

## **Business Plan for the York BID, as supplied by the BID Team**

### **The York BID**

#### **Chairman's Statement**

York has one of the finest city centres in the UK. I am lucky to have been brought up in the city and traded in the centre for most of my life. So, I am fully aware of the special environment and characteristics setting it apart from other towns and cities. It is, quite simply, York's greatest asset.

It is the city's historic centre and unique mix of top name retailers, range of independent stores, quality attractions and events which bring in more than 7 million visitors a year.

It is this special quality which has attracted investment from employers and which makes our beautiful city such an appealing place to come and live and work. It is why York has one of the most buoyant economies in the north and employment levels are relatively high and stable.

Nevertheless, the world is changing rapidly and York city centre has no divine right to an assured future. We face increased competition from other centres in the UK and across the world, as well as the Internet.

More locally there has been prolific out of town development in recent years. All town and city centres are under increasing pressure and there is widespread vulnerability. A recent survey by Deloitte confirmed that there would be many more city centre losers than winners across the UK. I want us to ensure that York city centre continues to be a winner.

We need to up our game in terms of attracting investment, entrepreneurship and financial and professional services, as well as our shopping offer. Our public realm and our cleanliness need to be gold plated and our streets and car parks need to be welcoming, clean and convenient and to feel safe and secure. We need to champion our character and heritage and must boost our cultural offering, including in the evening, to attract more families and high spending visitors.

We can achieve this by working together to secure more than £800,000 a year and a real business voice for York city centre. Importantly, the BID will be business led and the money will be used to address the priorities decided by you - our existing businesses.

Please support the BID with a 'Yes' vote in November.

Adam Sinclair

**Chairman York BID**  
**MD Mulberry Hall**

## **Vote YES**

This is YOUR BID. It will be set up to deliver the services and improvements that you want to see with communication through BID champions from all sectors and across all areas of the city centre. The BID is for the whole of the city centre, not just the core. Streets on the edge of the city centre are often a visitor's first impression and are every bit as important. The BID's mission will be to improve trade and the appearance of the city for everyone.

The BID will strengthen the city centre. It will reinforce and develop its position as a major shopping destination, world class international tourist city and important commercial centre. It will protect jobs and attract new business.

The BID is a vote for the future prosperity of the city centre. Please vote YES on November 2<sup>nd</sup>.

## **What is a BID?**

A Business Improvement District is a specific area where businesses work together to invest in services, special projects and events. There are now more than 200 across the UK, delivering economic and environmental benefits.

This BID plan has been developed in consultation with the business community and can be voted on by all businesses who will be asked to pay a levy of 1% of their rateable value.

If a majority of voters, more than 50% both by number and rateable value, vote to support the business plan, then a BID will be established for five years. All businesses in the BID area will be required to pay the mandatory levy whether or not they cast a vote.

## **Why does York need a BID?**

York already has a great city centre, famous for its heritage, historic streets, big-name shopping brands, visitor attractions and independent shops. But with the right vision and a coordinated management approach driven by city centre businesses, imagine what could be achieved.

York cannot stand still. BIDS have recently been launched in Leeds and Sheffield and York city centre is not immune to the challenges posed by the internet and out of town shopping centres. A BID provides the best opportunity for continued investment in the city centre. It will help the city centre to:

- Attract big-name brand retailers and new independents
- Attract more professional and financial employers to locate in the city centre
- Market the city to visitors and residents, increase footfall, dwell time and spend
- Improve the centre's appearance and environment
- Add to and enhance the city's festivals and events
- Work in partnership to improve safety and reduce crime

- Develop the early evening economy
- Provide business support and development
- Create a strong leadership voice to lobby on issues such as parking and transport

These are some of the issues businesses in York are telling us they want to see as priorities.

A BID can make this happen.

## **Feasibility**

A comprehensive feasibility phase was undertaken from October 2014 to May 2015. This initial consultation involved more than 100 businesses, through a series of presentations and workshops, individual meetings and a business survey. Support for a BID for York city centre was overwhelming and the feedback helped to shape the next stage of consultation.

## **Consultation**

We extended the consultation in May with a high profile launch of a consultation booklet at the offices of Aviva attended by more than 50 key stakeholders in the city. The 8-page A5 booklet, which explained the BID proposal in detail and included a questionnaire, was made available to every business within the BID area, either by post, email, online or hand delivered. Consultation continued throughout May and June, including BID drop-in events, talks to business support groups, and dozens of individual meetings. We will continue to consult with businesses right up to the ballot in November.

