

WORKING TOGETHER

BID Proposal
2017-2022



What is a BID (Business Improvement District)?

A BID is a legal body, a non-profit making entity, with the aim of making improvements to a particular area funded and operated by businesses. A BID is always established via a balloting process, whereby all relevant businesses are entitled to vote on proposals such as this one, to decide whether or not they will go ahead. The ballot is successful if the following two conditions are achieved:

There is an outright majority amongst voters

There is a majority in the Rateable Value of voters

Currently over 120 UK BIDs are operating in the UK. Including Orpington, Bexleyheath and Bromley



little Waitrose



Let's Support Sidcup Back the BID

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We are so pleased to put forward the Sidcup Partners BID Proposal. We believe it has huge potential to help businesses in Sidcup, by providing them with a valuable chance to push forward and participate in a targeted change agenda that we strongly believe will make a tangible difference to the area and have wide-reaching benefits. The Sidcup area and its businesses will flourish in a positive, fresh and exciting environment, and the greater opportunities for promotion and representation this will afford will help Sidcup to prosper. It is not surprising, therefore, that thus far, the majority of the businesses we have discussed our BID proposal with have responded extremely positively.

the projects we have planned for the next five years; the planned BID operations; the expected benefits for Sidcup businesses; and, all of the necessary legal elements of the proposal, which can be found at the end.

If you have any questions about anything contained within this proposal, we would be more than happy to discuss your queries with you ahead of the 2016 voting deadline, at which point we hope you will support us in pushing this proposal forward and help Sidcup to thrive, thereby improving quality of life for residents, businesses and visitors alike.

This document will present all of the key information pertaining to the Business Improvement District we are proposing for Sidcup:

Sue Petty
Acting Chairman Sidcup Partners Limited



Rose Bruford College is fully supportive of the creation of a Sidcup BID. We are pleased to have the opportunity to engage more closely with our local community and open up the College, and our work, to local businesses and residents. We know that a successful BID will make Sidcup a highly desirable area, creating a new identity for the town that will boost the local economy and environment, making the town an attractive place to live, work or indeed study. A Sidcup BID will pay dividends for the College through our student recruitment and local and regional engagement strategies and we hope that the College will, in turn, help the development of local retail, accommodation and leisure sector. We are very pleased to be involved with the Sidcup BID and will certainly be voting 'YES' in the autumn."

Andrew Scanlan,
Head of Development, Rose Bruford
College



**Our proposals
for the future
of Sidcup
have been
decided
by you the
business
community**

What businesses want for Sidcup

We have based our proposals on the needs of the business community. As such, we intend to:

- Improve the overall quality of the area by actively marketing and promoting Sidcup as a destination
- Create an atmosphere of civic pride in Sidcup, by ensuring that public spaces are clean, aesthetically pleasing, and places where people want to spend time
- Explore the possibility of pedestrianising parts of Sidcup, to create a safe and peaceful shopping environment
- Enhance the streets and public areas by reducing levels of litter and increase street cleaning
- Support local people and businesses in raising and dealing with issues in the public realm
- Provide practical advice to businesses on how to be more cost efficient
- Facilitate collaboration and cooperation opportunities, such as bulk purchasing, amongst neighbouring businesses
- Help retailers, leisure and hospitality operators to promote their businesses amongst local office workers
- Promote community engagement and let your voice be heard when making decisions about the future of the area
- Review of town centre parking provision, raise awareness of the under-utilised car parks at Main Road and below Morrisons. Improve parking signage, cleansing and perception of safety in off street locations, aim to achieve the nationally recognised Park Mark Award
- Encourage and promote town centre events such as markets, themed days and larger aspirational events exploiting all the green and open spaces to encapsulate the town as a vibrant and exciting destination to increase footfall.
- Look into producing a directory of local retailers and leisure operators
- Provide easy access to clear and coherent information regarding the cultural heritage and value of the area
- Liaise more closely with the police to discourage anti-social behaviour and shop lifting, investigate possibility of employing street wardens or additional police cover



Projects and services

Objective 1:
To ensure Sidcup is attractive, well-presented and looked after

Key aim & strategic objectives

Key Aim: To make Sidcup a safe, clean, attractive and well-regarded destination for businesses, residents and visitors alike.

