

CABINET – 16 SEPTEMBER 2021

Report of the Head of Leisure and Culture Lead Member: Councillor Jenny Bokor

Part A

ITEM 10 LOUGHBOROUGH BUSINESS IMPROVEMENT DISTRICT (BID) – PROPOSAL AND BUSINESS PLAN - 3RD TERM

Purpose of Report

A renewal ballot of Loughborough town centre businesses must be conducted if there is to be a further five- year term of the Business Improvement District (BID). To inform the ballot process, the BID must produce a BID Proposal.

The Business Improvement Districts (England) Regulations 2024 require that a BID Proposal is submitted to the local authority to ensure that it meets the requirements of the regulations and a ballot can therefore proceed. This report seeks the Council's endorsement of the attached BID Proposal and presents an outline Business Plan for further information.

The report therefore seeks the Council's commitment to supporting this process as outlined in the following recommendations:

Recommendations

1. To endorse the BID Renewal Proposal.
2. To note the supporting information to support the BID Renewal Proposal including the BID Business plan.

Reasons

1. To ensure the Cabinet are aware of the proposal and have no objection to it.
2. To enable the ballot to proceed within legal requirements.

Policy Justification and Previous Decisions

Cabinet received a report in January 2021 outlining the renewal ballot schedule and respective responsibilities for both the BID and Council.

Cabinet resolved:

1. that delegated authority be given to the Chief Executive to undertake the BID ballot.
2. that up to £25,000 be allocated from reinvestment reserves to meet the cost of consultation prior to the BID ballot and the ballot itself.

3. that delegated authority to the Chief Executive to agree with the BID Company a baseline of Borough Council town centre services.
4. that delegated authority to the Strategic Director for Corporate Services to agree with the BID Company, if required, an operating agreement to cover the collection of the BID levy.

Reasons

1. The Council must consider the respective roles that it may play in the process of developing the BID renewal process in line with BID legislation as a billing authority, as a landowner/ occupier in the BID area and as a ballot holder. The local authority ballot holder remains legally responsible for the ballot process as set out within government regulations.
2. To enable the Council and the BID Company to ensure that the ballot process follows a thorough research and consultation phase that focuses on the needs and requirements of the potential contributors within the area of the BID.
3. It is a requirement of the BID Regulations that the BID proposals include a statement of the existing baseline services provided by the Council and any other public authority in the proposed BID area. This statement will form part of the BID proposals which demonstrate to businesses voting for the BID that the proposed BID services are additional to the baseline services provided by the public authorities.
4. The Council is required is required to manage the collection and enforcement of the BID levy charges known as an Operating Agreement.

Part 4 of the Local Government Act 2003 (“the Act”) introduced BIDS. The creation, regulation and operation of BIDs is governed by the provisions of the Act and Regulations made under the Act, the Business Improvement Districts (England) Regulations 2004 (“the Regulations”) which have been amended by the Business Improvement Districts (England) Amendment Regulations 2013. The government has also issued the following guidance:

- Guidance on the Business Improvement Districts (England) Regulations 2004
- Business Improvement Districts: technical guidance for local authorities (“the Technical Guidance”)
- Business Improvement Districts: guidance and best practice (“the Guidance”) Implementation

Implementation Timetable including Future Decisions and Scrutiny

Love Loughborough in consultation with its stakeholders has confirmed that it wishes to operate after 2022. For the Council to deliver on its responsibilities, the renewal process, ballot arrangements, establishment of baseline services and timetable below will be followed.

The renewal process and ballot will be held and conducted in accordance with the Business Improvement Districts (England) Regulations 2004 as amended. The ballot will be a postal ballot of all businesses in the BID area liable to pay the BID Levy. It will be conducted on behalf of the BID by Civica Election Services (formerly Electoral Reform Services).

The ballot period is 28 days and all businesses in the BID area entitled to vote will be notified of the ballot arrangements and will be sent the ballot papers. Proxy voting can be arranged for those that require it.

Task	Indicative timeframe
Task Indicative Timeframe 84 Days' Notice to Secretary of State and Local Authority stating intention to hold ballot	Given on 25 May 2021
Notify ERS of ballot date and arrangements	Given on 18 June 2021
Supply BID with base line information on town centre services	01 September 2021
Cabinet asked to endorse BID Proposal and outline business plan	16 September 2021
Publish BID Proposal and outline business plan	BID Proposal – 01 August 2021 BID Business Plan – 01 September 2021
Production of printed BID Proposal business and campaign material including videos for social media	16 September 2021
Develop Operating Agreement	16 September 2021
Distribute BID proposal and business plan	By 23 September 2021
Campaign period	September/October 2021
Publish notice of ballot	16 September 2021
Send out ballot papers	30 September 2021
Ballot period	30 September to 28 October 2021
Day of ballot	28 October 2021
Ballot holder publish results	29 October 2021
Bid notifies all businesses 3 days of ballot results	By 05 November 2021

The current BID will cease to operate in April 2022 if it receives a no vote in October 2021

A further Cabinet report will be submitted in October that will set out the Council's position on

- the Council vote arrangements and levy payment.

