing authority responsible for collecting the BID Levy and administering the BID Revenue Account, which shall be used towards the operation of the BID within the area of the Council.
- (5) That the Council will charge the BID for the Collection and Administrative Charges for business rates staff in collecting and administering the levy in the sum of £20,000 annually (index linked).
- (6) That the Deputy Chief Executive (Place) be delegated authority, following consultation with the Cabinet Member for Jobs and Regeneration, to determine how the £75k identified in paragraph 1.5 should be allocated in line with City Council priorities.

List of Appendices included:

- A. Coventry Business Improvement District (BID) Business Plan 2018-2023

Other useful background papers:

1. Coventry City Centre Business Improvement District (BID) Business Planning 2013-2018 - Cabinet Member Report 17th September 2012; www.coventry.gov.uk

Has it been or will it be considered by Scrutiny?

No

Has it been or will it be considered by any other Council Committee, Advisory Panel or other body?

No

Will this report go to Council?

No

Report title: Coventry City Centre Business Improvement District (BID) – BID Proposal

1. Context (or background)

- 1.1 In 2008, the Coventry City Centre Business Improvement District (BID) was established, covering the City Centre area. The aim of the Coventry BID is to enhance, promote, develop and boost the city centre to make it a great place to work and visit. In the 2013-2018 Business Plan, the Coventry BID Terms were defined to cover all customer-facing businesses within the ring road.
- 1.2 The BID is a partnership between local businesses and the local authority. Both parties are required to make contributions directly measured against the rateable value of their respective properties. This amount is currently set at 1.2% of the rateable value.
- 1.3 In a formal ballot of eligible businesses in February 2013, 83% of votes cast were in favour of the Coventry BID being renewed for a second five-year period, from 1 April 2013 to 31 March 2018. As the BID approaches the end of this agreement in March 2018, a further ballot will be required to establish a new agreement, whereby for a new BID period the BID members will need to endorse new BID proposals, including the Bid Terms, structure, business plan and indicative budget for the period 2018 – 2023.
- 1.4 The proposed Bid Terms for the new BID for 2018-2023 are changed to include all businesses within the geographical BID area (whether they are customer facing or not), but a threshold of £16,000 rateable value will be applied. This will exempt any business hereditament within the defined BID area falling below £16,000 (i.e. £15,999 or below) rateable value.
- 1.5 The Council pays its own BID levy as landlords or tenants of several customer-facing buildings or car parks etc. In addition, the Council currently pays an additional financial contribution per annum of £75k, the arrangements for which are due to expire in March 2018. Under the new BID proposals, the Council's levy would increase from circa £41k to circa £46k per annum, but no additional voluntary contribution is proposed. It is therefore recommended that the Deputy Chief Executive (Place) be delegated authority, following consultation with the Cabinet Member for Jobs and Regeneration, to determine how this funding should be allocated in line with City Council priorities.
- 1.6 The Coventry BID is currently hosted by Coventry City Council, following the transfer of city centre management services from CVOne in 2011. The BID highlights that in the current BID term, over 1.2 million people have been attracted to Coventry city centre through BID supported events; 32 zones of the city centre have been supported through a dedicated cleansing team; over 300 businesses have benefited from the city centre digital radio scheme; and that summer bedding and over 70 hanging basket displays have been supported, making the city centre a more attractive destination.
- 1.7 In the Coventry BID business plan for 2018-2023, it is proposed to establish the BID as a separate, independent body, thereby aligning Coventry's BID structure arrangements with those of the vast majority of BIDs in the country. The BID Business Plan for 2018-2023 proposes the establishment of the BID under the management of an independent Company Limited by Guarantee – 'Coventry BID Limited'.
- 1.8 The Coventry BID Business Plan for 2018-2023 focuses on three key areas to ensure Coventry City Centre is a destination of choice, namely Security and Environment; Enhancing and Promoting; Business Voice and Support. BID proposals and commitments for these areas are outlined in pages 8-11 of the Business Plan 2018-2023 (Appendix A).

- 1.9 The budget for providing these services for 2018/19 amounts to approximately £401k per annum. The BID commenced the 2017/18 financial year with circa £54k of unallocated reserves.
- 1.10 The majority of the BID budget for 2018-2023 is aligned to commitments around Security and Environment (45%), followed by Enhancing and Promoting (20%); and Management and Administration (20%). Commitments for Business Voice and Support are supported by around 1% of budget. Detailed costs are provided in Appendix B of the Private Report.
- 1.11 A draft Baseline Agreement (for the provision of the Council's standard services in the area) and a draft Operating Agreement between Coventry City Council and Coventry BID Limited are currently being negotiated by the parties, with a view that the full Baseline Agreement and Operating Agreement will be entered into should the Ballot vote endorse a new 5-year BID period.

2. Options considered and recommended proposal

Coventry City Council is committed to honouring the delivery of hosted BID services for the remaining period of the current business plan to 31 March 2018. Moving forward, a new BID governance model, new five-year BID period and five-year BID business plan is proposed by the BID, on which the levy payers will vote via the proposed ballot. This ballot, which is subject to approval, is scheduled to take place from 15 January 2018 – 12 February 2018. The following options have been considered:

2.1 BID Renewal Ballot (Recommended)

- 2.1.1 In May 2017, the BID conducted a comprehensive consultation exercise. This exercise, to which 216 businesses responded, identified the businesses' priorities for the future Coventry Bid Business Plan.
- 2.1.2 The consultation findings have informed the Coventry BID Business Plan 2018-2023. A ballot is now proposed for 15 January – 12 February 2018,, whereby eligible businesses will vote on the future of the Coventry BID and, in order to agree a new term for a further five years, will need to confirm their support for the structure, business plan and indicative budget for the period 2018 – 2023 (see Appendix A).
- 2.1.3 It is argued through the Business Plan that a continuation of positive relationships between city centre businesses and the Council, through the proposed new BID arrangements, strongly benefits the city centre. The proposed BID mechanism provides an independent voice for businesses and a structured plan for providing additional investment into the City Centre, over and above that which the Council would be able to provide through its standard services.
- 2.1.4 The ballot is the mechanism by which the BID has an opportunity to present its business plan for endorsement by the BID levy payers. It is therefore recommended that the Council support Coventry Business Improvement District (BID) proposals for a ballot for a new agreement for the period 2018-2023. It is further proposed that, the Council act as the Ballot Holder in accordance with the Business Improvement District (England) Regulations 2004 and all relevant legislation.
- 2.1.5 If voted for by the BID levy payers within the ballot, it is finally proposed that the Council continues to act as the billing authority responsible for collecting the BID Levy and administering the BID Revenue Account, which shall be used towards the operation of the BID within the area of the Council.

