



SCRUTINY COMMISSION

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To: Councillors Bolton, Brookes, Hamilton, Ranson (Vice-Chair), Seaton (Chair), Parton and Popley (For attention)

All other members of the Council
(For information)

You are requested to attend the meeting of the Scrutiny Commission to be held in Preston Room, Woodgate Chambers on Monday, 11th October 2021 at 6.00 pm for the following business.

Chief Executive

Southfields
Loughborough
7th October 2021

AGENDA SUPPLEMENT

8. CABINET ITEMS FOR PRE-DECISION SCRUTINY

The following item has been identified for pre-decision scrutiny from the Cabinet agenda for 14th October 2021:

- (c) Loughborough Business Improvement District (BID) Third Term 4 - 15

A Cabinet report to outline the advantages of a third term of a Business Improvement District (BID) in Loughborough Town

Centre. The report also seeks to confirm the Council's position on the BID renewal ballot for a third term and to seek Cabinet approval for the Council to vote in favour of a third term of the BID.

SCRUTINY QUESTIONS

What topics to choose?

- What difference will scrutiny make?
- Is this an area of concern – public/performance/risk register?
- Is this a corporate priority?
- Could scrutiny lead to improvements?
- What are the alternatives to pre-decision scrutiny?

Pre-decision scrutiny

- What is Cabinet being asked to agree?
- Why?
- How does this relate to the overall objective? Which is ...?
- What risks have been identified and how are they being addressed?
- What are the financial implications?

- What other options have been considered?
- Who has been consulted and what were the results?
- Will the decision Cabinet is being asked to take affect other policies, practices etc.?

Basic Questions

- Why are you/we doing this?
- Why are you/we doing it in this way?
- How do you/we know you are making a difference?
- How are priorities and targets set?
- How do you/we compare?
- What examples of good practice exist elsewhere?



BID Fact Sheet



 www.loveloughborough.co.uk

 [Facebook/loveloughborough](https://www.facebook.com/loveloughborough)

 [Instagram/LoveLoughborough](https://www.instagram.com/LoveLoughborough)

 [Twitter/@lovelboro](https://twitter.com/lovelboro)



LOVE
Loughborough



Key Achievements



Over **180,000** visitors at events per year



Over **40** businesses accepting LL Gift Vouchers



Over **11,000** users on LoyalFree App



Over **60** businesses promoted on **15** digital trails



Over **275,000** users on our free WiFi



New improved Love Loughborough website with over **4000** visits per month



20,000 social media followers



Over **200** Hanging Baskets



£31K Grant for Deep Street Clean



New Business Crime Prevention Scheme (Over **80** members)



Over **300** businesses receiving free recycling



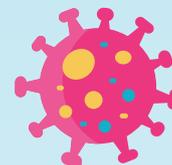
New BID **Ambassador** role



Grants for Shop Fronts & websites



£17 million Town Deal Investment Fund for Loughborough



Extensive **COVID** Support Package



LOVE LOUGHBOROUGH BID

Stronger Together

The Love Loughborough BID (Business Improvement District) is an organisation whose aim is to market and promote our town centre and help keep it a safe, clean and friendly environment so that customers will want to visit, and businesses have the chance to prosper. The Love Loughborough BID has become an increasingly important element of the business community over the last 10 years. It has played an essential part in raising awareness of the town and its offer, improving the environment and attracting investment.

The services and projects provided to date by Love Loughborough BID were as a result of an extensive consultation process in 2017 with you, the local businesses. This focused upon the success of projects delivered by the BID in its first term after initially being voted in back in 2012. The Love Loughborough BID is business run and led and responds directly to your needs and wants.

Working in collaboration with a range of other partners Love Loughborough BID's Board of Directors (drawn from local business representatives who work on a voluntary basis) have diligently, over the last years delivered the business plan projects. They have also been proactive in seeking new avenues for funding and these efforts have added substantial value to the investment of local businesses.

Your BID levy raises over £250,000 each year to deliver the projects that you, the businesses voted for. When this is coupled with additional income, it totals a spend of over £1.5M in 5 years.

In October 2021 Love Loughborough BID will be asking you to continue your support for the BID. The time has come for you to review and assess our work to date and to build upon the successes by helping us to formulate a new business plan for the next 5 years and by voting "YES" to renew the BID for a further 5 years

Remember, if you choose for the BID not to continue, all the work and cumulative achievements detailed in this document will wind down and cease from April 2022.

