

**SUBMISSION TO ECONOMIC GROWTH & DEVELOPMENT
OVERVIEW AND SCRUTINY COMMITTEE**

Date: 16 June 2015

Agenda Item: 7

Contact Officer: Elizabeth Thatcher

Telephone: 01543 308781

SUBMISSION BY CLLR IAN PRITCHARD, CABINET MEMBER FOR ECONOMY

LICHFIELD DISTRICT COUNCIL & THE LICHFIELD BUSINESS IMPROVEMENT DISTRICT

1. Purpose of Report

- 1.1 To inform members of the work carried out by the Lichfield BID Steering Group to establish a Business Improvement District in Lichfield City centre.
- 1.2 To inform member of the financial impact of the proposed BID on Lichfield District Council.
- 1.3 To inform members of the timeline and key milestones for the BID.
- 1.4 To seek members support for providing an annual upfront payment to the BID of 80% of the annual BID income (See section 4 for more details).
- 1.5 To seek members support for voting in favour of the Lichfield BID as part of the ballot this July.

2. Summary of Policy Development

- 2.1 Over 20 city traders and business owners in Lichfield City centre have been working together to create a Business Improvement District (BID) through a newly formed BID Steering Group.
- 2.2 A BID is a business-led initiative that sees business-rate payers within a defined area, such as Lichfield City centre, vote to pay for an additional levy that is then used to deliver improvement projects and initiatives within the BID boundary – from marketing through to additional security measures. *See Appendix 1 to view the full list of projects the Lichfield BID will deliver.*
- 2.3 The proposed Lichfield City Centre BID would generate £200,000 or £1 million over five years for business-led projects and initiatives in the city centre.
- 2.4 The process of creating a BID for Lichfield City centre has been led by the BID Steering Group and Lichfield District Council has supported the steering group from a secretariat point of view, as well as entered into a service level agreement with the Birmingham Chamber of Commerce to appoint a BID Manager on behalf of steering group, utilising the High Street Innovation Funds awarded to the Lichfield Town Team.
- 2.5 The Council has also applied for and secured a small government funded BID loan, which will only be repaid by the BID Steering Group if the BID is successful.
- 2.6 The BID Steering Group is working to take a BID to ballot for Lichfield City Centre on 31 July 2015. This will be run by the Electoral Reform Society and, according to BID legislation, be funded by Lichfield District Council (£2,127). Lichfield District Council will also provide the returning officer for the BID ballot.
- 2.7 If the ballot is successful, the BID would impact Lichfield District Council in a number of ways:
 - The council is a business-rate payer and would be subject to a BID levy on each of its rateable properties, including car parks, up to a combined maximum of £10,000 per annum.
 - The council will also collect the BID levy on behalf of the BID for an agreed fee.
 - The council will also enter into a Memorandum of Understanding with the BID in relation to the services it currently provides within the BID boundary.

3. Community Benefits

- 3.1 The development of a BID supports the economic development of our Towns and City Centres which is highlighted as a key priority within A Plan for Lichfield District.
- 3.2 The BID has the potential to make Lichfield City centre more vibrant, increase footfall and customers and deliver new projects and city services that businesses have chosen.
- 3.3 There are close to 200 BIDs across the UK and a BID will give Lichfield City centre the budget other local BID towns already benefit from including Stratford-upon-Avon, Shrewsbury, Sutton Coldfield, Worcester, Leamington Spa and the thirteen BIDs in Birmingham.
- 3.4 A BID unites all businesses – nationals, independents, retailers, pubs, restaurants and the public sector together, with all businesses paying a levy (from as little as £100 a year) into a central pot of money that is managed by local businesses, funding the very projects local businesses choose.
- 3.5 Ultimately a BID enables traders to take control of their own trading environment and to deliver business-led initiatives within a defined area.
- 3.6 The BID will recruit a professional BID Manager to deliver the initiatives set out in the BID Business Plan and support businesses across the city to deliver economic development and growth. The BID will cover the full costs of this post.

4. Financial, service and resource implications

For businesses

- 4.1 The proposed BID levy for the majority of city businesses will be 1.5% of businesses' rateable value (RV). If businesses are based in serviced shopping areas, like Three Spires and Tudor Row, where they pay an additional fee for public realm services that are delivered by local authorities in other areas of the city (such as emptying public litterbins, public seating, CCTV) they will pay 1% of their rateable value.
- 4.2 Over half of all city businesses will pay £250 a year towards the BID. Large businesses including Tesco and Morrisons will pay a capped contribution of £3,000 a year towards the BID. Multiple rate payers (such as Lichfield District Council) will a maximum of £10,000 towards the BID. *See Appendix 1 (page 18) for an example of how much different businesses will pay – from micro business to large multi nationals.*
- 4.3 Whilst non-retail charities will receive a discount on their BID levy that mirrors their business rates discount, retail charities, such as charity shops, will not. This is based on the fact that retail charities operate in the same trading environment as other businesses and depend on a bright and lively high street to attract customers to their door and to spend money.

For services and service budgets

- 4.4 As a business rate payer in the designated BID boundary, Lichfield District Council will have a number of votes as part of the BID ballot.
- 4.5 As a multiple business rate payer, Lichfield District Council's levy will be capped at £10,000 per annum and currently stands at £7,488. This relates to our car parks, Bus Station Public Conveniences, the Bus Station (£4,488), and the district council house (£3,000).
- 4.6 There is also an impact on the authority in terms of delivering the BID ballot and the role of returning officer. It is a statutory requirement that the rate collecting authority must provide this service, much like any other local election. This can either be delivered in house or outsourced to the Electoral Reform commission for £2,127, plus the staffing costs for the BID Returning Officer (LDC officer). Due to available resources, the decision has been made to outsource the Lichfield City BID ballot to the Electoral Reform Society. The costs of the ballot cannot be recouped by the district council.
- 4.7 Following a successful ballot, Lichfield District Council and the Steering Group/successor organisation will be required to enter into a Memorandum of Understanding that is backed up by a number of Baseline Service Level Agreements.
- 4.8 The Memorandum of Understanding sets out how the council will interact with the Steering Group/successor organisation, including how it will communicate any service changes within the BID

boundary and how it will collect and transfer the BID levy it collects on behalf of the Steering Group/successor organisation.

- 4.9 The Baseline Service Level Agreements set out the services the council currently delivers within the BID boundary. They are not about negotiating a greater level of service provision. Baselines are used to make it clear to businesses that the BID will deliver added value by showing what is already delivered, and what the BID will add. They also ensure no duplication of effort. Baselines also allow local authorities to highlight to businesses their current level of investment.
- 4.10 Baselines are necessary because, by law, BIDs can only deliver additional services within the BID boundary and cannot replace services that are currently provided by a local authority. That said, the service level agreements do not prevent the councils from making changes to the services it delivers, but they do require the council to liaise closely with the Steering Group/successor organisation in order that the BID can respond in a timely fashion to any future service changes or enhancements.
- 4.11 The draft Baseline Service Level Agreements are currently being drafted and will be finalised following a successful ballot.

Cashflow implications of upfront payment

- 4.12 Cabinet members will be asked to approve in principle the upfront payment of 80% of the annual BID levy income to the Steering Group/successor organisation in September 2015.
- 4.13 The upfront payment of 80% will be a key decision for the council and will represent an upfront loan of approximately £156,800 to the BID (95% of estimated collectable levy of £206,000 multiplied by 80%), which will be recouped over the first term of the BID through the BID levy collected by the council. Billing regulations for BID levy are the same as for Business Rates and are therefore based on the Council's financial year (1 April to 31 March). This will mean that billing periods will not match BID financial years.
- 4.14 The 80% payment ensures the council is covered for bad debt provision on the BID levy it will collect throughout the following year. The payment is also relatively risk free as once a BID has been established, businesses are legally obliged to pay the levy, much like they are legally obliged to pay business rates.
- 4.15 This form of upfront payment is commonplace in BID areas and enables BIDs to deliver in year one. In areas where no upfront payment is made BIDs often struggle to deliver, as they are unable to raise purchase orders or guarantee payment and often face strict terms with suppliers as they are a new independent company with no financial track record.
- 4.16 The estimated cash flow forecast of the BID for the Council based on 95% collection performance is shown in the table below:

Date	Payments				Council Cash flow
	To the BID	VAT on Payment	Bid Levy	VAT from HMRC	
01/10/2015	£156,800	£31,360	(£16,333)		£171,827
01/11/2015			(£16,333)		£155,493
01/12/2015			(£16,333)	(£31,360)	£107,800
01/01/2016			(£16,333)		£91,467
01/02/2016			(£16,333)		£75,133
01/03/2016			(£16,333)		£58,800
01/04/2016			(£16,333)		£42,467
01/05/2016			(£16,333)		£26,133
01/06/2016			(£16,333)		£9,800
01/07/2016			(£16,333)		(£6,533)
01/08/2016			(£16,333)		(£22,867)
01/09/2016			(£16,333)		(£39,200)
01/10/2016					(£39,200)
01/11/2016					(£39,200)
01/12/2016	£39,200	£7,840			£7,840
01/01/2017					£7,840
01/02/2017				(£7,840)	£0
Total	£196,000	£39,200	(£196,000)	(£39,200)	£0

The key assumptions in the cash flow forecast are detailed below:

- The BID Income is estimated to be £206,000 per BID financial year (1 October to 30 September).
- The BID Income less contingency for possible non-collection of 5% is estimated to be £196,000 per BID financial year.
- The 80% initial payment is based on the lower sum of £196,000 and therefore is estimated to be £156,800 (76% of £206,000).
- VAT is paid on top of the £196,000 and is recovered from HMRC two months after the payment is made.
- The initial payment of 80% is made on the 1 October.
- Payments from BID participants are made in twelve equal instalments on the 1st day of each month (or the nearest date on a Bank Holiday).
- The balance of 20% is paid on 1 December of the following BID financial year.
- The cash flow cost to the council based on our budgeted rate for investments at 0.70% would be £350 per year (£850 based on 1.70% and £1,360 based on 2.70%).
- A neutral cash flow position for the Council based on an investment rate of 0.70% would result from a 58% upfront payment.
- These include the levy set against any council assets that are liable to business rates (max £10,000 per annum) and officer liaison time (approx 1- 2 days per month).
- It is important to note that a BID can be carried out with or without the support of the local authority and the financial impact would be the same.

For the revenues and benefits service

- 4.17 As Lichfield District Council will collect the BID levy on behalf of the council, the BID will have financial and staffing implications for the revenues and benefits team.
- 4.18 The charges for the administration of the BID levy can be recharged to the BID. This fee will be calculated to ensure that the costs involved in collecting and processing the BID levy are recouped by the council. It will also incorporate an allowance for recovery of outstanding BID levy.
- 4.19 In addition new BID levy software will need to be purchased, implemented and the Revenues and Benefits Team will need to be trained in its use post a successful ballot. This software is essential to collect the BID levy, and the cost of the software, training and implementation and the costs will be recharged to the BID board.
- 4.20 We are currently finalising the charges the council will make for carrying out this activity.

5. Strategic Plan Implications

5.1 The development of a BID supports the economic development of our Towns and City Centres which is highlighted as a key priority within A Plan for Lichfield District in the following themes:

- **We'll shape place – we'll ensure a cleaner, greener environment with high levels of environmental cleanliness and stewardship:** The BID may contribute to additional street cleansing and rubbish collection, in addition to activities such as enhanced festive lighting and city flowers.
- **We'll boost business – we'll grow our local economy with an improved retail offer in both Lichfield and Burntwood:** A BID's main aim is to boost the retail offer in the city centre and to support and encourage more businesses to locate to the area.
- **We'll boost business – we'll build a more prosperous district through heritage, tourism and culture by encouraging the development of creative, visitor and leisure industries:** A BID will add to the ongoing programme of events and see local heritage and arts organisations contributing to and supporting the BID activity.

6. Sustainability and Climate Change Issues

6.1 There are no sustainability and climate change issues identified.

7. Human Rights Issues

7.1 There are no human rights issues identified.

8. Crime and Community Safety Issues

8.1 One of the key projects proposed by the BID is the extension of the StoreNet/NightNet radio scheme and the recruitment of Night Angels to help marshal busy evenings in the city.

8.2 This proposed project has received the support of the police: *“Extending the Storenet and NightNet radio scheme, together with the addition of Night Angels, will really enhance the reputation of Lichfield as a safe place to visit. I wholly support the proposed projects and the Lichfield BID.”* Inspector Rachel Joyce, Lichfield Policing Team Commander.

9. Recommendation

9.1 To note the work the Lichfield City BID Steering Group has undertaken to develop a BID within Lichfield City Centre and to note the content of the Lichfield Business Improvement District Business Plan – see *Appendix 1*.

9.2 To note the role the council will play in delivering the BID ballot. To note that the council will enter into a Memorandum of Understanding with the BID following a successful ballot.

9.3 To note the role the council will play in collecting the BID levy over a five-year period.

9.4 To note the financial impact of the BID on Lichfield District Council.

9.5 To indicate support for an upfront payment of 80% of the annual BID levy income to the Lichfield BID Steering Group/successor organisation in September 2015.

9.6 To indicate support for Lichfield District Council voting in favour of a Business Improvement District.

10. Risk Management Issues

	Risk Description	Likelihood / Impact	Countermeasure
A	Generate a ‘No vote’ at BID. There is a chance that the BID could generate a ‘No vote’ at ballot. This would question the value of the money invested in the BID development.	Medium / High	There is always a risk that a BID ballot will generate a ‘no vote’. However, by securing the services of a trusted consultant with a track record in delivering BID development services, and a strong reputation within the city, the chances of this are lowered. In addition by working through a trusted and respected trade body we will increase the chances of businesses supporting the BID activity.
B	That due process is not followed	Medium / Medium	The contract we have let with the Birmingham Chamber of Commerce has secured the services of a consultant with a proven track record in BID development and has been advising throughout the process.
C	The Government is currently conducting a Review of Business Rates and this could change the Business Rates system.	High / Medium	The review is due to report by the Budget 2016 and the implications of any proposed changes will need to be identified.
D	There is a Business Rates Revaluation scheduled for 1 April 2017	High / Medium	The implications of the revaluation will need to be identified.
E	The BID Levy and its collection adversely impacts on the	Medium / Medium	The Council has estimated the level of capacity that will be required to invoice and

	Council's Business Rate collection performance		<p>collect the BID Levy and this cost will be recovered from the BID Company.</p> <p>Business Rates collection is one of Finance, Revenues and Benefits' key Directorate performance indicators and is monitored to identify any collection issues that need to be addressed.</p>
F	The implementation of the BID Module cannot be achieved before the live date of 1 October 2015	Medium / High	The Revenues and Benefits Team are in contact with the Supplier of the BID module to project plan the implementation in advance of the ballot.
G	The ballot can be declared void if within 28 days a person makes a request to declare the ballot void and provide reasons	Low / High	The ballot will be undertaken by the Electoral Reform Society according to Bid legislation.
H	The Council fails to collect BID Levy equal to the 80% upfront payment.	Low / Medium	The 80% upfront payment has been based on an assumed collection performance indicator of 95% of Bid levy.

Background Documents:

Appendix 1 – Lichfield BID Business Plan

Report checked and approved:

Strategic/Corporate Director

Support the Lichfield BID

Business Plan 2015 - 2020

Lichfield
Business Improvement District



2 - 30 July 2015

ote YES

Your business. **Your** voice. **Your** city. **Your** BID.

 @LichfieldBID


BritishBIDs™

www.lichfieldbid.co.uk

Contents

Foreword by Paul Maddox, Chairman of Lichfield BID	03
Vote 'YES' to deliver £1 million investment in Lichfield city centre	05
Seven good reasons to vote 'YES'	07
Lichfield BID: Structured by you	08
Lichfield BID projects: Chosen by you	09
Your vision: Your projects	11
✓ Theme 1: A well-known city: Marketing, promotion and PR	12
✓ Theme 2: An eventful city: High-quality events to boost trade	13
✓ Theme 3: A safer city, day and night: Keeping crime off our streets	14
✓ Theme 4: An attractive city: Street and parking improvements	15
✓ Theme 5: A productive city: Business support and lobbying	16
How much will the BID invest in the city?	17
How much will the BID cost my business?	18
Your BID area	19
Your BID Steering Group	21
Your BID street representatives	22
Lichfield BID Company: Accountable to you	23
Frequently asked questions about BIDs	25
Your BID ballot: How to vote	29
The countdown to your BID ballot: Key timescales	30



I'm here to answer your questions about the BID and I'm really happy to pop in and see you. Just call me on 07527 016338 or email me at michelle@lichfieldbid.co.uk

Michelle Baker
Lichfield BID Development Manager

 **ote YES 2 – 30 July**

Why Lichfield needs a BID

Paul Maddox, Chairman of Lichfield BID and owner of Three Spires Coffee Shop and The Scales, explains why...