Strategic Objectives

1. To ensure Sidcup is attractive, well-presented and looked after
2. To ensure Sidcup businesses and attractions and strengths are well known, understood and promoted, and that they have a clear voice and key role in the development of Sidcup
3. To support Sidcup businesses and attract new workers and business to Sidcup

A successful BID in Sidcup will stimulate genuine change via appropriately funded and clearly focused strategies for improving the town centre, in terms of attractiveness, atmosphere and prosperity. Our programme of proposed improvements include:

- Responding to concerns regarding littering and waste management, exploring a potential pilot of a new cost saving waste collection scheme
- To make the area more attractive and vibrant through planting, and installing banners to create a sense of a well-cared for and safe environment
- Enhanced cleaning of the paving
- Action will be taken to resolve problems with crime and anti social behaviour and relieve the concerns of local businesses with regard to shoplifting and loitering
- A regular programme of town centre events, including promotional activities, themed events, performances and high quality markets

Represented with a strong collective voice



Objective 2:

To ensure Sidcup businesses and attractions and strengths are well known, understood and promoted, and that they have a clear voice and key role in the development of the area

These projects include:

- A comprehensive online and printed business and cultural attraction directory also to be available via an 'app'
- Promoting offers and discounts from local retailers and leisure operators to those working in local offices
- Coordinated lobbying as a strong collective voice to speak up for Sidcup businesses on all matters concerning the trading environment
- Coordinated presentation of all local events and news on the Sidcup Partners website and in the proposed Sidcup Guide
- Regular promotions, for example themed weeks and a 'shop local' scheme
- Networking events
- A review of parking provision in the area (to assess what improvements could be made) and the production of a parking guide
- Better provision for cyclists (including bike racks)

Easier and more profitable trading in Sidcup



Objective 3:

To support Sidcup businesses and attract new workers and business to the area

Sidcup Partners will provide a range of services to businesses to make trading in Sidcup easier and more profitable. These services include:

- A business recycling service – a subsidised service saving you money and increasing your green credentials
- Joint procurement with your business neighbours to realise overall savings on common supplies
- Offer assistance on any matters relating to the public realm and trading environment, saving you time and money, easing your frustrations and getting faster and more satisfactory results
- A coherent approach to supporting and promoting the evening economy

Flexible funds for new projects

Sidcup Partners plan to accumulate a reserve of flexible funds that will allow us to respond quickly and innovatively to new emerging and developing opportunities, at the same time as safeguarding funding for larger scale, long term projects. The intention is that the Reserve Fund will be financed as follows:

- Contingency funds – the BID programme budgets will incorporate contingency reserves, with the aim that they are not utilised, and thus will be deposited in the flexible fund on an annual basis

- Grants and public funding – Sidcup Partners intend to apply for public funds and grants to finance and supplement the projects decided upon by the BID board
- Sponsorship and external contributions – additional funds may be secured through sponsorship or private/business contributions, for instance from businesses outside of the BID area

Financials

Sidcup Partners plan to raise £157k each year through the BID levy.

The levy will be set at 1.5% of the rateable value of each eligible ratepayer that falls within the Sidcup BID area. These funds will be 100% dedicated to the allotted BID area, in accordance with the needs and interests of the levy-paying businesses.

How much will it cost?

The BID Levy Rules are provided on page 19, and explain which businesses are eligible to pay the BID levy, and how much that levy will be. To calculate your annual BID levy, you should multiply your rateable value by 0.015. For instance, a business unit with a rateable value of £20,000 annually would be required to pay a yearly levy of £300.

How is the levy collected?

Payments are due on April 1st each year, and will be collected on behalf of Sidcup Partners by the London Borough of Bexley, and placed in a ring-fenced account, to be regularly transferred to the BID company when required. Following a successful ballot, the London Borough of Bexley and Sidcup Partners will enter into an Operating Agreement, which will set out the administration and operation of the BID levy collection, including how this will be monitored on each side; this will ensure efficiency and transparency.

