



**BISHOP'S
STORTFORD**

BUSINESS IMPROVEMENT
DISTRICT

A BUSINESS PLAN FOR A
BUSINESS IMPROVEMENT DISTRICT
2018 - 2023

2018
2023

BISHOPSSTORTFORDBID.CO.UK



AN OPPORTUNITY TO SHAPE OUR TOWN'S FUTURE

With close links to London and Cambridge, Bishop's Stortford is a vibrant, prosperous town with excellent amenities, a proud heritage and an enduring community spirit. These qualities form a strong foundation on which we can build an even better future.



A Business Improvement District (BID) offers an exciting opportunity to deliver positive transformation, benefiting local businesses and residents, as well as creating a more attractive visitor experience.

East Hertfordshire Council has already promised a programme of investment in the town centre. This business plan highlights the vital additional support that a BID can provide, enabling and driving projects that are business-led and business-focused. The vision of the BID is simple: to make Bishop's Stortford a great place to live, work, shop and relax.

Over the last year, we have consulted widely with the local business community about a potential BID for Bishop's Stortford. Feedback and suggestions have been shared via questionnaires, workshops, drop-in sessions, and business exhibitions.

Now we have an opportunity to make those ideas a reality. For a BID to be successful it must gain the support of the local businesses liable for the potential levy. Your ballot paper will be on the way to you soon.
Please vote 'yes' between 15 June and 12 July and help us deliver a range of business-led initiatives that can really make a difference to our town.

Yours

KAREN BURTON
CHAIR, BISHOP'S STORTFORD BID STEERING GROUP

WHAT IS A BID?

A Business Improvement District (BID) is a proven way of providing funds to deliver additional services that local businesses believe will enhance the trading environment. BIDs charge a levy to local businesses in return for providing services over and above the usual council provision.

A BID is led by local businesses. It is not a replacement for local authority and police services. Instead it provides useful additional resources and initiatives.



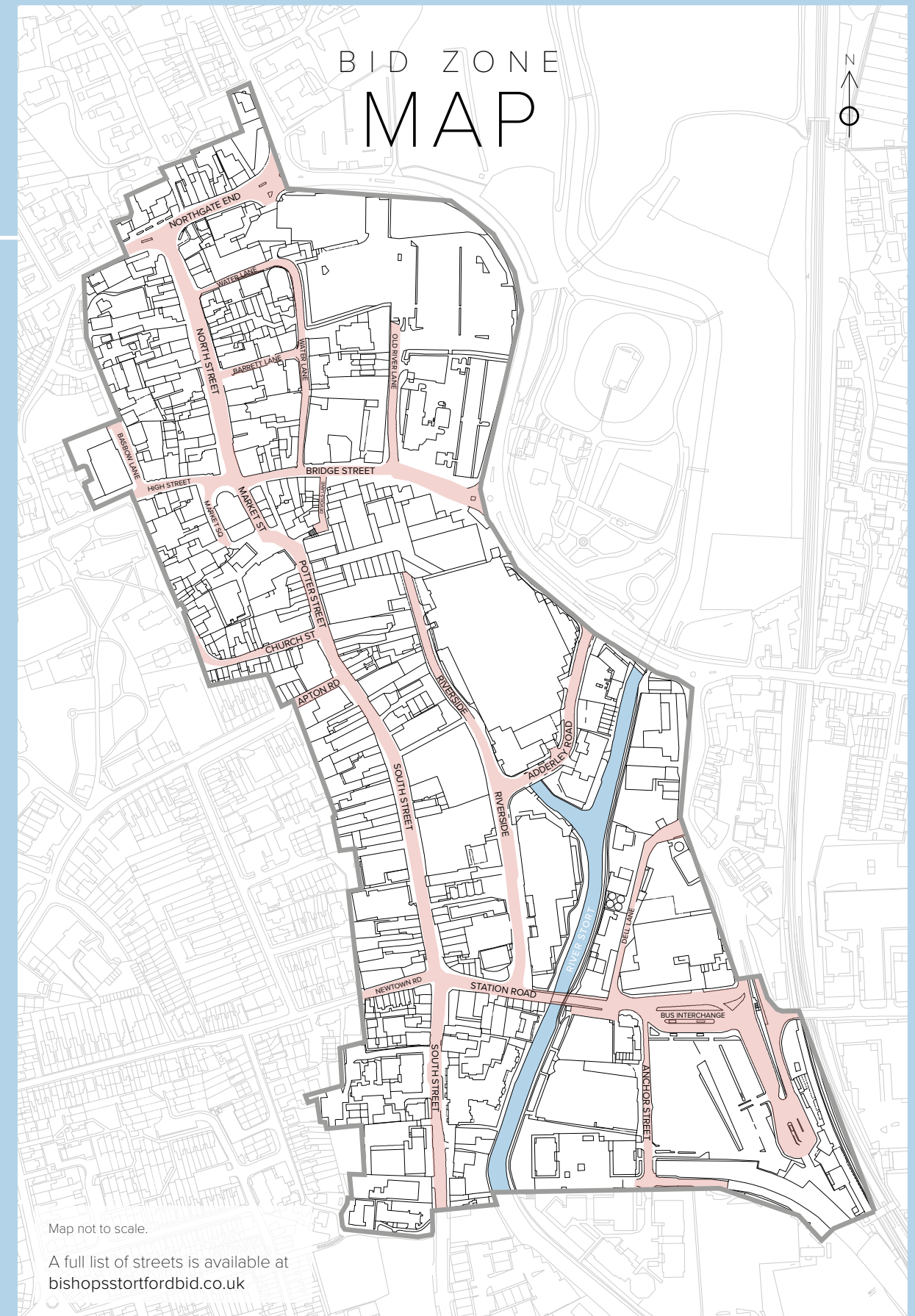
THERE ARE NOW OVER
300 BIDS
ACROSS THE UK

