

# Surrey Heath Borough Council

## Executive

16 August 2022

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### Budget Supplementary Estimate – Council contribution to Collectively Camberley Limited

<b>Portfolio Holder:</b>	Councillor Robin Perry - Finance & Customer Services
<b>Strategic Director:</b>	Bob Watson – Director of Finance & Customer Services
<b>Report Author:</b>	Bob Watson – Director of Finance & Customer Services
<b>Key Decision:</b>	No
<b>Date Portfolio Holder signed off the report</b>	1 August 2022
<b>Wards Affected:</b>	Town and adjacent wards

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#### Summary and purpose

To request approval from the Executive to make budgetary provision in the Council's revenue budget for payments to Collectively Camberley Limited, the administering body for the Camberley Business Improvement District (BID) outside of the statutorily set BID Levy. This is an ongoing base-budget uplift funded from the general fund balance.

#### Recommendation

The Executive is asked to RESOLVE that a supplementary estimate for a base budget uplift of **£15,000** to fund grant contributions to the Collectively Camberley Limited BID outside of the ringfenced BID levy collected by the Council on behalf of the BID be approved.

#### 1. Background and Supporting Information

- 1.1 The Camberley Business Improvement District (BID) was created in 2011 and is now in its third five-year term following the mandate given by a majority of the businesses within the BID area in June 2021. It is known as Collectively Camberley.
- 1.2 Collectively Camberley is a not-for-profit organisation who are funded by and work for over 380 businesses within Camberley Town Centre. Its mission is to make Camberley a destination of choice for shoppers and visitors, as well as a thriving location for residents and businesses alike. It is responsible for

large town centre events such as the Collectively Camberley Car Show and the Collectively Camberley Christmas Light Switch On

- 1.3 Historically the Council has made grants on an ad hoc basis to the BID in addition to the levy payment that the Council collects on behalf of the BID. These additional grants have often been made from previous budgets for business support and not from a single agreed budget. This paper seeks to put these contributions on a firmer footing to allow better budget planning by both the Council and Collectively Camberley.
- 1.4 Excluding payments for services by the Council (i.e. payment for a service provided by Collectively Camberley) the historic contributions were:

Year	contribution £	description
18/19	1,139.00	contribution towards hanging baskets in town centre
18/19	60,000.00	additional contribution to town centre promotional activities
18/19	5,310.00	contribution towards Xmas magazine 2018
	<b>66,449.00</b>	
19/20	250.00	sponsorship towards business breakfast awards
19/20	5,187.00	contribution towards Xmas magazine 2019
19/20	1,374.00	contribution towards town centre Xmas competition
	<b>6,811.00</b>	
20/21	5,000.00	contribution to Xmas lights for 2018
20/21	4,816.00	contribution towards Xmas magazine 2020
20/21	5,000.00	contribution to Xmas lights for 2019
20/21	5,000.00	contribution to Xmas lights for 2020
	<b>19,861.00</b>	
21/22	150.00	contribution towards extra delivery costs for Xmas magazine
21/22	5,000.00	contribution towards celebrate Camberley event July 24 2021
21/22	5,318.00	contribution towards Xmas magazine 2021
21/22	5,000.00	contribution to Xmas lights for 2021
	<b>15,478.00</b>	

- 1.5 Discussions with the Collectively Camberley is that it would request that the contributions for the Christmas Lights remain plus a contribution to some other events throughout the year. Therefore the budgetary request to be approved is £15,000 made up as follows

Christmas Lights contribution	£5,000
Contributions for additional events within year	£10,000
<b>Total supplementary estimate</b>	<b>£15,000</b>

## **2. Reasons for Recommendation**

- 2.1 Whilst the Council wishes to continue to support the BID, it is imperative that adequate budget provision is made for this on an ongoing basis.
- 2.2 The Council and Collectively Camberley share a number of common objectives around activities related to Camberley Town Centre. These activities are part of a wider programme designed to increase footfall and spend in the Town Centre both in the daytime and night-time economies. Improving footfall and spend has many positive consequences such as retaining tenants, attracting new tenants and inward investment. As a major landlord in the town centre, this protects and promotes rental values in the Council's own retail, leisure and office holdings.
- 2.3 As with many of the Council's contributions to partner organisations, sharing costs with Collectively Camberley helps the Council achieve its own objectives for regeneration, economic development and continuation of employment in Camberley far more effectively than if the Council were to just simply invest by itself.
- 2.4 Recognising the expertise and track record of the BID, the Council will continue to explore opportunities for further partnership working including the provision of 'pump priming' and other financial support where this delivers real benefits for local residents and the economy.

## **3. Proposal and Alternative Options**

- 3.1 The Executive is asked to approve the supplementary estimate to allow contributions to be made to the Collectively Camberley BID.
- 3.2 The Executive may decide not to continue to support the BID outside of the BID levy with the associated loss of benefits to residents and the local economy.

## **4. Contribution to the Council's Five Year Strategy**

- 4.1 The Economy is one of the key priorities in the Council's Five Year Strategy alongside Effective and Responsive Council. Working in effectively in partnership with specialist organisations is one of the ways in which the Council maximises delivery of outcomes on the ground.
- 4.2 The Council's emerging Town Centre Strategy also recognises that a successful town centre relies not just on physical environment, but also the programme of activities and events that help bring people together and is fundamental to defining the unique identity and character of a place. The BID is a key partner of the Council in helping deliver these priorities.

## **5. Resource Implications**

- 5.1 A supplementary estimate of £15,000 is requested to be funded from a drawdown of general fund balances.

## **6. Section 151 Officer Comments:**

- 6.1 There is sufficient general fund balance to support this supplementary estimate.

## **7. Legal and Governance Issues**

- 7.1 Section 2.4.1 of the Financial Regulations confirms that when an expenditure budget might be overspent or income budget not met, the budget manager must prepare a supplementary estimate for consideration and approval by the Executive. This section of the Financial Regulations also provides that supplementary estimates are only granted in exceptional circumstances.

## **8. Monitoring Officer Comments:**

- 8.1 There are no comments.

## **9. Other Considerations and Impacts**

### **Environment and Climate Change**

- 9.1 No impact

### **Equalities and Human Rights**

- 9.2 No impact

### **Risk Management**

- 9.3 If the Collectively Camberley BID is not able to fund the Christmas or other events, then the cost of these may fall directly to the Council.

### **Community Engagement**

- 9.4 Where necessary engagement will be undertaken.

### **Background Papers**

None.