The last decade has seen towns across the UK experiencing massive changes as peoples' shopping habits move and their choices change. This has been exacerbated this year further by the pandemic and having to meet the unprecedented challenges that this has brought. In this undeniably tough trading environment Loughborough must continue to adapt, recover and grow in order to thrive.

Our town centre must be fit for purpose and able to compete with other places. Not only in recovering from COVID and its impact, but the ever growing and ever present online challenge remains. Town Centre businesses must move with the times and offer consumers what they want, when, and in the way they want it. It is crucially important to not only have a plan but to be aspirational for our businesses and our town. You can do this by showing you still support your BID. Vote "YES"

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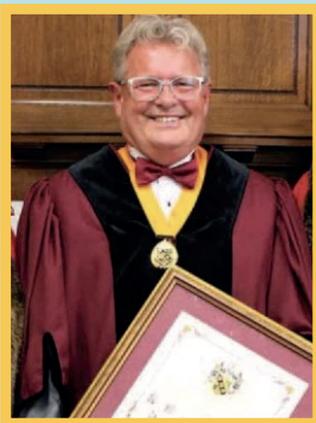
'The team at Love Loughborough have been a great help to us since we opened in 2015 but particularly during the pandemic. From reposting our social media to making available an online shop to sell from and giving us a hand with our grant applications, their help has been invaluable.'

Kirsten – Dolcino

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A Message from the Chairman



I live in Loughborough and run a business in the town gaining a wealth of knowledge about the town and its surrounding Borough. A well-known figure in Loughborough, I have been an active member of the Rotary Club,

Chamber of Trade & Commerce and in 2019 I was awarded The Freedom of the Borough of Charnwood in recognition to my service in the business community.

I became Chairman of Love Loughborough BID in 2017 and have invested my time, energy and passion into making Loughborough town centre a vibrant and prosperous place to work, live & visit.

I have seen Love Loughborough BID not only achieve and deliver the benefits you wanted throughout this 2nd term, but have been astounded at the adaptability and expertise in supporting your businesses throughout these unprecedented times of a Pandemic. Love Loughborough BID has achieved over and above what was set out in the Business Plan 2017 -2022 and have operated a COVID business support service

247 to ensure you received eligible grants & funding and promotion to re-boost trade & sales.

Our focus is now attuned to the re-opening and recovery of our High Street with targeted support for your businesses to help you adapt, diversify and trade safely; to welcome back customers to a safe town centre and build on what we had already achieved.

The achievements delivered so far have been awesome and I'm sure you will agree it would be a devastating loss to lose them. Love Loughborough BID is your BID and is here to deliver your wants and needs. It's down to you to decide on what the Levy should be spent on to achieve maximum results.

I urge you to complete the BID Renewal Survey and have a voice in how you can help us shape the future of Loughborough Town Centre. We need to ensure that the next 5-year plan delivers the benefits and campaigns that you want to see to ensure the prosperity of your businesses and our town centre.

Thank you for your continued support

Lez Cope-Newman

Shop Local, Shop Loughborough



What is a **Business Improvement District (BID)**?

A Business Improvement District or BID is an arrangement whereby businesses collaborate to decide what services and improvements (in addition to those already provided) they wish to make in their location, how they are going to manage and deliver those improvements and what they are prepared to pay to make them happen. This information forms a business plan that will be voted upon by all prospective levy payers. If the majority vote YES by both number and rateable value a BID exists for a maximum of 5 years and must spend the funding raised within the BID area and in accordance with the agreed business plan.

An Investment In **Your Business**

This document aims to both review the success of Love Loughborough BID and offer the opportunity to all in the BID area to secure a third term for the BID. A chance to invest £1.5 million over the next 5 years to secure the firm foundation we have laid and to build upon it. Together we can continue to improve footfall, increase sales, reduce business costs and not only sustain the Town Centre but be aspirational for it and our businesses.

The Funding - **Your Money, Your Say**

As central and local government funds steadily decrease, a great many Town Centres are deciding to adopt or continue this private sector management model called BIDs, to better fulfill the wishes and wants of their business community. Love Loughborough BID is an example of this and is funded by businesses in the area that pay a set levy based upon their rateable value. This investment is ring-fenced and can only be spent within the BID area on the ideas and themes agreed and voted upon in the business plan. It is important to note that the levy has nothing to do with normal business rates which pass straight to the government.





