

BRENTFORD HIGH STREET



STEERING GROUP PROGRAMME PARTNERS



**BRENTFORD
BUSINESS WATCH**



BUSINESS IMPROVEMENT DISTRICTS

A way forward for Brentford's regeneration?

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Chair, High Street Steering Group

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www.brentfordhighstreet.org.uk

Overview

- What is a BID?
- Benefits of BIDs
- Successful BIDs elsewhere
- Key steps
- Q&A

What is a BID?

- A **Business Improvement District (BID)** is operated by a not-for-profit partnership organisation
- BIDs develop projects and services that will benefit the trading environment within the boundary of a clearly defined commercial area.
 - BIDs improve businesses' bottom lines either through reduced costs or through higher turnover
- Funded through approx 1% of Rateable Value (RV) levy
 - max 2%
- The local authority plays an important initiator and facilitator role, but the business community then drives the BID company's business plan

- Interests of large and small businesses are protected through a system which requires a successful vote to have a simple majority in both votes cast and rateable value of votes cast
- Over 100 Business Improvement Districts have been established across England, Wales and Scotland
- Although most UKBIDs are currently in town centres, the principle works just as well in other places, and there are already BIDs established in industrial estates with considerable further interest
- Ealing, Hammersmith and Kingston are our nearest BIDs

BIDs in brief

- BIDs allow businesses in a defined area and business sector(s) to vote on which additional services they want to invest in, to improve their trading environment – and how much to raise
- Vote is open to tenants - if a majority, both by number and by rateable value, approve the proposal, all ratepayers will contribute through their business rates
- BIDs give local businesses the power to effect changes that will benefit them in their local community. The legislation does not put a limit on what products or services are provided, but improvements may include:
 - extra safety/security
 - cleansing and environmental measures
 - improved promotion of the area
 - improved events
 - greater advocacy on key issues
- Businesses themselves get involved in the administration of the schemes

- Businesses must be able to sustain the additional cost - if they are not viable, the BID levy will not raise enough income to make it a worthwhile venture
- Once voted for, the levy becomes mandatory on all defined ratepayers and is treated as a statutory debt
- The plan voted for has a lifespan of max 5 years and further proposals will have to be reaffirmed through a vote
- Local Authorities play an important facilitating role and in particular are charged with legal responsibilities, including:
 - provision of the ratings data to calculate the BID levy
 - collection and enforcement of the BID levy via a ring-fenced BID Revenue Account that is then passed straight to the BID company
 - organisation of the formal BID ballot
 - preparation and commitment to the baseline service agreements.

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Benefits of BIDS?

Who can gain, and how?

EVERYONE / THE COMMUNITY

- Produces economic well being and economic growth in area
- Attracts inward investment
- Gives competitive regional advantage
- Produces social well being / improves quality of life
- Develops partnership between private & public sector
- Encourages corporate social responsibility
- Provides sustainable investment for ongoing capital projects/services
- Creates a positive sense of place and enhanced feeling of safety and well-being - provides community pride

BUSINESSES / THE OCCUPIER

- Increases footfall
- Increases consumer spend and sales - can lead to increase in profits
- Reduces costs (crime reduction, joint activities, e.g. promotions/marketing)
- Is flexible to address the issues of individual sectors
- Gives businesses a local voice
- Creates more appealing environment for employees
- Fair to smaller businesses
- Fair system, those that invest, benefit - no freeloading
- Can decide and vote for action before making the investment

LOCAL AUTHORITIES

- Harnesses private sector management/organisational drive and skills
- Promotes greater understanding of the role of LAs
- Provides new, sustainable investment and doesn't detract from other resources
- Has commercial support

THE LANDLORD

- Assists capital value growth
- Increases rental values of property and area
- Increases an area's desirability and attracts occupiers
- Increase in trade which affects turnover based rents (some retail)
- Could help properties away from main footfall areas
- Good PR for company locally and regionally
- Forges positive links with council

How can BID strengthen Brentford Chamber of Commerce?

