



CABINET

**Meeting: Wednesday, 4 May 2022 at 6.00 pm
in Civic Suite, North Warehouse, The Docks, Gloucester, GL1 2EP**

ADDENDUM

The following item was not available at the time of dispatch:

9.	<p>GLOUCESTER BUSINESS IMPROVEMENT DISTRICT (BID) Proposal for BID Term 2</p> <p>To consider the report of the Leader of the Council seeking Members to review the BID proposal for Term 2 including the draft business plan and process for a renewal ballot.</p>
----	---

Yours sincerely

**Jon McGinty
Managing Director**

NOTES

Disclosable Pecuniary Interests

The duties to register, disclose and not to participate in respect of any matter in which a member has a Disclosable Pecuniary Interest are set out in Chapter 7 of the Localism Act 2011.

Disclosable pecuniary interests are defined in the Relevant Authorities (Disclosable Pecuniary Interests) Regulations 2012 as follows –

<u>Interest</u>	<u>Prescribed description</u>
Employment, office, trade, profession or vocation	Any employment, office, trade, profession or vocation carried on for profit or gain.
Sponsorship	Any payment or provision of any other financial benefit (other than from the Council) made or provided within the previous 12 months (up to and including the date of notification of the interest) in respect of any expenses incurred by you carrying out duties as a member, or towards your election expenses. This includes any payment or financial benefit from a trade union within the meaning of the Trade Union and Labour Relations (Consolidation) Act 1992.
Contracts	Any contract which is made between you, your spouse or civil partner or person with whom you are living as a spouse or civil partner (or a body in which you or they have a beneficial interest) and the Council (a) under which goods or services are to be provided or works are to be executed; and (b) which has not been fully discharged
Land	Any beneficial interest in land which is within the Council's area. For this purpose "land" includes an easement, servitude, interest or right in or over land which does not carry with it a right for you, your spouse, civil partner or person with whom you are living as a spouse or civil partner (alone or jointly with another) to occupy the land or to receive income.
Licences	Any licence (alone or jointly with others) to occupy land in the Council's area for a month or longer.
Corporate tenancies	Any tenancy where (to your knowledge) – (a) the landlord is the Council; and (b) the tenant is a body in which you, your spouse or civil partner or a person you are living with as a spouse or civil partner has a beneficial interest
Securities	Any beneficial interest in securities of a body where – (a) that body (to your knowledge) has a place of business or land in the Council's area and

- (b) either –
- i. The total nominal value of the securities exceeds £25,000 or one hundredth of the total issued share capital of that body; or
 - ii. If the share capital of that body is of more than one class, the total nominal value of the shares of any one class in which you, your spouse or civil partner or person with whom you are living as a spouse or civil partner has a beneficial interest exceeds one hundredth of the total issued share capital of that class.

For this purpose, “securities” means shares, debentures, debenture stock, loan stock, bonds, units of a collective investment scheme within the meaning of the Financial Services and Markets Act 2000 and other securities of any description, other than money deposited with a building society.

NOTE: the requirements in respect of the registration and disclosure of Disclosable Pecuniary Interests and withdrawing from participating in respect of any matter where you have a Disclosable Pecuniary Interest apply to your interests and those of your spouse or civil partner or person with whom you are living as a spouse or civil partner where you are aware of their interest.

Access to Information

Agendas and reports can be viewed on the Gloucester City Council website: www.gloucester.gov.uk and are available to view five working days prior to the meeting date.

For further details and enquiries about this meeting please contact Tanya Davies, 01452 396125, tanya.davies@gloucester.gov.uk.

For general enquiries about Gloucester City Council’s meetings please contact Democratic Services, 01452 396126, democratic.services@gloucester.gov.uk.

If you, or someone you know cannot understand English and need help with this information, or if you would like a large print, Braille, or audio version of this information please call 01452 396396.

FIRE / EMERGENCY EVACUATION PROCEDURE

~~If the fire alarm sounds continuously, or if you are instructed to do so, you must leave the building by the nearest available exit. You will be directed to the nearest exit by council staff. It is vital that you follow their instructions:~~

- You should proceed calmly; do not run and do not use the lifts;
- Do not stop to collect personal belongings;
- Once you are outside, please do not wait immediately next to the building; gather at the assembly point in the car park and await further instructions;
- Do not re-enter the building until told by a member of staff or the fire brigade that it is safe to do so.

Gloucester City Council

Meeting:	Cabinet	Date:	4 May 2022
Subject:	Re-ballot for Gloucester BID second term		
Report Of:	Leader of the Council		
Wards Affected:	All		
Key Decision:	Yes	Budget/Policy Framework:	No
Contact Officer:	Jon McGinty, Managing Director		
	Email: jon.mcginty@gloucester.gov.uk		Tel: 01452 396200
Appendices:	1. Gloucester BID re-ballot prospectus		
	2. Gloucester BID geographic coverage		

FOR GENERAL RELEASE

Note: The special circumstances for non-compliance with Access to Information Rule 5 and Section 100B (4) of the Local Government Act 1972 (as amended) (items not considered unless the agenda is open to inspection at least five days in advance of the meeting) were that the BID business plan was still under consultation and review and not available at that point in time.

Note: The special circumstances for non-compliance with Access to Information Rule 13 and Part 3, paragraph 9 of the Local Authorities (Executive Arrangements) (Meetings and Access To Information) (England) Regulations 2012 (that a Key Decision may not be taken unless a document containing information specified by the Regulations been published at least 28 clear days prior to the meeting at which the decision will be taken were that the BID business plan was still under consultation and review and not available at that point in time.

