Bournemouth Town Centre
Business Improvement District (BID)

Business Plan
2012 - 2017
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Summary

“The only hope our high streets have of surviving in the future is to recognise what’s happened and deliver something new.”

Mary Portas,
The Portas Review 2011

Retail expert Mary Portas reported to the prime minister in December on how to ‘save Britain’s high streets.’ Her first three recommendations were specifically about Business Improvement Districts (BIDs) as the best way to help attract people back into our town centres.

Her report recommended BIDs as the way forward because they put power in the hands of local businesses, enabling them to manage their high streets and town centres in a business-like way.

Managed by YOU

The BID will be run by an independent not-for-profit company. The Board will be elected by and accountable to you, delivering the projects and services in this business plan.

Chosen by YOU

All the projects in this business plan have been chosen by you via detailed consultation, as well as detailed studies of what has worked best elsewhere.

Your BID Your choice

The choice is yours. Voting papers will be sent out at the beginning of March 2012 and you will have until 9th April to vote. If the majority of those who vote are in favour, and they represent over 50% of the rateable value of those who vote, the BID will go ahead and you will benefit from the services and projects detailed in this business plan.

Voting “YES” for the Town Centre BID will mean

• Five years of sustained marketing, promotion & events – bringing you more customers
• A friendly and welcoming team of Town Rangers patrolling the streets
• New maps and signage helping customers find your business
• Lower business costs
• Higher turnover, better profits
Letter from the Chairman

We have worked over the past year to bring the Business Improvement District to this point - where your vote can make it happen. If you think more can and should be done to make the town centre a better place to trade - then you should vote “Yes”. If you would like to see the town centre better promoted, look cleaner, more attractive and feel less rowdy - then you should vote “Yes”.

Hundreds of you have pledged your support for the BID, including big businesses such as M&S, House of Fraser and Beales, small businesses from right across the town centre area, and business organisations such as the FSB and the Chamber of Trade. The BID is about all of us, restaurants, cafés, nightclubs, bars, cinemas, all the retailers, working together, to bring us all more customers.

I understand these are uncertain times. But with Beales stores in other BID towns, I see first hand how BIDs make a difference, fighting back against the loss of trade from the internet, out-of-town shopping and from high parking charges.

The BID will be a turning point for the town and your business – and you can make it happen.

I urge you to read this business plan carefully, and vote “Yes” to support the BID.

Tony Brown CEO Beale Plc.
Chairman
Town Centre BID Steering Group

“Bournemouth Chamber of Trade and Commerce has been in the forefront supporting Bournemouth’s BID projects. I urge all eligible businesses to vote “YES” when the ballot papers are sent out.”
Nigel Hedges
President
Bournemouth Chamber of Trade and Commerce

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Vote YES
Introducing the Town Centre BID

A Business Improvement District (BID) is where local organisations raise funds to improve their own town. Local businesses work together – agreeing priorities, designing and funding solutions – to make their areas better, and increase their trade.

BIDs generally have a common set of aims – to increase footfall to an area, increase business performance and improve profits. They provide common-sense solutions to an area’s needs, and they are fair because the amount each business pays is determined by its size. The Town Centre BID will bring the benefits enjoyed in other towns to your business here in Bournemouth.

Most businesses will pay less than £300 per year, but put together it will generate nearly £600,000. This guaranteed income will be spent making Bournemouth town centre a better place to be in business.

BIDs are in operation in 124 locations in the UK. They have an extremely strong track record of delivering tangible benefits. The clearest sign of this success is in the renewal rate. BIDs can only run for five years before a renewal ballot must be held giving businesses the option of continuing or terminating their BID. In 34 out of 35 cases businesses have overwhelmingly voted to continue their BIDs. BIDs really work.

Businesses in control: From the initial consultation through the workshops and surveys, you have directed the development of this Business Plan.

Businesses in control: Every penny is invested to improve your business prospects.

You have told us what needs to be done. By working together we can all grow stronger.