2.2 Veto Bid Ballot Proposals (Not Recommended)

2.2.1 Under Section 51(2) of the Local Government Act 2003, a local authority has a right of veto over BID proposals, but only in prescribed circumstances. The prescribed circumstances are that the relevant billing authority is of the opinion that the BID arrangements are likely:

- (a) To conflict to a material extent with any policy formally adopted by and contained in a document published by the authority; or
- (b) To be a significantly disproportionate financial burden on any person or class of persons (as compared to the other non-domestic ratepayers in the geographical area of the BID) and (i) that burden is caused by the manipulation of the geographical area of the BID or by the structure of the BID levy; and (ii) that burden is inequitable.

2.2.2 The prescribed circumstances for triggering a right of veto over BID proposals are not considered by the City Council to be present in view of the BID Business Plan proposals for 2018-2023. Therefore, no objections to the BID proposals to go to ballot for a new term are raised or recommended.

3. Results of consultation undertaken

3.1 In May 2017, the BID conducted a comprehensive consultation exercise. This exercise, to which 216 business responded, identified the businesses' priorities for a future Coventry Bid Business Plan.

3.2 Through the consultation survey:

- 87.2% of respondents endorsed proposals to keep the BID levy at 1.2%
- 65.88% of respondents said the Pubwatch/retail radio scheme was very important to them
- 64.73% of respondents were of the view that BID events were successful in increasing footfall in the city centre
- 60.39% of respondents said they enjoyed the cleanliness of the city centre
- 55.56% of respondents valued Christmas marketing and promotion undertaken by the BID
- 52.17% of respondents are looking for retail and business forums

3.3 As a consequence of the above consultation, the proposed Coventry BID Business Plan for 2018-2023 focuses on three key areas of additional services, above and beyond the 'standard services' provided by the City Council in the city centre area. These three areas are Security and Environment; Enhancing and Promoting; Business Voice and Support.

3.4 The BID Business Plan for 2018-2023 proposes a completely new structure for the service – moving from a hosted body to being managed by an independent Company Limited by Guarantee – 'Coventry BID Limited'. The majority of the proposed BID budget for 2018-2023 is aligned to commitments around Security and Environment and Enhancing and Promoting, with around 35% committed to management and administration, general overheads, collection of the BID levy, contingency and Business Voice and Support.

3.5 On 6 November 2017, a consultation commenced with Trades Unions and BID staff concerning the proposals for moving into a new BID structure from 1 April 2018. Consultation concluded on 6 December 2017. If adopted, the proposal would reduce the team establishment from seven to four posts. With this proposal, the Coventry BID Board have

ratified that all costs in relation to redundancy for any member of the current team would be met by BID funds,

3.6 For a BID to be successful, the ballot must be won on two counts:

- A simple majority of those voting
- Businesses representing more than 50% of the rateable value of those businesses that voted

This system is designed to protect the interest of both big and small businesses.

3.7 In the event of a positive ballot outcome, considerations regarding the implementation of the proposal and “Transfer of Undertakings (Protection of Employment) Regulations 2006” are outlined in Section 5.2 of this report.

4. Timetable for implementing this decision

4.1 The new BID process is working to the programme and timelines set out in paragraph 4.2 below and if successful then operational commencement in April 2018. The Council will be required to collect the BID levy payments. This will be done at the same time as the existing Business Rate Collection, due 1st April of each year or as soon as practical following any changes in liability or the rating list.

4.2 BID Programme:

- | | |
|---------------------------------|-------------------------------|
| • Consultation with Levy payers | May 2017 |
| • Notify the Secretary of State | August 2017 |
| • Cabinet Member Decisions | December 2017 |
| • Appoint the Ballot Holder | December 2017 |
| • Notification of Ballot | 18 December 2017 |
| • Ballot period | 15 January – 12 February 2018 |
| • Announcement of Ballot Result | 13 February 2018 |
| • Challenge Period | 13 February – 13 March 2018 |
| • New Bid Term (if Approved) | 1 April 2018 – 31 March 2023 |

5. Comments from Director of Finance and Corporate Services

5.1 Financial implications

The recommendations in this report for the ballot for a new City Centre BID period and arrangements will result in a reduced contribution from the City Council of £75k. The City Centre BID activity is funded through contributions from the immediate business community and is therefore self-sustaining and should not pose any liability to the City Council.

The one-off cost of the ballot administered by the City Council will be fully recovered from BID resources. The ongoing/annual cost of collecting the BID levy will be recovered from BID resources – currently charged at £13,400 rising to £20,000 in 2018/19 (and index linked from 2019/20 – 2020/2023). There is an anticipated increase in the BID levy cost affecting Coventry City Council properties of circa £5k from 2018/19.

Detailed Business Plan costs are provided in Appendix B of the Private Report.

5.2 Legal implications

The legislative framework for the establishment of Business Improvement Districts is contained in the Local Government Act 2003 with the regulations governing the BID development process and Statutory Instrument No. 2443-The Business Improvement Districts (England) Regulations 2004.

The BID Company will enter into baseline and operating agreements with Coventry City Council to ensure that improvements and services carried out by the BID represent true additionality and will not replace services that should already be performed by the Council. The agreement will clearly define the level of provision by the Council and ensure our commitment to maintaining and improving the level of service during the BID.

The Council will be required to have a separate BID revenue account in respect of the BID.

Where BID arrangements come to an end and there is a credit to the account which would provide at least £5.00 for each BID levy payer, the Council must credit the sum against any liability of each levy payer for non-domestic rates, or if there is no such liability, refund the sum.