Despite its renowned beauty, charm and appeal, Lichfield city and its businesses face challenges to grow, thrive and survive.

With escalating costs and squeezed margins, we know that asking you to vote in favour of paying a levy to create a Business Improvement District (BID) in Lichfield is a big ask. That said, without a BID in Lichfield, I believe that we face an even more uncertain future, in which nearby BID towns and retail parks will steal a march on our city, taking our customers and new businesses, and leaving Lichfield a shadow of what it once was.

This is why I want you to consider supporting a BID as an investment - an investment not only in your business, but in the health of the city overall. And remember, a BID is led by you - the businesses in the city. It is not a council initiative and money raised goes directly into the projects you and other businesses support. It is your BID, your future - and you need to invest your passion into it!

The Lichfield BID will future-proof our city, enabling businesses to be responsive to changes on the high street and to embrace the potential of the forthcoming Friarsgate development.

I own two businesses in the city and will pay two sets of BID levy (over £1,000 a year) so paying both will be a stretch. However, I don't see my BID levy as a contribution or cost - I see it as a sound business investment. An investment in a strategic plan that will deliver a tangible return, precisely because it is directed and administered by businesses like ours and works to increase pedestrian footfall and spend.

Please read on and see how the BID will invest £1 million in the city over the coming five years if the July ballot gets a **'YES'** vote. I hope you are as excited by the plans for your business as I am for mine.

I urge you to commit your support and ensure that Lichfield BID gets its chance to deliver these vital projects. We've got one chance and I truly believe this is an opportunity we business owners cannot afford to miss if we want to see our city continue to thrive.

Paul

bidchair@lichfieldbid.co.uk



We've got one chance and I truly believe that this is an opportunity we business owners cannot afford to miss if we want to see our city thrive.

Paul Maddox
Owner of Three Spires Coffee Shop
& The Scales

Wouldn't it be great if... New Friarsgate Shopping Centre businesses contributed to the BID 'pot' and their contribution, which represents thousands of pounds a year, helps market the city for the benefit of everyone.



I see Lichfield BID as a marvellous way of getting all of us in Lichfield city centre to work together on a practical and useful agenda that will help to make our city more attractive and better known.

The Very Rev'd Adrian Dorber,
Dean of Lichfield

ote YES 2 – 30 July

Vote 'YES' to deliver £1 million investment in Lichfield city centre!

Wouldn't it be great if Lichfield businesses could lay their hands on £1 million to spend on improving city trading conditions over the next five years? There is a way and it is through a Business Improvement District (BID).

This BID Business Plan has been put together by local business owners, just like you. It sets out in detail what a BID is, the benefits it will bring to Lichfield, what it will cost your business and what you need to do next to make this £1 million investment a reality.

Here is your quick guide to the Lichfield BID:

- A BID is an area of a town or city where business ratepayers vote to invest collectively in local improvements to boost trading conditions.
- BIDs are business-led – they are run by businesses for businesses.
- The proposed Lichfield BID would raise £1 million to spend over five years.
- This £1 million would be raised by businesses agreeing to pay 1.5% of their annual rateable value into a ring-fenced fund.
- For over half of Lichfield businesses this works out at £250 or less per year.
- Lichfield BID would spend this money on projects based on ideas put forward by hundreds of local businesses during several consultations.
- This includes more than 20 new projects to make Lichfield a safer, more pleasant and more vibrant place to shop, eat and do business.
- These projects are over and above council-funded services.
- For Lichfield BID to go ahead the majority of voting businesses within the proposed boundary, by both number and rateable value, must vote 'YES'.
- **Make sure you cast your vote in the ballot between 2 and 30 July 2015.**



Lichfield BID will brand, market and promote Lichfield as a centre for retail, services, leisure and tourism, making our city more competitive.

Angela Burns
Owner of the George Hotel

Wouldn't it be great if... Lichfield BID could make the market more attractive and upbeat to bring more shoppers into town.



“We are proud to be part of the Lichfield community and excited to sign up to the Business Improvement District initiative, encouraging businesses in the town to work together and make Lichfield an even more attractive destination.”

Waitrose Lichfield

ote YES 2 – 30 July

Seven good reasons to vote 'YES'

Setting up a BID in Lichfield will give you more control over factors affecting your customers, your footfall and your income.

That's because the money raised through Lichfield BID will be spent on more than 20 projects, inspired by the feedback you gave us. Here's a snapshot of your top projects.

Lichfield BID will:

- Create the city's first joined-up marketing strategy, based on comprehensive customer research, to help us brand, market and better promote Lichfield and grow awareness, footfall and trade.
- Boost existing events to make sure every single event tempts customers into our shops, not just into the city, and develop NEW events to deliver additional footfall to your door.
- Make Christmas more magical with an enhanced programme of activities throughout this key trading period designed to bring more shoppers to the city and through your door.
- Improve parking by installing credit card payment machines, making customers more aware of parking options and also offer FREE parking promotions at key times during the year to make the city more accessible for your customers.
- Make Lichfield the first city centre in Staffordshire to offer FREE WiFi offering unlimited data throughout - for both customers and businesses.
- Enhance Lichfield's reputation as a fun and safe night-time destination by employing Night Angels to make sure evenings are well-managed and safe.
- Employ a city centre manager dedicated to delivering the BID projects and to represent your interests.

The best bit about Lichfield BID is the cost. For nearly half of Lichfield businesses, the BID can deliver all of these projects and more, for a levy of £250 or less per year. It's a small investment for such a big return, but whether or not the BID goes ahead is up to you. If you want to see these projects and more delivered, it's vital you vote 'YES' between 2 and 30 July.



The BID will help Lichfield city benefit from the additional footfall the planned Friarsgate development will bring - it will help to rebalance the city and ensure new customer footfall flows into and enjoys every area the city has to offer!

Simon Lumb
Owner of Friary Shoes

Wouldn't it be great if... We could accurately measure city footfall and use this information to improve marketing, events and more.

Lichfield BID: Structured by you

The whole point of a BID is that it is directed by businesses like yours, for businesses like yours. That's why when we started planning for Lichfield BID, the first thing we did was to talk to you.

We started with a feasibility study in winter 2013. Over 200 businesses gave their views and 55% said they would vote 'YES' for a BID.

This didn't mean the rest said 'No'. In fact a further 27% said they'd like to know more about the BID before deciding and just 18% said 'No'. This means that if the survey had been the actual BID ballot, the BID would have got through.

The feasibility study gave us more than just an indication of business views about BIDs. It also gave us your thoughts on how you'd like us to structure the BID and your ideas on the projects it should deliver.

You said:

- ✓ A 1.5% BID levy is fair, with the maximum levy for large businesses capped at £3,000 a year.
- ✓ Businesses in serviced or managed areas such as Three Spires and Tudor Row should pay a reduced (1%) levy, as they already pay to maintain their public area of the city.
- ✓ There should be no pooling for businesses with multiple votes – if a business owns two rateable premises then that business should pay two levies.
- ✓ The most a multiple levy payer should pay is £10,000 a year.
- ✓ Landlords of empty properties and owners of void businesses should still pay the BID levy, as boosting trade will help them let their properties.
- ✓ Retail charities should pay the BID levy as they trade in the same environment as other shops and businesses.
- ✓ There should be some reductions for non-retail organisations that receive charity rates relief, such as Citizens Advice Bureau.
- ✓ The new Friarsgate shopping centre will be included in the BID boundary, so when it opens, its businesses will pay into the BID.



I'm backing the BID because it's committed to addressing the very specific needs of the city's many smaller independent businesses like mine that make Lichfield such a unique shopping environment. That's better parking, better marketing and much more.

Marie Johnson
 Owner of Rieve shoe shop

 **ote YES 2 – 30 July**

Lichfield BID projects: Chosen by you

Your views have inspired the projects in this **BID Business Plan** – through the feasibility study and a ‘Top Twelve’ consultation conducted last winter. Thanks to everyone who contributed. You can find out how we’ve shaped your views into business plan projects on the next few pages.