Supplementing what’s already there: BIDS provide additional services, over and above what a local authority already does.

“The local Branch of the FSB supports the Town Centre BID and encourages its members to become involved.”

Julie Leigh
Branch Chairman
Bournemouth, Poole and Christchurch Federation of Small Businesses

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| sevensix  |

| vote YES |

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How have we got to this point?

In 2007 two local business organisations submitted proposals for a Business Improvement District (BID) for Bournemouth town centre, based upon the clear success of these schemes elsewhere. The resulting feasibility study reported that a BID would be positive for businesses here. It also showed there was the potential to develop a second BID.

Local business leaders were consulted on whether they believed a BID or BIDs would be beneficial. The result was near universal support.

The development

Bournemouth Borough Council agreed to fund the development stage of two BIDs. It was agreed that local businesses would control how this funding was spent, ensuring the projects would be business-led from day one. Two BIDs were launched: The Town Centre BID in the wider town centre area, from the Triangle to the Lansdowne, and the Coastal Districts BID along the coastal strip from Hengistbury Head to Westbourne.

Each BID has been controlled by a steering group, formed from the businesses and organisations in the proposed BID areas. Every member of each steering group is passionate about Bournemouth and has worked unpaid to steer the BID project forward on your behalf.

The Town Centre BID

Over the last twelve months, you have told us your priorities for Bournemouth town centre and your views have shaped the details in this business plan. The extensive consultation has included:

1. A postal survey – a questionnaire sent out to all eligible businesses in the BID area.
2. Focus groups – a representative selection of businesses attended detailed focus groups to better understand the problems and issues faced.
3. Street and sector meetings – every business was invited to meetings to understand the BID and give feedback on the plans.
4. One-to-one meetings – over 300 face-to-face meetings were held with local businesses.
5. Second survey – All businesses were invited to comment on the draft business plan – over 80% were in favour.

The Proposal

This Business Plan is the conclusion of the BID’s development: It is a plan built by real consultation with you – Bournemouth businesses. The projects it proposes will improve trading in the town centre for your benefit. The organisation it promises to form will be controlled and accountable to you.

You can make it happen.

You should vote “YES” to ensure the powerful improvements detailed here are delivered – GUARANTEED – for the next five years.

Voting members of the Town Centre BID Steering Group

- Tony Brown, Chief Executive Officer, Beales Plc (Chair)
- Matthew Corica, Director, Michael Matthews Jewellery & Charmed
- Alan Dove, Commercial Manager, Student’s Union & Chair Townwatch
- Anthony Dung, General Manager, The Avenue Shopping Centre
- Martin Graves, Director, Subway South Ltd.
- Nigel Hedges, President, Bournemouth Chamber of Trade and Commerce
- Louise Konyari, Store Manager, Marks and Spencer
- Julie Leigh, Chair, Bournemouth Parks and Christchurch Federation of Small Businesses
- Rick Perkin, Business Manager, NCP Car parks
- Matthew Perry, Operations Manager, Wallflower Road Premier Inn
- Stanley Beesley, Director, S & D Leisure Ltd.
- Lisa Murray, House of Fraser
- Dan Simmons, Chairman, Bournemouth Coastal Districts BID & MD BourneCoast
- Stuart Smith, Owner, All Fired Up Café
- Tony Williams, Executive Director, Environment and Economic Services, BBC
- Cllr John Beesley, Deputy Leader, Bournemouth Borough Council

“House of Fraser is very aware of the benefits BIDs can deliver to improve our trading environment and bring extra footfall to the town centre.”

Gary Rattray
Manager,
Bournemouth House of Fraser
Bournemouth town centre has a fantastic mix of shopping, cafés, bars, restaurants and nightlife, as well as beautiful gardens, and one of the best beaches in the country.

Yet we face problems. We do little to promote our town centre to visitors or local people, while other nearby retail areas spend millions. When people do come we aren’t good at showing them around – there are no ‘You are here’ maps on display, very little to show people where businesses are located or what we have on offer. We also face issues of drunkenness on the streets, litter, and rowdiness.