Your views have helped us develop this business plan and prospectus. The ideas and projects are yours. BIDS are operating extremely well all over the UK and the time is now right for all businesses in York to work together with partners to make our city centre even better.

## **The Four Programmes**

### **1. Appearance and Environment**

York is a beautiful city but has the potential to be even better. More needs to be done to ensure its appearance is maintained and enhanced over the coming years and that our streets and public spaces throughout the city centre are cleaner and more vibrant than ever before.

The BID will:

- Provide an enhanced street cleaning service to give the city the appearance it deserves. This would include deep cleansing, extra litter collections, rapid response and graffiti removal. This would be in ADDITION to the service provided by the city council.

- Improve the gateways to the city to create a much better welcome and first impression for visitors, customers and everyone who lives and works in the city.
- Work with partners to ensure empty shops and properties are properly maintained and continue to convey a positive image.
- Improve ease of navigation around the city with the use of consistent, visible and appropriate signage for all areas.
- Add to and enhance floral displays and street art.

## **2. Safe and Secure**

York is one of the safest cities in the UK. But businesses and other organisations in the city have told us that we need to do more. There are concerns that anti-social behaviour and drunkenness, especially during the day on Saturdays, are driving shoppers and families away from the city centre. We will work with partners to create a vibrant, welcoming family friendly city centre.

The BID will:

- Appoint a team of ambassadors and volunteers (initially on Saturdays). This team of easily identifiable, friendly faces would welcome visitors, report any environmental or safety issues that damage our city's appeal and act as a reassurance to businesses, shoppers, tourists and workers that York is a welcoming and safe city.
- Work closely with North Yorkshire Police and the Safer York partnership on a range of issues, especially around excessive drinking, begging and unlicensed or intimidating street trading.
- Work with agencies to support the homeless and vulnerable.
- The BID would also look to team up with partners to improve the provision of secure bicycle parking in the city centre

## **3. Events and Festivals**

York already has an enviable reputation for the number and breadth of its events and festivals but there is the potential to do more to suit all users of the city and to include more streets to maximise footfall and increase revenues for all businesses. The BID would look to work closely with existing event organisers, streets and businesses to add value and support promotional activity. It would also work with partners to develop the early evening economy.

The BID will:

- Work with partners to develop and promote York's growing reputation as a City of Festivals and host of a year-round programme of events.
- Invest in street and community events throughout the city aimed at encouraging visitors and locals to discover York's hidden gems and its

variety of independent shops, bars, cafes and restaurants. We could help businesses launch events in specific areas.

- Work with partners to further develop York city centre as a pre-Christmas tourist and shopping destination. This will include a spectacular and expanded Christmas lights display which we would seek to extend beyond its existing boundaries and develop over the five years of the BID.
- Develop the early evening economy by encouraging more late night shopping (on certain nights or at certain times of the year), open air entertainment and cultural events aimed at encouraging visitors and people leaving work to spend more of their leisure time in the city centre.