Theme 1	A well-known city Marketing, promotion and PR	You said: You want to see better marketing for the city, raising the profile of Lichfield for eating, drinking, shopping and business. You want to celebrate Lichfield’s reputation for culture and heritage to attract new customers and promote the city and its events through high-profile press, radio and PR campaigns.	Lichfield BID will: Develop a comprehensive marketing strategy that outlines how to bring more footfall and spend into Lichfield. As well as implementing the campaigns that are informed by this comprehensive strategy, the BID will also work in partnership with existing marketing organisations, including Visit Lichfield and Enjoy Staffordshire, to help extend and improve the city’s marketing draw.
Theme 2	An eventful city High-quality events to boost trade	You said: You want to see more and better city events, to make the city a more vibrant and attractive place to visit. Boosting Christmas events is especially important to you.	Lichfield BID will: Deliver the high-quality festivals and events that city businesses have asked for. The events will aim to boost rather than detract from local trade and help to showcase the city’s offer to local, regional and national visitors. The BID will also help to promote other city events through enhanced marketing activity.
Theme 3	A safer city, day and night Keeping crime off our streets	You said: You are worried that the city could become known as an easy target for shoplifters and bag snatchers and any rise in crime could have a far reaching impact on local trade. You want your customers to continue to feel safe.	Lichfield BID will: Enhance Lichfield’s reputation as a ‘safe city’ by deterring both criminal and anti-social behaviour, both day and night. It will provide FREE StoreNet and NightNet radios to appropriate businesses, recruit Night Angels to ensure evenings in the city are well-managed and will work in partnership to achieve relevant safety accreditations.
Theme 4	An attractive city Street and parking improvements	You said: You want to see improvements to the local environment to make Lichfield more attractive and more accessible to your customers. You want to promote a café culture in the city with free WIFI for all, and also make improvements to parking to encourage customers to linger longer.	Lichfield BID will: Implement a range of activities to make the city centre environment more conducive to trade and to improve perceptions of parking. We will implement street and signage improvements to encourage pedestrian flow from the new Friarsgate development into the city’s historic heart along Bird Street, Dam Street, Market Street and others.
Theme 5	A productive city Business support and lobbying	You said: You want a voice for local businesses and a city centre manager, dedicated to promoting and representing the interests of city businesses. You want more inter-business networking opportunities.	Lichfield BID will: Recruit a professional city centre manager to support local businesses through a range of projects and initiatives. This will include lobbying on your behalf to push forward projects such as the repair of broken city centre paving, parking initiatives and more.

Wouldn’t it be great if... Lichfield BID could work to attract new, high-quality businesses to the city that would draw more visitors and increase trade and footfall.



“The BID is all about businesses taking control. On behalf of all chamber members, I urge you all to vote YES for the BID.”
Richard Lewis, President of the Lichfield Chamber of Trade & Commerce



ote YES 2 – 30 July

Your vision: Your projects

Hundreds of local businesses have given their views on what the BID should deliver.

Lichfield BID Steering Group is made up of business owners just like you. Together they have developed your ideas into a range of projects that fall under five key themes, which will make Lichfield city centre a safer, more pleasant and, above all, more vibrant place to shop, eat, drink and do business.

- ✓ **Theme 1:** A well-known city: Marketing, promotion and PR
- ✓ **Theme 2:** An eventful city: High-quality events to boost trade
- ✓ **Theme 3:** A safer city, day and night: Keeping crime off our streets
- ✓ **Theme 4:** An attractive city: Street and parking improvements
- ✓ **Theme 5:** A productive city: Business support and lobbying

After getting so many businesses' views, we're confident the projects and initiatives included in this business plan reflect your views. We hope you share our excitement about the difference it could make to trading conditions in Lichfield city centre over the coming five years.



We're proposing a marketing-led BID that's all about footfall. That's why nearly 30% of our total £1 million budget is dedicated to marketing and events.

Adam Burns-Mace
Owner of The Tudor of Lichfield and Tudor Row

Wouldn't it be great if... Lichfield BID could boost Lichfield's reputation as a foodie destination to grow day and night time trade in the city.

Theme 1: A well-known city

Marketing, promotion and PR

Lichfield BID will invest £194,000 over five years ...

✓ Cohesive marketing strategy and brand

We will develop the city's first ever cohesive marketing strategy that seeks to increase footfall day and night. Based on sound research it will highlight the vibrant high-street offer, encouraging even more customers to choose Lichfield over near neighbours such as Tamworth and Birmingham. It will dovetail into local attractions' marketing to elevate our unique heritage and persuade more visitors to choose Lichfield for a day-trip, weekend or longer stay. Our strategy will ensure Lichfield's geographical layout is well promoted so that every unique area of our city benefits - from the historical quarter, right through to businesses on the city borders. The strategy is vital to ensure our marketing efforts are focused on the right things and reach the right people at the right time to boost city trade and footfall through your door.

✓ Attract new, quality businesses

We will market Lichfield to attract new and exciting businesses. With more quality businesses and a wider range of brands, shoppers and visitors will have more reason to return time and time again and tell their friends too. Our aim will be to attract the best quality independents and nationals to our city.

✓ Special Offers scheme

We will work in partnership with Visit Lichfield, the city's tourism team, to enhance the Visit Lichfield Special Offers scheme to drive even more footfall to your door. It will remain free to all businesses to get involved.

✓ Promote 'independents' and Sunday trading

Our campaigns will highlight the wealth of 'indies' in Lichfield to encourage both local and wider audiences to visit and sample the unique delights on offer. Year-round marketing will incorporate national 'indie' campaigns, such as Small Business Saturday and Independents' Day and encourage residents to shop local. We will work to boost the profile and number of businesses taking part in Sunday trading.

✓ Enhanced digital and print marketing

Guided by the marketing strategy, we will build on the 'Eat, Shop, Drink, Explore' brand and ensure the city has a vibrant website, strong social media presence, great advertising, and clever campaigns that hit the mark. We will also gather a database of customers so we can market cost-effectively together.

✓ Business and footfall data

We will install footfall counters to show how the BID is growing footfall, year on year, and share this important data with you so you will be better able to plan ahead and staff your business appropriately. We will use footfall data to benchmark events so we can target our resources where they make the biggest difference. We will also provide parking and other business data.



At Three Spires we know just how vital the right marketing is and the difference it can make to footfall and sales. It's crucial Lichfield BID creates a cohesive marketing strategy so our money is spent in the right way, to achieve the best results for all of us.

Lisa Prokopiou
 Centre Manager at Three Spires Shopping

Theme 2: An eventful city

High-quality events to boost trade

Lichfield BID will invest £119,000 over five years ...

✓ **Magical Christmas**

Christmas is crucial for high street businesses and the right festive events and marketing can boost your business and profits at this vital time of the year. Nearby cities, including Birmingham capitalise on the magic and sparkle Christmas brings and the desire people have for a great day out, but Lichfield has never had the budget to think big at Christmas! Lichfield BID will deliver an annual budget to the city at Christmas to deliver a wide range of fun, unique and festive activities designed to bring even more shoppers and visitors flocking to the city and through your door. Think reindeers, think magic, think sparkle - the Lichfield BID will make Lichfield stand out at as the place to visit at Christmas!

✓ **Boost Lichfield Food Festival and the city's foodie reputation**

Lichfield Food Festival attracts thousands of visitors to the city. Established on a shoestring budget it has the potential to attract wider audiences and deliver more benefits to city businesses. Lichfield BID will deliver an annual budget to the festival to ensure it showcases the city and maximises trade for all businesses. We will also work closely with local restaurants and eateries to ensure even more are involved in this prime event. Lichfield BID will also work to raise the profile of local restaurants regionally and nationally, as well as help restaurants in Lichfield to aspire to be the very best - from the Taste of Staffordshire, through to a coveted Michelin star!

¹Subject to planning permission.

✓ **'Welcome to the city' signs**

Each summer the Lichfield Festival installs flag-topped promotional signs at key city gateways. These are re-used by events such as Lichfield Food Festival and Lichfield Proms in Beacon Park. Lichfield BID will work in partnership with the Lichfield Festival team to install permanent hand-crafted signs that will allow events across the city to be well marketed throughout the year, and provide a stylish welcome to those entering our city¹.

✓ **Style, taste, culture and music events**

From celebrating Lichfield's stylish businesses, through to promoting our cultural and music scene, the Lichfield BID will devote an annual budget to develop and promote a range of additional events. Driven by the marketing strategy, these new events will aim to deliver additional footfall into city businesses at key points in the year.



We need to make every event count and ensure they don't just bring people to the city, but tempt them into our shops and businesses too. That's why we need new events that celebrate our great retail offer.

Anna Riley
Owner of Cure Ladies boutique

Wouldn't it be great if... Lichfield BID could help the city 'think big' at Christmas with more festive events and marketing to make it a magical time of year for my business too!

Theme 3: A safer city, day and night

Keeping crime off our streets

Lichfield BID will invest £204,000 over five years ...