Report Implications

The following implications have been identified for this report.

Financial Implications

Cabinet received a report in January 2021 outlining the renewal ballot schedule and respective responsibilities for both the BID and Council.

Cabinet agreed to allocate up to £25,000 from reinvestment reserves which the BID have used in line with Cabinet agreement to;

- Commission an external company to put in place a robust process of consultation to develop the BID Renewal Proposal (Appendix 1) in accordance with the regulations.
- Produce documents to support the consultation process including the, BID Fact sheet and BID business survey; BID draft Business Plan (Appendix 2) as well as survey, newsletters, videos etc
- The cost of the ballot process which includes all statutory documents, arrangements letter, ballot notification and vote paper plus all design print and postage.

The financial implications arising as a result of the outcome of the vote will be subject to a further report that will go to Cabinet in October.

Risk Management

The risks associated with the decision Cabinet is asked to make and proposed actions to mitigate those risks are set out in the table below.

Risk Identified	Likelihood	Impact	Overall Risk	Risk Management Actions Planned
Ensuring that the BID Proposal does not conflict with any existing local authority policy nor propose a disproportionate burden on business by way of an unfair levy charge on a certain 'class' of levy	Remote (1)	Major (4)	Low (4)	The BID Proposal has been considered in relation to the Councils policies and in line with the guidance provided. Consideration will also be given to charge levels and proportion. The proposal will be reviewed to ensure that there is no inappropriate manipulation

Risk Identified	Likelihood	Impact	Overall Risk	Risk Management Actions Planned
payers, or an inappropriate manipulation of the BID boundary.				Consideration would also be given to the proposal in line with guidance provided
Failure to have an updated rating list holder for the provision of Rating List data. (The local authority is required to prepare a document (from its business rate records) showing the name of each business ratepayer within the boundary.) Unlikely	Remote (1)	Major (4)	Low (4)	Good practice guidelines will be followed in line with the timetable included in this report; When the Valuation Office Agency updates the ratings list, any changes that have occurred during the consultation period will be forwarded to the BID proposer so that it can be reflected in the voter list where appropriate. The final update should be the last Valuation Office Agency update before the Notice of the Ballot

Crime and Disorder

The BID has a commitment to help to reduce crime and anti-social behaviour, improve public confidence through crime prevention initiatives. These include: Retail Radio, intelligence sharing, Pub Watch, training initiatives, assisted with web-based communications tool called DISC.

Sustainability

The BID is committed to working in partnership to support key objectives within the Corporate Plan. It will assist effective partnership work to achieve economic regeneration in Loughborough including the delivery of the Town Deal project Living Loughborough.

In addition, it will support recycling and reduce waste and improve the attractiveness of Loughborough for new businesses and retailers by contributing to several initiatives including Loughborough in BLOOM, quality marketing and tourism campaigns and business support.

Key Decision:

Yes

Background Papers:

Cabinet report Jan 2021 Loughborough Business
Improvement District BID

BID Fact Sheet
BID Survey

Officer to contact

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Part B

BID & Council Responsibilities.

1. The local authority must consider the respective roles that it may play in the process of developing the BID renewal process in line with BID legislation as a billing authority, as a land- owner, occupier in the BID area and as a ballot holder.

2. The responsibilities for a local authority in enabling the establishment and successful operation of a BID can be summarised under the following headings:

- Ballot Holder – for provision of Ballot Services
- Notification of Ballot Outcome
- Declaring a Ballot Void
- Termination Procedures

The BID Proposal must contain the following before it is ready to put to a ballot:

(a) a statement of the works or services to be provided, the name of who will provide them (the name of the BID body or local authority BID body) and the type of body the provider is whether a local authority, a company limited by guarantee;

(b) a statement of the existing baseline services (if any)

(c) a description of the geographical area (including a map showing that area) in which the proposed BID arrangements are to have effect;

(d) a statement of whether all non-domestic ratepayers in the geographical area or a specified class of them are to be liable to the BID levy, an explanation of how the amount of the BID levy to be levied is to be calculated and an explanation of whether any of the costs incurred in developing the BID proposals, holding of the ballot, or implementing the BID are to be recovered through the BID levy;

(e) a statement of the specified class of non-domestic ratepayer (if any) for which and the level at which any relief from the BID levy is to apply;

(f) a statement of whether the BID arrangements may be altered without an alteration ballot and, if so, which aspects of the BID arrangements may be altered in this way;

(g) a statement of the duration of the BID arrangements; and

(h) a statement of the commencement date of the BID arrangements

4. There are also important dates that are required to be met for example Legislation requires the BID proposer to send notice of their intention to put the proposals to a ballot to both the Secretary of State and the local authority at least 84 days before formally asking the ballot holder (the local authority) to arrange the ballot. The local authority (or its appointed agent) must ensure a notice of ballot is published at least 42 days prior to the day of the ballot.