#### **4. Business Support**

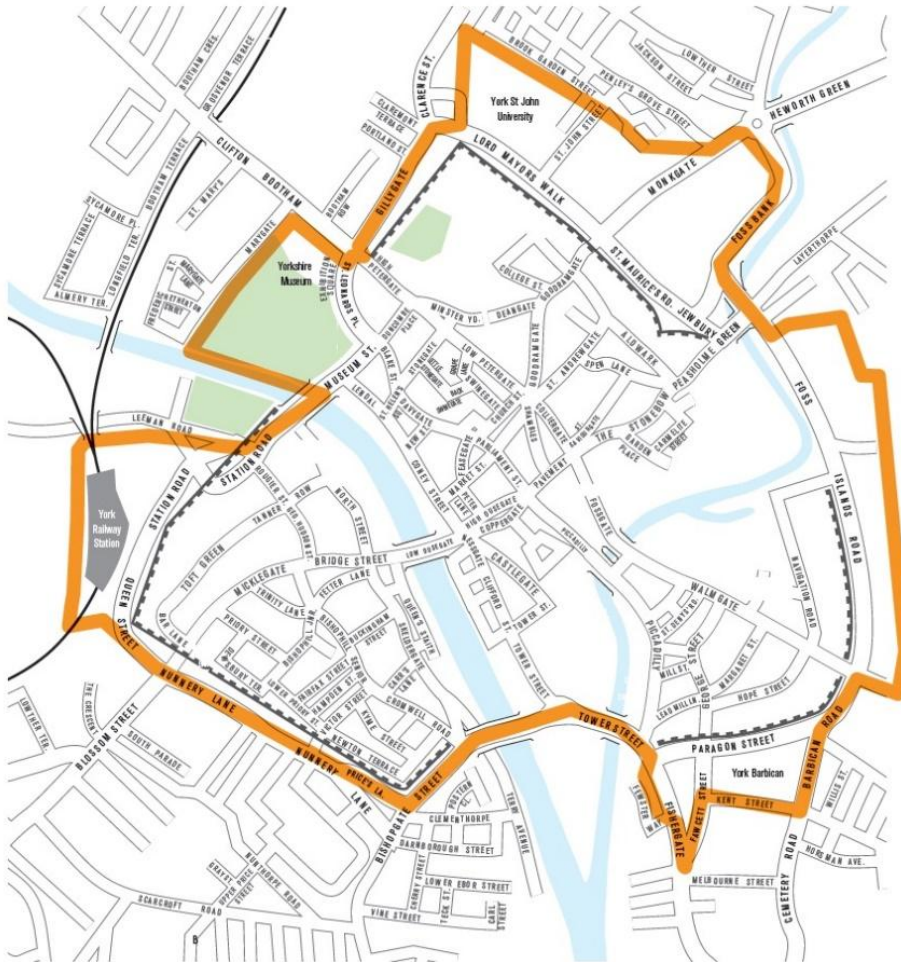
The BID will provide a strong collective voice for more than 1,000 businesses in York city centre. It will mean every business, large or small, will be able to have a say on important decisions that affect the trading environment.

The BID will:

- Seek to address concerns over transport and parking. Meaningful talks have already been held with City of York Council with a view to the introduction of pay on exit at its major car parks. This will enable shoppers and visitors to be more relaxed and stay longer.
- Promote York city centre as an attractive commercial destination and a great place to work. The ability of York to retain talent and not have it drawn to other locations will be crucial to remaining competitive.
- Lobby the council and other public sector organisations to robustly represent the views of companies in the BID area.
- Work to protect York's uniqueness and, in particular, the strength and variety of the independent sector, providing training, advice and networking opportunities to give businesses the best possible chance of success.
- Work with businesses and other partners to develop new ways of coordinating the collection and recycling of trade waste with the aim of saving you money.
- Use collective buying power to negotiate discounts on other business costs such as utility bills and insurance.
- Secure investment from new sources and pursue leverage of additional funding.

## Where will the BID operate?

The proposed BID area is outlined on the map subject to further consultation. During the initial consultation stage all sectors supported the principle of a BID and the suggested boundary which is largely within the inner ring road but includes businesses facing the inner ring road.



- Minster Gates
- Minster Yard
- Monkgate
- Museum Street
- Navigation Road
- Nessgate
- New Street
- Newgate
- North Street
- Nunnery Lane
- Ogleforth
- Palmer Lane
- Paragon Street
- Parliament Street
- Patrick Pool
- Pavement
- Peasholme Green
- Peckitt Street
- Percys Lane
- Peter Lane
- Piccadilly
- Priory Street
- Queen Street
- Rougier Street
- Shambles
- Skeldergate
- Spurriergate
- St Denys Road
- St Helens Square
- St Johns Street
- St Leonards Place
- St Martins Lane
- St Mary's Square
- St Maurices Road
- St Sampsons Square
- St Saviourgate
- St Saviours Place
- Station Rise
- Station Road
- Stonegate
- Stonegate Walk
- Swinegate
- Swinegate Court East
- Swinegate Court West
- Tanner Row
- Tanners Moat
- The Stonebow
- Toft Green
- Tower Street
- Trinity Lane
- Walmgate
- Wellington Row
- Whip-Ma-Whop-Ma
- Gate