✓ FREE StoreNet and NightNet radio and training

All appropriate BID businesses will get a FREE StoreNet or NightNet radio and free on-site radio training. The radios let businesses contact the CCTV control room directly if they see suspicious or anti-social behaviour, which is vital in the prevention of crime and the protection of Lichfield's reputation as a safe place to visit. Radios also help with lost children, lost property, and provide a city-wide alert system in case of emergency.

All BID businesses will also get free membership of the Business Exclusion Scheme which shares information about known and travelling offenders to help businesses prevent crime more effectively.

Currently radios cost £500 a year, so for many businesses the radio scheme will cover the cost of the BID!

"Extending the StoreNet and NightNet radio scheme, together with the addition of Night Angels, will really enhance the reputation of Lichfield as a safe place to visit. I wholly support the proposed projects and the Lichfield BID."

Inspector Rachel Joyce
 Lichfield policing team commander

✓ Night Angels

Lichfield is widely known as a safe, attractive and vibrant city to visit after dark and we want it to stay that way. We know a great night-time experience can encourage shoppers to come back in the day, so it's vital night and day work hand in hand.

Lichfield BID will recruit trained, BID-branded Night Angels on busy evenings and for key events to work with the police to ensure evenings in the city are well-managed and safe, that people leave the city quietly and the taxi rank is well-marshalled.

✓ Safety accreditations

Lichfield BID will work with city partners to research, review and apply for safety accreditations, such as Purple Flag, to improve perceptions of the city as a safe place to visit, which in turn will help to boost footfall and custom.



Lichfield has so much to offer after dark but it's crucial that people keep thinking it's a safe and fun place to visit and Night Angels are a great way to do this.

Shaun Craven
 Owner of Le Reve cocktail bar

Theme 4: An attractive city

Street and parking improvements

Lichfield BID will invest £224,000 over five years ...

✓ Free parking offers and better parking promotion

Free parking offers will be promoted at key times to encourage footfall when a boost in trade is most needed. We will also better promote the city's long stay car parks, where you can park for £4 for a whole day, as well as work to improve car park signage. We will lobby for pay on foot in the new Friarsgate development, which will encourage shoppers to linger for longer.

✓ Card payment and pay by phone

In partnership with Lichfield District Council, Lichfield BID will install credit card payment functionality¹ onto existing payment machines in key shoppers' short stay car parks. People won't have to struggle for change and won't have to dash back because they didn't have quite enough to pay for longer. We will also better promote the city's pay by phone system which allows customers to extend their parking whilst out shopping!

✓ Free WiFi

Lichfield BID will deliver Staffordshire's first ever free city WiFi scheme. The free WiFi will be available in public spaces. Businesses in the BID area will also be able to use it as their business WiFi offering unlimited data². It will strongly promote the city's website and mobile offer, as well as give shops and businesses a great way to promote daily and hourly offers. It will also provide a fantastic way to collect customers' marketing data. Market and street traders will also be able to use it to offer credit/debit card payments.

¹Subject to ongoing partnership working/agreement with Lichfield District Council. ²Businesses in historic buildings, or those with thick walls, may need to buy a WiFi booster.

✓ Summer bunting

Lichfield BID will install high quality bunting throughout the city every summer, replace it when it gets tired, and ensure it is timed to link in with key events.

✓ Boost our streets

Lichfield BID will fund street improvements – including new signage to promote every area of our city and direct people from our car parks and new developments, such as Friarsgate, into the city centre. Lichfield BID will invest in new street furniture to ensure our streets remain a welcoming place. Lichfield BID will also lobby the county and district councils to ensure the broken city paving stones are replaced.

✓ Eye-catching market stalls

Our markets drive footfall to the city, however more eye-catching market stalls would attract even more customers. Working with Lichfield City Council and market traders, Lichfield BID will research and deliver refreshed market stalls that will set the historic heart of Lichfield off to its very best.



Parking is sometimes seen as an issue locally, but when you compare the costs to Birmingham, Stratford or Warwick, city parking is good value at just £4 for a whole day. The problem is shoppers don't know where the best car parks are, or what good value they actually are. Equally lots of people don't have enough change when they get to the parking machines, so the payment card facility will make a massive difference.

Brian Carruthers
Owner of Tempest Ford

Wouldn't it be great if... Lichfield BID made the city an easier place to park with card payment on parking machines

Theme 5: A productive city

Business support and lobbying

Lichfield BID will invest £289,000 over five years ...

✓ Lichfield city centre manager

Lichfield BID will appoint an experienced city centre manager to deliver the projects in this business plan. The post-holder will provide business support in areas ranging from on-street café permits, through to negotiating better deals for key city services such as business recycling and parking season tickets for staff. He or she will be based in a city business to keep the costs as low as possible, so we can do more with your money that really makes a difference. The post-holder will also work hand-in-hand with key landlords, including the team at Three Spires, as well as represent the interests of BID businesses on major issues such as planning, car parking improvements, traffic management and street improvements.

✓ Deliver business training

Lichfield BID will arrange a wide range of excellent value training for city businesses. From social media and setting up an online shop, through to how to merchandise your business better, we will create an annual training programme with your input.

✓ Make buying together easy

Lichfield BID will set up collective purchasing contracts for key services. From business recycling and advertising, through to health and safety and insurance. Lichfield BID will aim to save BID businesses hundreds of pounds a year through better buying.

✓ Enhanced business networking

Every quarter, Lichfield BID will host a city business networking forum at a local venue. Guest speakers and breakout workshops will be offered to meet your needs. The networking sessions will be supported by regular BID updates on topical issues, data and news, which will be sent to city businesses by email and made available online.



“Whilst growing footfall might not seem that important to firms like us, a thriving city packed with thriving businesses benefits us enormously as it brings trade past our door. That’s why we’re backing the Lichfield BID.”

Mark Bodley
 Senior Associate
 HCB Solicitors

How much will your BID invest in the city?

Between 2015 and 2020 Lichfield BID will invest...

What we'll generate in income	Year 1	Year 2	Year 3	Year 4	Year 5	Total
	1 Sept 2015 - 31 August 2016	1 Sept 2016 - 31 August 2017	1 Sept 2017 - 31 August 2018	1 Sept 2018 - 31 August 2019	1 Sept 2019 - 31 August 2020	
BID income	£206,000	£206,000	£206,000	£206,000	£206,000	£1,030,000
Contingency for possible non-collection	-£10,000	-£10,000	-£10,000	-£10,000	-£10,000	-£50,000
Additional BID income	£10,000	£10,000	£10,000	£10,000	£10,000	£50,000
Total projected BID income	£206,000	£206,000	£206,000	£206,000	£206,000	£1,030,000

What we'll invest in your chosen projects	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Theme 1: A well-known city	£45,000	£33,000	£40,000	£38,000	£38,000	£194,000
Theme 2: An eventful city	£11,000	£27,000	£27,000	£27,000	£27,000	£119,000
Theme 3: A safer city - day and night	£50,000	£38,000	£39,000	£38,000	£39,000	£204,000
Theme 4: An attractive city	£25,000	£47,000	£49,000	£52,000	£51,000	£224,000
Theme 5: A productive city	£75,000	£61,000	£51,000	£51,000	£51,000	£289,000
Total expenditure	£206,000	£206,000	£206,000	£206,000	£206,000	£1,030,000

Please note: The income figures were correct at time of printing and could be subject to change. The total income figure includes a contingency for non-collection and income. If the BID collects or generates less this will impact the projects it can deliver and project budgets/allocations could change. The BID will also work to obtain funding support, of approximately 20% per annum, from landlords and landowners.

Wouldn't it be great if... Lichfield BID could promote the city's pay for parking by phone systems so my customers feel free to stay or shop longer.

How much will the BID cost my business?

The majority of city businesses will pay 1.5% of their rateable value a year towards the BID.

Over half of city businesses will pay £250 or less a year towards the BID, and the average BID payment will be just over £380 a year. Large businesses including Waitrose, Tesco and Morrisons will pay a maximum of £3,000 a year and Lichfield District Council will pay just under £7,000 a year to the BID.

The exact amount you will pay will be based on the rateable value of your business premises, which means you will pay proportionately, based on the size of your business. The table below will help you to see how much you are likely to pay.

If you are based in a serviced shopping area like Three Spires Shopping or Tudor Row, where you already pay a service charge for public realm services that are delivered by the council in other areas of the city (such as emptying public litterbins, public seating and CCTV) you will pay 1% of your rateable value.

