

AGENDA SUPPLEMENT

Executive

To: Councillors Aspden (Chair), Ayre, Craghill, Cuthbertson, D'Agorne, Orrell, Runciman, Smalley, Waller and Widdowson

Date: Thursday, 14 January 2021

Time: 5.30 pm

Venue: Remote Meeting

The Agenda for the above meeting was published on **6 January 2021**. The attached additional document is now available for the following agenda item:

- 6. The York Business Improvement District Renewal Ballot** (Pages 1 - 20)
Annex 3 to the report is attached.

This agenda supplement was published on **14 January 2021**.

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Working Together for a Stronger York

RENEWAL MANDATE BUSINESS PROPOSAL 2021-2026

**For the purposes of definition, the term 'Renewal' means replacement of the existing BID at the end of its current term (date) with a new arrangement covering an extended area and subject to the rules and arrangements herein.*

YOUR BID

York Business Improvement District (BID) is an independent organisation working to deliver support and success through partnership with its members.

Through collaboration, creative initiatives and the careful application of new technologies, York BID will be at the forefront of the city's recovery after the coronavirus pandemic.

Covid 19 will have long-term effects on consumer behaviour and industry-wide structural changes are inevitable in all sectors. The BID will work hard to create value for our members and return the city to being a place of experiences and excitement for both residents and visitors.

This plan for a second term has been developed in consultation with our member community and can be voted on by all businesses who are eligible in the upcoming ballot.

Remember, it's your BID. Be a part of it, get involved, and help us to create a better city centre.



WHAT 5 YEARS OF INVESTMENT HAS ACHIEVED

Award-winning Winter Lights scheme consisting of over 160,000 LED bulbs spanning 15km



Contemporary new wayfinding signage



Our flagship Street Rangers scheme improving safety and reducing small crime and ASB



Partnered with CYC to upgrade two city centre car parks to pay on exit technology



The removal of the redundant fountain and toilet block on Parliament Street



Commissioned a new trade waste scheme with improved value for money, collection times and recycling opportunities

Street Cleaning service, operating 7 days a week to keep the city looking its best



Invested in vinyl wraps to improve the appearance of vacant shops

WHAT 5 YEARS OF INVESTMENT HAS ACHIEVED

3 successful Restaurant Week events worth £250,000 for York's hospitality sector



A York Gift Card scheme accepted at more than 300 businesses



Identified over £156,000 of savings for businesses on their bills and utilities

Funded and supported business-led initiatives including Indie York, York Retail Forum, and Trade Associations

Commissioned and supported Street Art projects



Trained over 100 employees from local businesses in First Aid

Delivered Summertime floral displays annually featuring over 100 separate installations

Invested in Events & Festivals bringing people into the city including Micklegate Run Soapbox Challenge, York Ice Trail, Bloom!, Yorkshire Day, York Food & Drink Festival & Fossgate Festival

Launched a Taxi Marshals scheme for Duncombe Place



CORONAVIRUS SUPPORT

In response to challenges posed by the covid-19 outbreak and the resulting national restrictions, York BID and partners rolled out a number of practical initiatives to support businesses through challenging times.

BUSINESS SUPPORT

From the offset of the pandemic, the BID team focussed their efforts on disseminating relevant information and guidance to city centre businesses. We assisted with a substantial number of grant funding applications and proactively contacted businesses to ask how we could support them.

Out of understanding for business hardship during the lockdown, the BID offered a 3 month payment holiday to all its levy paying members (levy payments would normally be due in April 2020).

STREET RANGERS PROPERTY CHECKS

Whilst the city centre was in lockdown, our Street Rangers performed daily commercial property checks to flag any potential issues whilst business owners and staff were elsewhere. Over 200 businesses signed up for the service which will continue during any further lockdowns.

COLLEGE GREEN POP-UP

College Green Pop-up was an ambitious initiative to transform a green area owned by York Minster into an outdoor seating space to support hospitality businesses in the Goodramgate area after lockdown. A tipi-style tent was erected surrounded by tables and chairs where the public could rest and consume food and drink purchased from nearby restaurants, cafes, pubs and bars. The project was fully managed for a 10 week period and received an overwhelmingly positive response from businesses and the public.