Where BID arrangements come to an end and there is insufficient credit in the account for the above process to take place, the Council can carry over the overall credit balance to its general fund.

TUPE and Redundancy implications

In the event of a “yes” vote at the ballot, those employees currently undertaking roles under the current BID arrangement and whose roles exist under the new BID arrangement would transfer to the new BID Company Limited. TUPE refers to the “Transfer of Undertakings (protection of Employment) Regulations 2006 and the rules apply to organisations to protect employees rights when the organisation or service they work for transfers to a new employer.

Those employees currently undertaking roles under the current BID arrangement and who do not fall under the TUPE protection would need to be dealt with either through redeployment within the organisation or by way of redundancies, a process of which has been consulted upon as set out in the main body of this report.

6. Other implications

6.1 How will this contribute to achievement of the Council's key objectives / corporate priorities (corporate plan/scorecard) / organisational blueprint / Local Area Agreement (or Coventry Sustainable Community Strategy)?

6.1.1 The services currently being delivered and those proposed as part of the City Centre BID Business Plan 2018-2023 support the city's vision to be a growing, accessible city where people choose to live work and be educated and businesses choose to invest.

6.1.2 The City Centre BID also will work towards achieving a number of the objectives outlined within the Council's Plan, including:

- *Supporting businesses to grow and developing the City Centre* – through providing an independent voice for business, and advice and support to city centre businesses
- *Raising the profile of Coventry* - through events and promotions to raise Coventry's profile as a destination of choice

- *Arts, Sports and Cultural Opportunities* – through BID support for City Centre events, such as the Christmas Lights Switch-On, specialist markets and Sports Week
- *Creating an attractive, cleaner and greener city* – through the provision of additional services, including city dressing/greening and additional cleansing
- *Making communities safer* – through the provision of an enhanced city centre radio service, PubWatch scheme, DISC incident reporting service and additional security/community support presence

6.2 How is risk being managed?

A project risk log will be maintained on the Council's corporate system and reviewed and managed by the BID Team during the proposed ballot and business transition/planning periods.

6.3 What is the impact on the organisation?

There will be Human Resource implications in respect of TUPE transfer or termination of contracts for those employees funded specifically via the BID to provide services under those arrangements. These considerations are addressed in Section 5.2 above.

If the proposed ballot delivers an agreement for future BID services, there will be a transition from current service provision to those services proposed in the new BID Business Plan 2018-2023. These changes will be captured in the final Baseline Agreement and Operating Agreement between the BID and City Council.

If the proposed ballot does not deliver an agreement for future BID services, it is likely that there will be a reduction and/or complete removal of some key services in the city centre. Any services that were to be provided at a level above the Council's standard services would then present a negative impact on corporate budgets.

6.4 Equalities / EIA

The BID Business Plan 2018-2023 has been developed in consideration of the results of formal consultation with BID Levy payers. Whilst amendments to the BID Terms are proposed, the BID area and level of BID levy have not been subject to change and it is considered no significantly disproportionate financial burden is proposed on any person or class of persons. Therefore, the prescribed circumstances for triggering a right of veto over BID proposals are not considered by the City Council to be present. No Equality Impact Assessment has therefore been undertaken.

6.5 Implications for (or impact on) the environment

Not applicable to this report.

6.6 Implications for partner organisations?

Primarily the decisions made will have a direct impact on the City Centre BID and BID Levy payers. The BID Business Plan 2018-2023 has been developed in consideration of the results of formal consultation with BID Levy payers and is focused towards the priority areas identified through this consultation – namely Security and Environment; Enhancing and Promoting; Business Voice and Support.

The proposed Bid Terms for the new BID for 2018-2023 are changed to include all businesses within the geographical BID area (whether they are customer facing or not). In the event of a successful ballot, this would mean that a number of businesses would be required to pay the Bid levy, who had not previously been required to do so. However, a threshold of £16,000 rateable value will also be applied. This will exempt any business hereditament within the defined BID area falling below £16,000 (i.e. £15,999 or below) rateable value.

Report author(s):

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David Cockroft

Name and job title:

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Director of City Centre and Major Projects Development

Directorate:

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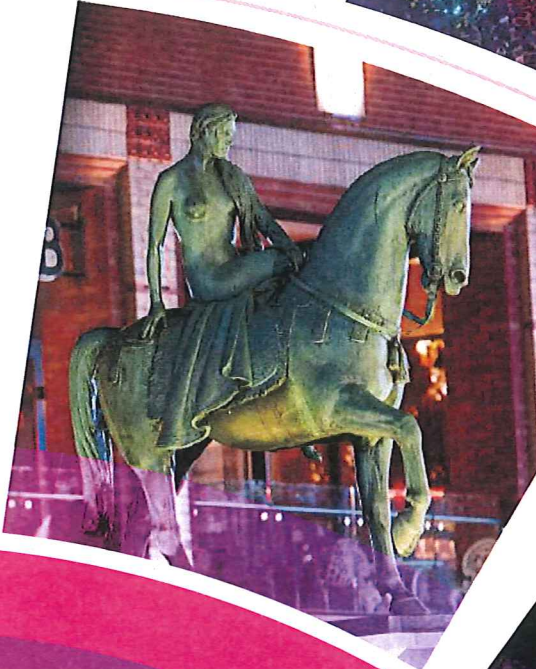
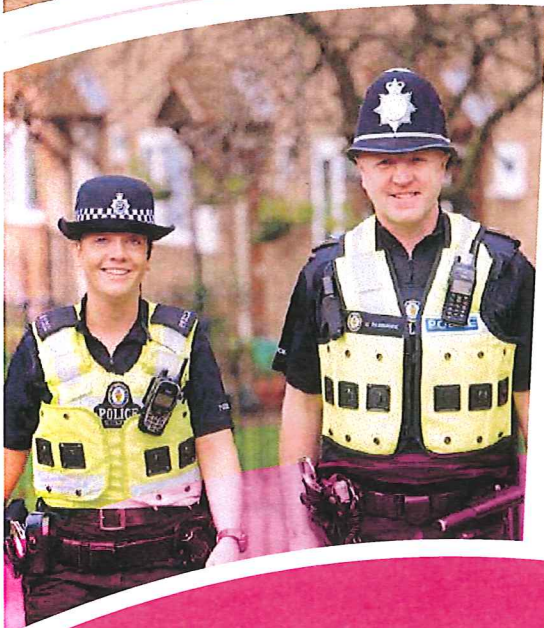
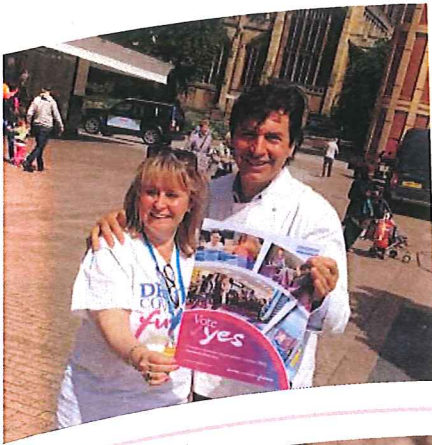
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Director: David Cockroft	Deputy Chief Executive	Place	11.12.17	11.12.17
Members: Cllr O'Boyle	Cabinet Member for Jobs and Regeneration		11.12.17	12.12.17