1.0 Purpose of Report

1.1 To note the intention of Gloucester Business Improvement District (BID) to re-ballot for a second term and to consider the Cabinet's support for this.

2.0 Recommendations

2.1 Cabinet is asked to **RESOLVE** to:

- (a) note the Gloucester BID's plans to re-ballot for a second term, and
- (b) delegate authority to the Director of Policy and Resources to cast a vote in favour of extending the BID for a second term through any qualifying rate-paying properties owned by the Council.

3.0 Background

- 3.1 Business Improvement Districts (BIDs) are business-led partnerships which are created through a ballot process to deliver additional services to local businesses. They can be a powerful tool for directly involving local businesses in local activities and allow the business community and local authorities to work together to improve the local trading environment.
- 3.2 A BID is a defined area in which a levy is charged on all business rate payers in addition to the business rates bill. This levy is used to develop projects which will benefit businesses in the local area. There is no limit on what projects or services can be provided through a Business Improvement District. The only requirement is that it should be something that is in addition to services provided by local authorities. Improvements may include, but are not limited to, festivals and events, extra safety/security, cleansing and environmental measures. The relevant local authority (Gloucester City Council in this case) manages the billing and the collection of the levy, and holds the levy in a ring-fenced revenue account on behalf of the BID body.
- 3.3 During 2016-17, a proposal to create a Gloucester BID was developed and submitted to the Council, and a ballot of qualifying businesses took place. Each person entitled to vote in the BID ballot has one vote in respect of each hereditament (business premise) in the geographical area of the BID on which non-domestic rates are payable. The ballot has to meet two tests. First, a simple majority of those voting must vote in favour. Second, the aggregate rateable value of the hereditaments of those voting in favour must exceed the aggregate rateable value of the hereditaments of those voting against.
- 3.4 In July 2017, 85.8% of voting businesses voted in favour in the first ballot for a Gloucester BID, and 87.7% of the Rateable Value voted in favour. As a result, Gloucester BID was established and has been in operation since July 2017. The BID collects an annual levy from 572 hereditaments (business premises), each of whom pay an annual levy derived from 1.6% of the rateable value of their premises.
- 3.5 BIDs may be established for a term of up to five years. Every five years, businesses are able to vote to continue the BID for a subsequent term, based on a set of proposals. Gloucester BID aims to build on its success in delivering a safer, attractive and supported city for a new potential five-year term, and has developed a business plan or prospectus for a second term (Appendix 1), on which it has consulted with all potential BID members.
- 3.6 The Vision for Gloucester BID set out in this prospectus is: 'Working in partnership to deliver a safer, more attractive, vibrant and supported city.' To achieve this vision, Gloucester BID is proposing to focus on three key themes:
- Priority 1 – A Safer City
 - Priority 2 – An Attractive and Vibrant City
 - Priority 3 – A more Supported and Promoted City
- 3.7 Some key elements in the prospectus for a second term include:
- Continuing to co-fund and manage a team of City Protection Officers in association with Gloucester City Safe, Gloucester City Council and the Office of the Police and Crime Commissioner.

- Continuing to co-fund and deliver with Gloucester City Council a team of Night Safe Officers who patrol Eastgate Street and the city centre.
- Continuing to work in partnership with the Council and other partners to maintain and develop Gloucester's Purple Flag status.
- Promoting the Best Bar None awards alongside Gloucester City Council's management of them.
- Supporting the work of Street Medics in helping make Gloucester's night time economy a safe place.
- Continuing to install summer planters and hanging baskets, and maintaining existing wooden planters in partnership with Gloucester City Council.
- Working in partnership with Gloucester City Council to ensure city cleansing and appearance is a priority, including introducing additional hot-spot cleansing that is not delivered by the Council.
- Partnering to deliver footfall driving events to attract visitors, encourage return visitors and promote local businesses.
- Helping member businesses sign up to the Gloucester Gift Card programme and the national Mi Rewards app, and promote this.
- Promoting and amplifying local businesses and events in the BID area, holding regular networking opportunities and acting as a voice for businesses.
- Working in partnership with the University of Gloucestershire and Gloucestershire College to support education and activities in our city.

3.8 The BID proposal includes some minor changes to the geographic boundaries of the BID area, and these are illustrated in Appendix 2 (more details are available on request). Gloucester BID has submitted its notice to hold a re-ballot to the relevant Secretary of State, with a proposed ballot date of 30th June 2022, and has asked the Council to administer the ballot and declare the result. In the view of officers, all necessary documents and procedures have been produced/ followed by Gloucester BID to enable a re-ballot to take place, and the business plan meets the legislative requirements.

4.0 Social Value Considerations

4.1 The BID is not under the control of the Council but an independent body, hence the provisions of the Council's Social Value policy do not apply in connection with any procurements undertaken by the BID.

5.0 Environmental Implications

5.1 The BID business plan contains a number of proposals that would enhance the attractiveness of the city, for instance through the provision of planting.

6.0 Alternative Options Considered

6.1 Cabinet could choose to instruct officers to cast votes against the proposed continuation of the Gloucester BID. This is not recommended as the Gloucester BID has delivered many benefits for its member businesses since its establishment in 2017, and has produced a good plan for its continuation over the next five years.

6.2 There are no apparent legal grounds for vetoing the holding of a re-ballot, as formally requested by the BID proposer (Gloucester BID).