CORONAVIRUS SUPPORT CONTINUED



CITY HOSTS
After spring lockdown, our City Hosts gave the public confidence that York city centre was open and safe to visit. Hosts were stationed in major footfall areas offering a friendly welcome and helpful advice




HAND SANITISER STATIONS
In the interest of promoting Covid safety and cleanliness, we strategically placed 17 hand sanitiser stations across the city's main squares and thoroughfares



ADDITIONAL SIGNAGE
The BID arranged signage for extended pedestrianised zones, highlighting that streets were closed to vehicles but very much open to the public



OUTDOOR SEATING SUPPORT
We assisted many businesses in applying to the local authority for road closures, foot street enhancements, and pavement café licences to support the business trading environment



"As the Co-owner of two retail stores in York, I have had many opportunities to work with York BID and I have to say, of all the local BIDs we work with York is by far the best.

From the helpful Rangers who always seem to be at hand to deal with all the issues we throw at them, to support when we need it at a higher level to iron out problems with bodies such as the council and Highways.

I think York BID offers great value for money providing services we need now more than ever."

Marcus Doyle | Director | The Yorkshire Soap Company

"York BID has been an innovative force for good since it launched in 2016. It has been a catalyst for positive change. The need for this catalyst is now greater than ever.

Our city has been hit hard by the pandemic. We are a resilient business community, and I am sure we will rise again. But the support and direction of York BID will help us rise further and faster than we could on our own.

As one of the largest employers in York, with approaching 2,000 employees, we want our home city to thrive. A thriving home city is good for our business; good for our people; and good for the community in which we live. York BID has, and can continue, to help us thrive."

Alistair McQueen | Aviva plc

OUR VISION

We believe that a clear vision is key to carry York city centre forward and secure its economic prosperity. The BID will build upon the success of its first term but will also incorporate new elements in response to consultation. Success will be measured against the following 5 strategic objectives:



Encourage an accessible city centre

Encourage the experience economy

Promote green and sustainable initiatives

Be instrumental in shaping a city centre master plan in the context of 'evolving high streets'

Promote greater integration between digital and physical infrastructure

APPEARANCE

Appearance and cleanliness will continue to be a top priority. York is a famously beautiful city and we want to ensure that its streets and public spaces shine.

We also want to do more for the environment by increasing recycling and looking at ways to reduce air pollution from delivery vehicles.

Evolving our street cleaning teams, ensuring better coordination with Council cleaners and rapid response to business call outs

Working with landlords and agents to dress and utilise both occupied and vacant commercial properties

Encouraging greener and cleaner trade waste removal and introducing new recycling programmes

A feasibility study of last mile logistics to the city centre to maximise green electric and bike powered deliveries



"York BID has formed a unique relationship with the Police which has led to many joint operations & initiatives within the city centre, tackling issues raised by the community. The presence of the BID Rangers and regular communication with businesses & neighbourhood policing teams has enhanced the city, particularly the ability to deal with Anti-Social Behaviour together. They are a trusted partner and I hope we can continue the great work into the future."

Inspector Andrew Godfrey | North Yorkshire Police

SAFE

In our consultation, businesses voted safety as their top priority for the future. Our Street Rangers will continue to be a reassuring presence in the city centre.

We will look to build upon their existing relationships with both the Police and the Local Authority. We will also look at cultural and family activity that enhances the city's environment.

**Continuation
of the Street
Ranger
programme**

**Working with
partners to see
better
enforcement
of foot-street
hours**

**Discourage
and deter
aggressive
begging and
visible drug
abuse**

**Addressing
homelessness
& encouraging
better
coordination
of support**

**Encouraging
enhanced
partner
working
around
weekend ASB
issues**

EXPERIENCE

We are aware that customer behaviour is changing and that the experience economy is what modern-day cities must plan for.

We will continue to support established festivals, but also look at creating new cultural experiences that locals are proud of and visitors will travel to see.

Work with partners to develop a visible events plan, with participation opportunities for local businesses

Enhance the winter lights experience, along with other festive offerings

Animate the city with a programme of street art & floral displays

Identify opportunities for further green spaces/pockets parks

Focus on delivering family friendly activity



BUSINESS SUPPORT

We will continue to seek out new ways to support and empower local businesses. We want to utilise intelligent data and smart technology to help the city centre adapt and keep pace with changing customer behaviour.

