

Surrey Heath Borough Council
Executive
15 November 2022

Council contributions to Collectively Camberley Limited

Portfolio Holder:	Councillor Shaun Garrett – Economic Development & Transformation
Strategic Director:	Nick Steevens – Strategic Director of Environment & Community
Report Author:	Nick Steevens – Strategic Director of Environment & Community
Key Decision:	No
Date Portfolio Holder signed off the report:	21 st October 2022
Wards Affected:	Town and adjacent wards

Summary and purpose

To request approval from the Executive to make a financial contribution to Collectively Camberley Limited, the administering body for the Camberley Business Improvement District (BID) outside of the statutorily set BID Levy to facilitate additional events in the town centre.

Recommendation

The Executive is asked to RESOLVE that

- i) approval is given for additional in-year budget of £55,000 through a supplementary estimate for a one-off grant to be awarded to Collectively Camberley Limited in order to contribute towards the delivery of events to support the economic prosperity of the town centre;
- ii) approval be given for a supplementary estimate of £5,000 to be added to the current capital programme to provide a capital grant to Collectively Camberley Limited, and;
- iii) authority be delegated to the Strategic Director Environment and Community in consultation with the Economic Development & Transformation Portfolio Holder to award the grant, subject to the provision of a costed business case

1. Background and Supporting Information

- 1.1 Since the BID (Collectively Camberley) was created in 2011 it has worked closely with the Council and other partners to support the prosperity of the

town centre and widen its appeal for customers. As part of the work of the BID it is responsible for large town centre events such as the Collectively Camberley Car Show and the Collectively Camberley Christmas Light Switch On

- 1.2 The Borough Council recognises the benefit that the Business Improvement District brings to Camberley Town Centre. The collaborative work of Surrey Heath Borough Council and Collectively Camberley in developing a variety of business support programmes for Camberley's businesses was a key factor in Camberley town centre being recognised as the UK's top town for doing business in 2022.
- 1.3 The historic contributions were made to Collectively Camberley are shown in Annex 1. In August 2022 the Executive resolved to fund grant contributions of £15,000 to support events in the 2022/23 calendar to fund a grant contribution for the 2022 Christmas Lights and additional events within the year. Executive also recognised the expertise and track record of the BID and agreed to explore opportunities for further partnership working, including the provision of 'pump priming' and other financial support where it was considered this would deliver real benefits for local residents and the economy.
- 1.4 Discussions between representatives of the Council and the Collectively Camberley board in September 2022 brought forward a proposal from the BID for additional events and the enhancement of existing events. The purpose of these events was to encourage more customers into the town centre, boosting trade for businesses and increases Camberley's reputation as a destination for shopping and recreation.
- 1.5 Collectively Camberley proposed additional events which they believe will assist in developing, improving and supporting the town centre by attracting different groups to support our retailers, hospitality and entertainment venues. The events have been devised to appeal to varying ages and also enhance the night time economy which is an area where there is a specific desire to increase demand.
- 1.6 The proposed events along with the estimated costs are shown in Annex 1 and include one-off capital equipment costs for Collectively Camberley to deliver the additional events.

2. Reasons for Recommendation

- 2.1 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. This priority aligns with the key objectives of Collectively Camberley to ensure the town centre is vibrant, safe and welcoming and not only recovers during this period of national economic uncertainty, but grows.

- 2.2 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.
- 2.3 The Council has significant property holdings in the Town Centre the majority of which are in the form of active retail units. Attracting additional footfall and raising the awareness and reputation of the Town Centre, will also support these retail units and the Council as landlord.
- 2.4 To meet our collective goals, Collectively Camberley were asked to draw together the list of events which they believed would enhance the town centre and boost footfall and trade. It was also asked to consider events which interlinked with council-owned venues such as the Theatre, the Square and the Museum.
- 2.5 It is proposed that a further grant contribution of £60,000 is set aside to fund additional events in the town centre as set out in the table below. This consists of £55,000 by way of one-off grant to contribute towards the delivery of events and £5,000 capital grant to cover the provision of equipment.

Event Proposal	Amount (£)
Spring Trail	20,000
Summer Beach Party	30,000
Christmas	5,000
Equipment costs	5,000
Total	60,000

3. Proposal and Alternative Options

- 3.1 The Executive is asked to approve the total additional contribution of £60,000 to be made to the Collectively Camberley BID to undertake additional events to increase customers.
- 3.2 The Executive may decide not to approve the BIDs proposals in their entirety, to fund a lesser number of events or to offer additional funding for a greater number of events within the calendar year.
- 3.3 The Council could consider organising its own events to promote its own retail, leisure and office holdings however, it is important to recognise the expertise and previous success of Collectively Camberley in delivering events in the town centre.

4. Contribution to the Council's Five Year Strategy

- 4.1 As set out above, the Economy is one of the key priorities in the Council's Five Year Strategy alongside Effective and Responsive Council. Working

effectively in partnership with specialist organisations is one of the ways in which the Council maximises delivery of outcomes on the ground.

5. Resource Implications

- 5.1 A further supplementary estimate of £55,000 would need to be funded from a drawdown of general fund balances in the current year and added as a growth pressure for the 2023/24 financial year.
- 5.2 A capital expenditure supplementary estimate for £5,000 to support capital expenditure by Collectively Camberley Limited also applies.

6. Section 151 Officer Comments

- 6.1 Grants to Collectively Camberley Limited acting as the Business Improvement District (BID) management will enable the Council to achieve far more benefit to the community than just funding events itself. Collectively Camberley Limited are better placed to run such events and will deliver more effectively.
- 6.2 As this is not increasing the annual base budget, the in-year cost will be a charge against the general revenue account and funded from General Fund balances in 2022/23.
- 6.3 In accordance with Capital Regulations, Collectively Camberley Limited are required to confirm that the capital grant has been expended on capital items (ie: with an asset life in excess of 12 months)
- 6.2 The BID is funded from a levy on business rates from those hereditaments within the BID, since inception, due to the revaluation process on business rates and a reduction in rateable businesses, through no fault of Collectively Camberley Limited, the amount levied has reduced from nearly £300,000 per annum in 2011 to just over £200,000 now. It is suggested that the Council's representative on the Board of Collectively Camberley Limited could propose that it raises its levy rate from the current 1.5% to keep in line with rising costs.

7. Legal and Governance Issues

- 7.1 Section 2.4.1 of the Financial Regulations confirms that when a budget is not sufficient to meet spending commitments, 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

Community Engagement

9.3 Where necessary engagement will be undertaken.

Background Papers

Annex 1 – Events Proposal