- A number of Chamber members would be in BID boundary – these members could seek seats on BID board
- Provides unique vehicle/ opportunity to realise the Chamber's ambition for a more vibrant and sustainable economy throughout Brentford
- Would need informal/formal structure for ongoing dialogue between BID and Chamber
- Could the Chamber be the BID's key 'advocacy/ dialogue partner' and be commissioned to do work in this area?

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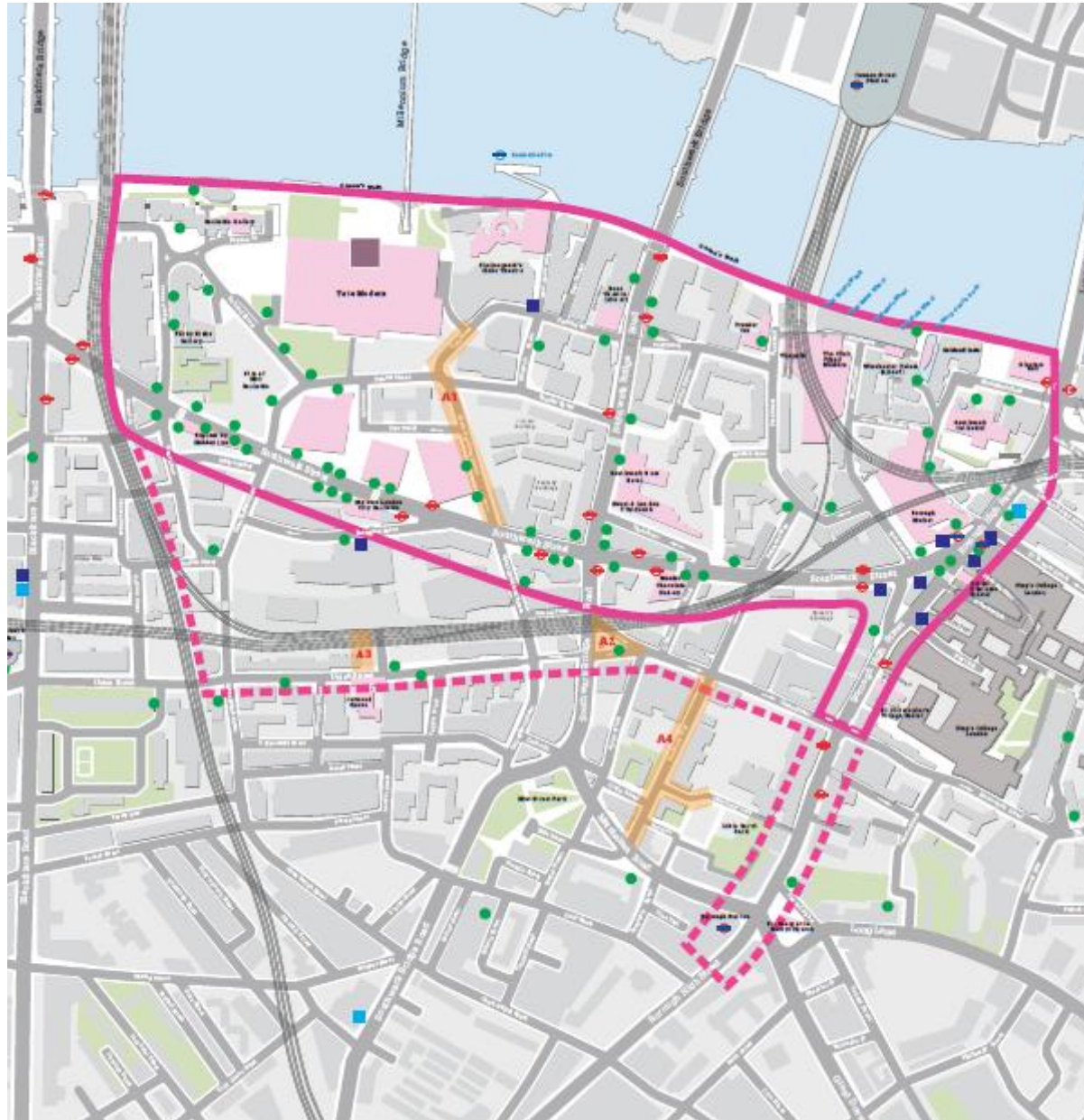
Better Bankside (London)