Lisa Brown
BID Manager



Kelly Hill
BID Co-Ordinator



Charlotte Havis
Digital Engagement Advisor



Ioni Ashford
BID Ambassador

The BID Company

The Love Loughborough BID is managed by a Board of Directors (on a voluntary basis) drawn from local large and small businesses from within the BID area. The BID is a private, not for profit, independent company. Any local levy payer is eligible to become a member of the BID Company and can then be put forward to serve as a Director of the BID.

The Vote

If you are eligible to pay the mandatory levy, you are eligible to vote, so you decide if the BID continues. Of those that vote, if a majority of businesses vote in favour of the BID by number and by total rateable value, the levy will be mandatory on all businesses in the BID area apart from those that are exempt.

What Happens if it is a 'NO' Vote.

If the vote is 'NO' then Love Loughborough will cease to exist from April 2022. All the services including all the marketing, events and promotional activities, the environmental improvements, reducing crime initiatives and business support and training provided by Love Loughborough will stop immediately at that time.

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When I was newly appointed as Pub Manager at the end of the last lockdown, there was a lot to take into consideration. Not only did I need to bring the pub back online after 6 months of closure, but was also responsible for implementing the new Covid-19 restrictions for hospitality. This kept me up a lot at night!

Love Loughborough have been there every step of the way with vital information and resources for reopening. The ambassador has been an excellent sounding board and has always been able to refer me to the best person to answer a query.

For me, the most valuable service provided by the BID is the provision of the radios. These help to keep my staff and customers safe during trading by allowing efficient communication with other venues and town CCTV. - Patrick Kane, Pub Manager, Organ Grinder

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A NO VOTE will mean funding, services and events will be lost including:

- ✗ Over £1 million BID levy investment in supporting Town Centre businesses will be lost over the next five years.
- ✗ Funding and services that the BID leverages, averaging £30,000 pa will be lost.
- ✗ There are over 300-plus BIDs in the UK now and Loughborough would lose ground with other BID locations such as Melton, Hinckley, Leicester and Nottingham
- ✗ Events attracting over 180,000 people annually
- ✗ The Love Loughborough website - a one stop shop attracting nearly 4000 visits per month
- ✗ The Love Loughborough Facebook, Twitter and Instagram platforms would close along with promotion of local businesses and their offers.
- ✗ Loughborough in Bloom and BID Christmas Lights displays and promotions would cease.
- ✗ Business Crime Prevention Scheme, including the Retail Radio and Pubwatch would stop
- ✗ Immediate response from the BID Ambassador would be lost, removing the direct link to CCTV & the Police
- ✗ The Recycling Scheme used by over 300 businesses would cease.
- ✗ NO free WiFi or live town centre footfall data
- ✗ Business training, 121 consultations and networking events would stop
- ✗ Delivery of key projects within the £3 million BID Living Loughborough Project as part of the £17 million Town Deal.
- ✗ A powerful business body to regularly lobby on your behalf on things like car parking to COVID recovery and support will be lost

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BID is in it !!! Many are overlooking the fact of what a big difference and impact this busy and hardworking team makes representing all of us.

As a small business owner, I found myself in situations where nobody cared until BID stepped in and acted on our behalf and helped massively in dealing/negotiating with authorities or large organisations.

Ever since BID is around their aim is to put Loughborough on map by doing smart and effective moves that will drive business through our doors.

As one of the highlights we would like mention is response and actions taken when we all needed help the most. Since the beginning of pandemic in March 2020 nobody had a clue that 2020 will be 2 years long and every individual and business felt impact whether on large or small scale... luckily BID was around to cover every single sector and industry with safety information, information for financial support, guidelines and most of all motivation to keep going by coming up with great ideas to lead us all out of this and survive one of the biggest challenges we all faced together.

On occasions it felt as a parent holding your hand while crossing the road... Not every hero wears a cape...we clapped for BID too... Thank you all for great job you do! - Peter and Simona Novika-Vasilova, Baobab Cafe

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Our Achievements

Vote YES for Love Loughborough BID 3 to see these services and projects continue.

Much of our time and effort is operational and addresses the services you, our BID levy payers want to see delivered, in addition to those the local authority provide. Love Loughborough BID will have invested over £2m delivering business initiatives by the end of its second five-year term. Your BID is having a significant impact on the marketing, promotion, safety and cleanliness in our Town Centre.