5. All the above and responsibilities have been considered and are documented in the BID Renewal Proposal Appendix A

Ballot

6. Businesses that will be subject to the levy, (as set out in the BID Renewal Proposal Appendix A) vote in a postal ballot. The ballot is managed by the local authority or someone appointed by them, in this case Civica Election Services. A successful vote is one that has a majority both by number and in the rateable value of votes cast and each business entitled to vote in a BID ballot is allowed one vote in respect of each eligible hereditament occupied or if unoccupied owned by them in the geographical area of the BID.

7. The cost of the ballot is based on the number of businesses included within the BID area.

8. The local authority is responsible for drawing up the final list of voters. They will use the list prepared by the BID Proposer, having validated a proportion of the entries to ensure their accuracy. As well as the ballot paper the ballot holder must be sent a ballot statement which is an impartial and factual document proving an explanation of the BID arrangements and the ballot procedures. Papers must be sent to voters at least 28 days before the last day of the ballot.

Baseline services

9. The Baseline Statements are used to set out existing levels of service provision provided by the local authority and other public agencies enabling a BID to demonstrate the additionally it will provide over the term of the BID.

10. Baseline information will be signed off under delegated authority by the Chief Executive in line with the timetable set out in Part A of this report.

Contents of the BID Proposal

11. This is set out in paragraph 3.

12. The BID Renewal Proposal and supporting outline Business Plan are set out in Appendix A and Appendix B.

13. Officers have reviewed the BID renewal proposal and confirm (as per the risks table in Section A of this report) that the Proposal does not conflict with any existing Council strategies or law and does not burden any particular class of ratepayer.

Appendices

Appendix A – Loughborough BID (Love Loughborough) Renewal Proposal

Appendix B – Draft Business Plan

Appendix C – Loughborough BID Renewal Consultation Arrangements

Appendix A

LOUGHBOROUGH BUSINESS IMPROVEMENT DISTRICT (LOVE LOUGHBOROUGH) RENEWAL PROPOSAL

SCHEDULE 1 OF THE BUSINESS IMPROVEMENT DISTRICT (ENGLAND) REGULATIONS 2004 (CONTENT OF BID RENEWAL PROPOSALS)

1. Purpose of Report

The BID Board has resolved to put forward a proposal for a renewal of the BID for a further 5- year term and is in the process of consulting businesses on the content of a new business plan with a view to putting it to a vote of businesses in.

Under the BID Regulations, the BID Renewal proposer is obliged to advise the Council of the matters to be included in the proposal. This report is in fulfilment of that requirement.

2. Background to the BID

The Loughborough Business Improvement District (BID) was established on 1st February 2012. It was renewed as required by the BID Regulations after 5 years in 2017. This second term will also come to an end on 31 March 2022 unless the BID is renewed at ballot by businesses.

The BID was renewed after its first 5 years following a vote of eligible businesses in Loughborough Town Centre. 581 businesses were entitled to vote in the renewal ballot in 2017 and there was a 56% turnout. The majority in favour of establishing the BID was 72% by number and 78% by Rateable Value. This was a significant improvement on the ballot in 2012 which had a 40% turnout, 65% in favour by number and 54% by Rateable Value.

The BID consults with its member businesses with regular newsletters, e-mails, and meetings and all the Company records and research and information are posted on our dedicated BID business web site www.loveloughborough.co.uk/love-bid

The BID has delivered a programme of events, projects, and activities over the last five years. This has been funded by the BID Levy income of approximately £1.2 million and by the more than £100,000 in match funding which the BID has secured.

Love Loughborough's aim is to market and promote the 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.

In the last year it has also been instrumental in providing support and guidance in response to the challenges COVID 19 has brought. It will now have an important part

to play, alongside other partners, in the recovery and resurgence of the town centre and its businesses.

The attached document ‘Stronger Together’ provides further details of the work of the BID over the last 5 years.

3. Consultation with Businesses on the Renewal Proposal

A comprehensive survey of businesses in was carried out in July 2021 with over 100 responses. There is huge support for the continuation for almost all the activities that the BID is currently undertaking in this survey.

Beyond these businesses want some focus on ‘recovery’ from COVID which in many ways has only accelerated fundamental changes that were happening in our town centres including the retreat of high street names, greater online activity and the broader issues of what Town Centres need to be and look like in the future.

Headline figures beyond this show that 94% think that the BID provides ‘good value for money’, over 90% think that is performance has been ‘good’ or ‘excellent’ and 84% stated that they would YES for the BID again.

Further consultation workshops are planned in early September to add depth to the survey and inform the business plan.

4. Consultation with Stakeholders on the Renewal Proposal

The BID has consulted major stakeholders such as Charnwood Borough Council, Leicestershire County Council, Loughborough Chamber of Trade and Commerce as well as partnership organisations such as the Town Deal. All have resolved to support our efforts to secure a second term for the BID.