1st term

- BID TYPE: District Wide
- LOCATION: London
- BALLOT DATE: 24/01/05
- RESULT: Yes
- TURNOUT: 48%
- POSITIVE (by number): 75%
- POSITIVE (by RV): 67%
- BID LIFESPAN: 5 years
- NUMBER OF HEREDITAMENTS: 319
- FIRST YEAR INCOME LEVY: £650,000 (Average £2k)
- BID RATEABLE AREA EXEMPTIONS: < £10,000 RV

2nd Term

- BID TYPE: Commercial
- LOCATION: London
- BALLOT DATE: 26/02/10
- RESULT: YES
- TURNOUT: 52%
- POSITIVE (by number): 86%
- POSITIVE (by RV): 82%
- BID LIFESPAN:
- NUMBER OF HEREDITAMENTS: 460
- FIRST YEAR INCOME LEVY:
- BID RATEABLE AREA EXEMPTIONS:



www.betterbankside.co.uk

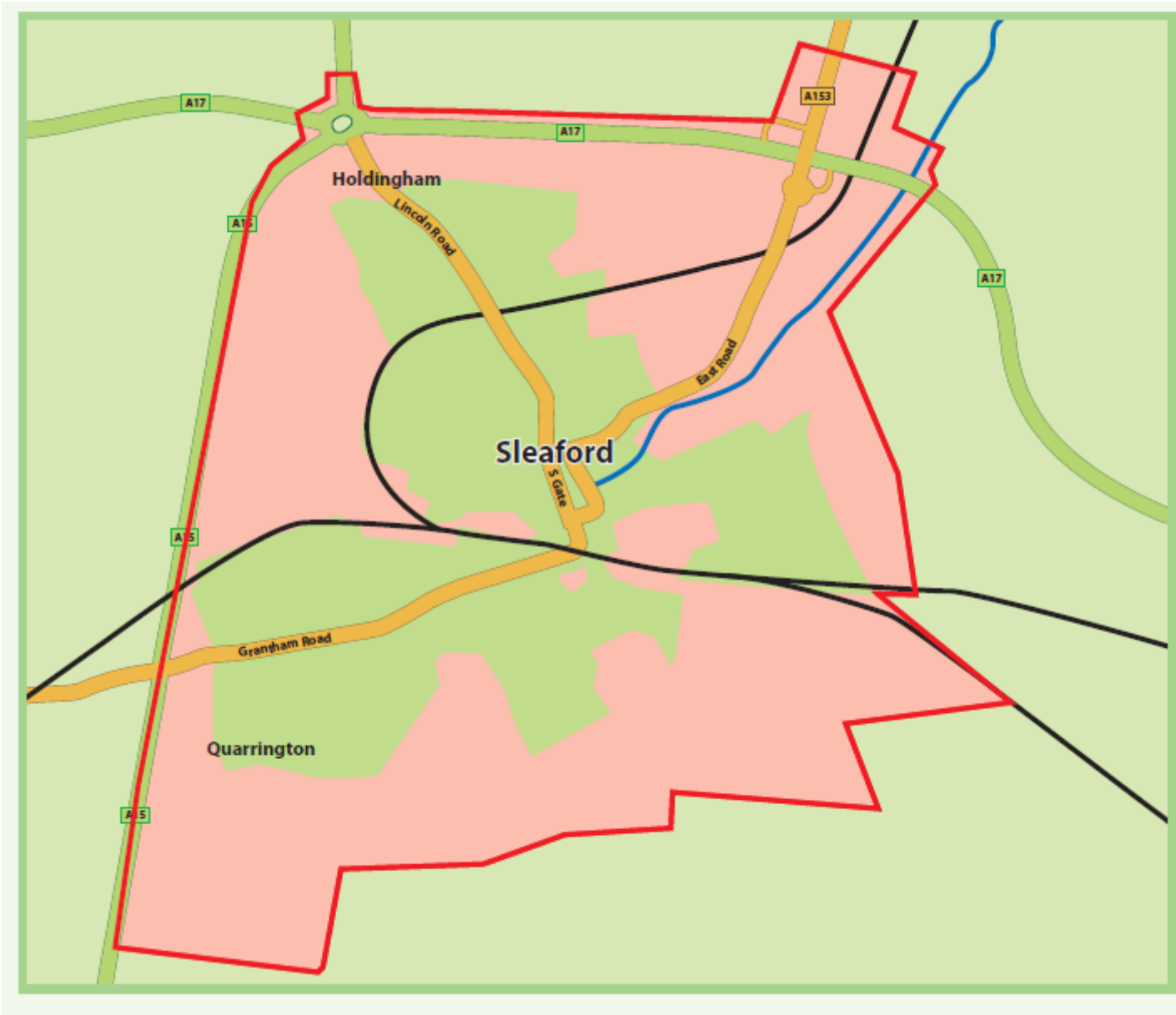
BRENTFORD HIGH STREET



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Sleaford BID

- **BID TYPE:** District Wide - This business improvement district boundary incorporates the retail areas, industrial estates and the proposed major development sites.
- **LOCATION:** East Midlands
- **BALLOT DATE:** 05/07/07
- **RESULT:** Yes
- **TURNOUT:** 40%
- **POSITIVE (by number):** 69%
- **POSITIVE (by RV):** 75%
- **BID LIFESPAN:** 5 years
- **NUMBER OF HEREDITAMENTS:** 626
- **FIRST YEAR INCOME LEVY:** £96,700 approx (Average £150)
- **BID RATEABLE AREA EXEMPTIONS:** Non trading charitable premises, minimum levy of £50.00



www.sleafordbid.co.uk

BRENTFORD HIGH STREET



www.brentfordhighstreet.co.uk

Holborn Partnership

1st Term

- BID TYPE: Commercial