We will continue to lobby for long term transport plans to make it easier to access the city by car, bus, bike or foot.

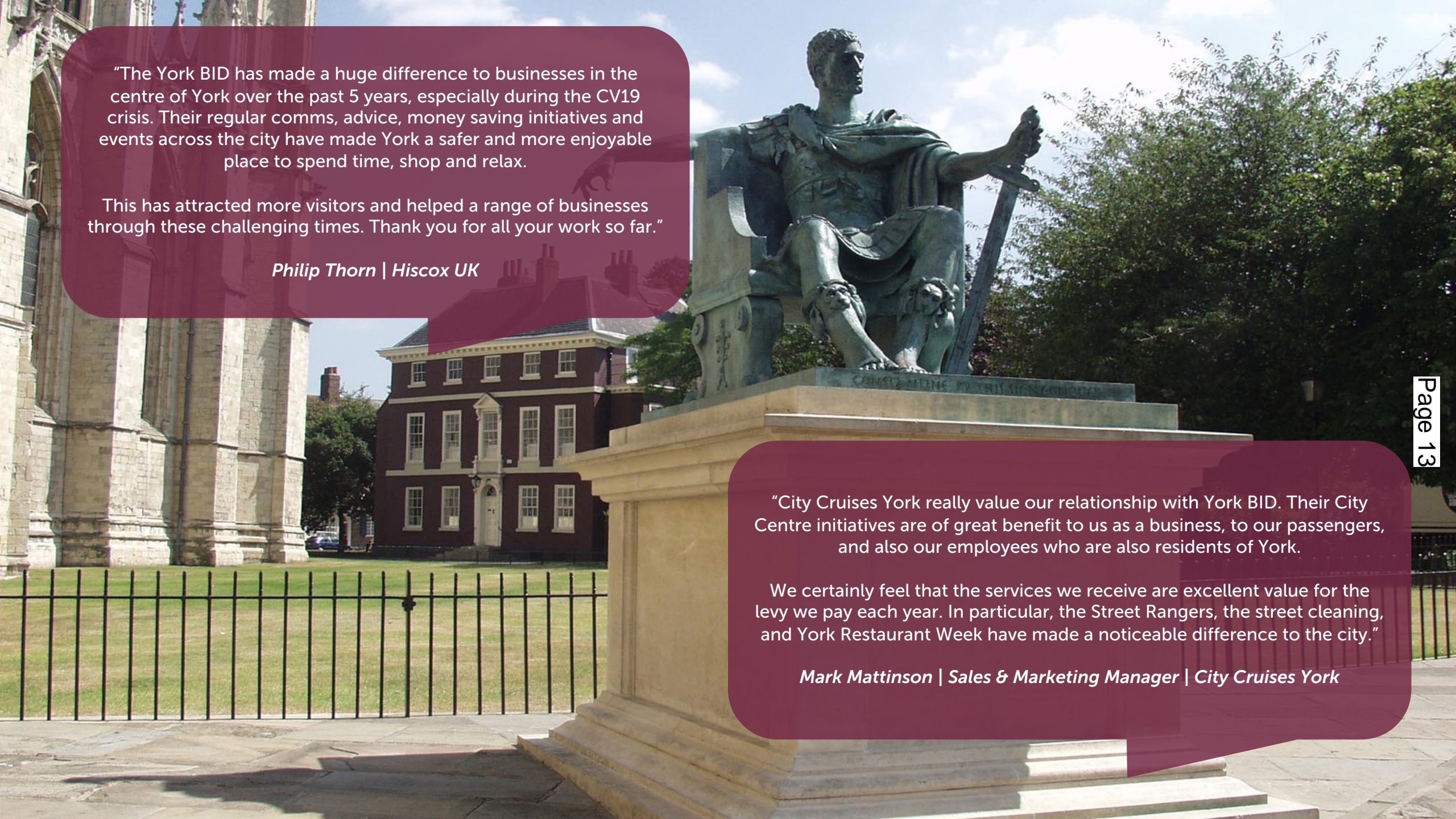
**Provide better networking/
promotional opportunities
for professional
services
clusters**

**Utilise
technological
solutions to
monitor
consumer
behaviour and
people
movements**

**Work with
transport
providers to
make the city
as accessible
as possible**

**Market the city
as an
attractive
destination to
local
audiences**

**Continue to
support retail
and hospitality**



"The York BID has made a huge difference to businesses in the centre of York over the past 5 years, especially during the CV19 crisis. Their regular comms, advice, money saving initiatives and events across the city have made York a safer and more enjoyable place to spend time, shop and relax.