THE BENEFITS OF A BID SPEAK FOR THEMSELVES:

- Local businesses decide what they want for their area and drive implementation
- The BID gives local businesses a voice regarding matters that impact on the town centre experience and environment, from planning policy to parking provision
- BID levy money is ring-fenced for use only in the BID area
- Enhanced marketing and promotion delivers increased footfall
- A better town centre environment and a more positive outlook improves staff retention
- By joining together, local businesses can benefit from reduced costs
- The BID encourages networking within the local business community.

BIDs were first established in Canada in the 1960s and now exist in locations around the globe, including over 300 across the UK. Each BID term lasts five years and over 90% of BIDs have received the endorsement of a 'yes' vote at their renewal ballot.

For more information, visit
www.britishbids.info



Map not to scale.

A full list of streets is available at
bishopsstortfordbid.co.uk

BID STEERING GROUP MEMBERS



From left to right (above top): Sinead Corr, Bishop's Stortford Independent
Corinna Evans, Marks & Spencer • Lindsey Trundle, Click Click • Sam Cook, Nockolds
From left to right (above): Karen Burton, Karen's Cakes • Chris Smith, East Herts District
Council • James Brundle, Eat 17 • Steven Croft, Photo Sound
Members not pictured above: Sara Farnsworth, Waitrose • Paul Davenport, Mr Barber
Chris Walker, Marks & Spencer • Danielle Smart, South Street Pantry • Perry Colman,
Hair by Elements & Urban Spa

YOUR VIEWS COUNT

A BID is all about focusing on innovations and actions that directly benefit the local business community. This business plan has been informed by your views and ideas for improving Bishop's Stortford's town centre.

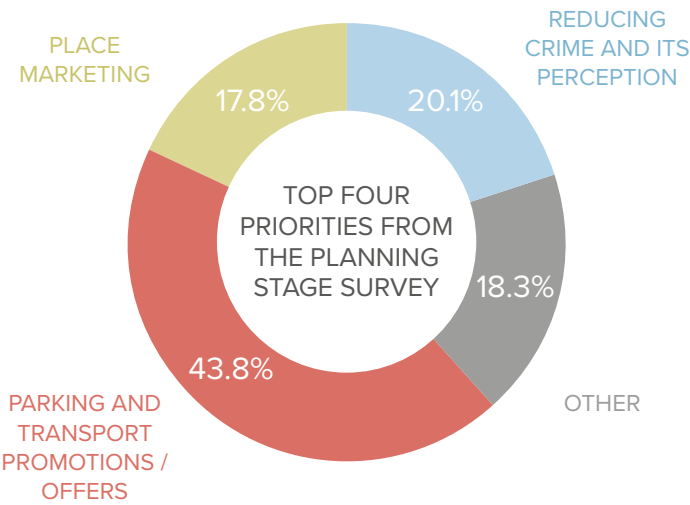
DIRECT ENGAGEMENT

Our workshops, drop-in sessions and exhibitions gave participants opportunities to discuss in more detail the BID aims and objectives.