7.0 Reasons for Recommendations

7.1 The Gloucester BID has delivered many benefits for the member businesses of Gloucester since its establishment in 2017 and has produced a good plan for its continuation over the next five years.

8.0 Future Work and Conclusions

8.1 If the resolutions are agreed, the Director for Policy and Resources will take steps to ensure that Council-owned business premises vote in favour of the BID's continuation. If the re-ballot is successful, other officers will continue to work closely with the BID to deliver baseline and enhanced services as set out in the prospectus.

8.2 If the BID's re-ballot is not successful, the Council's role in wrapping up the affairs of the BID and resolving the ownership of its assets is prescribed in Regulations.

9.0 Financial Implications

9.1 As part of its business plan, Gloucester BID has asked the Council to:

- Reduce its levy administration fee from 3% to 2%.
- Increase by £5,000 its annual contribution towards the salary costs of the City Protection Officers
- Cover the costs of administering the re-ballot.
- Continue its contribution to other partnership activity, in line with any agreed baselines.

9.2 In the view of officers, and following consultation with the Leader of the Council, these all appear to be reasonable asks that can be accommodated within existing budgets.

9.3 If the re-ballot is successful, the Council will continue to contribute to the levy as a member of the BID, being the owner of many business premises within the BID area. This will be in line with existing budgets.

(Financial Services have been consulted in the preparation of this report)

10.0 Legal Implications

10.1 The rules governing the creation, ballot, funding and administration of BIDs are largely set out in The Business Improvement Districts (England) Regulations 2004.

10.2 There are no significant implications arising from this report.

(One Legal have been consulted in the preparation of this report)

11.0 Risk & Opportunity Management Implications

11.1 If the re-ballot is unsuccessful, a number of the good works and activities that the BID fund contributes towards could fall back onto the Council to provide or resource, which would have revenue implications. These include such activities as resourcing the City Protection Officers.

11.2 The benefits and opportunities that would arise if the BID ballot is successful are summarised above.

12.0 People Impact Assessment (PIA)

12.1 A PIA is not applicable.

13.0 Community Safety Implications

13.1 The BID business plan contains a number of proposals that would improve community safety through the City, including:

- Ongoing provision of City Protection Officers, Night Safe Officers and support for the Street Medics team.
- Support for Purple Flag status for the City Centre, and support for the Best Bar None awards for responsible licensing.

14.0 Staffing and Trade Union Implications

14.1 None.

1 Front Cover (Design Note: - Vibrant Gloucester picture. Needs BID logo)

Gloucester Business Improvement District Second Term Business Plan 2022 – 2027

Tag line: Your Gloucester BID

Inside Front Cover: Contents box (TBC once design layout approved)

Page 1: A message from the Gloucester BID Board:

Thank you for supporting Gloucester BID over the past 5 years.

We hope you will continue to do so at a time where Gloucester's economy and business community needs this inward, local investment the most.

Cities that choose to embrace, manage, and negotiate this change the fastest will be amongst the first to see real, tangible, and effective recovery and re-building; adding to its future stability and prosperity.

Gloucester BID has been your collective voice and championed your visions and priorities since 2017. We are now encouraging and asking you to vote for collaboration, progress and success in Gloucester for a further five years. With your backing, we will continue to provide the projects, the support and ensure your voices are heard, which you need now more than ever.

Since Gloucester BID was established in 2017, we have been working alongside other positive organisations and local authorities throughout this first term. The BID set up and, via Gloucester City Safe, manages the City Protection Officers. It supports a calendar of events to attract and increase footfall, provides pivotal business support and adds physical colour and vibrancy to the city centre through planting, painting and cleansing our streets. Marketing campaigns and materials have been created to ensure Gloucester is seen as the innovative and progressive city in which we know it is, fully deserving of its title and proud to be leading the way as the city of Gloucestershire.

Indeed, we hope you agree that by all of us working together, we have all made Gloucester a better place to live, work, study and visit in some form throughout this time. The collective achievements which are outlined within this business plan will continue to form the strong foundations for the upcoming five years, with the focus firmly remaining and continuing to build on our shared long-standing aims and objectives. It is likely that your business model has changed because of current times. We understand that we too, must evolve.

All of what the BID achieves and delivers could not be done without the support of our levy-paying business community, nor without the support and dedication of the voluntary BID Directors and other organisations active within the city. We thank you for your continued support. We would urge you to take some time to consider what is being proposed and to think about your decision, along with the outcome.

Your chance to vote 'YES' is fast approaching and this will be the only thing which gives Gloucester BID its chance to continue to operate and deliver on all its existing and new projects on your behalf. The alternative is the BID will cease operating as of October 2022. It is highly unlikely that any other organisation will have the capacity, resource, or funds to step forward in the BID's absence which ultimately means the city would feel the impact of this loss of resource and championing - and ultimately lose out.

Gloucester deserves so much more than this and with your help, we believe that another five years will see Gloucester flourish. With your support, we can continue to build on the successes and achievements of the past five years, and continue to believe in Gloucester and all that it has to offer.

add collection of quotes from businesses

“There’s a great team behind the BID who are passionate about the city and passionate about supporting businesses which is important for me as a small business in the city.” Sandra Powell The Candle Tree

DRAFT

What is a BID?