Size of business	Your business rateable value	Your payment into the BID (Your levy)		
		Weekly	Monthly	Yearly
Micro business shop/office - Such as The Food Room on Minster Walk	£5,000	£1.44	£6.25	£75.00
Small business shop/office - Such as Dame Olivers on Dam Street	£9,800	£2.82	£12.25	£147.00
Small shop in a serviced area - For example Additions in Tudor Row	£11,000	£2.11	£9.16	£110.00
Medium business shop/office - Such as the Smile Centre on St John's Street	£8,700	£2.50	£10.87	£130.50
Large business shop/office - Such as The Scales Pub on Market Street	£77,000	£22.21	£96.25	£1,155.00
Large shop in a serviced area - For example Friary Shoes in Three Spires	£90,000	£17.30	£75.00	£900.00
Superstore shop/office - Such as Waitrose	£770,000	£57.69	£250.00	£3,000 capped levy

If you would like an exact breakdown of your yearly bill email michelle@lichfieldbid.co.uk

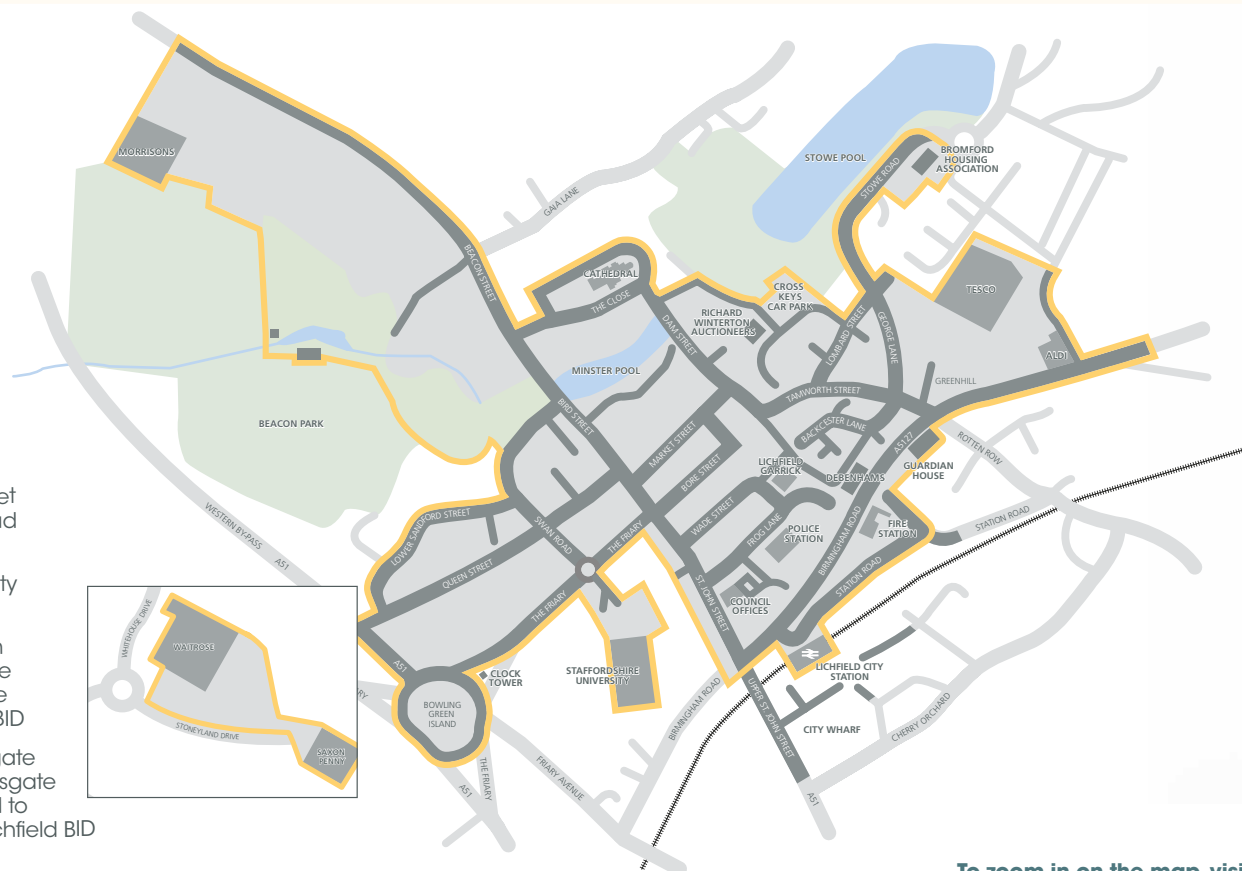
 **ote YES 2 – 30 July**

Your BID area

The proposed BID area includes: Backcester Lane, Bakers Lane, Beacon Street, Bird Street, Birmingham Road, Bore Street, Breadmarket Street, Castle Dyke, Church Street, City Arcade, Conduit Street, Cross Keys, Dam Street, Friary Road, Frog Lane, Greenhill, Gresley Row, Lombard Street, Lower Sandford Street, Market Square, Minster Pool Walk, Queen Street, Quonians Lane, Rotten Row, Sandford Street, Shaw Lane, St Johns Street, Station Road, Stonneyland Drive, Stowe Road, Stowe Street, Swan Road, Swan Mews, Tamworth Street, The Close, The Friary, The Tanneries, Three Spires Shopping Centre, Trent Valley Road, Tudor Row, Wade Street and Upper St John Street (before the railway bridge).

Key facts:

1. Includes Morrisons, Tesco and Waitrose
2. Does not include Upper St John's Street or Greenhough Road Industrial Estate
3. Includes Lichfield City Railway Station
4. All businesses within the yellow line will be asked to vote on the proposed Lichfield BID
5. It will include Friarsgate (once built) so Friarsgate stores will be bound to contribute to the Lichfield BID



Please note the BID boundary and list of streets was correct at the time of printing, but may be subject to change. Businesses located directly either side of the yellow boundary are included within the BID.

To zoom in on the map, visit
www.lichfieldbid.co.uk/boundary



The improvements set out by Lichfield BID offer local businesses fantastic value for money. A brighter, more vibrant and busier city - that's a very big return for such a small investment.

Karen Wharton
Obsession Salon and Spa

Wouldn't it be great if... Lichfield BID could help me save over £100 a year through collective buying schemes.



Lichfield deserves to be recognised regionally and nationally as a hub for culture, relaxation, shopping and fun. Lichfield BID will really help to put our city on the map.

Chris Moore,
Executive Director
Lichfield Garrick

ote YES 2 – 30 July

Your BID Steering Group

The BID Steering Group is made up of passionate local business people who are dedicated to getting Lichfield BID off the ground.

The members of the Steering Group have given their time up for free to create this BID Business Plan. If the BID gets a 'YES' vote, the BID Steering Group will become a BID Company and a new BID Board will be set up.

It is likely many new BID Board members will come from the Lichfield BID Steering Group but new BID businesses will also be welcomed. The current BID Steering Group membership includes:

Retail

Simon Lumb (BID Vice Chairman) – **Friary Shoes**

Lisa Prokopiou – **Three Spires Shopping**

Lizzy Braine – **The Kitchen Shop**

Anna Riley – **Cure**

Michael Mullarkey – **Michael's Menswear**

Marie Johnson – **Rieve Shoes**

Judith Lundie – **Room to Inspire**

Brian Carruthers – **Tempest Ford**

Zak James-Cosgrove – **Debenhams**

Leisure and attractions

Adrian Dorber – **Lichfield Cathedral**

Food and drink

Paul Maddox (BID Chairman) – **Three Spires Coffee Shop and The Scales**

Adam Burns-Mace – **The Tudor of Lichfield and Tudor Row**

Angela Burns – **The George Hotel**

Shaun Craven – **Le Reve**

Professional

Mark Bodley – **HCB**

Guy Gibson – **Staffordshire University, Lichfield Campus**

Richard Lewis – **Chamber of Trade and Commerce**

Hair and beauty

Karen Wharton – **Obsession Salon and Spa**

Matt Burnell – **The Smile Centre**

Local authority and partners

Councillor Ian Pritchard – **Lichfield District Council**

Peter Young – **Lichfield City Council**

Secretariat

Michelle Baker – **Lichfield BID Development**

Lizzie Thatcher – **Lichfield Town Team**

Please note: Steering Group details were correct at time of printing. For an up to date list visit www.lichfieldbid.co.uk/steeringgroup



The BID isn't about replacing council funded services, it's about delivering new projects and services chosen by us to tackle the issues we know are affecting our trade. It's an opportunity to work together to achieve better results for all of us and our city.