These advances and benefits will continue with new projects for 2022 – 2027 but only if businesses vote ‘YES.’ So please bear in mind if you do not vote or vote against the BID you stand to lose all those services and benefits virtually overnight.

Below are the themes Love Loughborough BID has focused upon over the last 5 years.

1. SHOUT About Loughborough

Projects and services that market and promote the town centre by delivering a wide range of events and activities
During the 2nd term, our achievements include:

- ♥ Delivery of BID Events including the Car Show, Bike & Trike Show, Loughborough by the Sea, and the Loughborough Dog Show
- ♥ Promotion of Key events such as Santa Fun Run, Christmas Lights Switch On, Loogabaroooga and Loughborough Fair.
- ♥ Pre COVID, events averaged over 180,000 visitors annually
- ♥ 10,000 Annual Events Guides produced and distributed
- ♥ LL Gift Vouchers accepted by over 40 businesses to keep spend local
- ♥ Over 11,000 users of our Loyal Free Digital App
- ♥ Website with over 4000 visits monthly
- ♥ Social Media following of over 10,000 on Facebook, 3,500 on Instagram and 4000 on Twitter
- ♥ Over 275,000 users on our FREE Wi-Fi
- ♥ Over 15 Digital Trails
- ♥ Robust advertising and marketing in key publications, targeted locations, through local and regional media & social media platforms
- ♥ Direct Mail to members through email marketing platforms with over 60 eblasts per month
- ♥ Direct Marketing campaigns customer database – over 4000.



2. ENJOY Loughborough

Projects and services that improve the appearance of the trading environment and make it feel safer, more attractive and more welcoming.

During the 2nd term, our achievements include:

- ♥ Loughborough in Bloom - 235 Baskets & 20 Troughs. Shops & pubs encouraged to dress windows with awards for best floral displays.
- ♥ Town Centre Bunting
- ♥ Christmas Icicle Shop Front Lighting & High Street Festive lights
- ♥ Daily town centre monitoring & reporting through BID Ambassador
- ♥ Spring Clean Grant £31,500 obtained. Over 17,000sqm of gum cleaned/hot washed
- ♥ Advocating Public Realm improvements including Bedford Square Project - £2.6m
- ♥ Town Deal Investment Plan amounting to £17 million
- ♥ Digital High Street Grant secured of £8,000
- ♥ Growth Fund Grant of £11,000 to deliver business support package including shopfront & website grants
- ♥ Continuing working with key partners to reduce crime including: Charnwood BC, Leics CC, the Police, CCTV and Pub Watch. Retail Radio (79 FACT members) & Pubwatch (27 members) supported.
- ♥ Promotion of Night-time Economy
- ♥ BID Ambassador to liaise with businesses and customers to support crime reduction and ensure a safe, clean & welcoming town centre



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Lisa and her team have been an invaluable source of information during the recent Covid crisis assisting with the grant applications and complex furlough scheme.

Like most businesses we have experienced one of the worst trading periods in our 180 year history and credit to the BID they really stepped up during this difficult time and kept us up to date with all the latest legislation and helped us to reopen safely and legally after the lockdown period. - Mike Jackson, Pickworths

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3. Adding VALUE & STRATEGY

Projects and services that add value to the overall aims and objectives of the business plan by providing direct support to businesses to help them trade most effectively and efficiently. During the 2nd term our achievements include:

- ♥ Continued promotion and development of Recycling Scheme with 28% increase in members to 313
- ♥ Delivered over 35 In-House Training sessions with over 300 attending
- ♥ Monthly Newsletter to all BID Levy Payers
- ♥ Business Welcome Packs to every BID Levy Payer
- ♥ Love Loughborough Website News
- ♥ Monthly Crime Reduction Newsletter
- ♥ Daily Social Media Information
- ♥ Free E-commerce shopping site – shop.loveloughborough.co.uk to generate online local sales
- ♥ Over 15 promotional videos to showcase local businesses
- ♥ BID Team available 7 days a week for information & advice



4. Business VOICE

These are actions to promote and support the views and interests of town centre businesses in response to official consultations from local and central Government and through championing particular issues and causes that have a bearing on the town centre.