Gloucester BID is a business led initiative supported by government legislation which gives businesses the power 'to raise funds locally to be spent locally' on improving a defined commercial area. A BID is created when the majority of business ratepayers within that area vote to invest collectively in local improvements. There are now over 320 BIDs across the UK. The BID is independent from local authorities and other statutory agencies and delivers projects over and above the baseline service provided by them.

insert quote from Chris Turner

Gloucester BID first became operational in October 2017 and has now been operating for almost five years. Now it is looking to successfully renew for a second term in 2022. Over the past five years, the BID has invested levy payer's money into Gloucester and the resulting achievements can be found documented over the coming pages.

Our Second Term Consultation started in December 2021 with Gloucester BID setting up an online survey to gain feedback from all levy payers on the BID and encourage business owners to shape the business plan for the second term. This ran for two consecutive months. The survey included three key components - reflecting on the previous years, the current landscape and its requirements, and looking towards the future. This gave all levy paying businesses the opportunity to have their say and help shape the coming five years. It also gave us a chance to review what works, what is no longer applicable, how we think the next five years could look and what was most important to you.

To ensure that Gloucester BID's renewal information reached every levy payer, a letter along with supporting documentation about Gloucester BID's second term and its activities was sent to all business correspondence addresses including head offices where relevant.

This communication encouraged all levy payers to participate in the survey and highlighted more recent BID activities, particularly those undertaken to support businesses during the height of the pandemic.

Email reminders were issued throughout the consultation phase and many businesses were contacted directly or engaged with us via email or phone.

In addition, details of Gloucester BID's second term were:

- Shared via social media
- Issued in a series of weekly press releases
- A week takeover of a high street property
- Mail out of second term proposals to all BID businesses and head offices where appropriate.

All media and direct communications throughout this time were designed with levy payers in mind, to ensure maximum reach to raise awareness and to encourage engagement with the BID.

Infographic of: • 100% of BID Levy Payers received postal communications • 100% of BID Levy Payers will receive this business plan and a ballot paper

- 73% of BID Levy Payers have received multiple email communications* *those who provided us and confirmed use of their email addresses

We have used the results of this survey, together with feedback you have shared with us throughout the previous five years via face to face meetings, business forums, phone calls and via social media, to form the basis of the next five year plan.

Your Feedback and Views From your feedback. YOU told us:

Making Gloucester safer needs to remain a key priority for Gloucester BID so that we can create a pleasant trading and visitor environment. Areas you are keen for us to address are:

- Tackling anti-social behaviour through working with our statutory partners and businesses to build upon successful schemes such as City Protection Officers, Night Safe Officers, Gloucester City Safe and Street Medics working collaboratively to introduce more safety measures into our city.
- Promoting Gloucester as an attractive destination, both locally, regionally and nationally throughout the year not just in the summer. We will continue to work in partnership with Visit Gloucester, the shopping centres and others to do this. We also appreciate that you would like your business offers to be promoted, so we will prioritise a 'think local' campaign.
- Keeping Gloucester clean and attractive is high on businesses priorities and Gloucester BID will continue to monitor the city centre cleansing services provided by Gloucester City Council and Ubico. Gloucester BID will also continue with the installation of the summer planters and work in partnerships to ensure the existing planters are maintained.
- Events are important to Gloucester, and you see the footfall drivers, such as Gloucester Goes Retro and Tall Ships, are essential to ensuring Gloucester is seen as a year-round, vibrant destination that appeals to many audiences. Gloucester BID will be continuing to offer support and funding for existing events, plus offering support to new events and event spaces.
- Strengthening our partnerships so that we can represent businesses' views and 'fight your corner' where you need us to do so. Our statutory partners are keen to hear the business point of view so that they understand your issues and concerns as well as hear your great ideas to make Gloucester a better place for all. The BID is perfectly placed to work with both Councils and the Police to make the most of available resources and maximise impacts.

Your ideas help to make Gloucester the destination to live, work, study and visit. Your feedback has shaped and formed this business plan and the projects and services Gloucester BID aims to deliver throughout its second term.

Achievements and successes over the past five years... (Design note – infographic style, image led, key messaging and numbers highlighted)

£2.3 million invested over the last 5 years

550+ Businesses

72 Streets included in BID Area

Website xxx users

Social Media – 10,000 followers grown over 5 years.

12 Volunteer Directors of the Board

SAFER CITY:

- Partnership funding of City Protection Officers*picture of CPOs*
 - They have responded to over 45,000 call outs from businesses.
 - Been on over 39,000 hours of patrol
- Partnership funding of the Taxi Marshals, who have evolved into the Night Safe Officers.
- Promoting the award-winning DISC system Gloucester City Safe, which now has over 100 members
- Partnership in gaining Purple Flag status with Gloucester City Council, Gloucestershire Constabulary, PCC Gloucester LVA.
- Updated the Gloucester City Safe Radio System
- Supported the Street Medics
- Supported Best Bar None
- Hosted Retail Crime Awareness forum

ATTRACTIVE CITY

- Installed the summer planters
 - Over 260 hanging baskets and 230 planters
- Funded community group planting
- Maintained the existing planters
- Worked in partnership with Gloucester City Council to revamp wayfinding signage.
- Worked with local authorities to ensure pre-agreed baselines are met by providers.
- Reported any fly tipping and waste issues to Gloucester City Council
- Been a consistent voice for the appearance of the city to Gloucester City Council, Gloucestershire County Council and other parties
- Christmas Window Competition

VIBRANT CITY

- Funded and supported over 50 events
 - including Aethelflaed Festival, Winter in Gloucester Events including the Kings Square Maze, Snow Zone on Southgate Street and the Reindeer Trail. City Centre Zip Wire and Bungee Jump.
 - Two Gloucester Tall Ships Festivals and Gloucester Shanty Festival and five Gloucester Goes Retros!
- Founded the Gloucester Folk Trail – annual folk music festival that happens in February.
- Supported City Events such as the Rhythm and Blues Festival, Art in the City and the Lantern Procession.