AREAS OF FOCUS

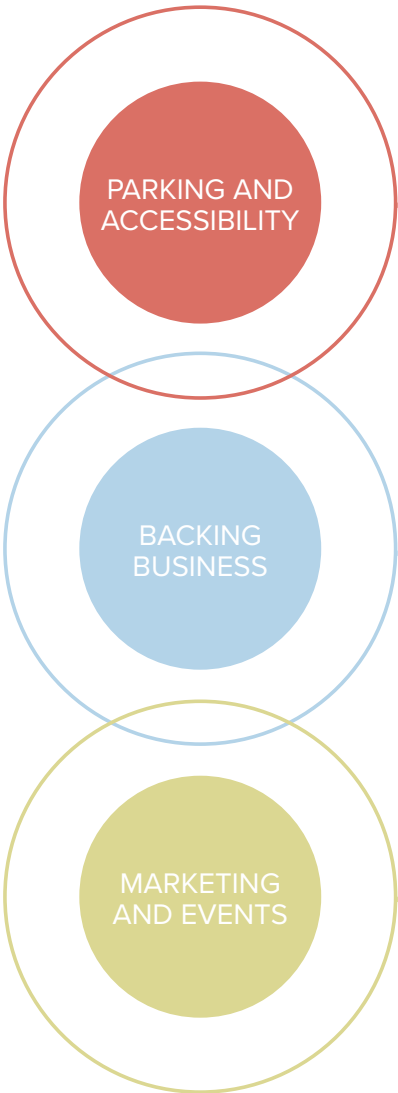
Our research has identified a clear vision and a number of key priorities for the first five-year term of the BID.

KEY THEMES



Despite 'reducing crime and its perception' registering high on the concern scale score for the survey, further research and consultation during the workshops revealed that crime levels in Bishop's Stortford are low. Customer views on crime and anti-social behaviour levels in Bishop's Stortford, however, should be improved through relevant marketing and communication.

Workshops revealed that 'business support' was also a high priority for businesses, particularly anything to do with cutting costs, supporting the large independent sector and giving local businesses a larger voice on future projects in the town centre area.



Through a widely distributed survey and workshops, we have received valuable feedback from over 50% of town centre businesses, from banks and charities to retailers and restaurants.

HOW WILL THE BID IMPROVE OUR TOWN CENTRE?

THE BID WILL NOT ONLY SUPPORT ON-THE-GROUND IMPROVEMENTS, IT WILL ALSO GIVE LOCAL BUSINESSES A STRONGER VOICE AND MORE INFLUENCE.

THE BID WILL WORK CLOSELY WITH THE LOCAL AUTHORITY, THE POLICE AND OTHER PARTNERS, **FOCUSING ON THE FOLLOWING KEY AREAS**



MARKETING AND EVENTS



CONSUMER BRAND AND WEBSITE

Your BID team will work with East Herts Council to commission a full branding review of the town, leading to the creation of a new consumer brand for Bishop's Stortford. The intention is that this identity would be used by a wide range of organisations and businesses to signpost the way for customers and give them a one-stop shop for everything Bishops Stortford.

Working with local suppliers, the BID would provide support for the creation, ongoing maintenance and growth of a bespoke, consumer-facing website for Bishop's Stortford to showcase everything from special events to availability of parking spaces in real time.

EVENTS AND INCREASING FOOTFALL

A Feast of Flavours Festival

Celebrating the food and leisure offering of Bishop's Stortford, with a focus on the diversity of the businesses already trading in the town, alongside the potential to also attract complementary, top quality purveyors and producers from outside the area.