5. Renewal Proposal

Item	Proposal
BID Body	Loughborough BID Company Ltd
Type of Body	Private Company Limited by guarantee
BID Area	The BID area will remain the same (see attached plan)
BID Period	5 Years with a commencement date of April 1 st , 2022 (to March 31 st , 2027)
BID Levy	To remain at 1.5% of RV across all sectors. A minimum levy £100 will apply per hereditament
Exemptions	The following exemptions will apply: <ul style="list-style-type: none"> Organisations with a rateable value below ££2,700 Non-retail charities, with no paid staff, trading income, arm, or facilities. Entirely, not-for-profit, subscription and volunteer-based organisations. .
Alterations	The BID area and the levy rate cannot be altered without a further ballot. The BID projects, costs and timescales can be altered with the agreement of the BID Board
Cap	Not Applicable

Projected BID Levy income	£264,000 per annum
Costs of developing BID proposal and conducting the ballot	None of these costs will be recovered through the BID levy
Statement of Works	See Section 7 below

6. Existing Baseline Services

A copy of the baseline services agreed with the Borough and County Councils will be provided.

7. Statement of Works

All the services which the BID provides will be over and above these baselines and BID funding will not be used to replace any existing Local Authority services. Consultation with businesses on the content of the BID business plan is continuing but based on the responses so far it is likely that the following services will be provided.

Service Area	Proposed activity
Shout About Loughborough	Delivery & promotion of key events
	Production of annual event guides
	Continuation of Loyalty App & Digital Trails
	Continuation of local Gift Voucher Scheme
	Provision of website
	Free Wi-Fi for the Town Centre
	Continual use of Social Media platforms
	Develop Shop Local Campaigns
	Develop online e-commerce website shop.loveloughborough.co.uk
	Direct advertising and marketing in key regional media platforms
	Direct mail to members
	Direct marketing campaigns to customer database
Enjoy Loughborough	Loughborough in Bloom
	BID Ambassador to liaise with businesses and customers to support crime reduction and ensure a safe, clean & welcoming town centre. Also monitor and report on town centre issues
	Christmas Icicle Shop Front Lighting & High Street Festive lights
	Spring cleaning
	Public realm improvements e.g., Bedford Square
	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	

Business Voice	Member of the Town Deal Board securing £3m (out of £17m) for BID supported activities.
	Helping implement the masterplan as part of the Town Team
	Member of the Leicestershire Market Towns Group
	Lobby & Advocacy on behalf of businesses on issues such as business rates and stimulus funding for High Streets
Adding Value and Strategy	Continue Free Recycling Service
	Business support & networking
	Training provision
	Free Business promotion on social media
	Post COVID support and recovery work

A detailed business plan with full costings will be prepared for the Borough Council to consider which will then be put to the businesses for them to vote on.

8. Delivery Arrangements

The Loughborough BID Company Ltd will continue to operate with the same governance arrangements. It will be the body responsible for the delivery of the BID services and it will employ staff as appropriate to implement the BID Board's programme on a day-to-day basis.

It will enter into an operating agreement with the Borough Council and Capita covering the arrangements for the collection of the BID Levy and the operation of the BID Levy account.

The BID is run by the Loughborough BID Company Ltd which is a private company limited by guarantee (Company No. 07994016). It has a Board of Directors comprising of BID levy payers, Borough Council members, County Council member and 3 co-opted members.

It is governed by a Memorandum and Articles of Association and it publishes annual accounts, it holds an Annual General Meeting. The Company operates under the brand name of "Love Loughborough".

9. Renewal Process and Ballot Arrangements

The renewal process and ballot will be held and conducted in accordance with The Business Improvement Districts (England) Regulations 2004 as amended. The ballot will be a postal ballot of all businesses in the BID area liable to pay the BID Levy. It will be conducted on behalf of the Borough Council by Civica Election Services.

The 28-day ballot period will be from 30 September 2021 to 28 October 2021. All businesses in the BID area entitled to vote will be notified of the ballot arrangements and will be sent the ballot papers. Proxy voting can be arranged for those that require it.

The costs of the ballot and the preparation of the BID proposal are being met by the Borough Council and are not funded or recovered out of the BID Levy.

LOVE LOUGHBOROUGH BUSINESS IMPROVEMENT DISTRICT

Business Plan 2022-27

The designed version of the business plan will include photos/images of the place, projects and testimonials from businesses

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INTRODUCTION

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. It 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.

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.

I became Chair 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 it, not only achieve and deliver the benefits you wanted throughout this 2nd term but have been astounded at the adaptability and expertise in supporting businesses throughout these times. I believe Love Loughborough BID has achieved over and above what was set out in the Business Plan of 2017 -2022.

Our focus is now attuned to the re-opening and recovery of our High Street with targeted support for your business, 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 last decade has seen towns across the UK experiencing massive changes as peoples' shopping habits move and their choices change. This has been exacerbated 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.