- Aldwark
- Back Swinegate
- Barbican Road
- Bishopgate Street
- Blake Street
- Blossom Street
- Bootham
- Bridge Street
- Buckingham Street
- Castlegate
- Chapter House Street
- Church Lane
- Church Street
- Clifford Street
- Coffee Yard
- College Street
- Colliergate
- Coney Street
- Coppergate
- Coppergate Walk
- Cromwell Road
- Cumberland Street
- Davygate
- Deangate
- Duncombe Place
- Dundas Street
- Exhibition Square
- Fawcett Street
- Feasegate
- Fetter Lane
- Finkle Street
- Fishergate
- Foss Bank
- Foss Island Road
- Foss Islands Road
- Fossgate
- Franklins Yard
- Garden Place
- George Hudson Street
- George Street
- Gillygate
- Goodramgate
- Grape Lane
- High Ousegate
- High Petergate
- Hungate
- Jewbury
- Jubbergate
- Kent Street
- King Street
- Kings Court
- Kings Square
- Kings Staith
- Lendal
- Lendal Bridge
- Little Shambles
- Little Stonegate
- Lord Mayors Walk
- Low Ousegate
- Low Petergate
- Lower Friargate
- Margaret Street
- Market Street
- Merchantgate
- Micklegate
- Mill Street

## Projected Income and Expenditure

We are determined to make York city centre one of the most attractive, vibrant and welcoming locations in the UK. We will introduce new initiatives to take the city centre to the next level and make it the ideal choice for employers, shoppers, residents, and visitors.

	York BID Budget 2016 - 2021					
	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Income	£k	£k	£k	£k	£k	£k
1% Levy (@ £12.5k RV)	790	800	800	800	800	3,990
less Levy Collection Fee	(25)	(25)	(25)	(25)	(25)	(125)
<b>Total Income</b>	<b>765</b>	<b>775</b>	<b>775</b>	<b>775</b>	<b>775</b>	<b>3,865</b>
<b>Projects / Expenditure</b>						
Appearance & Environment	220	230	230	230	230	1,140
Safe & Secure	180	180	180	180	180	900
Business Development	135	135	135	135	135	675
Events & Festivals	90	90	90	90	90	450
Contingency	40	40	40	40	40	200
<b>Total Projects</b>	<b>665</b>	<b>675</b>	<b>675</b>	<b>675</b>	<b>675</b>	<b>3,365</b>
Administration & Overheads	100	100	100	100	100	500
<b>Total</b>	<b>765</b>	<b>775</b>	<b>775</b>	<b>775</b>	<b>775</b>	<b>3,865</b>

As well as revenue from levy payments, we will also seek to secure other funding from sponsorship, voluntary contributions and other sources.

All figures are estimates, and project costs may change over the term of the BID subject to Board approval.

- Assumes 6% non collection Yr1 and 4% Yr2-5.
- Assumes a 3% fee, per BID guidelines
- Contingency includes £15k loan repayments Yr1 and Yr2
- Overheads are consistent with benchmark BIDs, eg Norwich

The BID levy figures are based on data available as at June 2015 from York City Council. The City of York Council is the accountable body for

collection of the BID levy. The Council will specify the collection fee in advance of the vote, and has confirmed the cost will not exceed £30,000 a year. The York BID will pursue potential sources of income additional to the levy. These includes commercial sponsorship and income generation, including voluntary contributions to supplement the levy throughout the lifetime of the BID.

### **How much will you pay?**

As a levy payer you will be required to pay one annual payment towards the BID each year for five years. This payment will be calculated at 1% of the rateable value for your individual property. So if you own a business with a rateable value of £50,000, you will pay £500 a year to the BID.

We have introduced a lower threshold which means that a business with a rateable value that is £12,500 or lower will not have to pay.

### **About the vote**

So it's now over to you...

If your rateable value is more than £12,500 and you are in the BID area you will have a vote. This is a vote for the future, a vote for continued improvement and a vote for a prosperous City Centre economy.

Voting commences on November 2, 2015. When you receive your ballot paper by post, simply fill it out and return it in the envelope provided.

### **Who will run the BID?**

Following a successful ballot, a not for profit BID company limited by guarantee will be set up. An Interim Board, made up from a cross section of the business community, will run the company until its first AGM when elections will be held. Directors will not gain financially from their positions.

The Board will be responsible for implementing the BID Business Plan and will be accountable to the BID levy payers.

A BID Champions Group has also been set up to support the Board. The BID champions come from different sectors and different streets to ensure BID funds are spent on projects across the city. They will also communicate the wishes of businesses to the Board.