- LOCATION: London
- BALLOT DATE: 11/02/05
- RESULT: Yes
- TURNOUT: 50%
- POSITIVE (by number): 82%
- POSITIVE (by RV): 77%
- BID LIFESPAN: 5 years
- NUMBER OF HEREDITAMENTS: 460
approx
- FIRST YEAR INCOME LEVY: £677,195 (Average £1500)
- BID RATEABLE AREA EXEMPTIONS: < £10,000 RV

2nd Term

- BID TYPE: Commercial
- LOCATION: London
- BALLOT DATE: 26/02/10
- RESULT: YES
- TURNOUT: 46%
- POSITIVE (by number): 86%
- POSITIVE (by RV): 90%
- BID LIFESPAN: 5 YEARS
- NUMBER OF HEREDITAMENTS: 702
- FIRST YEAR INCOME LEVY: £2,464,365(Average £3500)
- BID RATEABLE AREA EXEMPTIONS: RV>£60,000



BLOOMSBURY HOLBORN ST. GILES

“ When Business Improvement Districts are developed and implemented effectively, they make a very valuable contribution to improving the local trading environment and benefit the wider local community. The challenge for BIDs in the future will be to continue to be realistic in their levy requirement, clear about the planned benefits, and persuasive about how they will be delivered. ”

Stephen Robertson DIRECTOR GENERAL, BRITISH RETAIL CONSORTIUM

www.inholborn.org



Ealing

- BID TYPE: Town Centre
- LOCATION: London
- BALLOT DATE: 28/03/06
- RESULT: Yes
- TURNOUT: 51%
- POSITIVE (by number): 65%
- POSITIVE (by RV): 64%
- BID LIFESPAN: 5 years
- NUMBER OF HEREDITAMENTS: 450
- FIRST YEAR INCOME LEVY: £301,674 (Average: £670)
- BID RATEABLE AREA EXEMPTIONS: < £10,000