PROMOTED CITY

- Tourism maps
 - printed and distributed over 15,000 maps
- Worked in partnership with Visit Gloucester on promoting the city to students and visitors.
- Created a video with local videographers to put together Day Time and Night Time videos of Gloucester
- Social Media
 - increase in followers and engagement to 10,000
 -

Media appearances:

So Glos – Cotswold Life – Visit Gloucester – BBC Gloucestershire – Points West – ITV West - Punchline – Gloucestershire Live – The Local Answer – In Your Area – Global Publishing

SUPPORTED CITY

- Launched the new Gloucester Gift Card
 - with over 70 participating businesses
- Launched the Mi Rewards Loyalty scheme
 - with over 80 participating businesses
- Supported and promoted Small Business Saturday and Independents Day
- Launched Octoberfeast week
- Funded Free Parking at Christmas
- Been the voice for businesses
- Distributed and funded in partnership COVID Information support
- Hosted Monthly Networking
- E-delivered weekly updates

Gloucester BID's Vision

Priority 1

A Safer City:

Ensuring our city is considered a safe and welcoming place which is accessible and inviting to all.

We will continue to:

1. Deliver a team of City Protection Officers, in partnership with Gloucester City Council and the Office of the Police Crime and Commissioner, that are the eyes and ears on the street. A reassuring presence for those in the front line of retail crime, anti-social behaviour, and welfare cases.
2. Work in partnership with Gloucester City Safe promoting Gloucester's Business Crime Reduction Partnership.
3. Deliver and fund in partnership with Gloucester City Council a team of Night Safe Officers who patrol Eastgate Street and the city centre and carry out other core functions, from working with the local taxi companies, door staff, street pastors and medics to targeting hotspots and providing advice if they have incidents.
4. Work in partnership to maintain and develop Gloucester's Purple Flag Status.
5. Support in partnership the Street Medics.

In the next five years we will also:

1. Ensure that the partnership with Gloucestershire Police and city partners is strengthened and that topics such as anti-social behaviour, street drinking and aggressive begging are addressed and dealt with.
2. Re-introduce an evening and night-time economy accreditation scheme in partnership with Gloucester City Council and Gloucester LVA.

Priority 2

An Attractive and Vibrant City:

Keeping our city centre looking pleasing and clean. Supporting the animation of our city's spaces through a calendar of footfall driving events. First impressions count. It is also of upmost importance that both residents and businesses alike continue to take pride in their city as a place to live, work and champion.

We will continue to:

1. Install the summer planters and hanging baskets.
2. Maintain the existing wooden planters in partnership with Gloucester City Council
3. Work in partnership with Gloucester City Council to ensure city cleansing and appearance is a priority.
4. Report and support businesses in reporting fly-tipping and graffiti.
5. Partner to deliver footfall driving events to attract visitors, encourage return visitors and promote local businesses by supporting City events such as Gloucester Tall Ships, Gloucester Goes Retro and Bright Nights. Support and deliver in partnership, Gloucester Folk Trail, Gloucester Sea Shanty Festival and Gloucester's Rhythm and Blues Festival.
6. Support the Evening and Night-time economy with our safer city priorities and various promotions.

In the next five years we will also:

1. Investigate ways in which Gloucester's creative side can be shown and brought to fruition. This could be in the form of artwork installation or murals, to name a few. Adding colour to shared or open spaces to reflect Gloucester's art and culture scene will be the aim.
2. Introduce additional hot-spot cleansing that is not delivered by Gloucester City Council. Helping to keep our city centre buildings clean and free of graffiti where and when it crops up
3. Work in partnership to address the up-keep and maintenance of empty units, street furniture and car parks.
4. Work in partnership to maintain wayfinding tools within our city to enhance the visitor experience
5. Create a Community Event and Project Funding process to allow community groups and others to apply for funding to support their events in the BID Area.
6. Support Gloucester Quays and Kings Square events.

Priority 3

A well Supported and Promoted City

Promoting what goes on in Gloucester and delivering an environment that is compelling for visitors and supportive for local businesses allowing them to thrive is a key focus for us.

We will continue to:

1. Offer the opportunity for all businesses to sign up and accept the Gloucester Gift Card and promote the programme.
2. Offer the opportunity for all BID members to be part of the growing national Mi Rewards app.
3. Promote and amplify local businesses and events in the BID area through all media channels.
4. Work in partnership with Gloucester City Council to offer free parking at Christmas.
5. Work in partnership with Visit Gloucester promoting Gloucester as a destination.
6. Support the cost saving service in the city.
7. To be a voice for our members.

What we will do:

1. Develop a data reporting system to keep members up-to-date on footfall, spend and project progress.
2. Design a new business directory, allowing businesses to update us on their offers and events.
3. Work in partnership with Gloucester City Council to deliver a travel initiative.
4. Work in partnership with the University of Gloucestershire and Gloucestershire College to support education and activities in our city.
5. Work in partnership with Visit Gloucester, King's Walk, Eastgate Shopping Centre, and Gloucester Quays on city wide campaigns.
6. Investigate a 'bulk buying' service for our members, looking at bin bags and gull-proof bags.

Finance – the cost to your business

Gloucester BID is projected to raise circa £410K* per annum based on 1.5% of the rateable value of all premises with a rateable value of £10,000 or over that sit within the defined, geographical boundary line, accumulating in approximately 545 levy payers.