Although 2011 figures do show a small upturn, footfall in the town centre has dropped over a third since 2005. We all know town centres are struggling nationally. The average is a 5% decrease in footfall over the last few years. But Bournemouth has performed worse with an average 9% downturn. We must act now to turn this around. Many BID towns have seen much smaller drops in footfall, even through the recession, and some have even seen increases in visitor numbers. The recent Mary Portas Report recognised this and recommends BIDs – and giving more power to BIDs – as the best way to breathe new life into high streets and town centres.

This business plan outlines your plan – formed through extensive consultation – for addressing the issues and problems we all face. But it’s also based on careful examination of what has worked elsewhere. The town centre BID will be a turning point for Bournemouth, increasing footfall and strengthening your business.
**BID FAQs**

**Is the BID part of Bournemouth Borough Council?**

No. The Town Centre BID will be run by an independent, not-for-profit company operating solely to deliver the projects paid for and chosen by you. It cannot carry out any projects or services that have to be statutorily provided by the public agencies, and all the projects identified are ADDITIONAL to those statutory services. The BID has negotiated baseline agreements with Bournemouth Borough Council and the police giving you clarity on what is currently being provided.

**Isn’t this what I pay my Business Rates for?**

No. The BID levy will not pay for anything already covered by your business rates. The funds collected through the BID levy will be kept in a separate BID bank account, held by an independent company set up to run the BID. The income from the levy, and from extra funds attracted, will only be used to fund the services you have chosen.

**Isn’t the recession a bad time to be developing a BID?**

Actually it’s more important now than ever. BIDs help businesses save money by bringing down overheads, such as insurance and utility costs. But more importantly, by working to retain existing customers, attract large numbers of new customers, they help businesses stay strong and grow. This is important in the good times, and vital when trading conditions are more fragile.

**Who else is doing this?**

BIDs are an international success story. In the UK, 60,000 businesses choose to invest over £61 million every year in 124 BIDs. In our region Winchester, Dorchester and even Wimborne all have Business Improvement Districts. More importantly in 34 out of 35 cases where a BID’s initial term has expired, businesses have voted with an increased majority to continue their BID. This is the clearest indication of success. BIDs work!

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**What businesses are included?**

All retail and leisure businesses within the town centre area with a rateable value (RV) over £9500 – all those that will benefit from a sustained increase in footfall – are included in the BID.

**Why are some businesses exempt?**

The smallest businesses (under £9,500 rateable value) would pay so little that their contribution would be outweighed by the cost of collection. Those which do not pay, do not vote, although when the BID is operational they can choose to participate through a voluntary contribution.

**Why should I vote “Yes”?**

A “Yes” vote is a vote for a £3 million investment over the next five years. It will be spent on improving Bournemouth Town Centre, on projects and services that you have chosen. You will see a professional, coordinated marketing and promotional campaign designed to get local people back in the habit of using the town centre. You will notice the town centre is less rowdy with a reduction in the levels of anti-social behaviour. You will see a team of Town Rangers patrolling the streets, helping to make our town a more welcoming place for visitors to come to, and encouraging them to stay longer. You will see new and improved signage and mapping. You will have access to the powerful cost-cutting measures a BID can bring in. You will be part of the most powerful lobbying voice that business in Bournemouth has ever had.

We aim to match or better the success of BIDs elsewhere, meaning you should see an upturn in footfall figures, more customers and more of the right sort of customers.

You can make this happen by voting “Yes”.

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Andy Duck,
Manager,
The Avenue Centre

“The BID has attracted significant additional funding alongside the levy, meaning what we invest together will go even further.”
Marketing & Promotion

Allocated spend
40% of the BID Income
£XXXXXX over the five years of the BID

You said: “We need to drive footfall”
“We must promote”
“Everyday we don’t promote we are losing customers”

All the indicators – footfall counters, car park data, and word-of-mouth reports from businesses – point towards a long term downward trend in visitor numbers to the town centre. Meanwhile we are facing huge competition as a retail and leisure destination, and our rivals are investing heavily to promote themselves. Your message could not have been clearer. We cannot continue doing nothing.