This business plan will show you that we will continue to do the things we do best and for which you have given us a mandate time and time again, but we also know that this time round, it is going to take something more to ensure that we bring people back to our town centre and keep them coming. That is why we have been so pleased, with our partners, to have been successful in securing £3m of funds to be spent in the BID area making fundamental changes so our business environment is fit for purpose.

Together, over the last decade, we have achieved a lot and it seems to me that this year, more than ever, has demonstrated the importance of a successful town centre as a place to be able to shop, visit, meet, do business and just be the focal point for a community. In that respect the work of the BID become even more vital.

I am now asking you once again to consider this business plan and vote YES for another five years of the BID. It is only by you voting YES for a third term, in the ballot that takes place between 30 September and 28 October 2021, that we can continue to make sure that our town centre not only recovers but leads the way as we learn to do business in a different way.

Thank you for taking the time to read our business plan for the new Business Improvement District (BID) term and I hope you will find it informative, interesting and above all inspiring and worthy of your support once again

Lez Cope Newman, Chair, Love Loughborough BID

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 over £1.3 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.

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 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.

Key work that will be lost includes...

- **Over £1.3 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, Ashby, Leicester and Nottingham**
- **Promotion of 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 displays would be substantially reduced**
- **BID funded Christmas Lights displays and promotions would cease.**
- **Business Crime Prevention Scheme, including the Retail Radio, Pubwatch & DISC would stop**
- **Immediate response from the BID Ambassador would be lost, removing the direct link for businesses to CCTV & the Police**
- **The Recycling Scheme used by over 300 businesses would cease.**
- **NO free Wi-Fi 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**

There is NO replacement body that will deliver these services. There is NO Plan B.

LOVE LOUGHBOROUGH DELIVERS

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.

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

(PLEASE SET OUT KEY ACHIEVEMENTS IN GRAPHICAL FORM AS IN 'BID FACT SHEET' HERE)

(PLEASE SET OUT THIS PAGE IN A GRAPHICAL FORMAT)

COVID-19 SUPPORT FROM LOVE LOUGHBOROUGH BID

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. Our support included:

Lockdown Support

- A COVID HUB on website
- 3000 Suite of Trading Safely Guidance Booklets & Checklist Posters
- Step by step online guides via You Tube
- Targeted communication to ensure all businesses accessed eligible grants
- Launch of a FREE e-commerce site 'shop.loveloughborough.co.uk' to enable businesses to continue to trade online during lockdowns
- 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
- Lockdown Challenge competitions with over £600 of Love Loughborough Gift Vouchers as prizes

Re-Opening Support

- 130 businesses purchased BID PPE
- 1000 social distancing floor stickers
- On site queue management support & visits via BID Ambassador
- Assistance with Risk Assessments & compliance
- Launch of #ShopLocal #ShopSafe #ShopLoughborough in partnership with Charnwood Borough Council

Recovery Support

- High Street Re-Opening campaign including over 15 promotional videos to promote a safe town centre
- Digital Trails including Eat Out to Help Out, Home Delivery & Open for Business Assistance with Outdoor Seating licenses
- Media Advertising and coverage to support #ShopLocal #ShopLoughborough

LISTENING TO YOU

(This section designed as a graphic)

We have kept our ear to the ground, listened and considered carefully your thoughts and wants for the new term. In addition to our usual newsletters and daily contact with businesses, we have undertaken specific consultation and engagement with regard to renewing the BID. This has included:

- **June 2021:** Impact Assessment of current Business Plan completed with Love Loughborough BID Board which has representatives of BID businesses and stakeholders.
- **July 2021:** Achievements Fact Sheet sent to all businesses along with a Renewal Survey. Over 100 business responded.
- **August 2021:** Engagement with public agencies to develop Baseline Statements, collection arrangements and conduct of the ballot.
- **September 2021:** Send out full Business Plan and undertake supporting business engagement workshops

Over 94% of businesses said Love Loughborough BID 'provided value for money'.

Over 90% thought Love Loughborough's performance was 'Good' or 'Excellent'

84% said they would vote YES for the BID again

(Source: Love Loughborough Renewal Survey)

THE NEXT FIVE YEARS – INVESTING FOR NOW AND TOMORROW

You have told us so far that you want Love Loughborough to continue to focus on what we do best in terms of marketing & promotions, events and the look and feel of the place.

We are also very much aware that the changing nature of our centres, particularly market towns, across the UK and consumer behaviour means we have to adapt and grow if we want to thrive.

What will a YES vote mean for Loughborough Town Centre?

In summary:

- Over £1.3 million of investment from the BID Levy
- A further £3m investment from the Town Deal Fund for the BID area
- 600+ businesses will continue to be supported by the BID
- The continuation of the existing popular projects and services.

Below you will can find further details of the projects and services we will undertake.