Festival of Light/Light Parade

The festival of light would see an evening parade, featuring a wide range of schools, charities and community groups coming together with local celebrities for a torch-lit, high street parade to illuminate the town centre and raise funds for local good causes. A series of installations would be sited across the commercial heart to engage with established consumers and encourage new visitors. As the parade progresses, shopfronts and service providers would be illuminated, with all traders encouraged to participate to create a blaze of light.

The festival would culminate in late-night shopping and traditional entertainments to add to the celebration for consumers in pedestrianised streets, specially closed to cars for the event.

Gindependence Day

Bishop's Stortford is synonymous with gin. The town was the birthplace of Sir Walter Gilbey in 1831 and his creation, Gilbey's gin, is still a household name. He used his success to shape the town as one of its most generous benefactors. The town is also the headquarters of The Palmer Group; a family business which has been distilling gin since 1805 and is an international success story. This history of entrepreneurial "spirit" has inspired a new generation of gin producers and purveyors in the town today.

Gindependence Day would celebrate this heritage with tastings and historical tours, drawing visitors to the town and offering a wide range of opportunities for businesses across the board to get involved.

Purple Flag Day 2019

The BID would take the lead on achieving Purple Flag status for Bishop's Stortford. This is a nationally-recognised standard for a safer night out and achieving the quality assurance would help establish an effective partnership with a number of key stakeholders.

Once achieved, the BID would coordinate a celebration of the newly achieved Purple Flag status to coincide with the national Purple Flag weekend. This would celebrate Stortford being recognised as a town with a diverse, safe and appealing night time economy and reinforce the message that:

Bishop's Stortford is a great place for a night out and it's about time our night-time economy got the recognition it deserves.

PARKING AND ACCESSIBILITY

FREE AFTER 3



The BID would work with parking providers towards making parking free in car parks after 3pm to boost footfall in the evenings.

PARK ON MY DRIVE

The BID would actively promote and encourage a 'park on my drive' scheme to add parking capacity for the town centre's workers, freeing more spaces for shoppers.

BUS SERVICES

Developers behind the new housing estates being planned and built in Bishop's Stortford would be approached to ensure associated bus services offer optimum connectivity and maximum benefit for shoppers and businesses.



PARKING MARSHALS FOR JACKSON SQUARE AND OTHER CAR PARKS AT PEAK TIMES

The BID would provide parking marshals for Jackson Square car park and others to reduce congestion and queues at peak times. The marshals would provide friendly assistance to drivers, ensuring they understand the parking options on offer – fixed period coin and card payment, cashless payment and card checkout – and how to use them easily.



EVENT AND BUSY PERIOD PARKING

The BID team would work with schools, colleges, sports and sports clubs who have parking capacity to open their facilities to the public during events. This increase in parking provision would drive extra footfall at big events and also provide an extra source of income for those institutions which participate.

PROMOTING LOCAL PARKING OPTIONS

We would work with the local authority to better promote the range of parking in Bishop's Stortford, increase awareness of free parking times and easy payment options. We recognise parking is a big issue for our town centre and we want to make it as easy and convenient as possible for people to come to our town, park and spend money in our local economy.

IMPROVING ACCESSIBILITY IS AN IMPORTANT PART OF MAKING OUR TOWN CENTRE AN ATTRACTIVE AND WELCOMING DESTINATION FOR VISITORS.

KEEPING THE TOWN CENTRE CLEAN IS AT THE HEART OF DELIVERING A BETTER EXPERIENCE FOR RESIDENTS, SHOPPERS AND OTHER VISITORS.

BACKING BUSINESS

JOINT PURCHASING SCHEMES TO CUT BUSINESS OPERATING COSTS

The BID would promote and facilitate joint purchasing schemes for a range of services required by local businesses, such as waste removal and public liability insurance. This could provide real savings for smaller businesses through group purchasing power often only viable for major chains.

THE BUSINESS SUPPORT TEAM AND TRAINING EVENTS

The BID would ensure a fund is reserved to provide tailored training sessions to help upskill staff and promote access to marketing and social media opportunities. The BID would also look to provide other support mechanisms (e.g. legal or accountancy hotlines), primarily targeted at small businesses and sole traders..

