



Business Improvement District Update

1 October 2019, Craig McGowan, Eddie Paterson

Our objectives this evening



Recap



Oct 19	Public meeting
Summer 19	<ul style="list-style-type: none"> • Focus group of 5 local businesses • Discussions with other 3 chambers & Waverley
Mar 19	Feasibility study report
Feb 19	Online BID survey – 19 respondents
Jan 19	BID public meeting with Mosaic
Dec 18	Mosaic interviews w 15 local businesses
Sep 18	<ul style="list-style-type: none"> • Keeping Haslemere Great Evening Event • Mosaic Partnership retained to conduct BID feasibility study
Jun18	<ul style="list-style-type: none"> • Public meeting to explain BIDs • ‘The Future of British High Streets and Town Centres’ Symposium attended by Ian Rowley and Ben Govier
April 18	Waverley agree to fund feasibility study
March 18	Meeting of 4 Waverley Chambers and Council

September 2019

Haslemere & District Chamber of Trade & Commerce – BID update

What is a BID?

- A defined area in which a levy is charged on all business rate payers in addition to business rates to develop projects which will benefit businesses in that area.
- Objectives go into a business plan which is voted on by all those who would have to pay.
- A BID can last for a maximum of 5 years and must be able to demonstrate how it has benefited businesses who have funded it.

How many BIDs are there in the UK?

- 300+ including 60 renewals
- Local BIDs – Guildford, Dorking, Basingstoke, Camberley, Mole Valley

Why do this?

- High streets generally are under pressure
- Less money available from rates / Govt
- Decide for ourselves what’s best for Haslemere

Oxted BID example – started 1 January 2016



LOVEOXTED

BID Company formed

2% levy = £100k per year, £500,000 over 5 years:

- Image, Promotion, Marketing and Events: £168,000
- Welcoming, Safe and Attractive: £126,000
- Car Parking and Signage: £42,000
- Backing Business: £42,000
- Lobbying, representing and bidding: £42,000

‘I support the BID wholeheartedly because it gives the businesses and residents of Oxted a certainty in respect of the availability of funds over a few years to achieve some real benefits for the town.’ **Frith & Co Chartered Accountants**

‘Being a national pharmacy, ... we can see first-hand the overwhelming, positive impact that BIDs are having on business and their communities. Boots are pleased to support the Oxted BID.’ **Boots**

“Through the BID we are going to have a voice in the development of this town – that’s really exciting. We support the BID.’ **Hurtwood Press**

Our proposed BID Area is across Haslemere and Wey Hill



Street	Units	%
Christophers Road	2	1%
High Street	95	34%
Junction Place	15	5%
Kings Road	8	3%
Lion Green	3	1%
Lower Street	31	11%
Petworth Road	10	4%
Popes Mead	1	0%
Shepherds Hill	4	1%
Tanners Lane	1	0%
West Street	45	16%
Wey Hill	68	24%
Totals	283	100%



The BID will be funded by a levy applied to all businesses with a rateable value within the BID area



Total rateable value is ~ £5.3m

A 1% levy would raise £52,730 or **£263,650 over 5 years**

A 2% levy would raise £105,460 or **£527,300 over 5 years**

Sector	Units	%	Total RV	%
Accommodation	1	0%	£84,000	2%
Car Parking	11	4%	£124,925	2%
Clubs & Societies	6	2%	£38,205	1%
Communications	2	1%	£26,750	1%
Emergency Services	2	1%	£64,000	1%
Entertainment & Leisure	4	1%	£133,250	3%
Food & Drink	10	4%	£184,700	4%
Health & Medical	6	2%	£96,350	2%
Industrial	4	1%	£64,100	1%
Office	50	18%	£466,100	9%
Public House	4	1%	£196,000	4%
Public Convenience	1	0%	£4,950	0%
Retail	176	62%	£3,764,620	71%
Storage	6	2%	£25,025	0%
Totals	283	100%	£5,272,975	100%

Street	Units	%	Total RV	%
Christophers Road	2	1%	£19,700	0%
High Street	95	34%	£1,844,025	35%
Junction Place	15	5%	£218,575	4%
Kings Road	8	3%	£89,450	2%
Lion Green	3	1%	£28,000	1%
Lower Street	31	11%	£305,205	6%
Petworth Road	10	4%	£153,700	3%
Popes Mead	1	0%	£28,750	1%
Shepherds Hill	4	1%	£39,700	1%
Tanners Lane	1	0%	£13,500	0%
West Street	45	16%	£1,147,750	22%
Wey Hill	68	24%	£1,384,620	26%
Totals	283	100%	£5,272,975	100%

The top 10
individual
rateable values
are 33% of the
total

To establish a BID requires a ballot of all affected businesses in the target area. To proceed:

1. More than 50% of businesses who vote must vote in favour of the BID;
2. Of the businesses that do vote, those in favour must represent more than 50% of the total rateable value of all votes cast.