The solution
The Town Centre BID will develop and fund major marketing activities and events, specifically designed to bring visitors to Bournemouth town centre, day and night. Using TV, radio, press, leaflets, promotions, branding, banners and guides, the BID will put Bournemouth Town Centre forefront in the minds of local people, give them a reason to visit us, and make it easier for them to do so, as well as providing practical reasons to visit. This is likely to include regional TV advertising.

High-quality marketing, promotion and PR campaign
Using a professional agency we will develop a sustained campaign aimed primarily at local residents and those within a short drive time from the town centre. It will raise awareness of the town centre, make people want to visit us, and make it easier for them to do so, as well as providing practical reasons to visit. This is likely to include regional TV advertising.

The ultimate Bournemouth town centre, destination-marketing website
The BID will produce a professional, customer-focused, lively and fresh website to:
• Target people who should be choosing Bournemouth town centre to shop, dine out, visit our cinemas, bars and clubs.
• Promote Bournemouth town centre through campaigns and special offers.
• Include information on transport, shop opening hours, car park locations etc.
• Be a central hub for information on what’s going on in Bournemouth Town Centre.
• Include information in a range of the most important languages such as Spanish, Arabic, Chinese, German and French.

Events and Festivals
The BID will encourage, develop and deliver a regular programme of high quality events and festivals focused on creating a more vibrant, exciting town centre and thereby encouraging a greater number of visitors.

Details
In the Square and the thousands of other locations throughout Bournemouth.

Of course many of the extra people brought to Bournemouth by the Coastal Districts BID will visit the town centre when they are here, meaning more customers for you. If your business is located in the town centre you won’t have to pay a penny for this.

Town Centre and Coastal Districts BID Marketing

Marketing is the top priority for the Coastal Districts BID as well. It will focus on raising awareness of Bournemouth as a resort, and significantly increasing the numbers visiting outside the main summer season.

The two BIDs will coordinate their marketing programmes, greatly increasing the power of the campaigns and maximising the funds available.

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Safe and Secure

Allocated spend
39% of the BID Income
£XXXX over the five years of the BID

You said:
“The town feels rowdy and unwelcoming, especially in the early evening.”
“I regularly find left over take-away – or worse – in my doorway.”

Many of you have reported persistent shoplifting, often by known offenders, street-drinking problems, low-level property damage and graffiti. There are also issues with over-enthusiastic Big Issue sellers, and charity chuggers approaching passers-by too aggressively. You’ve told us this is off-putting for your customers. You’ve told us this affects the whole town centre, although the nature of the problems vary in the different areas of the town.

Bournemouth is a beautiful seaside town – we are not faced with deeply ingrained problems of gang culture or street violence – yet a minority element is damaging trade for all of us. Enough is enough.

The Solution
The Town Centre BID will introduce a team of Town Rangers, trained and equipped to deal with these issues. Their roles will include:
- working closely with the police, identifying and keeping an eye on known offenders, and preventing them from causing problems.
- acting as the friendly face of Bournemouth Town Centre, helping visitors find their way and ensuring the streets feel safe, secure and welcoming.
- liaising with the local authority to direct its cleaning resources more effectively.
- working with the BBRC Shopwatch Radio scheme to reduce shoplifting.

Town Rangers have been extremely effective tackling these issues in other areas. In fact, Town Rangers are frequently the most popular of all improvement initiatives in surveys of businesses in BID areas.

In addition the recent Portas Report strongly recommended introducing “Town Teams” as a way of making high streets accessible, attractive and safe.