FRIENDS OF THE BID SCHEME

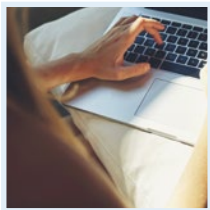
The BID would launch a scheme that allows those retailers and service providers below the BID threshold, or just outside of the area, to pay a subscription to support the BID's initiatives and share in its success.

THE BID TEAM

The BID will be led by a BID manager, who would be responsible for delivering its objectives and acting as its spokesperson as the business voice of Bishop's Stortford.

INFORMATION AWARENESS

The BID would provide resources for joint initiatives and communication strategies to ensure anyone with an interest in our town centre can stay connected and informed. A dedicated section of the BID's website would provide listings of all Bishop's Stortford businesses, ensuring there is a one-stop directory for B2B enquiries.



TESTIMONIALS

“ Our town has a long history as a commercial and trading centre. We don't know what the future holds, but a BID would leave local businesses better placed to take on challenges and seize opportunities going forward. We fully support it. ”

GRACE BAGSTER,
JACKSON SQUARE SHOPPING CENTRE

“ What excites me about the BID is that it is business-led. This is a real chance for people who trade here in our town centre every day to help shape its future and ensure it stays a great place to shop and for a day out with friends or family. ”

JACKIE COLMAN,
HAIR BY ELEMENTS

“ We are proud to be based in Bishop's Stortford and we want to keep on seeing our town improve and to see local businesses take full advantage of whatever opportunities the future holds. The BID can help this happen and we fully support it. ”

DARREN HAYWARD,
NOCKOLDS SOLICITORS

“ Bishop's Stortford is a great place to come, but more people need to know about what we have on offer here. The expanded marketing program that the BID is looking to provide should help get the message out there to potential customers and visitors that our town centre is a great destination. ”

JAMES BRUNDLE,
EAT 17

“ Parking is a big issue for us and we believe that the things the BID are proposing to help tackle the problem could make a real difference and are worth investing in. ”

LINDSEY TRUNDLE,
CLICK CLICK

SCHEDULE 3: BID LEVY RULES

In developing the rules that will apply to the BID, consideration has been given to 'The Industry Criteria for BIDs' (2018) published on behalf of levy payers by British BIDs.

THE BALLOT

1. East Herts Council will send those responsible for properties or hereditaments to be subject to the BID a ballot paper on or around Friday 15th June 2018.
2. Each property or hereditament subject to the BID will be entitled to one vote in respect of the BID Proposal in a 28-day postal ballot, which will commence on 15th June 2018, and close at 5pm on 12th July 2018. Ballot papers received after 5pm on 12th July 2018 will not be counted. The declaration of the ballot result is due to be announced on the following day.
3. In order for the proposal to be successful at ballot the result will need to meet, as a minimum, two independent criteria which are: (a) of those ballots returned by the close, those voting in favour of the renewal proposal must exceed those voting against it, and (b) of those ballot papers returned by the close, the total rateable value of those properties or hereditaments which vote in favour, must exceed the total of those voting against.
4. If successful at ballot, the BID will commence delivery of services in October 2018 and will continue for a period of 4 and a half years to March 2023.

FINANCES

1. A cautious approach has been adopted to budgeting for the BID term.
2. A levy collection rate of 97% has been assumed.
3. The average annual levy available to be spent by the BID for the term is £204,575.12 The BID will endeavour to generate additional income.
4. Annual surpluses act as a contingency provision on expenditure, and together with and together with the availability of reserves, provide for an anticipated surplus of approximately £50,000 by the end of the term.
5. Operating costs of the BID are estimated as 20% of total expenditure.

