

BID (Collectively Camberley) Renewal 2021

Summary

This paper is to present the Business plan for Collectively Camberley to the Executive and request how they would like to vote in the up coming Ballot for BID re-election concluding on the 25th June 2021

The Camberley town centre Business Improvement District (BID) was established in 2011 and is operated by Collectively Camberley. The BID, approaching the end of its second five year period of office is asking the Camberley business community to vote for a further five year term of operation.

This report is to present the case for voting “yes” to cover all the Hereditaments for which the council pays the BID levy, but to also outline the impact of a “no” vote will have on resources and outputs within Camberley Town Centre.

Portfolio – Business & Transformation

Date Portfolio Holder consulted – 13 May 2021

Wards Affected – Town, St Michaels

Recommendation

The Executive is advised to RESOLVE that

- (i) the BID renewal process be supported with a “yes” vote, as recommended by the Camberley Town Centre Working Group (CTCWG), for all hereditaments for which The Council is liable for Business Rates; and
- (ii) The Leader of the Council takes on the Role of Board member on behalf of the Council, Supported by The Executive Head of Business as a non-voting officer on the BID Board.

- 1. Resource Implications (to support the day to day operations of the BID)**
 - 1.1 Economic Development – to support the BID with business support direction and partnerships, support the renewal process.
 - 1.2 PR and Marketing – To support the BID and other town centre partners in promotion of events and co-delivered projects.
 - 1.3 Legal - to agree to the Service Level agreement between the Council and the BID.
 - 1.4 Democratic Services – conduct the Ballot process and return the outcome in a timely fashion.
 - 1.5 Finance – Revenue requirement for spend on levy for all hereditaments within the BID area £20,860 not including the leisure centre. This is

based on a levy of 1.5% of the total Rateable Value of the property within the BID area. Further during the development agreement with Places Leisure, it was negotiated that if the new complex was within the BID boundary, it would fall to the Council to cover the cost of the levy, this will add a further estimates £5,000 to the SHBC Levy bill per annum. SHBC also covers the cost of the BID levy on vacant properties under its ownership within the BID area.

- 1.6 Revenues & Benefits – Annual Billing and collection, plus payment of the Levy to the BID (service charged at £5,000 per annum).
- 1.7 The council also holds a non-pecuniary position on the board, councillor position currently not fulfilled, however Executive Head of Business currently sits on the Board.

2. Key Issues

- 2.1 Collectively Camberley's current term completes in October 2021, and is up for re-election.
- 2.2 Collectively Camberley will ballot the businesses within the BID area between May and June 2021 the final day being the 25th June 2021. This process is conducted by Conducted by Democratic Services on behalf of the BID.
- 2.3 The Camberley Town Centre Working Group has had two opportunities to both review the work of the BID and the new Business plan and provided feedback to the BID on both occasions.
- 2.4 The Camberley Town Centre Working Group has considered the work of the BID and is recommending to the Executive that The Council votes Yes in the Ballot for all its Hereditaments in this Ballot.
- 2.5 Should the business community vote in favour of the renewal, the new BID will come into being in October 2021. Should the vote go against the decision to continue, the BID will cease to operate from October 2021.
- 2.6 The Council hold a position on the BID Board, this has previously been an elected member of the Council, also this has alternatively fallen to the CEO. Currently the position is held by the Executive Head of Business. The Camberley Town Centre Working Group, in agreement with the Current BID Chair Recommend The Leader take on the role as Board member on behalf of the Council, and The executive Head of Business be a non-voting officer on the Board.
- 2.7 The Council has an opportunity to vote on each property for which it has responsibility for National Non Domestic Rates (NNDR) payments.

3. Supporting Information

3.1 The BID in its previous years have provided a delivery of Services to Camberley, below is a list of these with associated costs (excluding staffing):

- Christmas Lights and related costs (electricity etc): £26,500 Per year (5 year contract for lights circa £125,000)
- Town Centre Flowers: £14,000
- CTAC Radio Scheme: £4,000
- Market Licence: £1,200
- Town Centre Website maintenance costs: £2,600 (The new website just cost us £20,000)
- Mailing lists (Business and Public): £1,200
- Christmas Magazine contribution: £5,000
- Christmas Light Switch On event: £34,000
- Car Show event: £18,000
- Armed Forces Day event: £14,000
- Rooftop Film Festival event: £14,000
- Additional events (hunts): £2,000
- Town Centre Business Awards: £14,500
- Pub Watch support: £1,000
- Gift Card: £6,000 (Set up costs of £7,000 plus launch etc)

Total cost of delivery of services per annum is just under £158,000

3.2 Total levy income for the BID across 404 hereditaments is £218,570 per annum (this does not include BHS unit, or Leisure Centre levy amounts), further income can come from voluntary payments by business outside of the BID area, from sponsorship for events and projects and charging for the CTAC radio system.

3.3 A no vote will mean the Council will have to review what is delivered in the Town Centre through the BID and decide what continues and how those activities are funded, and what activities and initiatives are potentially put on hold.

3.4 It has been assumed that to undertake the additional burden of undertaking some or all of the BIDs activities, there would be an additional staffing resource requirement at band 5 £34,680 - £39,000 plus on-costs at 27% (£44,043 - £49,530) for a town centre manager. (A review has been undertaken of town centre managers within localities around Camberley and this salary is in line with those places) And resources within Media and Marketing resulting in potential need for additional resource of up to a further band 5, an additional £34,680 - £39,000 plus on-costs at 27% (£44,043 - £49,530).

3.5 Not having a BID would save the Council Circa £25,000 in levy payments, and in addition levy payments for vacant spaces if vacant for a period over 3 months.

3.6 The BID publishes 3 documents on the run up to the ballot, one reflecting on the work undertaken in the current term, One reflecting on

a survey conducted of all levy payers, and a business plan outlining the BID priorities for the new term should it be successful.

- 3.7 Due to the BID Levy, which is an enforceable taxation on the businesses within the BID area, this creates an annual budget for the BID (which goes up and down with occupancy). This money, circa £220,000 per annum allows for the running of all the events and opportunities around Camberley listed in 3.1, along with a consistent and up to date marketing of both the events and the town. In addition, The BID raises further funds through sponsorship of events, which they have a future target of £32,000 per annum.
- 3.8 If the BID was to cease, so would the enforceable levy, any of the activities selected by the Council to continue to be delivered would be an added cost, and resource burden (3.4) to the Council.

4. Policy Framework

- 4.1 The Local Government Act, which received Royal Assent in 2003, introduced Business Improvement Districts to the UK.
- 4.2 Essentially a BID is an arrangement whereby businesses get together, decide what improvements they want to make in their town centre, how they will manage these and what it will cost them. A business plan is then drawn up which is voted upon by those who would have to pay a levy. A BID lasts for a maximum of five years and needs to be able to demonstrate the businesses that have supported it.

5. Governance Issues

- 5.1 The Camberley BID is delivered through a limited company, the Camberley Town Centre BID Company, known as Collectively Camberley, with a Board of Directors drawn from organisations supporting the BID

6. Risk Management

- 6.1 There is no direct risk to the Council, the Collectively Camberley board meets regularly to oversee projects and manage activities. The BID has actively marketed the town centre over the past five years.

7. Consultation

- 7.1 The BID has carried out consultation with the Camberley business community in developing the documentation supporting its application for re-election, and in attending the Town Centre Working Group, also consulting with elected members of the council.

Annexes	Achievements newsletter BID Business Case 2021-26
Background Papers	BID Business Case 2016-2021
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