## **Interim Board**

Adam Sinclair (Chairman)	Mulberry Hall
Frank Wood	R.A. Braithwaite jewellers
Jane Gibson	Chairman, Make It York
Michael Hjort	Walmgate Ale House and York Food and Drink Festival
Neil Setterfield	Fenwick Limited (York)
Nick Symington	Langleys Solicitors
Colin Crawford	Aviva
Paul Stansfield	Property Consultant
Vacancy	City of York Council
Sophie Jewett	York Cocoa House
Steve Brown	Managing Director, Make It York
Sally Burns	City of York Council

BID champions to be listed here: (Not yet complete)

## **BID Levy Rules**

The BID process is governed by Government Legislation. As such, once a majority vote has been achieved, the BID levy becomes mandatory on all defined ratepayers. The rules for the BID levy are as follows:

- The levy will be fixed at 1% of rateable value. This will not be subject to changes in inflation and if this is to change, we would hold a new ballot.
- The term of the BID will be for a period of five years from April 1, 2016
- The BID levy will be applied to all ratepayers with a rateable value of more than £12,500.
- All new hereditaments entering the Rating List will be levied at 1%.
- The owners of empty hereditaments will be liable for the BID levy with no void period allowed.
- There will be no VAT charged on the BID levy.

## **Additional services**

City of York Council is backing the BID. As well as being a substantial levy payer it will align its activities to help the York BID bring about substantial improvements for the city centre. However, a BID cannot be used to replace core public sector services. There is legislation in place to ensure that a BID must provide additional or enhanced services.

## **Legal agreements**

A baseline agreement will be established to set out agreed levels of service provided by City of York Council. An operating agreement between the York Bid and City Of York Council will also be developed to define the contractual arrangements for the collection and enforcement of the BID levy.

Copies of the baseline agreement will be available to view at:

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

## **How will we communicate with members?**

If we secure a 'Yes' vote our BID will be one of the biggest in the UK. It will represent around 900 levy payers plus a further 600 businesses who will benefit from the BID but won't pay because their rateable value is less than our minimum threshold of more than £12,500.

Methods of communicating will include regular newsletters, email alerts, online updates at [www.theyorkbid.co.uk](http://www.theyorkbid.co.uk), and latest news via Facebook and Twitter. We will also hold regular meetings with our BID champions and feed information through to them.

All levy payers will be invited to become members of the BID company and there will be an AGM and an annual report

## **How will I know if the BID is working?**

We believe accountability comes from asking the levy payers, who help and fund the BID, to tell us each year how they feel the BID company has performed versus the annual business plan. We will survey all paying businesses in the BID area annually and ask them to assess our performance against the objectives as set out in the business plan.

You should see an uplift in footfall and sales figures. After all, this is the ultimate aim of the York BID.

Other performance measures will include:

- Footfall monitoring
- Number of vacant units brought back into use or improved
- Quarterly revenue survey sent to all BID levy payers
- Number of new businesses operating in the BID area
- Number of new initiatives launched
- Street cleanliness survey
- Analysis of media coverage about the city centre
- Analysis of crime figures

## **Ballot Rules**

From November 2 until November 30 businesses will be given the opportunity to vote in a formal postal ballot. To ensure neutrality, it will be a confidential ballot.

All defined ratepayers, will be entitled to one vote per hereditament. Some businesses will occupy more than one hereditament within an area and therefore will have more than one vote. Ratepayers that have been exempted from paying the BID levy will not be eligible to vote.

It will be possible to appoint a proxy to vote on your behalf. Proxy applications will need to be made to the ballot holder by ? . Proxy application details will be included in your ballot pack.

To establish a BID, the ballot will need to satisfy two tests as follows:

1. A majority in number of those voting.
2. A majority in Rateable Value of those voting.

Steps in the ballot process:

- Your notice of ballot will be sent on?
- Your ballot paper will reach you by?
- You will need to cast your vote by 5pm on?
- The ballot result will be announced o ?

## **What if I vote “No”?**

If more than 50% of eligible businesses vote ‘no’, those within the BID district will lose the opportunity to make a tangible difference to their trading environment. Promoting the city centre will continue to be the responsibility of individual organisations and the opportunity for collective marketing initiatives will be lost.

We believe that with a BID York city centre will gain new confidence and thrive.

Without a BID new marketing opportunities will be lost, it will be harder to attract new business, and York will fall further behind its competitors, locally, nationally and internationally.