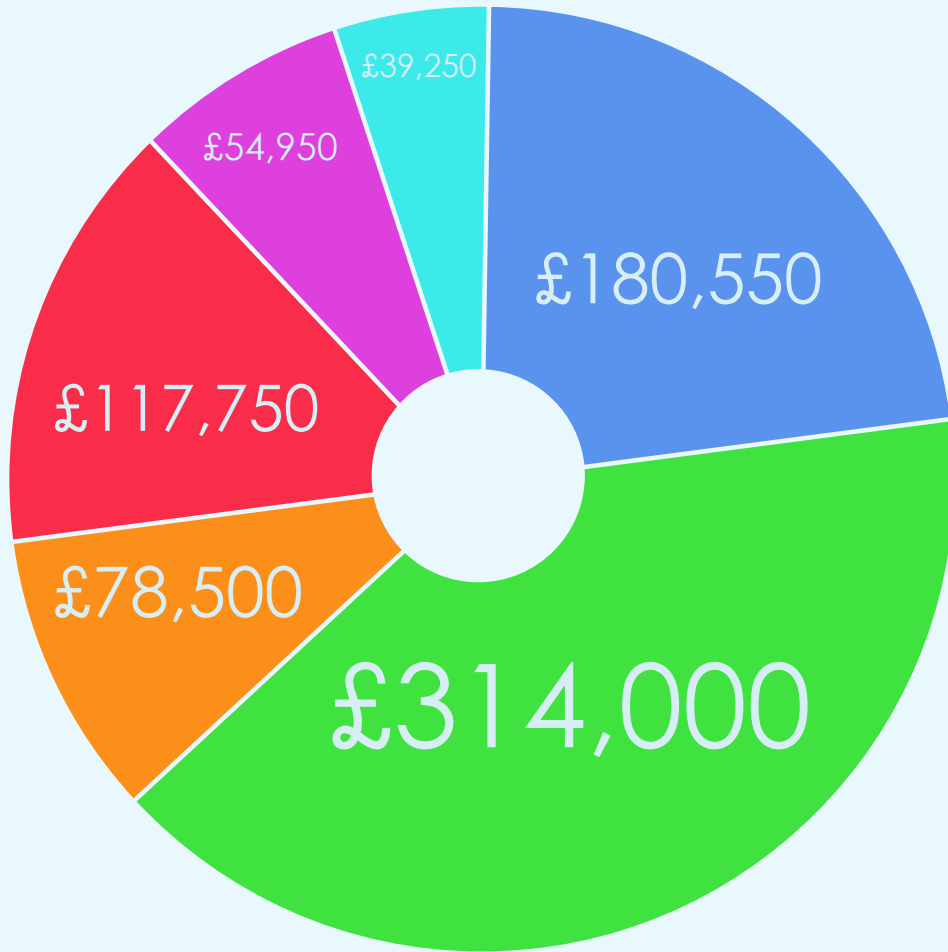
£157K - this figure is correct at the time of going to press.



We have worked over the last 6 months to bring the BID to this point. If you think more should be done to make Sidcup a better place to trade, if you think that Sidcup can be better promoted, be cleaner and more attractive then like me, support the BID and vote YES. Its about large and small businesses working together to bring in more customers. The BID will be a turning point for Sidcup and has my hundred percent backing.

Sue Petty,
Your Move





The proposed budget is split according to the priorities identified by the Sidcup business community

Budget breakdown for five year BID term

Total spend 785k

23%

Attractive, Well-presented and Looked After

40%

Marketing, Promoting & Events

15%

Management & Admin

10%

Service to Business

7%

Overheads

5%

Contingency

How will the money be spent?



Financial Arrangements

- The Sidcup Partners BID Board must approve an annual BID budget for each financial year, in advance
- Sidcup Partners must not incur liabilities or deficits that come into effect after commencement of the operational period, i.e. after March 2017
- Sidcup Partners will produce complete accounts for each financial year, which will be made available to the local authority and all BID levy payers, and presented at the Sidcup Partners Annual General Meeting
- The BID Board will decide how to spend any additional or leftover funds
- All budgets will include a 5% contingency, in order to account for unexpected shortfalls or costs
- Any redistribution of funds amongst projects in the programme budget must be approved in advance by the BID Board.