A carefully-selected and well-managed town ranger team will be a powerful way of improving the atmosphere of the town and making people feel more welcome when they visit. And as the only ranger team in our region, it will make Bournemouth stand out as somewhere special, and somewhere valued.

You said:
“‘The Rugby rangers have really worked. They have been very supportive to the businesses and I think they are a great addition to the town centre.”

Debbie Graham, Store Manager, Dorothy Perkins, Rugby.

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“‘The Rugby rangers have really worked. They have been very supportive to the businesses and I think they are a great addition to the town centre.”

Debbie Graham, Store Manager, Dorothy Perkins, Rugby.

The rangers will patrol the entire BID area.

The rangers will work with the police, not replace them.
Access

Allocated spend
19% of the BID Income
£XXXXXX over the five years of the BID

You said:
“Visitors to the town do not
find our business”
“Even local people didn’t
know we were here”

Mapping & Signage
Bournemouth’s golden beaches, relaxed atmosphere and sunny microclimate attract nearly 5 million visitors each year. We need to do all we can to draw these visitors into the town centre and encourage them to circulate around the town.

There is little currently to help with this, there are plenty of places to discover but little to help people discover them. Research shows our footfall areas consistently perform below their commercial potential.

Bournemouth Borough Council has a strategy to overhaul the entire network of signage and install modern mapping, however with funding limitations the implementation is likely to be protracted. On current estimates signs in the ground will not be delivered for at least a further five years!

The Solution
The Town Centre BID will:
1. Work with the council to bring forward the signage implementation in the Town Centre area as an urgent priority, seeking a ‘town centre first’ approach.
2. Install signage within the Car Parks to welcome and orientate visitors and help them find key retail, leisure and business areas.
3. Step in to improve signage and way finding in the short term should the council delay.
4. Investigate the installation of interactive signage which double up as information and advertising points and could include ‘business features’ offers.
5. Ensure that all new signage and mapping clearly shows the location of business zones and access to convenient and attractive car parks, and highlights what is special about the different areas within the town centre.

Already the BID has been able to influence the look of the 85,000 free maps distributed to visitors by the Tourist Information Centre. The new maps will better show the town centre’s retail, leisure and night life areas, and make the links between the seafront and town centre more prominent.

Parking
Parking in town centres across the UK is no longer free and the increasing impact of the sustainability agenda means this will not change. However, you have told us you believe the cost of parking is a major issue, and we have taken note. We believe there are some things we can do to ease the problem.

Many central car parks are under-utilised and in many cases even local residents are unaware of the locations of car parks which best suit their needs – the cheapest for some people, the most convenient for others. In addition there is a long established perception that Bournemouth town centre car parks are expensive. The reality is the town has some of the most competitive parking pricing on the south coast – if you know where to go.

The Solution
Every major town charges for car parking, and the BID cannot change this, but it can address some associated problems, providing a better overall experience.
1. Improve the awareness of the locations of convenient and better value car parks by leaflet mail-outs to target shopper populations, improved direction signage and more logical naming of car parks.
2. Continue to lobby the council and car park operators to simplify charges, and introduce pay-on-exit machines when replacements are due.
3. Encourage car park operators to provide a better parking experience utilising extra-wide bays, and ensuring the environments are safe, secure and pleasant to visit.

Making your money go further – The Projects

“Better signage and maps will undoubtedly improve Bournemouth town shopping especially for visitors! It gets my VOTE!”
Mary Stuart, Dancezie, The Triangle
Supporting your business

Allocated spend
2% of the BID Income
£XXXX over the five years of the BID

You told us that you want the BID to save you money and help develop your business.

From the workshops and the hundreds of face-to-face meetings you told us that you are faced with spiralling overheads and want the BID to use its muscle to help save you money.

During its first year the BID will
- Set up a discounted insurance offer with a major company.
- Introduce preferential arrangements with a credit card processing company.
- Identify specialist organisations offering you practical advice on how to obtain the best rates for your utility needs.

You told us that you want to have a bigger influence locally.