This has attracted more visitors and helped a range of businesses through these challenging times. Thank you for all your work so far."

Philip Thorn | Hiscox UK

"City Cruises York really value our relationship with York BID. Their City Centre initiatives are of great benefit to us as a business, to our passengers, and also our employees who are also residents of York.

We certainly feel that the services we receive are excellent value for the levy we pay each year. In particular, the Street Rangers, the street cleaning, and York Restaurant Week have made a noticeable difference to the city."

Mark Mattinson | Sales & Marketing Manager | City Cruises York



FOR 5 MORE YEARS



THE BALLOT

All businesses who occupy commercial premises in the BID area, with a rateable value higher than £17,500 will be eligible to vote in the BID ballot.

A ballot paper will be sent by post to the registered ratepayer for each eligible property they occupy and will have 28 days (**between 28th January and 25th February 2021**) to cast their vote. It's easy! Simply fill out the form and return in the pre-paid postal envelope provided.

In order for the proposal to be successful, a ballot result will need to meet the following two criteria as a minimum:

- The majority of votes counted are in favour
- The total representative rateable value of votes counted in favour exceeds that of those opposed

The ballot will be managed, and results counted by Civica Electoral Services. The results will be announced on **Friday 26 February**.

On a successful ballot result, the new BID term will commence on **1st April 2021** and will run for a period of five years.

If you have any questions about the ballot or want to let us know where to send your ballot papers, please feel free to contact us at info@theyorkbid.com or **01904 809970**

WHAT YOU COULD LOSE

- Over £4million of business investment across a five-year term
- Over £1 million of investment leveraged from partners for city centre development
- An influential voice for city centre businesses
- An award-winning Street Ranger scheme like no other in the country
- A rapid response Cleaning Team operating 7 days a week
- The catalyst for a consultation around the future of the city centre
- A competent and helpful team who have built numerous successful partnerships with stakeholders across the city. We make things happen!

During these challenging times it is crucial that UK towns and cities have a clear plan and strong leadership to carry them forward. It would be a tragedy for York's economy if the BID were to be discontinued now. Without your support in the coming ballot, the city centre and its businesses could lose valuable investment, improvements, and services. That is why we are counting on the business community to look at the big picture and vote yes for a brighter future.

Vote YES for York BID renewal

THE BID LEVY

1. The levy rate to be paid by each property or hereditament is to be calculated as 1% of its rateable value and remains unchanged since the beginning of the first BID term. The annual levy charge is mandatory by law for the full period of the new BID term (not exceeding 5 years).
2. The threshold of inclusion has been increased to £17,500, meaning those properties with a rateable value of £17,500 or less will be exempt from any levy charge.
3. Businesses who are exempt from the levy charge either due to their size or geography, but would like to be a BID member can apply to become a voluntary levy-payer. Details of this scheme will be announced on the launch of the new term.
4. Non-retail and leisure based businesses with charitable status will pay 50% of the levy that would otherwise apply. Medical practices that are wholly owned by the NHS will be made exempt from any levy charge.
5. The number of properties or hereditaments liable for the levy is 932. All levy billing will be calculated based on National-Non Domestic Rates data as per 2017 commercial valuation records.
6. Please note, no exemption or discounts have been issued to listed buildings and those who pay discounted business rates are not entitled to a levy discount as well.
7. Liability for the full years levy falls upon the Non-Domestic Ratepayer for the property on the date of billing (typically the first week of April). If the property is empty on the date of billing, then liability shall fall upon the property owner.

"Running city centre attractions, it's important to York Museums Trust that York as a city welcomes visitors and that residents and tourists alike enjoy its wonderful heritage assets.