INVESTING FOR NOW

You have made it clear to us through our consultation that you want many of our existing projects and services to continue. We have set these out below under our well recognised theme areas. Remember they can only continue if you vote YES

1. SHOUT About Loughborough

Projects and services that market and promote the town centre by delivering a wide range of events and activities

Love Loughborough BID will:

- Deliver & promote key events
- Produce an annual town/event guide
- Continue the Loyalty App & Digital Trails
- Continue the local Gift Voucher Scheme
- Run and develop the Website
- Provide & extend Free Wi-Fi for the Town Centre
- Continue use of Social Media platforms
- Develop Shop Local Campaigns
- Develop e-commerce
- Deliver direct advertising and marketing in key regional media sources
- Direct mail to members
- Run direct marketing campaigns to customer database

2. ENJOY Loughborough

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

Love Loughborough BID will:

- Assist with the delivery of Loughborough in Bloom as a key partner
- Provide 235 Summer Hanging baskets displays
- Provide BID Ambassadors to liaise with businesses and customers to support crime reduction and ensure a safe, clean & welcoming town centre. Also monitor and report on town centre issues
- Provide existing Christmas Icicle Shop Front Lighting & High Street lights
- Assist with public realm improvements e.g., Bedford Square Project
- Continue working with key partners to reduce crime including Charnwood Borough Council, Leicestershire County Council, the Police, CCTV and Pub Watch.
- Retail Radio (79 members) & Pubwatch (27 members) supported. This will include the roll out of DISC, a new crime reporting system
- Promotion of Night-Time Economy

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.

Love Loughborough BID will:

- Continue the Free Recycling Service with over 300 members
- Continue business support & networking
- Continue to provide free training
- Continue to provide free business promotion on social media platforms
- Continue the post COVID support and recovery work

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.

Love Loughborough BID will:

- Be a Member of the Town Deal Board securing £3m (out of £17m) for BID supported activities (see later)
- Help implement the masterplan as part of the Town Team

- Be a member of the Leicestershire Market Towns Group
- Lobby & Advocate on behalf of businesses on issues such as business rates and stimulus funding for High Streets

INVESTING FOR TOMORROW

The challenges facing Britain's urban fabric have been news for many years now. They have been exacerbated by the economic downturn and most recently the pandemic. High Street names are retreating, the development pipeline has slowed to a trickle in many places and there needs to be a fundamental rethink around the use of our places for shopping, gathering, socializing, working and living.

The government recognizes the fundamental shifts taking place and the desire of many communities not to lose the focus and heart that their town centres provide. It has made substantial funding available nationally to not only arrest decline but for places to reimagine themselves.

Reflecting that, the Loughborough Town Deal successfully secured £17m with an ambitious vision:

'Loughborough will be a great place to live, learn, work, and grow - offering residents, communities, businesses, the university and college, opportunities to participate fully in the town's development. It will be digitally, culturally and physically connected, providing industries for the future, cherishing its heritage, with healthy neighbourhoods and opportunities for all.'

Love Loughborough BID as part of the consortium that put together the successful Bid will see £3m spent within the BID area to:

- **Extend the FREE Wi-Fi**
- **Develop Digital Cultural App & Trails**
- **Develop Augmented Reality Experiences to drive Footfall and Promote Attractions**
- **Purchase a Mobile Cinema Screen for the Town Centre**
- **The 'Centre Stages Project' to provide undercover performance areas in key town centre locations**
- **A comprehensive Digital Signage Project**
- **Upgrade & Extend CCTV coverage in the Town Centre**
- **A Night-Time Economy BID Ambassador**
- **Digital Support Project to provide 1-2-1 Help & Guidance to Businesses**
- **The 'Market Plaza' Project to Generate Event Activity as well as Better Planters, Seating & Lighting**

- Upgrade Market Stalls & develop new Events
- Queens Park Gateway Project
- Improvements to Queens Park Footpaths, Drainage & Signage

THE BID AREA

The following streets are included in the BID in whole or in part.

(BID AREA MAP AND LIST OF STREETS TO BE INSERTED)

If you are unsure whether your business falls within the BID boundary, please get in touch with a member of the BID team.

THE BID LEVY

Every eligible BID business in the area shown on the map on Page XX will pay the BID levy which is calculated as 1.5% of the rateable value of its premises. This rate will not change throughout the duration of the BID term. There will be a minimum levy payment of £100 pa

The levy will be collected by Charnwood Borough Council on behalf of the BID Company and transferred immediately to the BID Company's bank account.

This income is then ring-fenced and used only to fund the projects included in this business plan.

The table below shows examples of what you will pay:

Rate Value of Premises	Annual Levy Payable
Under £2,700	Exempt
£5,000	£100
£10,000	£150
£20,000	£300
£40,000	£600
£60,000	£900
£100,000	£1,500
£250,000	£3,750
£500,000+	£7.500

Over 70% of businesses will pay less than a £1 a day

The Love Loughborough BID will raise approximately £272,000 per annum from the levy – over £1.3m in 5 years. We will use that income as match funding to lever in additional funds from grants as opportunities arise and we will also look at other ways of generating additional income.