Many of you expressed the view that you want a louder voice for the views of the businesses within the Town Centre BID area.

The BID will:
- Lobby on behalf of its members generally
- Link with the Coastal Districts BID and have an even bigger voice – with a combined total of over 1330 members

The BID will use its muscle to help save you money.

“The Rugby BID offer with Allianz not only saved me £217 on my premium (£3030), but also gave me a refund of £194 towards my BID levy”
Simon Williams, Rugby Electrical
How the BID will be delivered

If the ballot is successful the Town Centre BID will be delivered by an independent not-for-profit company. The current steering group will remain in place for the first year to ensure continuity; they will then stand down and be replaced by an executive board.

The board will comprise of up to 17 directors, all of whom will be from, or representing, levy-paying businesses. The Chair will come from the private sector. Any BID levy payer can stand to be a director on the board.

The BID will employ a full-time manager whose sole responsibility will be to ensure the projects detailed in this business plan are delivered effectively, on time and to budget. As well as ensuring that your money is wisely spent, the BID manager will be there to represent your interests.

The Town Centre BID Company will be run by, and for, local businesses. And as a levy payer, you will have a stake in the company.

The Town Centre BID Company will not be allowed to make a profit. Your money and the additional income this helps leverage throughout the life time of the Town Centre BID will all be invested in projects that will make a positive difference to trading in Bournemouth Town Centre.

The BID board will be made up as follows:

<table>
<thead>
<tr>
<th>Sector</th>
<th>Number representatives</th>
</tr>
</thead>
<tbody>
<tr>
<td>Independent retail</td>
<td>3</td>
</tr>
<tr>
<td>Major/multiple retail</td>
<td>3</td>
</tr>
<tr>
<td>Night time economy</td>
<td>2</td>
</tr>
<tr>
<td>Food and drink</td>
<td>2</td>
</tr>
<tr>
<td>Lansdowne representative</td>
<td>1</td>
</tr>
<tr>
<td>Triangle representative</td>
<td>1</td>
</tr>
<tr>
<td>Finance</td>
<td>1</td>
</tr>
<tr>
<td>Local Authority</td>
<td>2</td>
</tr>
<tr>
<td>Other</td>
<td>2</td>
</tr>
</tbody>
</table>

“In Winchester, Worthing and Bedford, where Beales has stores, BIDs have given businesses a say in how the town centre is run, and resulted in visible, tangible improvements.”

Tony Brown,
CEO Beale Plc
The following streets are included in the Bournemouth Town Centre BID area, either in whole or in part.

All eligible businesses in these areas will contribute if the BID is approved. If you are unsure whether your business falls within the boundary or want to know how much you will pay, please contact us.

Where the BID will operate

Albert Road
Avenue Lane
Avenue Road
Bournemouth Arcade
Bradbourne Road
Burlington Arcade
Central Gardens
Commercial Road
Cotlands Road
Cranborne Road
Cumnor Road
Dalkeith Steps
Dean Park Crescent
Durrant Road
Fir Vale Road
Gervis Place
Glen Fern Road
Granville Place
Hilton Road
Landover Crescent
Lansdowne Lane
Landover Mews
Lume Park Road
Lower Gardens
Maidenhead
Mannington Place
Nash Road
Old Christchurch Lane
Old Christchurch Road
Oxford Road
Poole Hill
Post Office Road
Richmond Gardens
Shopping Centre
Richmond Hill
Richmond Hill Drive
St Michael’s Lane
St Michael’s Place
St Paul’s Lane
St Paul’s Place
St Stephen’s Road
St Stephen’s Way
Steventon Road
Tregonwell Close
Trente Road
Upper Hinton Road
Upper Tescott Road
Vacation Place
West Hill Place
Winton Drive
Winton Gardens
Winton Mount
Winton Road
York Road
Bath Road (part of)
Beasley Road (part of)
Chaltonchuck Road (part of)
Crescent Road (part of)
Eveline Road (part of)
Gervis Road (part of)
Holdenhurst Road (part of)
Landsdowne Road (part of)
Lower Norwich Road (part of)
Northrop Road (part of)
Norwich Avenue (part of)
Norwich Avenue (part of)
Putney Road (part of)
South View Place (part of)
St Michael’s Road (part of)
St Paul’s Road (part of)
St Peter’s Road (part of)
Tregonwell Road (part of)
Upper Northwick Road (part of)
West Hill Road (part of)
Westover Road (part of)
Westover Road (part of)
Westover Road (part of)
Westover Road (part of)
Westover Road (part of)
Westover Road (part of)