The Company

Sidcup Partners Limited is incorporated as a not-for-profit company limited by guarantee. Find out more at: www.sidcuppartners.co.uk

Sidcup Partners currently operates a Shadow Board with representation from the following local businesses and organisations:

- LAB
- YOUR MOVE
- MC DONALDS
- ROSE BRUFORD
- VITA PETS
- STEVE SIRMAN GRAPHIC & WEB DESIGNERS

The Board

The Sidcup Partners Board will be formalised upon the confirmed success of the BID proposal, and will be made up of Sidcup community and business representatives, and tasked with directing how BID funds are spent in order to most improve the business area.

All BID levy-paying businesses will be company members by default, and are actively encouraged to seek a seat on the Sidcup Partners Board and project subgroups. Initially, the current Shadow Board members will be transferred to the BID Board, for continuity, though new members will also be incorporated. The intention is then that the constitution of the BID Board should generally reflect the constitution of levy-eligible Sidcup town centre businesses, and each business sector will be represented.

Baseline Agreements

Sidcup Partners will enter into baseline agreements with the London Borough of Bexley to guarantee that projects and services pursued as part of the BID truly represent improvements and enhancements to the area, rather than replacing services that should be provided and maintained as standard by the local authority. These agreements will outline what will be provided by the local authority and, for the duration of the BID term, will safeguard their commitment to at the very least maintaining current service provision, if not improving upon it. Sidcup Partners is committed to monitoring service provision in the area, and these agreements will facilitate those efforts. The agreements will be published on the Sidcup Partners website.



BID Levy Rules

Once a successful BID ballot has been achieved, all businesses and/or occupiers in the BID area are mandated to pay the BID levy. The establishment of a BID is governed by legislation and regulation, in the form of Bid Levy Rules, which are bound by statute and constitute the following:

- The BID levy is fixed at 1.5% of rateable value
- The BID levy can only be increased on April 1st each year, to account for inflation. This allowance will be decided upon by the BID Board, but must not exceed 2%, or RPI plus 1% per annum
- The BID term will be five years from April 1st 2017
- The BID levy is applicable to all ratepayers
- All new hereditaments entering the rating list after April 1st 2017 will have the BID levy applied
- There will be no void period for owners of empty properties, which will be liable for the BID levy
- No VAT will be charged on the BID levy
- The BID board can alter the BID arrangements without the need for an alteration ballot, provided those alterations do not concern the geographical area of the BID, the BID levy payable, or conflict with the Local Government Act (2003) or Business Improvement District Regulations (2004)

Performance Management

Sidcup Partners will be entirely transparent and fully accountable to BID levy-paying businesses. The performance of the BID and Sidcup town centre will be measured using:

- Business and customer satisfaction surveys
- A comprehensive mid-term consultation and evaluation
- Crime statistics
- Footfall statistics
- Media coverage
- Website traffic
- Directory downloads (App)
- Savings for businesses

In addition, Sidcup Partners will apply for British BIDs accreditation, which will provide an independent assessment of the quality management systems in place and testify to the proper management, governance arrangements and regulatory compliance of the BID.

At the heart of this BID Proposal is the desire to help all businesses located within the BID area. It will benefit different sectors in the following ways:

Retail Outlets

Through increased footfall resulting from promotion of the area, which will be made cleaner and more pleasant to be in.

Individual businesses will also be promoted via a dedicated business directory.

Promotions will be targeted toward local office workers through e-newsletters and the website.

Businesses of all kinds will be have a loud collective voice with which to petition the council, police and local authority to ensure that their views are heard and needs met, and that they are given the chance to help decide upon the future of the area.

Safety and security will be improved via the proposed ambassador scheme, as well as actions targeting crime and antisocial behaviour.

Will be kept informed of roadworks, transport and traffic plans for the area in order to keep business disruption to a minimum.

Will be assisted in improving green credentials and reduce operating costs via waste collection and business recycling services, joint procurement efforts and ongoing support and advice.

Office Occupants

Will be able to attract, recruit and hold onto high calibre workers, who will be drawn to an attractive area and supportive environment. Will be assisted in improving green credentials and reduce operating costs via waste collection and business recycling services, joint procurement efforts and ongoing support and advice.

Increased networking opportunities and business promotion via events and a dedicated business directory.