THE LEVY

1. The levy rate to be paid by each property or hereditament is to be calculated as 1.5% of its rateable value as at the 'chargeable day' (1st October in year one for a six month period and 1st April for the remaining four years).
2. Only properties or hereditaments with a rateable value of £10,000 or more will pay a levy.
3. The number of properties or hereditaments liable for the levy is approximately 325.
4. Each year (with the exception of the first year) the levy rate will be inflated by 2%.
5. The levy will be charged annually in advance for each chargeable period to be October to March in year one (2018-2019) and October to September each year thereafter. No refunds will be made. A finance statement will be sent out with levy invoices.
6. The maximum amount payable for any one hereditament is to be capped at £15,000 (rising by the same annual rate of inflation, as above).
7. The ratepayer for any untenanted properties or hereditaments will be liable for payment of the levy, meaning the landlord (or their representative) in most instances.
8. Occupiers within shopping centres that are subject to a service charge will pay a levy of 1.13% of their rateable value.
9. East Herts Council will be responsible for collection of the levy. The collection charge will be up to £11,500; this equates to up to £35 per hereditament.

ACCOUNTABILITY AND TRANSPARENCY

1. The BID Proposer is Bishop's Stortford BID Limited, the BID company. The BID will be operated by a new Company established for the specific purpose and called Bishop's Stortford BID Limited (Company Number 11329096) a not for profit organisation, limited by guarantee.
2. The Directors of the BID (the 'Board'), nominated in the first year, shall be primarily made up of representatives of levy-paying businesses and, where necessary, will include non-levy-paying representatives where additional expertise is required. The Board, chaired by a private sector representative, will have responsibility for governance matters such as financial arrangements, contractual obligations, human resources, standards, performance and compliance.
3. East Herts Council shall maintain representation on the BID Board, as agreed.
4. The Board shall meet no less than quarterly and shall appoint a Chair annually.
5. The Board shall form such sub-groups that from time to time become necessary.
6. Provided that the BID is meeting its overall objectives, the Board shall have the ability to vary service delivery and expenditure allocation according to the changing demands of levy payers. However, any change to the BID boundary or to the levy rate proposals, such that they impact negatively upon any levy payer, would require a formal Alteration Ballot.
7. The Company shall meet with the Council, as the Billing Authority, quarterly to monitor service delivery, levy collection and financial management issues.
8. Levy paying businesses may become Members of the BID Company and are therefore eligible to be nominated to the Board.
9. The BID will file annual accounts with Companies House. The accounts will be available to all levy payers. An annual report on activities, including finances, will be published. An Annual Meeting for Members and levy payers will be held.
10. An Operating Agreement, which includes the Council's Baseline service commitments, has been agreed with East Herts Council. A copy can be found at bishopsstortfordbid.co.uk
11. Notification of the intention to hold a ballot was sent to the Secretary of State on Monday 5th March 2018.

BUDGET

	Year 1 (Oct to Mar)	Year 2	Year 3	Year 4	Year 5	TOTAL
Income	£98,277	£200,485	£204,494	£208,585	£212,758	£924,599
Marketing and Events	£49,139	£100,243	£102,247	£104,292	£106,378	£462,299
Parking and Accessibility	£19,656	£40,097	£40,899	£41,717	£42,551	£184,920
Backing Business	£4,914	£10,024	£10,225	£10,429	£10,638	£46,230
Overhead	£19,656	£40,097	£40,899	£41,717	£42,551	£184,920
Contingency	£4,914	£10,024	£10,225	£10,429	£10,638	£46,230
Total Expenditure	£98,277	£200,485	£204,495	£208,585	£212,757	£924,599



15TH JUNE 2018 - 12TH JULY 2018

The BID provides a not-to-be-missed opportunity to make a real and lasting impact on the life of Bishop's Stortford town centre and the success of the businesses within it.

VOTE
YES

FOR A BISHOP'S STORTFORD BID

BISHOPSSTORTFORDBID.CO.UK
ADMIN@BISHOPSSTORTFORDBID.CO.UK

HERE ARE THE SIMPLE STEPS THAT YOU NEED TO FOLLOW:

1. Make sure that you receive one ballot paper for each property that you are responsible for
2. Complete the ballot paper, putting a cross (X) beside "Yes" to vote for the BID (or beside "No" if that is your choice)
3. Add your SIGNATURE, write your name in BLOCK CAPITALS and your POSITION in the business
4. Each ballot paper MUST be returned in its own separate envelope. If you have two properties, you must complete two ballot papers and put them in separate return envelopes.
5. Return your completed ballot papers immediately.