A successful BID will see the whole town centre busier and better. That’s good for my business, so I’m voting in favour.”

Stuart Smith
Owner, All Fired Up
Because businesses are developing two BIDs in Bournemouth – the Town Centre BID and the Coastal Districts BID, they will be able to share many costs if both are voted through, making them among the most efficient in the UK.

The BID Steering Group anticipate securing additional voluntary contributions on top of those shown below. This will further boost the project spend.

Because there are two BIDs being developed in Bournemouth, they are able to share costs, making them among the most efficient in the UK.

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**BID budget**

This five year budget shows just how far your contribution to the Town Centre BID will stretch. This unique funding opportunity will provide additional services beyond the capacity of any single business.

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**2012/13 Income**

- 1.5% BID levy: $594,059
- Local Authority Contribution for Town Centre Management: $XXX
- Other secured voluntary contributions: $XXX
- Total income: $XXX

**2012/13 Expenditure**

- BID Projects: $XXX
- Management & admin costs: $XXX
- Total Expenditure: $XXX

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**Town Centre BID draft 5 year budget and summary**

<table>
<thead>
<tr>
<th>Income</th>
<th>2012/13</th>
<th>2013/14</th>
<th>2014/15</th>
<th>2015/16</th>
<th>2016/17</th>
<th>Total (all years)</th>
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</thead>
<tbody>
<tr>
<td>BID Levy</td>
<td>$594,000</td>
<td>$594,000</td>
<td>$594,000</td>
<td>$594,000</td>
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<td>$2,970,000</td>
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<td>Additional Funding*</td>
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<td>$184,000</td>
<td>$184,000</td>
<td>$184,000</td>
<td>$184,000</td>
<td>$920,000</td>
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<tr>
<td><strong>Total Income</strong></td>
<td>$778,000</td>
<td>$778,000</td>
<td>$778,000</td>
<td>$778,000</td>
<td>$778,000</td>
<td>$3,890,000</td>
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</table>

<table>
<thead>
<tr>
<th>Expenditure (£)</th>
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</thead>
<tbody>
<tr>
<td>Marketing and Promotion</td>
<td>$276,200</td>
<td>$276,200</td>
<td>$276,200</td>
<td>$276,200</td>
<td>$276,200</td>
<td>$1,381,000</td>
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<tr>
<td>Safe &amp; Secure</td>
<td>$202,300</td>
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<td>$202,300</td>
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<td>$1,011,500</td>
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<tr>
<td>Access</td>
<td>$144,050</td>
<td>$144,050</td>
<td>$144,050</td>
<td>$144,050</td>
<td>$144,050</td>
<td>$720,250</td>
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<tr>
<td>Supporting Your Business</td>
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<tr>
<td><strong>Total Expenditure</strong></td>
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<tr>
<th>Management/Administration</th>
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<tr>
<td>Staff</td>
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<td>Offices</td>
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<tr>
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<td>Levy collection</td>
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<td>$12,705</td>
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<td><strong>Total</strong></td>
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<th>Contingency</th>
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<th>$38,000</th>
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</thead>
<tbody>
<tr>
<td><strong>Total Expenditure</strong></td>
<td>$778,000</td>
<td>$778,000</td>
<td>$778,000</td>
<td>$778,000</td>
<td>$778,000</td>
<td>$3,890,000</td>
</tr>
</tbody>
</table>

| Net company balance     | $0      | $0      | $0      | $0      | $0      | 0          |

* Additional Funding in kind and matched from supporting businesses & Bournemouth Borough Council

Staffing costs are based on one full time manager and a full time admin assistant. Year 5 Overheads includes the cost of re-balloting at the end of the first term. Proposed budget subject to annual review based on evaluation of project results.
The BID legislation

The small print!
The BID legislation approved by the Government in 2004, set out a legal framework within which BIDs have to operate, including the way in which the levy is charged and collected, and how the ballot is conducted.