www.ealingbroadwaybid.co.uk

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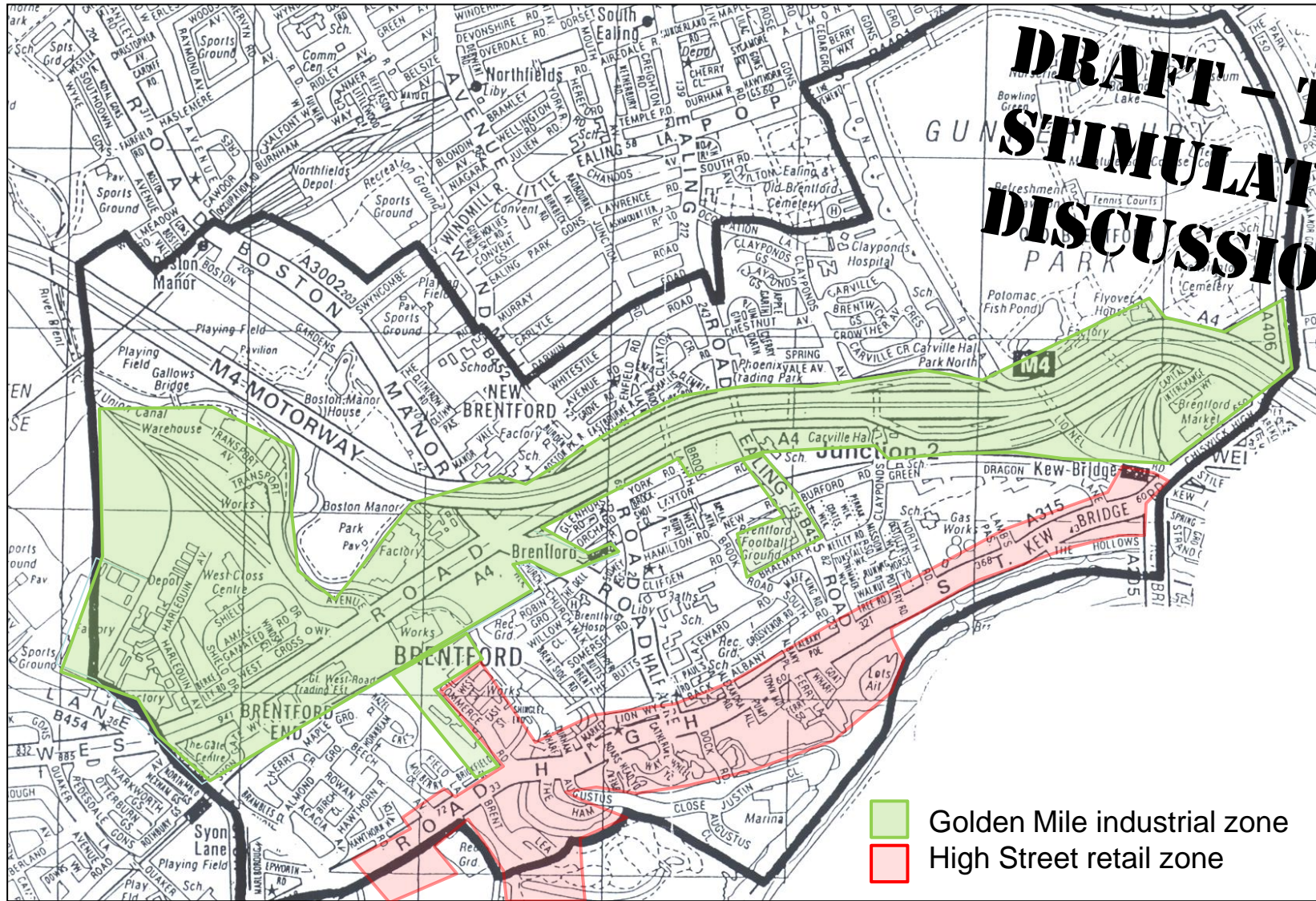
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Key steps

- Feasibility study – test demand, consider boundaries and financial viability (£5-10k)
 - It would be good to see some of the part-time Brentford Town Centre Manager's time/ budget allocated to this enabling work
- If demand confirmed, regulations check/ local authority liaison
- Draft BID proposal with involvement of all businesses
- Final BID Proposal
- Formal local authority approval
- BID postal ballot organised by local authority
- 12-24 months total

Possible BID boundaries?

DRAFT - TO STIMULATE DISCUSSION



Workstreams could target both the shared and differing needs of Brentford's diverse business community

Q & A

Further information visit www.ukbids.org