This report is published on the council's website:
www.coventry.gov.uk/meetings

Appendix A – see attachment



Vote *yes*

Coventry Business Improvement District (BID)
Business Plan 2018-2023

www.coventrycitycentre.co.uk

DRIVING COVENTRY'S *future*

CONTENTS

Foreword	3	What you would lose	12
What the new BID term will deliver	4	Financial summary	13
Consultation results	4	About the BID	14
What we've delivered so far	5	Coventry BID Governance	15
Our BID plans	7	How to vote	16
Security and Environment	8	Frequently asked questions	17
Enhancing and Promoting	10	BID Levy rules and small print	18
Business Voice and Support	11	The BID area	20



Foreword



Nicola Cornelli
Chair, Coventry Business Improvement District (BID)



Trish Willetts
Manager, Coventry Business Improvement District (BID)

A NEW ERA FOR COVENTRY BID IS DAWNING AND WE HAVE SO MANY EXCITING AND INTERESTING PLANS FOR THE FUTURE.

But for that future to move forward, it is of great importance for the businesses to support Coventry BID for another five years.

We are thrilled to be introducing the Coventry Business Improvement District (BID) Business Plan 2018-2023. This sets out the objectives of the BID and what the BID intends to achieve right through until 2023 and is based on the feedback from the consultation papers completed by 216 businesses telling us what they would like to happen in a new term for Coventry BID. You will see through these pages, that Coventry BID board have listened to and taken on board your views. Coventry BID board are all Coventry business owners themselves and are passionate about our city centre.

For our new term Coventry BID intends to set up as an independent, standalone, and not for profit organisation, totally focused on Your Needs.

We currently assist over 700 BID businesses in the city centre. We have a diverse and wonderful mix of big name brands and independents that help to make up the heart of the city centre.

We know from the consultation that YOU our businesses are looking for an increased security presence which includes providing a retail radio, a visible security presence in the city centre and access to retail crime initiatives such as Pubwatch and DISC. We also know that YOU, the businesses, want business support, advice and networking forums and events and promotion that increase visitors into the city centre.

We also know Coventry BID can do better at communicating the fantastic services that the team provides. Coventry BID provides a voice for all businesses large or small and offers advice, support and guidance as well as promotion through our thriving Coventry City Centre Facebook, Twitter and Instagram pages.

Coventry BID intends to give all the businesses that have a rateable value below £16,000 an exemption to pay into the BID Levy from 1st April 2018. This is to support these businesses financially, realising that there is about to be a large volume of physical changes to our city centre. This doesn't mean, however, that these businesses aren't able to benefit from some of the Coventry BID services and can opt to "buy" back into the BID scheme which will provide specific services such as a retail radio, access to DISC and marketing support for just £20 plus vat per month, i.e. just £240 plus vat per annum.

Please take a look at our new exciting and business driven Business Plan for 2018-2023.

Nicola Cornelli
Chair, Coventry Business Improvement District (BID)

Trish Willetts
Manager, Coventry Business Improvement District (BID)

What Coventry BID has delivered so far

COVENTRY BUSINESS IMPROVEMENT DISTRICT (BID) IS AN ORGANISATION THAT PROVIDES AN INDEPENDENT VOICE FOR THE BUSINESSES LOCATED WITHIN THE BID LEVY AREA BEING THE RING ROAD OF COVENTRY CITY CENTRE.

- Businesses will be asked to cast their vote as to whether or not Coventry BID continues after March 2018.
- Coventry BID acts as a direct liaison between city centre business and key partners such as City of Culture 2021, Coventry City Council, West Midlands Police and many more to ensure the business voice is heard.
- **Over the past 5-year period the BID has delivered some notable success stories:**
 - Created closer links with the community, policing team to increase city centre security and to support the exclusion scheme, and police led CBOs.
 - Provided a **FREE** retail radio scheme to all specific BID levy companies.
 - Directly delivered and supported events that have attracted 1.2million visitors to the city centre. Playing a major part in the Christmas Light Switch On event where the BID paid for the headline act and contributed towards the Christmas lights within the city centre.
 - Organised and managed student shopping nights that have directly benefited retailer's revenues.
 - Enhanced the Business Crime Reduction Partnership by introducing the DISC incident reporting scheme which enables businesses to report city centre crime issues such as shop theft and ASB issues. The system has so far allowed us to capture data on over 3,000 incidents and 1,500 offenders.
 - Greening services have won national awards for brightening up the centre.
 - Have a BID team that provides direct help to businesses.
 - Provided a dedicated deep cleansing team to **improve the centre environment** as well as reactive maintenance work on some of the city centre's gems.
 - Have a BID Manager that offers **support and gives the businesses a voice.**
 - We have continually promoted the business on social media, website and VIP app.