*based on a 90% collection rate.

The levy rate is less than businesses have been billed for the last year of the first BID term. This is calculated on the latest ratings list. For the second term there will be a review on annual inflation applied to the levy.

The chart below shows some typical contributions based on a 1.5% levy:

Smallest businesses with an RV of £10,000 pays £0.43 per day

Medium business with an average RV of £85,000 pays £3.49 per day

Largest businesses with an average RV of £649,000 £26.67 per day

The current Gloucester BID will cease trading on 30th September 2022 unless you vote 'YES'

Voting 'YES' means that this business plan can be delivered and together we can achieve our outlined vision for Gloucester.

MAP

Where will the BID operate? (Design Note – needs to include a BID boundary map area)

Gloucester BID operates within the definitive boundary shown on the map below which includes the following streets, either in whole or in part. Please note that the street list is not exhaustive and should be viewed alongside the boundary map which shows the parameters of the BID boundary:

ALBERT STREET	BARBICAN ROAD	BLACKFRIARS
ALBION STREET	BARRACK SQUARE	BRUNSWICK ROAD
ARCHDEACON STREET	BEARLAND	BRUNSWICK SQUARE
ARTHUR STREET	BELL LANE	BRUTON WAY
BAKER STREET	BERKELEY STREET	BULL LANE
CHILLINGWORTH MEWS	KING'S BARTON STREET	NORTHGATE STREET
CHURCH STREET	KING'S SQUARE	OLD TRAM ROAD
CLARENCE STREET	LADYBELLEGATE STREET	PARK ROAD
COLLEGE COURT	LLANTHONY ROAD (PART)	PARK STREET (PART)
COLLEGE GREEN	LONGSMITH STREET	PARLIAMENT STREET
COLLEGE STREET	LOWER QUAY STREET	PITT STREET
COMMERCIAL ROAD	MARKET PARADE	PRINCE STREET
CROSS KEYS LANE	MARYLONE	QUAY STREET
EASTGATE STREET	MERCHANTS' ROAD	RUSSELL STREET
FRIAR'S ORCHARD	MILLERS GREEN	SEVERN ROAD (PART)
GREYFRIARS	MONTPELLIER	SOUTHGATE STREET (PART)
HAMPDEN WAY	MONTPELLIER MEWS	SPA ROAD
HARE LANE	NETTLETON ROAD	SPREAD EAGLE ROAD
KILN CLOSE	NORFOLK STREET	ST ALDATE STREET

ST ANN WAY (PART)
ST JOHN'S LANE
ST MARY'S SQUARE
ST MARY'S STREET
ST MICHAELS SQUARE
STATION ROAD
THE DOCKS
UPPER QUAY STREET
WELLINGTON STREET
WESTGATE STREET
WORCESTER STREET

DRAFT

Gloucester BID

Indicative Budget 2022 -2027 (Design Note – two paragraphs that follow to appear as footnote to budget if space)

INCOME	2022-2023	2023-2024	2024-2025	2025-2026	2026-2027
BID Levy*	411,000	418,000	427,000	435,000	444,000
CPO Partnership Contribution and Voluntary Membership	77,500	77,500	77,500	77,500	77,500
TOTAL INCOME	488,500	495,500	504,500	512,500	521,500
SAFER CITY					
City Protection Officers and Management	144,000	144,000	145,000	146,000	147,000
Night Safe Officers	5,000	5,000	5,000	5,000	5,000
Other ie Street Medics	12,000	15,000	16,000	16,000	16,000
total	161,000	164,000	166,000	167,000	168,000
VIBRANT AND ATTRACTIVE CITY					
Planting	27,000	28,000	28,000	29,000	29,000
Cleansing	15,000	15,000	15,000	15,000	15,000
Events – with GCC includes Tall Ships and Gloucester Goes Retro	55,000	55,000	55,000	55,000	55,000
Events - including Winter in Gloucester, Gloucester Folk Trail, Shanty Festival and Rhythm and Blues Festival	40,000	40,000	40,000	40,000	40,000
Other ie Community Event Funding	15,000	15,000	16,000	17,000	18,000
total	152,000	153,000	154,000	156,000	157,000
SUPPORTED AND PROMOTED CITY					
Gift Card and Mi Rewards	15,000	15,000	15,000	15,000	15,000
Networking and Training	5,000	5,000	5,000	5,000	5,000
Marketing and Advertising	20,000	20,000	22,000	22,000	22,000
Website	12,000	12,000	12,000	12,000	12,000
Other ie City Dressing/Travel initiatives	21,000	24,000	28,000	28,000	28,000
total	73,000	76,000	82,000	82,000	82,000
COMPANY RUNNING AND MANAGEMENT					
BID Levy collection (2% of levy collected)	8,220	8,360	8,540	8,700	8,880
Contingency	12,213	12,388	12,613	12,813	13,038
total	102,433	102,748	106,153	106,513	111,918
TOTAL	488,433	495,748	508,153	511,513	518,918
* based on 90% levy collection rate					