Judith Lundie

Owner of Room To Inspire interiors shop

Wouldn't it be great if... Lichfield BID could help make the city an even more attractive place with bunting throughout the summer and even better floral displays.

Your BID street representatives

Every area in the Lichfield BID boundary has a street representative who can attend BID meetings to speak on behalf of their area. Why not seek out your Lichfield BID street representative to find out more about the BID?

Many of the street representatives are also on the BID Steering Group. Your street representative's role is to liaise with you and surrounding businesses and ensure your collective business concerns are brought to the attention of, and addressed by, the Lichfield BID Steering Group (and the BID Board if the BID gets a 'YES' vote). This is how the Lichfield BID will ensure your voice is always heard. Current street representatives include:

Market Street

Lizzy Braine and Vicky Woolston at **The Kitchen Shop**

Paul Maddox at **The Scales and Three Spires Coffee Shop**

Michael Mullarkey at **Michael's Menswear**

Marie Johnson at **Rieve Shoes**

Bore Street and Tudor Row

Anna Riley at **Cure**

Adam Burns-Mace at **The Tudor of Lichfield**

Sandford Street

Judith Lundie at **Room to Inspire**

Three Spires Shopping

Simon and Adam Lumb at **Friary Shoes**

Lisa Prokopiou at **Three Spires Management Suite**

Zak James-Cosgrove at **Debenhams**

Bird Street

Shaun Craven at **Le Reve**

Angela Burns at **The George Hotel**

The Close

Adrian Dorber at **Lichfield Cathedral**

Tamworth Street

Sally Osborne at **Mooch**

Becky Edwards at **Stardust**

St John's Street

Brian Carruthers at **Tempest Ford**

Dan Ralley at **St Johns House**

Matt Burnell at **The Smile Centre**

Dam Street

Louise Hall at **Dame Olivers**

Staffordshire University Lichfield Campus

Guy Gibson at **Staffordshire University**



Trading conditions are tough and we are all competing with the internet as well as other towns. That's why Lichfield needs a BID. It's the opportunity we've been waiting for to get together and tackle the issues head on.

Sally Osborne
Owner of Mooch

 **ote YES 2 – 30 July**

Please note: Street representative details were correct at time of printing. For an up to date list visit www.lichfieldbid.co.uk/streetreps

Lichfield BID Company: Accountable to you

Lichfield BID Company will be accountable for the delivery of the BID and accountable to you.

Lichfield BID Steering Group is responsible for agreeing the contents of the BID Business Plan, with the input of all local businesses, and will remain until a successful **'YES'** vote is achieved. Following a successful BID ballot, a BID Company and new BID Board will be established.

The BID Company will be a not-for-profit company, limited by guarantee, with its own ring-fenced accounts. It will be responsible (through its board) for the delivery of the BID projects as set out in this BID Business Plan and for planning the future beyond the initial five-year BID term.

Board membership will be open to nomination and election from all businesses, organisations and individuals contributing through the BID levy. This will ensure that the

control, delivery and responsibility for the BID sit firmly with the business community itself. The new BID Board will meet regularly and invite businesses from across the city to take part in meetings, including BID street representatives. All businesses will be invited to public meetings including the BID AGM.

A new constitution will be created and will outline how businesses are appointed to the BID Board, how the chairman is elected and when/how people are asked to step down, in order to allow all businesses to take an active role.

If you are interested in being part of the BID Board, please email michelle@lichfieldbid.co.uk

Forming Lichfield BID Company

Following a successful **'YES'** vote, Lichfield BID Company will be established.

The BID Company will pledge to ensure it has the resources and systems to deliver the BID Business Plan to the highest standards, and will operate professionally, transparently and robustly in the following ways:

- ✓ Staff the company with a qualified, professional city centre manager.
- ✓ Be based in the city centre and reactive to business needs.
- ✓ Employ professional legal and financial support to ensure very high standards of operation and independent, transparent auditing of company accounts.
- ✓ Keep operating costs as low as possible, so the majority of the BID levy can be spent on projects that make a difference.
- ✓ Generate at least £10,000 a year in sponsorship and advertising income to help cover the costs of the BID and deliver better projects.



This isn't only about making Lichfield a nicer place to eat and shop, it's about ensuring the business community has a more powerful voice and that business interests are better represented.

Wouldn't it be great if... Lichfield BID could improve local street furniture to make the environment more enticing outside my business.



By voting yes Lichfield city businesses will take control of their future. We are passionate about supporting businesses. If the BID is successful we will pay around £7,000 a year into the BID.

Councillor Ian Pritchard
Cabinet Member for Economy
Lichfield District Council

ote YES 2 – 30 July

Frequently asked questions about BIDs

1. How have the projects in this business plan been chosen?

The projects in this BID Business Plan are based on ideas put forward by businesses through the various questionnaires and surveys we have carried out. The most popular ideas have been costed and included in this document. Find out more about the consultations we carried out at www.lichfieldbid.co.uk

2. What if most businesses vote 'YES'?

Just like a political election, there is no minimum turnout required. If a majority of the businesses who vote (both in terms of total number and overall rateable value) vote 'YES', all businesses in the city centre will pay into the BID, even if they voted no. The money collected will be ring fenced and transferred back to the BID Board and held in the BID account for sole use by the BID to deliver the project set out in the BID Business Plan.

3. What if most businesses vote no?

Very simply, the projects set out in this BID Business Plan will not go ahead and many of the projects delivered to date, including marketing and promotion, will stop. As a result, Lichfield will quickly fall behind other nearby centres, especially those with established BIDs, such as Sutton Coldfield, Solihull and Stratford and areas like Tamworth Ventura Park, where this type of activity is delivered through a service charge, paid for by all businesses.

4. What if I don't vote?

Much like a general election, there is no minimum turnout for a BID. So, if you don't vote, it will not affect the outcome of the ballot in any way.

5. Who has to pay BID levy?

If we get a 'YES' vote, any person, registered company, retail charity or non-profit making organisation (with a rateable value of £5,000 or more) who is a business occupier or leaseholder within the BID area will pay the BID levy. Property landlords are only liable if the property is empty and a lease does not exist. In the case of empty, partly refurbished or demolished properties, where no occupation exists, or where the occupier is sub-letting from the property owner and not paying business rates, then the property owner will be required to pay the BID levy.

6. Are there any exemptions on BID levy?

Yes, non-retail charities (such as advice centres) that get rate relief will not have to pay the full BID levy. They will receive the same percentage reduction they get on their business rates. High street retail charities, such as second hand clothes/book shops, will have to pay the full BID levy as they are retailers and will benefit directly from an improved trading environment.

7. What will the BID cost me?

The amount you pay will be based on your individual business rateable value so smaller businesses pay less than larger businesses. The average yearly BID levy will be just over £380 per year – that's less than £32 per month. Half of all businesses will pay £250 or less a year. Find out more on page 18 or email michelle@lichfieldbid.co.uk

8. Which rateable value will be used to calculate my BID contribution?

We will use the 2010 listings that came into force on 1 April 2010. You can check these listings and your rateable value on www.voa.gov.uk

9. Isn't this just a way for councils to save money?

No, BIDs cannot replace existing public services already provided by bodies such as the council, police and others. In this way, the BID only improves current standards and does not subsidise or replace them.

Frequently asked questions about BIDs

Continued...

10. What about council services?

Before the BID begins all statutory services provided in the BID area will be baselined as at the day before the BID commences. The BID will also enter into memorandums of understanding with the local councils/agencies that require them to liaise closely with the BID in regards to current services, and in particular any proposed changes to statutory services, throughout the BID term.

11. Who will run the BID?

BIDs are operated as not-for-profit companies that are led by business people and made up of key business and other representatives in the BID area. In Lichfield it is planned that the BID will be run by an independent Lichfield BID Company. It is likely this will be formed from the current BID Steering Group (see page 21) and if you are keen to be part of this, email michelle@lichfieldbid.co.uk

12. Why do businesses have to pay for all this - why isn't someone else paying for it?

A BID delivers new or enhanced projects that no one else has or will deliver. BID income cannot be used to pay for services that are already being provided. In this sense, the BID will add value by delivering additional activities in Lichfield city that cannot be funded/delivered by others.

13. What's in it for me?

BIDs across the country have proven to increase customers visiting a city centre like Lichfield, help to grow businesses' profits, give businesses like yours a greater voice and create a fair system of contribution to key improvements.