Key facts

10,000+

People attracted to the city centre through the annual Christmas lights scheme and switch on event each year, supported by the BID.

19,000+

Likes on our Facebook page.

1.2M

People attracted to the city centre through BID supported events.

300+

Businesses utilise the town centre digital radio scheme daily.

32

Zones of the city centre with a dedicated bid cleansing team working on a weekly basis, being able to react within an hour to a business's needs.

70+

Vibrant hanging basket displays installed and colourful pot arrangements across the city centre annually. The BID pays for the installation of all of the summer bedding and its watering.

What will the new BID term deliver

OVER THE YEARS, A STRONG WORKING RELATIONSHIP HAS BEEN FORGED BETWEEN COVENTRY BID AND THE COUNCIL.

As an independent BID we will have a whole host of other projects that we will carry out to help enhance the city and bring people in to visit. These have been identified and continue to be the things that businesses want the BID to focus on.

The main areas are security, environmental, business voice and support to include networking and finally enhancing and promoting the city.

For the new term Coventry BID will be operated as an independent company limited by guarantee.

Consultation results

DURING OUR CONSULTATION, A MAJORITY OF BUSINESSES TOLD US THEY WANTED MORE MONEY SPENT ON IMPROVING THE SECURITY OF THE TOWN CENTRE.

65.88%

of businesses said that the Pubwatch/retail radios scheme was very important

55.56%

valued the Christmas marketing and promotion

87.2%

are pleased that we intend to keep the 1.2% BID levy

52.17%

are looking for retail and business forums

60.39%

enjoyed the cleanliness of the city centre

64.73%

said that the BID events increased city centre footfall



A Voice for Coventry's Businesses

WORKING ON YOUR BEHALF TO ENSURE COVENTRY CITY CENTRE IS A DESTINATION OF CHOICE, NOT A DESTINATION OF HABIT.

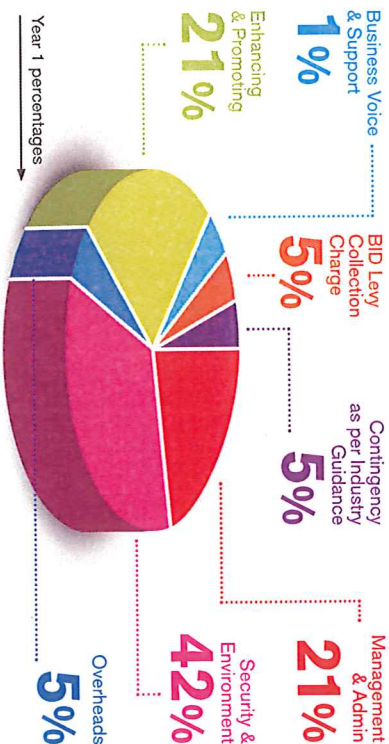
- / SAFE
- / ATTRACTIVE
- / CLEAN

A better place to live, work and do business.



Our BID plans

THE STRONG LEVEL OF SUPPORT ALREADY EXPRESSED FOR COVENTRY BID IS SIGNIFICANT – IT IS IMPORTANT THAT YOU **VOTE YES** IN THE POSTAL BALLOT IN OCTOBER TO ENSURE WE CAN CONTINUE TO MAKE COVENTRY CITY CENTRE A MORE ATTRACTIVE AND VIBRANT RETAIL, OFFICE AND LEISURE DESTINATION.



Security & Environment



Enhancing & Promoting



Business Voice & Support

Security and environment

SECURITY IS A MAJOR ISSUE FOR ALL BUSINESSES THAT HAS BEEN HIGHLIGHTED WITH THE RECENT BUSINESS CONSULTATION.

Consultation results

38% said they were satisfied with BID contribution to safety – we want to do even more

67% responded by saying safety was very important to their company vitality

30% said they were very satisfied with the retail radio / Pubwatch scheme

65% said retail radio and Pubwatch were very important to business

37% felt greening was very important to their business

38% said the radio scheme was their highest priority

OUR KEY COMMITMENTS

Security

Enhanced radio service

Sector specific retail and Pubwatch radios linking to the BID team dedicated to combat crime in the city centre. We are also enhancing the service provided by the response team in the control room and providing additional resource to ensure an immediate response.

DISC

An incident reporting and information sharing scheme to tackle anti-social behaviour and reduce crime, plus a DISC system dedicated to the night time economy.

Marshalling

Providing experienced staff dedicated to Pubwatch and retail crime to help visitors to Coventry City Centre during the evening, with the aim of ensuring that they have a safe and informed experience. The BID are introducing staff that will walk the city streets to prevent crime and provide a reassuring presence working alongside the Police service.

Triage

Providing a safe place within the city for care to be administered to those that need it allowing our Police force to remain patrolling our city during the evening.

Pastors

Volunteers from local churches offering assistance during the day and in conjunction with our Marshalling service during the night time economy.

Enhanced Security Collaboration

Working with our city centre partners we aim to join up private security teams with our own to provide an even more effective security service to give visitors the reassurance that the city is joined up to reduce crime and help our visitors. Monday to Friday 3.30-7.00pm, and Saturday to Sunday 12-4pm*.

* Things may be subject to change

OUR KEY COMMITMENTS

Environment

Cleansing

In addition to implementing new features to improve the city centre, Coventry BID will also work to tackle issues that contribute to some of the negative aspects of city centre shopping. Even the best shopping experiences can be ruined by stepping in gum but last year's war on chewing gum, led by Coventry BID, saw the removal of over half a million pieces of gum! We aim to continue to tackle the sticky substance so that visitors don't have to.

Landscaping

The BID, in partnership with other key stakeholders, will put Coventry forward for Britain in Bloom, aiming to improve the streetscape, focusing especially on the city centre's entry points. To sit alongside some of Coventry's most unique buildings, old and new, the city centre will be accented with beautiful floral displays and attractive greenery. Coventry BID will assist to improve the general ambience of the city centre and is dedicated to making Coventry a place where people want to dwell for longer. By creating an attractive backdrop to the bustling events and vast array of shops, we are dedicated to ensuring that Coventry is inviting to visitors and is a place that local people and businesses can be proud of.