BID has secured involvement in several influential town bodies, where it can represent the interests of levy payers and the town centre generally. During the 2nd term our achievements include:

- ♥ Member of the Town Deal board - to ensure the voice of town centre businesses is heard when putting together the £17M Town Deal Plan plus the new Careers & Enterprise Hub in the Market Place.
- ♥ Member of the Town Team - tasked with overseeing implementation of the Town Centre Masterplan with key partners.
- ♥ The Bedford Square Scheme Task and Finish Group - involved in selecting and overseeing the improvement works in Bedford Square, Wards End and Devonshire Square, ensuring that local business interests are considered.
- ♥ Member of the Leicestershire Market Towns Group - involved in securing funding for key research, initiatives and campaigns and providing a 'Voice' for Loughborough within Leicestershire.
- ♥ Recognised by the British High Street Awards & Leicestershire Tourism Awards

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Please may I forward my sincere thanks for all the help your team has given me with before and during the pandemic, The Grant help was very much appreciated and successful.

Pushing the independent business is crucial to the diversity Loughborough has on offer.

The recycling of all our cardboard we have virtually covers the whole cost of the BID levy and I would encourage businesses to look at this as is a fantastic cost saving feature.

Please keep up the great work as it is very comforting to know help is just a phone call or a click away. - Mike Tyler, Tylers

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4. Business VOICE continued

- ♥ The BID lobbied both Central Government & local MP's and worked with British BIDs and the ATCM to reform Business Rates and continues to do so
- ♥ BID played a key part in the Generator project, enabling the old art college to be acquired from the University with plans to create a place for creative businesses and an associated arts and cultural venue which together will bring additional employment, amenities, and footfall for the town centre.

5. COVID 19

Much of our normal work had to pivot in 2020-21 to support business in these unprecedented times. The BID team was flexible and versatile and was able to support businesses through the COVID pandemic by diversifying and adapting to an ever-changing economy.

The Team helped businesses diversify to enable trading and offered intensive business & digital support. This included:

- ♥ A COVID HUB on website
- ♥ 3000 Suite of Trading Safely Guidance Booklets & Checklist Posters
- ♥ 130 businesses purchased BID PPE
- ♥ 1000 social distancing floor stickers
- ♥ Step by step online guides via You Tube
- ♥ Targeted communication to ensure all businesses accessed eligible grants
- ♥ On site queue management support & visits via BID Ambassador
- ♥ Assistance with Risk Assessments & compliance
- ♥ Lockdown Challenge competitions with over £600 of Love Loughborough Gift Vouchers as prizes
- ♥ Digital Trails including Eat Out to Help Out, Home Delivery & Open for Business
- ♥ Assistance with Outdoor Seating licenses
- ♥ Launch of a FREE e-commerce site 'shop.loveloughborough.co.uk' to enable businesses to trade online during lockdowns
- ♥ Launch of #ShopLocal #ShopSafe #ShopLoughborough in partnership with Charnwood Borough Council
- ♥ High Street Re-Opening campaign including over 15 promotional videos to promote a safe town centre
- ♥ Retail Radio and direct access to CCTV throughout Lockdown
- ♥ Weekly updates from Police patrols to ensure closed properties were safe.
- ♥ The BID provided someone to talk to throughout the pandemic
- ♥ Constant analysis and distribution of relevant COVID updates from Central Government, Local Authorities, HMRC & the NHS

Tell Us What You Want for the Next Five years

We want Loughborough to not only to sustain its current level of collaboration and achievements but to be an example of excellence and a market leader in terms of developing a thriving trading environment and keeping pace with a marketplace that is in constant flux. As a starting point, it is important we know what has worked well for you to date and what needs further improvement. It is your ideas and feedback that will form the basis and content of our next BID business plan.

With that in mind we would be grateful if you would take the time to fill in our BID Renewal Survey on our website

loveloughborough.co.uk/love-bid/bid-renewal-survey

You can provide your contact details on there too so that we can contact you in the future to invite you to our Renewal Sessions to help with our detailed business planning.

If you require a paper survey please contact us at manager@loveloughborough.co.uk

The Added Value The BID Brings To Loughborough

The BID works collaboratively with other local partners whenever we can.

It is important for businesses to sit around the same table as others who deliver services and seek to positively promote or enhance the Town Centre to maximise the impact and outcomes to the benefit of all. As a result, Love Loughborough BID has grown to be recognised as a fundamental part of both the current and future of the Town Centre. As such, we can influence and reflect the interest of both BID Members and our visitors.