14. What benefits do BIDs bring to everyone?

Experience across the country has shown that BIDs have resulted in the following key benefits:

- ✓ Increased customer footfall and a more buoyant local economy
- ✓ Reduced individual business costs through joint projects
- ✓ Physical improvements to the BID area
- ✓ A united business voice on key issues
- ✓ Enhances local pride in the city

15. How will the BID be evaluated?

At the start of the BID term (1 October 2015) we will obtain accurate local data, including footfall, car park, empty shops, crime statistics, employee and business networking data. By gathering and benchmarking data at the start of the BID term, we will be able to demonstrate the effectiveness of the Lichfield BID to all businesses.

Based on local data and other key BID performance targets/activities, the Lichfield BID Company will also establish a set of key performance indicators (KPIs) against which the performance of the BID will be monitored and evaluated ongoing. We will invite all BID businesses to feed into the creation of the KPIs at the start of the BID term. The KPIs will ensure the Lichfield BID Company is accountable to all levy payers and that its performance is regularly monitored in a structured way by the Lichfield BID Board.

The city centre manager will issue regular updates (minimum quarterly) that reference performance against the KPIs, so all levy payers can keep up to date on BID activities and progress. Performance figures against the KPIs will also be published to www.lichfieldbid.co.uk and evaluated by the Lichfield BID Board on a quarterly basis. They will also be discussed at the BID AGM to which all levy payers will be invited.

Frequently asked questions about BIDs

Continued...

16. Will the BID look for other sources of funding?

The BID will pursue other sources of funding and support both as cash and in-kind, including commercial sponsorships and income generation and voluntary contributions from businesses, landlords, landowners and organisations that are not covered by the BID levy arrangements.

17. Who will I pay my levy to?

You will receive a BID invoice from Lichfield District Council on behalf of Lichfield BID. The council will not keep the money – they will transfer all of it to the BID Company as BID's are 100% business led. You will have the choice to pay your BID levy in one lump sum or in monthly instalments, just like your business rates payment.

18. Who can vote?

All eligible businesses with a rateable value of £5,000 or more will be entitled to vote if they were listed as a non-domestic rate payer within the proposed BID area (page 19) on the date the notice of ballot is published. Businesses with more than one business premises, which are liable to levy, will receive a vote for each eligible premises. In the case of empty, partly refurbished or demolished properties, where no occupation exists, or where the occupier is sub-letting from the property owner and not paying business rates, then the property owner will be entitled to vote.

19. When will be BID start and end?

If successful, the Lichfield BID will formally commence on 1 October 2015. The BID would cover a five-year period between 1 October 2015 and 30 September 2020. Before the end date, the BID Company may seek a renewal for a further BID term and will seek a new mandate via a renewal ballot.

20. Can BID projects be altered?

BID projects, costs and timescales can be altered subject to approval from the BID Company's board, providing they fall within the resources available.

21. Will my levy change?

No, the BID levy we charge will remain the same throughout the five year BID term. If you are appealing your rates, there will be no adjustments during the year to reflect changes in your rateable value due to appeals. Changes in values will be reflected in a corresponding change to levy in the following year. Where a BID property is taken out of the ratings list, the BID levy will apply up to the day before the effective date of removal, and the annual BID levy will be apportioned accordingly. Where a new assessment is bought into the ratings list, the BID levy will apply from the effective date as shown in the ratings list. The annual levy will be apportioned on a daily basis. Where at the time of the ballot there is no current occupational lease, the liability will fall to the property owner until a new lease is confirmed. The owner will be entitled to vote in the BID ballot.

22. Have BID's worked elsewhere?

Yes there are now over 200 BID's across the UK with nearby BID's in Sutton Coldfield, Solihull, Worcester, Rugby and Stratford Upon Avon. 95% of BID's are successful at rebalot after their first five year term, which demonstrates their value to businesses. There are 13 BID's across Birmingham. Here are just a few examples of what other BID's have delivered:

Coventry BID increased footfall by over 2% when the West Midlands average was down by 6% - a very dramatic contrast.

Plymouth BID attracted 300,000 additional day time visitors to the city since the start of the BID.

Broad Street BID generated £2.1 million of positive media coverage in 12 months, installed 37,000 LED tree lights and employed BID-branded taxi marshals.

Rugby BID installed a state of the art CCTV system in the town and employed Rugby Rangers - a high visibility, friendly and helpful town ambassadors team. Shoplifting incidents decreased by 54% as a result.

Wouldn't it be great if... Lichfield BID could celebrate the city's style and fashion businesses through a series of exciting events and promotions, putting the city on the map as a stylish destination.



Keelys is delighted to support the Lichfield BID. A strong local trading environment brings more customers to your door - from more local jobs for recruitment firms to promote, through to more companies seeking IT, legal, marketing, design and financial support.

Paul Roberts.
Partner at Keelys

ote YES 2 - 30 July

Your BID ballot: How to vote

Voting couldn't be easier and every **'YES'** vote makes a difference. That's worth remembering considering the £1 million city investment at stake.

Lichfield BID ballot will open on 2 July 2015 and close on 30 July at 5pm. Ballot papers received after 5pm on 30 July 2015 will not be counted.

Casting your vote could not be easier

If you are an eligible business in the BID area we will dispatch your ballot paper on 2 July 2015.

All you need to do is tick the relevant box and return your ballot paper in the self-addressed envelope to the Electoral Reform Service before the 5pm on 30 July 2015.

How will the vote be decided?

Lichfield BID Business Plan 2015 - 2020 will be approved if two independent criteria are met:

- ✓ The majority of businesses who return their ballot paper vote **'YES'**, and
- ✓ The total rateable value of the properties or hereditaments that vote **'YES'** exceeds the total of those voting against.

Announcing the result

The result of the ballot will be announced on 31 July 2015.

If successful Lichfield BID will start to deliver projects in the BID area from 1 October 2015.



What Lichfield needs urgently is a city centre manager who can liaise with all businesses across the city to keep us informed and coordinated. We need help on matters big and small and a manager would give me and businesses like mine the support we need to succeed.

Wouldn't it be great if... Lichfield BID put on some really useful and cost-effective training, like visual merchandising and online retailing, to help my business stay ahead of the game, without it costing me a fortune.

Michael Mullarkey
Owner of Michael's Menswear

The countdown to your BID ballot: Key timescales

- ✓ **Lichfield BID ballot will take place during July 2015.**
- ✓ **Ballot papers will be dispatched on Thursday 2 July 2015.**
- ✓ **All votes must be received by 5pm on 30 July 2015.**

The ballot will be run by Electoral Reform Services which is an independent organisation. The ballot is entirely confidential.



BIDs are proven to help grow local economies and they also offer businesses a powerful local voice on issues that really matter to them. That's why the Lichfield & Tamworth Chamber of Commerce and Industry is keen to back the Lichfield BID.

Marilyn Castree - Lichfield & Tamworth
Chamber of Commerce & Industry

 **ote YES 2 – 30 July**

Do the right thing

Vote **'YES'** for Lichfield BID and £1 million investment in your city!

If the city of Lichfield is to take advantage of this opportunity and benefit from the BID, then your vote is crucial.

Don't leave it to others to vote, make your voice heard. After all, although the levy we're asking of you and your business is relatively small, combining those levies will amount to a substantial and sustainable investment that will benefit the whole of Lichfield city and its community - including you and your business.

Or vote 'No' and be prepared to lose £1 million worth of improvements to our city as Lichfield slips behind its competitors - from Solihull and Sutton Coldfield through to Ventura Park in Tamworth.

Vote **'YES'** by 30 July 2015 to take charge and deliver change in your city!



Lichfield BID is vital for businesses like mine. With more shoppers visiting the city and more trade passing my door, my business can only benefit - and all for less than the cost of an ad in the local paper!

Wouldn't it be great if... Lichfield BID could work to negotiate better deals for key city services, like parking season tickets for my staff.

Matt Burnell
Owner of The Smile Centre

2 - 30 July 2015

Vote YES

www.lichfieldbid.co.uk



Front Cover Images:

Becky Edwards - Stardust
Paul Maddox - The Scales and Three Spires Coffee Shop
Lizzy Braine - The Kitchen Shop
Mark Bodley - HCB

Back Cover Images:

Karen Wharton - Obsession Salon and Spa
Matt Burnell - Smile Centre
Louie Clegg - Best of Lichfield
Zak James-Cosgrove - Debenhams
Anna Riley - Cure
Sally Osborne - Mooch

Your business. Your voice. Your city. Your BID.

The contents of this BID Business Plan were correct at time of printing and maybe subject to change. This BID Business Plan was printed on 28 May 2015.