Coventry Business Improvement District Business Plan 2018-2023



Enhancing and promoting

THE BID INVESTS IN VARIOUS INITIATIVES TO PROMOTE COVENTRY CITY CENTRE AS A DESTINATION VENUE FOR ALL THAT VISIT.

OUR KEY COMMITMENTS

App

Create a new app that will promote the latest offers from all BID members and will provide access to all important information about the businesses.

Events and Promotions

The BID will host and support events in the city centre such as the Food Festival, Student discount event and the Christmas light switch on. These events will help to promote Coventry City Centre and increase footfall to the city centre.

BID website and social media

Providing marketing promotion for the businesses and a useful resource and contact point for information.

Innovation

Book parking spaces, travel hotspots and much more.

Surveys

Surveys will be carried out as well to find out what people think about the city centre, which will provide valuable details over the coming years.

Maps and Guides

Providing guides and maps based around specific marketing and events.

Consultation results

18% said they were very satisfied with BID events

49% said city centre promotion was very important to their company vitality

46% said events were very important to their company vitality

31% said they were very satisfied with the shoppers survey

36% were satisfied with Christmas marketing and promotion

55% said Christmas marketing and promotion was very important to their business

17% of responses said events were their highest priority



AN INDEPENDENT VOICE

Business voice and support

THE BID OFFERS A HUGE AMOUNT OF SUPPORT AND A VOICE FOR THOSE THAT REPRESENTS TO MAKE SURE THAT THEY ARE NOTICED BY VISITORS.

OUR KEY COMMITMENTS

Networking

Arrange regular networking forums such as GovHourLive and security forums which give advice and support with key speakers.

Communicating

Weekly e-newsletters sent to all BID businesses informing them of latest developments and events in Coventry.

Business advice and support

More advice and support will be offered after hugely successful sessions with expert Alison Read, who has worked with many businesses in the city centre and this will progress through the next term.

Point of contact

Providing the BID manager who will be a point of contact for business help and advice and who will arrange engagement with key stakeholders such as Coventry City Council, Coventry University, and Coventry and Warwickshire Local Enterprise Partnership.

Consultation results

52% of responses want regular business forums and networking

What you would LOSE

- **NO** city centre radio scheme to monitor and combat crime in the town centre
- A **LESS VIBRANT** city centre with less entertainment, markets and events
- **NO** dedicated Coventry City Centre website promoting everything Coventry has to offer
- **NO** enhanced Christmas headliner act
- **NO** Student Discount event
- **NO** PubWatch forums to help reduce anti-social behaviour and improve the night time economy
- **NO** Data and Intranet for Safer Communities (DISC)
- **NO** business support
- **NO** chewing gum removal service
- **NO** VIP app promoting business offers
- **NO** one to keep you updated on city centre developments, issues and news

What you would MISS OUT ON

- **NO** Triage
- **REDUCED** Street Pastors
- **NO** city centre Marshalls
- **NO** stakeholder engagement and forums
- **NO** BID street security at key times

Financial summary

Income (£)	Year 1 2018-19	Year 2 2019-20	Year 3 2020-21	Year 4 2021-22	Year 5 2022-23
BID Levy	401,069	401,069	401,069	401,069	401,069
Total Income	401,069	401,069	401,069	401,069	401,069
Expenditure (£)	Year 1 2018-19	Year 2 2019-20	Year 3 2020-21	Year 4 2021-22	Year 5 2022-23
Security and Environment	179,296	183,975	188,780	187,715	193,313
Enhancing and Promoting	78,920	74,046	67,319	64,278	57,205
Business Voice and Support	2,500	2,500	1,500	1,500	1,000
Management and Admin	79,800	81,955	84,167	86,440	88,774
General Overheads	20,500	18,000	18,154	19,562	18,474
Collection Charge (CCC)	20,000	20,540	21,095	21,665	22,250
Total Expenses	381,016	381,015	381,016	381,159	381,015
5% (Industry Guidelines)	20,053	20,053	20,053	20,053	20,053
	401,069	401,069	401,069	401,069	401,069

For Legal Agreements, Alteration of the BID Levy and Collection of the BID Levy Please see 'BID Levy Rules and Small Print' on pages 18 & 19.

£2,005,490
to enhance Coventry City Centre

About the BID

COVENTRY BID WILL BE A BUSINESS-LED NOT FOR PROFIT COMPANY SERVING AND WORKING TO IMPROVE COVENTRY CITY CENTRE FOR BUSINESSES, VISITORS AND LOCAL RESIDENTS.

Coventry BID will be an incorporated and not-for-profit company limited by guarantee. The company's Memorandum and Articles of Association and copies of audited accounts will be available at www.coventrycitycentre.co.uk, when we are successful in our next term.

All levy paying businesses are automatically members of the BID and are encouraged to put themselves forward to sit on the Coventry BID board and operational sub-groups.

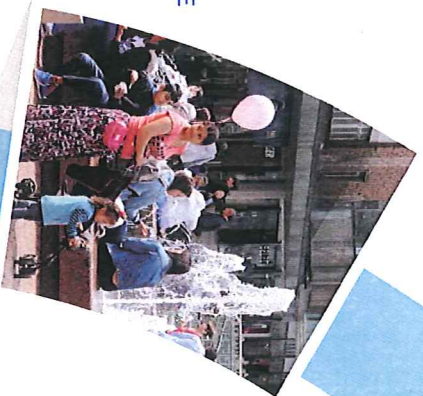
Our performance

Coventry BID is accountable to businesses paying the levy. The results are measured through the following Key Performance Indicators:

- Crime statistics
- Football statistics
- Social media followers and reach
- Website visits/media coverage
- Discount app and newsletter open rates/click-throughs

Baseline Agreements

















Formal agreements will be arranged with Coventry City Council to provide a clear understanding of baseline services provided by Coventry City Council, allowing Coventry BID to provide services above and beyond those currently provided by the Council. Our new agreements and draft agreements for 2018-23 will be found on our website, when we are successful in our next term.