Organisation	RV
Tesco Stores Ltd	£710,000
Waitrose Ltd	£312,500
Euro Garages Ltd	£109,000
Haslemere Educational Museum	£103,000
Waverley Borough Council	£97,500
Collingwood Bachellor (Horsham)	£90,000
Mitchell & Butlers Retail Ltd	£85,000
Lannister House (1782) Ltd	£84,000
Stonegate Pub Company Ltd	£71,700
Surrey County Council	£64,000

What should we do if we set up a BID?

Some views from the Feasibility Study conducted earlier this year:

There are a good number of events in town, but marketing of Haslemere as a destination needs improving

Marketing



Events



Safety & Security



Environment



Parking



Business Support



Marketing of town centre is important for business
But ...Marketing of town centre rated poor or v poor
Events are needed to bring people into town
And ... Marketing of events is good or very good

Car parking is a significant issue
Public Conveniences important – but in need to refresh
Floral displays and seating would be beneficial



So what's
next

September 2019



Haslemere & District Chamber of Trade & Commerce - BID update

Prepare to apply for funding to complete the process

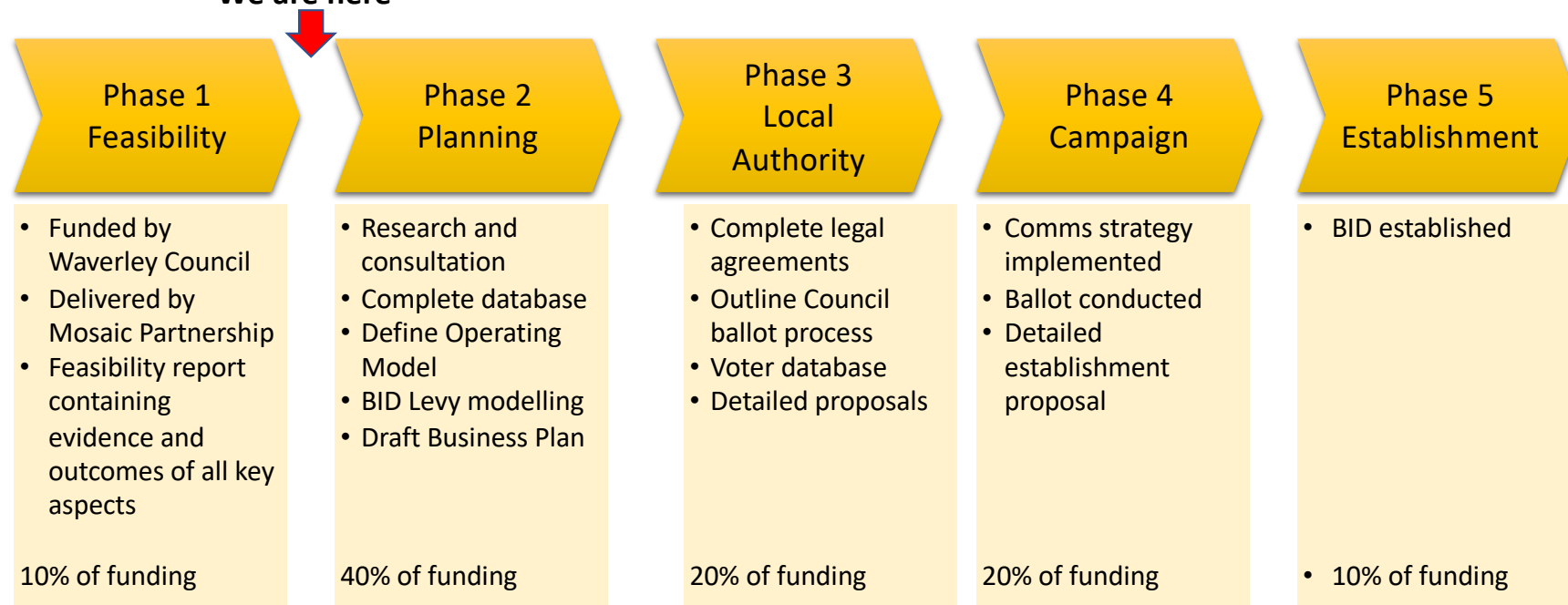
Mosaic estimate Haslemere BID costs will be ~ £26,500

The BID Loan Fund provides loans from £10k - £50k.

Next funding application round is Feb 2020

Loan must be repaid, Local Authority is Accountable. Interest charged at 1% above inflation

We are here



To apply for funding we must have:



Formal inclusive partnership in place with defined governance arrangements



Costed proposal for management and other resource to support the process



Demonstration of initial preparatory work to show probable scale of the BID and budget



Evidence of business interest in the BID concept (5% of probable levy payers) – ie at least 15 businesses



Commitment from the local authority to the proposed timeline and principles – Waverley Council



Agreement from the local authority to act as accountable body – Waverley Council

So



Are we up for this?

Please leave your name and details on the list by the door

Will you volunteer to be a member of the core team?

Who will volunteer to lead this initiative?



Questions?

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