- The term of the BID will be for a period of five years.
- The levy is fixed and will not be subject to variation by the annual rate of inflation.
- VAT will not be charged on the BID levy.
- The BID levy will be applied to all ratepayers within the defined area of the Coast District BID with a rateable value of more than £9,500 or more which are not categorised as “offices” in the applicable NNDR List.
- Non-retail charities with no trading income, arm or facilities, not-for-profit and subscription-based charities will be excluded.
- Opening times and ratescales can be altered subject to Board approval providing the changes fall within the income of the BID.
- The Board will meet at least six times a year. Every levy paying business will be eligible to be a member of the Coastal Districts BID Company and vote at Annual General Meetings.
- None of the costs associated with the development of the BID or the ballot will be recovered through the levy.
- None of the costs associated with the development of the BID or the ballot will be recovered through the levy.
- Empty properties, those undergoing refurbishment or being demolished, will be liable for the BID levy via the property owner/registered business ratepayer with no void period.

All eligible businesses have the opportunity to vote on whether the Bournemouth Town Centre BID goes ahead.

- The ballot will be conducted through an independent, confidential postal vote by the Electoral Reform Services, on behalf of Bournemouth Borough Council which is the responsible body as determined by the BID legislation.
- Each eligible business ratepayer will have one vote in respect of each hereditament (a business which pays business rates) within the BID area provided they are listed on the National Non Domestic Rates List for the defined area on the 1 February 2012 as provided by Bournemouth Borough Council. Organisations occupying more than one hereditament will have more than one vote.
- A proxy vote in available and details will be sent out with ballot papers.
- Ballot papers will be sent out to the appropriate organisation by 12 March 2012. They must be returned no later than 10 April 2012 by 5pm.

For the BID to go ahead, two conditions must be met:
- More than 50% of businesses that vote must vote in favour.
- Of the businesses that vote, the “yes” votes must represent more than 50% of the total rateable value of all votes.

Under the legislation, if the BID is approved, all businesses, regardless of size or turnover, will be under an obligation to pay the 1.5% levy each year for five years.

The results of the ballot will be declared on 10 April 2011.

The Town Centre BID area and the levy percentage cannot be altered without a further ballot.
Every business in Bournemouth town centre has had the opportunity to contribute to the ideas of the BID. Hundreds have done so. You have told us your priorities. You have chosen this plan. All you need do now is vote.

The Town Centre BID offers a unique opportunity for you to shape and define the future of Bournemouth town centre. The BID puts you in control.

BIDs have proven their worth across the country. They are recognised as the best way to ‘save the high streets’.

The decision you make now will have a lasting impact on Bournemouth town centre for years to come.

Don’t miss this opportunity. Voting “Yes” will put businesses – you – in control in a way that has never been available before.

Voting “Yes” will see nearly £3M invested to improve trade in your area – in the way you have chosen.

Voting “Yes” will secure your business and the future success of the town.

Dates for your diary
March 12th 2012 Ballot papers sent out
April 9th 2012 Last day of the ballot
April 10th 2012 Declaration of ballot

Contact details
If you require any more information about the BID please contact:

Gregg Dunnett - Town Centre BID Coordinator
01202 451724
gregg@bournemouth-in-business.com
www.bournemouth-in-business.com
Vote **YES** to **Support** your business
Vote **YES** to **Support** your town
Vote **YES** for the **Town Centre BID**