Coventry BID Governance

COVENTRY BID IS MADE UP OF COVENTRY BUSINESS OWNERS FROM ALL DIFFERENT BACKGROUNDS AND EXPERIENCE. TOGETHER WITH THE LOCAL AUTHORITY, WHO ARE PASSIONATE ABOUT COVENTRY.

Coventry BID board members

 Nicola Corneli Lower Precinct Chair Shopping Centre	 Steve Warner JD Gyms Vice-Chair Leisure	 John Kiely McDonnalds Franchisee Independent	 Martin French Nawest Pubwatch Chairman Finance / Professional	 Trish Whittets Coventry BID Manager	 Andy Talbot West Orchards Shopping Centre	 Jo Truslove Fargo Village & Complex Developments Projects Independent	 Colin Harris Culture Coventry Cultural/Leisure	 Julia Negus Theatre Absolute Cultural/Leisure	 Bright Harrelius IKEA Multi Chain / Retail	 Katie Hodgkins K&N Repiles Independent	 Tracy Harker Cathedral Lanes Shopping Centre	 Lea Myatt Santander Finance / Professional	 John JD Daiziel Escape Live Associate Member Independent	 David Cockcroft Coventry City Council	 Mark Moseley Barclay Hutton Professional Services
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The Coventry BID will be governed by a board of directors consisting and representing levy payers from across the BID area. The board will provide strategic direction, input and will be responsible to stakeholders for the conduct, performance and due governance of the BID Company. It will be responsible for setting the annual budget and monitoring finances throughout the course of the year. Membership of the board is voluntary and directors are unpaid. The board will meet at least four times per year and all levy payers will have the opportunity to apply to join the board. From time to time, the Board may co-opt new members or invite observers to board meetings. Additional sub groups may from time to time be established to support the work of the board under the supervision of board directors. The structure of the Board reflects the number and types of business in the town centre and will consist mainly of BID levy-paying businesses or statutory service providers as dictated by the BID Regulations 2004.

Vote Yes

Vote for a strong voice yes for your business

DON'T MISS YOUR CHANCE TO VOTE

BALLOT TIMETABLE - KEY DATES

18th December Launch of the BID Proposal Publication of the Notice Ballot Ballot Period	12th February Last day of Ballot - 5pm for Ballot papers to be returned 13th February Announcement of ballot result
---	---

In order to continue for a further five years, Coventry BID must receive a 'yes' vote from a majority of businesses voting in the ballot, both by number and by the total rateable value those businesses represent.

The ballot will be a confidential postal ballot of all eligible hereditaments on the Ratings List at the time that the Notice of Ballot is issued. Coventry Council will be responsible for managing and co-ordinating the ballot to ensure it is carried out fairly and not influenced by the BID. The BID papers will be delivered by an independent company and the BID will pay for this.

The ballot will run from 15th January until 5pm on 12th February 2018

A voting paper will be sent to you for each business unit that you own or occupy that has a rateable value of £16,000 or more. Where a business has more than one rateable business unit with a rateable value of £16,000 or more, it will receive a ballot paper for each individual unit. Each paper counts as one vote and it is therefore important that every voting paper is completed and returned.

GET IN TOUCH

Please do not hesitate to contact the Coventry BID team if you would like any further information or would like to arrange a meeting to discuss our proposal in more detail.

Call: 02476 831266 **Email:** Bids@coventrycitycentre.co.uk

Coventry Business Improvement District (BID)
Old Grammar School, Hales Street, Coventry, CV1 1JD



Frequently asked questions

IN ORDER TO SECURE A NEW TERM OF FIVE YEARS, COVENTRY BID MUST RECEIVE A 'YES' VOTE FROM A MAJORITY OF BUSINESSES VOTING IN THE BALLOT, BOTH BY NUMBER AND BY THE TOTAL RATEABLE VALUE THOSE BUSINESSES REPRESENT.

What is a BID?

A Business Improvement District (BID) is a business-led and business-funded body formed to improve a defined commercial area, in this case Coventry City Centre. In the UK, the majority of BIDs exist in town centres, however they are also in industrial, commercial and mixed-use locations. The BID mechanism allows for a large degree of flexibility and as a result BIDs vary greatly in 'shape' and size.

The average size of a BID is 300-400 hereditaments, with some of the smallest having fewer than 50 hereditaments and the largest over 1,000. Annual income is typically £200,000-£600,000 but can be as little as £50,000 per annum or over £2 million. Legislation enabling the formation of BIDs was passed in 2003 in England and Wales (with subsequent regulations published in 2004 and 2005 respectively) and in 2006 in Scotland. The first BID in England started in January 2005. The first Scottish BID started in April 2008 as did the first Welsh BID. BIDs were first established in Canada and the US in the 1960s and now exist across the globe, including in South Africa, Germany, Japan, New Zealand and Australia.

Who actually is Coventry BID?

Coventry BID will be a not-for-profit company limited by guarantee. It will have a Board of non-executive Directors, made up of representatives from the local business community, representing different business sizes, sectors and locations. Full details of the Board will be available on our website.

How do I know what it will cost me?

A BID is funded through the BID levy, which is calculated as 1.2% of a business' rateable value. A business with a rateable value of £16,000 would pay £192 per annum. Once a ballot is successful the BID levy is mandatory and payable annually for all eligible businesses for the 5 year term. BIDs can choose to exclude certain businesses from paying the levy (and therefore from voting in the BID ballot). Coventry BID chooses to exclude the smallest businesses - those with a rateable value under £16,000.

What is the levy used for?

Outline budgets are in this 5 year business plan and our audited accounts will be published on our website. Coventry BID is a not-for-profit organisation and all

expenditure is focused on activities and initiatives for Coventry City Centre.

When do I get to vote and how does that work?

Every business receives one vote for each hereditament they occupy. Each business is asked to identify the nominated voter for their business and this was confirmed through a mailout in May. Ballot papers are sent out by Coventry City Council to each voter. These must be returned to Coventry City Council by 5pm on Monday 12th February 2018.

What choices do I get on the ballot paper?

