

Presentation – Camberley BID

Portfolio	Community
Ward(s) Affected:	All

Purpose

To receive a presentation from Jodie MacAndrew, BID Manager.

1. Background and Services Provided

- Since 2004 and the introduction of the relevant legislation, over 120 BIDs have been created. This is an arrangement whereby businesses work together and decide the improvements they would like to see made to their town centre, how it will be managed and costed, which is linked to a business plan which is voted on by all those who contribute.
- Collectively Camberley are the company who manage the Business Improvement District for Camberley Town Centre.
- Their mission is to make Camberley a destination of choice for shoppers and visitors as well as a vibrant location for residents and businesses alike. They are funded by and work for over 350 businesses within Camberley Town Centre
- Collectively Camberley came together as a not-for-profit organisation when it was voted by local businesses that the Town should adopt a Business Improvement Collectively Camberley 2010. This is a private sector led, not-for-profit company and is governed by a Board comprising of BID levy payers or equivalent voluntary financial contributors. Board positions are unpaid and voluntary and include a mix of all sectors of business that operate within the BID area, as well as the necessary skills required to navigate the BID through its second term.
- The Collectively Camberley BID has been in operation for 5 years delivering improvements in projects and services on an annual basis that local businesses told the BID what they wanted for their area. Camberley Businesses have invested over £1.3 million over five years to increase footfall, improve business performance and make Camberley Town Centre a brighter, busier, and better managed town.
- Having come to the end of its first 5 year term in 2016, Camberley businesses were asked to decide if they would like to continue the good work and solid foundations that the Collectively Camberley BID had built. Businesses voted to support the BID renewal and therefore the projects, promotions and events will continue for a further 5 year term until 2021.

2 Membership

- All Board positions are agreed through an election process. Invitations are open to all BID businesses and voluntary financial contributors to become members of Collectively Camberley and/or join the Board. Board candidates apply for the post and their suitability in terms of skills and experience and attend meetings, for a three month period, in an 'Observer' role. Directors will be asked to commit to attending a set number of meetings and contribute to the running of the BID. District. The

present membership includes representatives from: Westwood Developments, McDonalds, Glo, Higher Ground, Project 5, Specsavers, Dane Partnership, Tru, The Square, and this Council.

3 Funding

- When projects and services are agreed by businesses, these are costed, and then a cost to each business is worked out on a pro rata basis, which is referred to as the 'BID LEVY'. A formal vote then takes place on the agreed projects and services and if there is majority support, then all are committed within the BID to fund this.
- The BID levy is normally paid by the occupiers of a property. In addition BIDs can draw in other voluntary funding, grants and 'in-kind' contributions to supplement the BID levy.

4 Recommendation

The Committee is asked to consider the presentation in relation to Surrey Heath and any future steps which Members would wish to recommend to the Executive and/or Council.

Background Papers: None
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