Notes on Budget and Levy Collection

- The levy collection rate of 90% is based on previous years collection
- A contingency provision of 2.5% of levy income has been factored into the budget, which if remains unspent will be allocation to BID renewal costs and year 4 projects.
- Company running and management costs include management, staff, office accommodation, IT, telephone and printer, legal, insurance, accounting and audit fees.
- Any surplus levy collected will be spent on projects and services agreed by the Board of Directors.
- All figures are estimates based on project costs. Minor project changes may occur over the term subject to Board approval.
- Gloucester City Council will be responsible for collection of the levy on behalf of Gloucester BID. The levy will be kept in a separate ring-fenced account. Collection and enforcement arrangements will be similar to those for the collection and enforcement of non-domestic business rates with Gloucester BID responsible for any debt write-off.
- Through an Operating Agreement/Service Level Agreement with Gloucester City Council a monitoring group will be put in place to monitor the collection of the BID levy over the 5 year term.
- The formation of a BID is enabled by government legislation and regulation (The Business Improvement District Regulations (England) 2001). Consideration has been given to British BIDs Industry Criteria and Guidance Notes for BIDs. Under the legislation, if the BID is approved, all business regardless of how or if they voted will be under obligation to pay the levy each year for five years.
- Gloucester BID are members of the following organisations which represent the BID industry:
 - The BID Foundation
 - British BIDs
 - Association of Town Centre Management (ATCM)

Baseline Statements

The BID levy will not fund statutory services provided by the Local Authority, Gloucester City Council or Gloucestershire County Council. The services provided by agencies that have a correlation to the projects that Gloucester BID will deliver have been documented and will continue to be reviewed throughout the BID term. Gloucester BID will monitor these baselines, along with relevant officers from said Local Authority, to ensure that these services are being delivered. Gloucester BID will fund projects and initiatives which are additional to or above the statutory services delivered by the Local Authority.

Alterations Policy

The BID projects, costs, timescales, and budgets can be altered subject to Board approval providing the changes fall within the income of the BID and meet BID objectives. This enables the BID to operate flexibly to respond to changing demands of levy payers, the economic landscape, and potential opportunities. Any change to the BID boundary or increase to the levy rate would require an alteration ballot.

Governance and Management of the BID

Gloucester BID, a not for profit company limited by guarantee set up in 2017 (registered in England and Wales company number 10618116) to oversee Gloucester BID. Gloucester BID will deliver the business plan for the new second term should the BID be supported by a positive ballot result.

The Local Authority, Gloucester City Council, is in full support of Gloucester BID's business proposals for a second term and has formally approved this business plan in line with the legislation.

The Secretary of State for Communities and Local Government was formally notified of Gloucester BID's intention to hold a ballot on 31st January 2022.

Under its Articles of Association, Gloucester BID has positions on its Board for up to 12 Directors who voluntarily support Gloucester BID; there are currently, at the time of publishing, 10 Directors drawn across Gloucester. The Board also has an observer position, a Gloucester City Council Senior Management Team member.

The Board meet at least 10 times per year.

Gloucester BID currently employs a full time BID Manager, who is responsible to the Board, and a Marketing and Businesses Engagement Lead and both will deliver the projects and services under the proposal of this business plan. The BID is business-led for business benefit and all members will be invited to Annual General Meetings where past and prospective BID activities will be presented. Accounts are independently prepared each year and copies are available on request or can be found online at Companies House.

Reporting Progress to the Business Community

Communication is key and Gloucester BID will use a number of channels to communicate back to the business community and seek your opinions on our work.

Our BID Manager can be contacted by either phone or email and we are always open to hearing your feedback or ideas. We will also issue regular e-newsletters and updates to keep you informed of projects and services. Regular BID Member networking opportunities will also be held.

We want to measure the impact of everything we do to make sure that the money we spend is making an impact in the areas that matter to you.

We want you to see a return on your investment.

We have indicated in this business plan how we will monitor performance for each of our project themes.

We will also be checking that we are meeting the objectives outlined in this plan.

To gauge how we are doing, we will utilise any other third-party information we are able to obtain such as footfall research, occupancy rates, and car park usage figures and a host of marketing data.

Most importantly, we will be asking you how we are doing. Intermittent surveys of BID levy-payers will take place to invite your feedback and to ensure that businesses feel they are getting value for money.

Gloucester BID will also provide an annual summary newsletter which will review the year to date which will be received alongside your annual bill.

DRAFT

What you need to know

The BID Levy

- 1) The levy rate to be paid by each hereditament or rateable premises with a rateable value of £10,000 or above will be calculated at 1.5% of its rateable value. Each year the levy will increase in correlation with annual inflation. The first BID levy under the renewed BID will be due on 1st October 2022 with subsequent levies due each year until 30th September 2027. If you would like to know the rateable value of your premises, please refer to your rates bill or check www.voa.gov.uk
- 2) Under the BID regulations, Gloucester City Council will be responsible for collection of the levy on behalf of Gloucester BID and these arrangements will be formalised in an operating agreement that both parties sign. The levy income will be collected in a single instalment, kept in a separate ring-fenced account, and transferred to Gloucester BID on a regular basis. Gloucester City Council will charge a collection fee for this service of 2% of the total levy due.
- 3) Collection of the BID levy carries the same enforcement weight as collection of the non-domestic rates.
- 4) Where a hereditament is untenanted, tenanted, part-occupied or vacant and is undergoing refurbishment or being demolished, the property owner or person responsible for payment of the non-domestic rates will be entitled to vote and is obliged to pay the BID levy with no void period. Hereditaments that are let for non-commercial purposes are also liable for the levy whilst they remain listed on the non-domestic ratings list.
- 5) Charities and non-profit making organisations will be liable to pay the full levy; the discretionary relief that charities can apply for aligned to their non-domestic rates payment will not apply.
- 6) The BID levy will not be affected by the small business rate relief scheme and businesses who already pay service charges to landlords will not receive any discount.
- 7) Exemptions, reliefs, or discounts prescribed in the Non-Domestic Rating (Collection and Enforcement) (Local Lists) Regulations 1989 made under the Local Government Act 1988, will not apply.
- 8) The BID levy will be calculated using the 2017 Non-Domestic Ratings list for the duration of the BID. The exception to this will be any change of use or physical change to a property including new construction, merger, subdivision, extensions, and refurbishment where the hereditament has no entry in the 2017 list.
- 9) The BID levy will have to be paid by a new rate-payer occupying an existing or new rateable property within the BID area up until the end of the five-year term on 30th September 2027, even if they did not vote on the business plan. Likewise, any new rateable property created during the lifetime of the BID will be obliged to pay the levy.
- 10) The ratings list will be updated for any changes in ratepayer, additions or removals and liability will be adjusted accordingly. There will be no refunds given for retrospective years but changes in values will be reflected in the next billing period.
- 12) Services provided by statutory organisations within Gloucester BID that have a correlation to the projects that the BID will deliver have been documented and can be seen at <https://www.gloucesterbid.uk/home-2/second-term-ballot> purpose of this is to ensure that Gloucester BID is adding value to current service provision and supporting businesses rather than