Who is standing for election? There are just 2 choices - vote Yes to continue to support Coventry BID for another 5 year term or No to cease the services and support from Coventry BID. There are no third parties to vote for, it is a simple **Yes/No** vote.

What does the BID need to be successful in the ballot?

There are two measures that the ballot needs to meet: a simple majority of those that vote, voting 'Yes', and a simple majority of the rateable value of the eligible businesses in the BID area voting 'Yes'.

Coventry BID Lewy rules and small print

- The levy rate to be paid by each hereditament is to be calculated at 1.2% of its rateable value as at 1st April 2018 based on the rateable value shown in the current rating list.
- All new hereditaments entering the Rating List after 1st April 2018 will be levied at 1.2% of the prevailing list.
- The levy will be charged annually in advance for each chargeable period from April to March each year, starting on 1st April 2018 using the rateable value on the 2017 Rating List.
- Changes will be recalculated on any changes in rateable value.
- Charge is calculated daily and payable by the defined ratepayer.
- A threshold of £16,000 rateable value will be applied, exempting any business hereditament within the defined BID area (rating below £16,000 (i.e. £15,999 or below) rateable value).
- The BID levy may increase by an annual inflationary factor of up to 2% (i.e. up from 1.2% multiplier to 1.22% in year 2 and so on). The board will be required to decide on whether to apply the inflation factor each year.
- In the case of an empty or untenanted premises, the property owner (the ratepayer) will be liable for the BID levy with no void period, and will be entitled to vote in the BID ballot.
- No discounts will be provided on retail trading charities or non-retail trading charities.
- The term of the BID will be five years from 1st April 2018 to 31st March 2023.

Management

The BID board will be responsible for ensuring suitable staffing of the BID and will appoint appropriate resource – either in-house staff and / or outsourced – as required during the term of the BID. All resourcing decisions will be ratified through the BID board.

Legal Agreements

Formal agreements will be signed with Coventry City Council to provide a clear understanding of baseline and operating services provided by Coventry City Council, allowing Coventry BID to provide services above and beyond those currently provided by the Council. Our draft agreements for 2018-23 will be found on our website.

The Coventry BID levy will raise £2,005,345 to be spent exclusively in the BID area over its five-year term. Where possible, Coventry BID will work with partners and stakeholders to supplement its annual income.

Decisions on expenditure and budget allocation will be governed by the BID Board and minuted accordingly.

- The budget has been based on an estimated collection rate of 95%.
- The levy collection charge is 5% of the annual levy per annum.
- Management and overhead costs of the BID include all staffing, office accommodation and legal and accountancy costs associated with running the BID.
- The budget must remain flexible to allow for changes within the BID area that may arise from time to time and with specific reference to any revaluation of rateable values.

NB: Levy collection charges will be reviewed by Coventry City Council and Coventry BID annually taking into account the number of levy payers per calendar year.

Alteration of the BID arrangements

The streets and hereditaments to be included in the BID area may change due to alterations in Coventry City Council's rating list.

Rateable business units may additionally be included if their rateable value, at any time during the BID period, meets or exceeds £16,000 or they are newly added to the ratings list and the rateable value threshold criteria is met. They may also be excluded from the BID area and BID levy charge in cases where amendments are made to the ratings list that either remove rateable units from the list or alter the rateable value to below £16,000.

Any alterations to BID delivery and/or budget variations will be ratified by the BID board. Any variation to the percentage theme allocation beyond 15% of the whole will be subject to an EGM.

BID arrangements may be altered without an alteration ballot as long as there is no proposal to alter:

- The geographical area of the BID
- The BID levy in such a way that would:
 1. Cause any person to be liable to pay the BID levy who was not previously liable to pay;
 2. Increase the BID levy for any person other than for inflation purposes as mentioned above.

The BID's finances will be independently audited and reviewed each year and will be presented at the AGM to which all BID members will be invited.

It is important that the activities of the BID represent additional value above and beyond public services already provided by Coventry City Council. To that end, Coventry BID will be entering into a baseline agreement with the Council to clearly define the levels of services that can be expected from Coventry City Council.

Formal operating agreements will be entered into with Coventry City Council so that all of the contractual arrangements for collection and enforcement of the BID levy will be defined.

For further details visit www.coventrycitycentre.co.uk

Collection of the BID levy

Arrangements for the collection of the BID levy will be set out in the formal Operating Agreement between Coventry BID and will be on our website.

These arrangements are governed and administered within the guidelines set out in the BID (England) Regulations 2004, Coventry City Council will be responsible for collecting the BID levy on behalf of Coventry BID.

The levy will be collected in one instalment due on 1st April each year and held in a separate account solely for Coventry BID. Enforcement measures for collection of the BID levy are detailed in the Operating Agreement between Coventry BID and Coventry City Council.




www.coventrycitycentre.co.uk

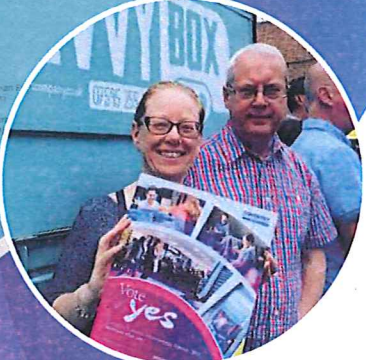
   CovCityCentre

Highlights

- 1 Coventry Cathedral
- 2 St Mary's Guildhall
- 3 Holy Trinity Church
- 4 Coventry Transport Museum
- 5 Herbert Art Gallery & Museum
- 6 Fargo Village
- 7 Belgrade Theatre
- 8 SkyDome Arena

Key

-  Junctions
-  Car park
-  Toilets
-  Disabled toilets
-  Shopping
-  Bus stop
-  Restaurants
-  Cinema
-  Bridge
-  Subway
-  Crossing
-  Walking distance from Coventry Cathedral (3.6 miles)



Vote 
yes

The BID Area

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COVENTRY
Business Improvement District

Coventry Business Improvement District (BID)
Old Grammar School, Hales Street, Coventry, CV1 1JD
02476 831266 BIDS@coventrycitycentre.co.uk
www.coventrycitycentre.co.uk

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