NEWSFLASH: Love Loughborough BID, with its partners has already secured £3m to be spent in the BID area as part of the £17m Town Deal Fund

Voluntary Contributions

The BID will encourage appropriate businesses outside BID area to make a voluntary contributions to the BID. They will be able to take advantage of all the projects and services offered. Voluntary contributors are also entitled to the same rights in the management and governance of the BID Company.

BID Membership

Any BID levy payer can become a member of the BID Company. This enables them to take part in the decision-making process, as well as stand for and vote during Board of Director elections. The Board of Directors will be renewed following a successful ballot in October.

BID BUDGET FORECAST 2022 – 2027

The proposed budget for the new term is set out below.

	2022/23	2023/24	2024/25	2025/26	2026/27	5 Year Totals
Income						
BID Levy	£272,000	£272,000	£272,000	£272,000	£272,000	£1,360,000
Additional Income	£30,000	£30,000	£30,000	£30,000	£30,000	£150,000
Total Income	£302,000	£302,000	£302,000	£302,000	£302,000	£1,510,000
Expenditure						
Projects and Services						
SHOUT About Loughborough	£60,000	£60,000	£60,000	£60,000	£60,000	£300,000
ENJOY Loughborough	£60,000	£60,000	£60,000	£60,000	£60,000	£300,000
Adding VALUE & STRATEGY	£70,000	£70,000	£70,000	£70,000	£70,000	£350,000
A BUSINESS VOICE	£12,000	£12,000	£12,000	£12,000	£12,000	£60,000
Management Overheads (Including Staff)	£80,000	£80,000	£80,000	£80,000	£80,000	£400,000
Levy Collection Costs	£20,000	£20,000	£20,000	£20,000	£20,000	£100,000
Total Expenditure	£302,000	£302,000	£302,000	£302,000	£302,000	£1,510,000

Additional Income

The BID Company has raised additional income in the previous terms, an average of £30,000pa and will of course continue to pursue income from sources external to the BID Levy.

NEWSFLASH: Love Loughborough BID, with its partners has already secured £3m to be spent in the BID area as part of the £17m Town Deal Fund

BID GOVERNANCE & AND MANAGEMENT

The BID Company and Board

(Insert Board Structure in graphical form)

Love Loughborough BID is a private, not for profit company, limited by guarantee and managed by a Board of Directors drawn from local large and small businesses from within the BID area

Board Director positions are unpaid and voluntary and include a mix of all sectors of business that operate within the BID area as well as the necessary skills and experience required to deliver Love Loughborough's business plan.

All Board positions are voted on through an election process. Invitations will go out to all BID businesses and voluntary financial contributors to become members of Company (a legal requirement).

There will be regular updates via newsletters and e-bulletins. The annual reports and accounts will be produced at the end of each year and available to members.

One of the Directors will be voted in as Chair. The Chair of the Board will be voted for by the Directors.

It will be a requirement that Board Members have all the necessary skills and knowledge to successfully drive the operational side of the Love Loughborough. Levy funds will be strictly monitored by the board with all expenditure in line with this business plan.

If successful at renewal ballot the new term will commence on 01 April 2022. It will run for five years and then be required to seek renewal through a new ballot.

Management Structure

The Love Loughborough Board will have a BID Management Team. They will be responsible to the Board for managing the day-to-day implementation of the BID projects. The BID Manager will be the driving force behind implementation and delivery.

(Insert Staff Structure in graphical form)

FAQ's

The BID has been running for five years, why can't it just continue?

BIDs last for a maximum of five years, once that term is over the BID is legally required to review its projects, produce a new business plan stating its objectives for the next term. This plan is then voted on by BID businesses that will be required to pay the levy. This is known as a renewal ballot.

Is this just another tax and will it substitute those services that Charnwood Borough Council is responsible for providing?

A BID cannot replace or substitute local authority services i.e. those covered by your business rates. Charnwood Borough Council has provided Baseline Statements as part of the BID renewal for both its statutory and discretionary services. This can be viewed on request. Love Loughborough can choose to enhance and add to these services using BID levy income.

How much will I pay?

On behalf of Love Loughborough, Charnwood Borough Council will collect a levy from each BID business which will be transferred to the BID Company and used to implement the projects laid out in this plan. BID businesses will pay a levy as set out on Page XX. This is collected annually. Those below £2,700 in rateable value will be formally exempt.

My business is not a part of the BID area, can I still take part?

Yes, any businesses that are formally exempt from paying the BID levy or not in the BID area can contribute voluntarily. If you join the BID in this way, you have exactly the same rights to the governance and management of the company as any other business. To discuss voluntary contributions please contact the BID Team using the contact details in this document.

When will the next mandate projects be delivered?

The current term of the BID is due to end on 31 March 2022. The new term will then start to be rolled-out from 1st April 2022. If the renewal ballot is unsuccessful, all BID services will cease immediately at the end of this term.

MEASURING PERFORMANCE

Love Loughborough BID keeps BID businesses up to date with all BID activity on a regular basis through newsletters, the website, social media, face-to-face meetings, annual meetings and surveys.