We have found York BID to be very effective at improving York's welcome and experience whether that's through the Rangers' help and advice, by attracting people to look at Christmas lights or supporting our staff when York Museum Gardens gets busy.

As a business, we don't underestimate the benefits to the city of the humbler work that the York BID does keeping the city looking beautiful. The BID levy is good value for York!"

Reyahn King | Chief Executive | York Museums Trust

FINANCES

In light of recent events, a cautious approach has been adopted to providing the indicative budget for the renewed BID term. The table below outlines how income will be allocated across the four programmes area.

YEAR	2021/22	2022/23	2023/24	2024/25	2025/26	TOTAL
Income	£k	£k	£k	£k	£k	£k
Levy income @ 1%	700	800	800	800	800	3,900
Levy collection fee	-25	-25	-25	-25	-25	-125
Total Income	675	775	775	775	775	3,775

Programme Expenditure	2021/22	2022/23	2023/24	2024/25	2025/26	TOTAL
Appearance	200	200	200	200	200	1,000
Safe	160	160	160	160	160	800
Experience	155	155	155	155	155	775
Business Support	140	140	140	140	140	700
Total Projects	655	655	655	655	655	3,275

Management	120	120	120	120	120	600
Total Expenditure	775	775	775	775	775	3,875

NET reserves	129	29	29	29	29	29
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1. All figures are estimates based on historic and likely future trends. Programme costs may change over the term subject to Board approval.
2. Levy income figures are estimated based on National Non-Domestic Rates data as of November 2020. A reduced levy collection rate of 85% is estimated for year 1, due to Covid-19. For the following 4 years, it is assumed to return to the typical rate of 97.
3. As well as revenue generated from the levy, the BID will seek to secure additional funding from sponsorship, voluntary contributions and other sources.
4. Management costs are estimated at 16% which is consistent with Benchmark BIDs e.g. Nottingham.
5. City of York Council will be responsible for collecting the levy and then all collected funds go to the BID. It has been agreed, that the annual fee for levy collection services will not exceed £25,000.
6. During the first term, the BID adopted a prudent reserves policy that provided flexibility to deliver ad-hoc projects e.g. in response to Covid-19. Some reserves will be carried forward from term 1 to maintain cashflow.
7. NET reserves brought forward from term 1 will be deemed a contingency fund and will bolster finances in light of any future disruption caused by Covid-19 (e.g. shortfall in levy collection).

THE BID BOARD

York BID is a not for profit company that is solely accountable to its members. The company is governed by a voluntary Board of Directors and Advisors who are representative of the different sectors, organisations and businesses in the BID area.

Micheal Hjort (Chairman)

York Food & Drink Festival/Walmgate Ale House & Bistro

Robert Onyett

Harrowells Solicitors

Frank Wood

R. A Braithwaite Jewellers

Colin Crawford

Aviva (retired)

Neil Sanderson

York Minster Fund

Neil Setterfield

Fenwick York

Phil Pinder

York Retail Forum/The Potions Cauldron

Sarah Czarneki

Hospitality Association York/Grays Court

Angela Horner

Browns Department Store

Cllr Andrew Waller

Executive Member for Economy and Strategic Planning

Cllr Andy D'Agorne

Deputy Leader of City of York Council

Sean Bullick

Make It York

Lotte Inch

Lotte Inch Gallery

Alistair Graham

York city centre Residents

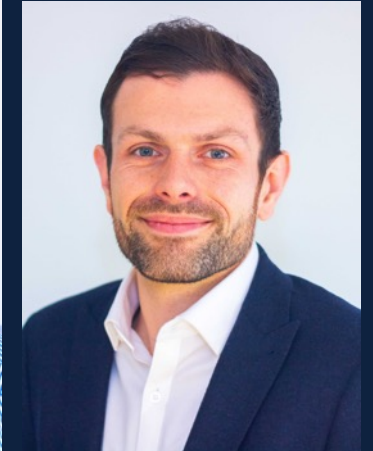
YOUR BID TEAM



Andrew Lowson
Executive Director



Carl Alsop
Operations Manager



Chris Bush
Business Manager



Racheal Bean
Business Admin Officer



Jo Little
Comms & Engagement Lead

PARTNERS



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