replacing or duplicating existing services. An agreement in principle, subject to a successful 'yes' vote, has been reached with Gloucester City Council, Gloucestershire County Council and Gloucestershire Constabulary that these baselines will be reviewed each year and that issues associated with local baselines will be reported through the localism team at Gloucester City Council, Gloucestershire County Council and Gloucestershire Constabulary as appropriate and as and when they occur.

DRAFT

Second Term Timeline:

- May 2022 Voting list is prepared to ensure that ballot papers reach the correct recipient.
- May 2022 Final business plan published and circulated to all named voters of levy paying businesses.
- Formal Notice of Ballot will be issued by Electoral Services of Gloucester City Council on 18th May 2022.
- Ballot papers to be despatched by Electoral Services of Gloucester City Council on 30th May 2022 signifying the start of the 28-day postal ballot. Businesses will have until 5pm on Thursday 30th June to return the completed ballot papers.
- Close of postal ballot on Thursday 30th June at 5pm with result announced on Friday 1st July 2022.
- 1st October 2022 If the vote is successful, the second term of Gloucester BID will commence.

The BID Ballot:

1. The person, organisation or registered company that is listed on the non-domestic ratings list as being responsible for payment of the rates of a property (also referred to in BID regulations as a hereditament) within the BID boundary on the day of the notice of the ballot (18th May 2022) will receive a ballot paper and ballot letter and will be entitled to vote in a secret ballot.
2. For the BID to be approved, two tests need to be met:
 - a) More than 50% of those voting must vote in favour
 - b) Of the 'yes' votes, they must represent more than 50% of the total rateable value of all votes cast Under the legislation

if these conditions are fulfilled, payment of a levy of 1.5% of rateable value (increasing with inflation) for five years until 30th September 2027 becomes mandatory for all eligible businesses (those with a rateable value of £10,000 or more within the BID boundary) regardless of how they voted.
3. The ballot will be conducted independently by Gloucester City Council and will be a confidential postal vote. Voters will have until 5pm on the close of the ballot (Thursday 30th June 2022) to return their ballot paper. A proxy vote is available, and details will be sent out with the ballot papers.
4. If a business has more than one rateable property it will receive a ballot paper for each property. Each returned paper counts as one vote.
5. If the BID is approved through both tests being met, it will operate for five years from 1st October 2022 to 30th September 2027, delivering the projects outlined in this business plan.
6. The number of hereditaments liable for the levy is 545 (at the time of writing – April 2022).
7. The results of the ballot will be announced on Friday 1st July 2022.

If you vote 'NO', what happens?

A 'NO' vote means that none of the projects outlined in the business plan will be delivered and Gloucester BID will cease to exist from 30th September 2022.

There is no Plan B. There are no other alternatives. There are no organisations or groups able to source and ringfence circa £410,000 per annum and re-invest this income.

Gloucester will lose its only business representation.

The key aims and objectives as decided by YOU and your fellow business community (as listed in this plan) will not be delivered or undertaken by any statutory bodies.

Quite simply:

- X No City Protection Officers and Night Safe Officers
- X No investment into BID led and pre-existing BID funded events.
- X No annual financial support or in kind offering to any new or existing events in the calendar.
- X No floral displays, dressing and other projects that improve the city's environment.
- X No organisation to represent your interests or ensure your voice is heard.
- X No representation of the business community at a local, regional, or national level.
- X No Gloucester BID.

A 'YES' vote means that the BID can continue delivering services and projects that businesses have said are important to them.

Back Cover

Gloucester BID Logo

We are always here for you and your business and would love for you to be involved over the coming five years, to find out more, including future Directorship opportunities, please do get in touch:

Emily Gibbon
Gloucester BID Manager
2 Friar's Court
College Street
Gloucester
GL1 2NE

Email: info@gloucesterbid.org.uk

www.gloucesterbid.uk

Twitter: (add handle and icon)

Facebook: (add handle and icon)

Instagram: (add handle and icon)

Remember on 2nd June 2022, your ballot papers will arrive. You then have 28 days to cast your vote.

APPENDIX 2 – Gloucester BID geographic coverage

2017-2022 BID geographic area:



Proposed 2022-2027 BID geographic area (full list of qualifying streets available on request)