Businesses of all kinds will be have a loud collective voice with which to petition the council, police and local authority to ensure that their views are heard and needs met, and that they are given the chance to help decide upon the future of the area.

Staff will benefit from regular promotions and offers from local businesses and services. Safety and security will be improved via the proposed ambassador scheme, as well as actions targeting crime and antisocial behaviour.

Will be kept informed of roadworks, transport and traffic plans for the area in order to keep business disruption to a minimum.

Leisure & Hospitality

Trade boost as a result of promotion of the area, which will be made cleaner and more pleasant to be in.

Increased networking opportunities and business promotion via events and a dedicated business directory. Local promotions and offers will be targeted toward office workers through e-newsletters and the website.

Will be assisted and supported in a collective approach to any changes in licensing law or the Community Infrastructure Levy.

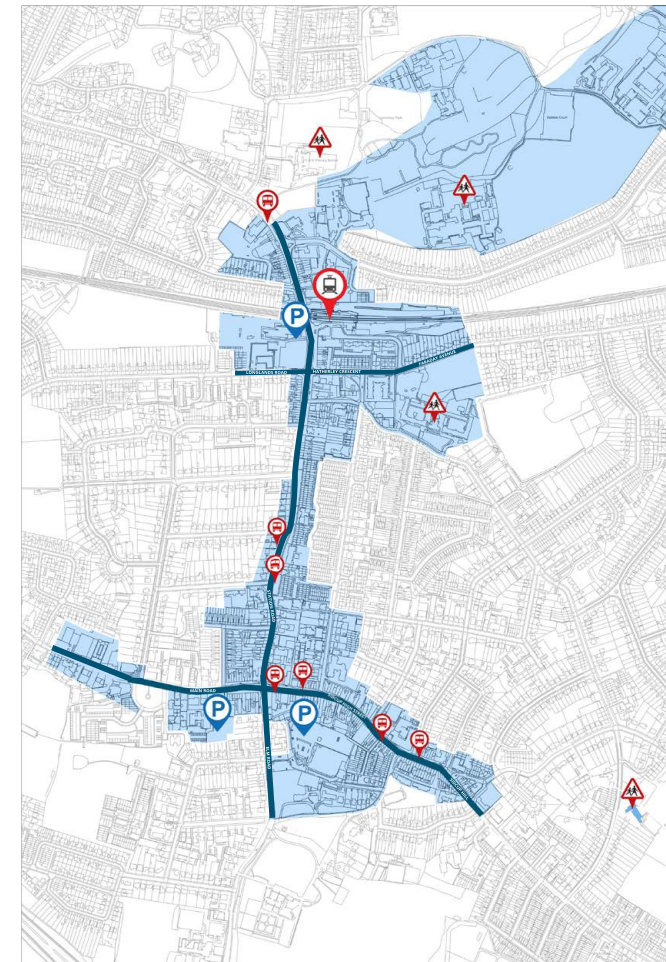
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The Sidcup Partners BID area

The Sidcup Partners BID area is indicated on the map below. For complete details regarding THE BID please go to our website:

www.sidcuppartners.co.uk



This is an indicative representation of the Sidcup BID area



Vote Yes for Sidcup Partners

**26th October
to
24th November**

Your chance to vote for the Sidcup Partners BID is between 26th October and 24th November, via a formal postal ballot administered by the Electoral Reform Society. All ratepayers are entitled to one vote per hereditament or rated property unit.

Don't miss out on having your say!
Ballot timetable

Thursday 13th October 2016
- Notification of Ballot

Wednesday 26th October 2016
- You will receive your Ballot Papers

Monday 14th November 2016
- Latest Date to Appoint Proxy

Friday 18th November 2016
- Latest Date to Cancel Proxy

Saturday 19th November 2016
- Issue Of Replacements

Thursday 24th November 2016
- Close of Ballot

**Please support us in
bringing about real, positive
change for the businesses
within Sidcup**

**Friday 25th November 2016
- Issue of Result by 5pm**



Contact Us

If you would like any further information about the Sidcup Partners BID, would like to arrange a meeting, or have any questions at all, get in touch with a member of our team, who can be accessed by any of the following means:

w: www.sidcuppartners.co.uk
e: info@sidcuppartners.co.uk or call
t: 07761 724 830