Going forward, you will be kept up to date on all the projects that the BID will implement in to demonstrate to you that it is delivering against its objectives. The board will set the key performance indicators (KPIs) and criteria upon which to measure the BID's performance. Examples of the criteria the BID will use include:

- **Footfall Figures**
- **Event Attendance**
- **Vacancy Levels**
- **Car Park Usage**
- **New Business Activity**
- **Annual Surveys**
- **Business Feedback**
- **Consumer Feedback**
- **Media Coverage**
- **Website/Social Media Interactions**

BID LEVY RULES & AND BALLOT

Levy Rules

- The BID Regulations of 2004 (as amended), approved by the Government, sets out the legal framework within which BIDs will have to operate, including the way in which the levy is charged and collected, and how the ballot is conducted.
- The term of the Love Loughborough will be for a period of five years commencing 01 April 2022
- The BID levy rate will be fixed for the full term and will not be subject to variation by the annual rate of inflation. This will be set on the 1st of April each year using the most current Non-Domestic Ratings list. It will be updated for any changes in ratepayer appeals, additions, or removals.
- VAT will not be charged on the BID levy.
- The BID levy will be applied to all eligible business ratepayers within the defined area.
- The following exemptions to the BID Levy apply.
 - Those with a rateable value of less than £2,700
 - Non-retail charities with no paid staff, trading arm, income or facilities
 - Not-for-profit subscription and entirely volunteer-based organisations
- The minimum levy amount payable will be £100
- The BID levy will be paid by any new ratepayer occupying any existing hereditaments (a business rated property) within the BID area.
- New hereditaments will be charged from the point of occupation based on the rateable value at the time it enters the rating list, even though they did not vote on the initial proposal.
- If a business ratepayer occupies premises for less than one year, the amount of BID levy payable will be calculated on a daily basis.
- Empty properties, those undergoing refurbishment or being demolished will be liable for the BID levy via the registered business ratepayer with no void period.
- The BID levy will not be affected by the small business rate relief scheme, service charges paid to landlords, exemptions, relief, or discounts prescribed in the Non-Domestic Rating (Collection and Enforcement) (Local Lists) Regulations 1989 made under the Local Government Finance Act 1988.
- Under the BID regulations 2004, Charnwood Borough Council is the only organisation that can collect the levy on behalf of the BID Company.
- The levy income will be kept in a separate ring-fenced account and transferred to the BID monthly.
- Collection and enforcement arrangements will be like those for the collection and enforcement of non-domestic business rates with the BID Company responsible for any debt write off. The BID area and the levy rate cannot be altered without a further ballot.

- The BID projects, costs and timescales can be altered subject to Board approval providing the changes fall within the income and overall objectives of the BID.
- The levy rate or boundary area cannot be increased without a full alteration ballot. However, if the BID Company wishes to decrease the levy rate during the period, it will do so through a consultation, which will, as a minimum, require it to write to all existing BID levy payers. If more than 25% object in writing, then this course of action will not proceed.
- The BID Board will meet at least six times a year. Every levy paying business will be eligible to be a member of the BID Company and vote at Annual General Meetings.
- The Board will produce a set of annual accounts available to all members.

BID Ballot

- All eligible businesses have the opportunity to vote.
- The ballot will be conducted through an independent, confidential postal vote conducted by the Returning Officer at Charnwood 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 within the BID area, provided they are listed on the National Non-Domestic Rates List for the defined area as provided by Charnwood Borough Council. Organisations occupying more than one hereditament will have more than one vote.
- A proxy vote is available, and details will be sent out by Returning Officer at Charnwood Borough Council
- Ballot papers will be sent out to the appropriate organisation from 30 September 2021 to be returned no later than 5pm on 28 October 2021
- 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 cast.
- The results of the ballot will be declared on 29 October 2021

NEXT STEPS

By 23 September 2021 - Final Business Plan mailed to all eligible businesses in the BID area

30 September 2021 – Postal Ballot opens

28 October 2021 – Postal Ballot closes

29 October 2021 – Declaration of results

GET IN TOUCH

If you have any questions or require further information please call **Lisa Brown**, Love Loughborough BID Manager on 01509 278210 or email lisa@loveloughborough.co.uk

For general information about the Love Loughborough BID, please visit our website www.loveloughborough.co.uk

Appendix C

Loughborough BID Renewal Consultation arrangements

The proposal and business plan have been informed by the survey results undertaken to date. The results of the business surveys are summarised below.

- Responded – 48% retail, 24% Food & Drink, 10% Commercial
- 82% Independent
- 60% trading for over 6 years
- Gift Voucher, Trails need development
- NTE, Public Realm, Bunting not a priority
- Recycling scheme is by far most important
- Lobbying & Town Deal most important
- COVID work important (PPE, Funding, Shop/Local)
- 94% said value for money
- Over 90% thought performance good or excellent
- If asked to vote Now – 84% Yes, 1% No, 15% Don't Know

In addition to the surveys Online workshops are due to be held in early September