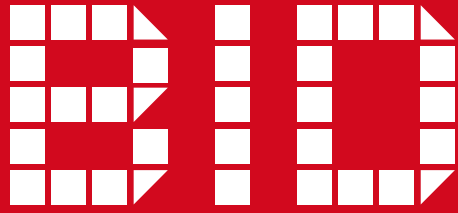


STOKE-ON-TRENT CITY CENTRE



A BUSINESS ALLIANCE

2023-2028 BUSINESS PROPOSAL



The Future is...



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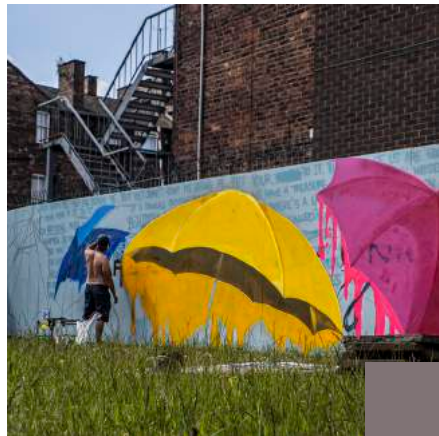
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What is a BID?

Business Improvement Districts (BIDs) are independent, business-led, business-funded organisations formed to improve a defined commercial area.

Around 330 of them operate across the country. A BID is established statutorily once elected by a majority of business owners in the area and can only operate for a maximum term of five years, before seeking re-election from eligible voters. BIDs are not-for-profit organisations financed principally through a small, compulsory annual levy paid by businesses in the BID area, based on rateable value.

By working in partnership and bringing together the skills, experience and influence of local businesses, public authorities and other key agencies, BIDs can serve as a highly effective model for delivering added value to an area through dedicated services and initiatives.





About Stoke-on-Trent City Centre BID

Stoke-on-Trent City Centre BID has operated in the heart of our city for the past 5 years, putting the interests and priorities of the local business community first.

With backing from 400+ organisations across the retail, commercial, leisure, hospitality and public sectors, we were set up to help make a real difference to our City Centre, by introducing initiatives and much-needed services that would not otherwise exist.

Our vision is for Stoke-on-Trent City Centre to become one of the most sustainable, welcoming, vibrant and culturally diverse locations in the country in which to do business, work, live, visit and play. With continued support and direction from our members, we have already invested £2m in making our streets safer, cleaner, brighter and more welcoming for those working, living, visiting and doing business here.

Now, as we prepare to meet the challenges facing our City Centre and our business community head on, our plans for the future are aimed at not just delivering the essentials that we all expect from a place, but building upon the all-important foundations laid in our first term and add the additional vision, strength and actions needed for Stoke-on-Trent City Centre's sustainable growth.

Together, we can shape our future and make a real difference...

Our vision:

To promote and support a safe, welcoming and engaging City Centre destination for Stoke-on-Trent.



Our Challenges

FACING THEM TOGETHER

As we slowly emerge from one of the most difficult trading periods in our history, creating and maintaining an improved experience for all those who visit, work and live in the City Centre is more important than ever.

In addition to years of underinvestment affecting the quality of our environment, the impact of online shopping and disproportionate business rates on high street retail, our focus is to face these challenges head on. Together.



The Future is Ours. Let's Make it Happen Together.

VOTE YES

The Future is... Strength and Hope



Chairman, Jonathan Bellamy, on how our BID's second term will bring strength and hope to our City Centre, by keeping one eye on the present and one eye on the future.

Undeniably, town centres have been weathered by some major forces: online sales, out of town shopping and disproportionate business rates have haemorrhaged many well-known retail brands. Add to that, fifteen years of local authority cutbacks has seen reduced spending on City Centre maintenance, repairs, cleaning and regeneration projects. Like 'deforestation' or 'over-fishing', there's been so much 'taking' from our town centres that businesses have been forced to find their voice and fight back. Central to this has been the formation of Business Improvement Districts, and in two decades more than 300 have emerged across the country. Today, no city or town centre is complete without the empowering of its own local BID!

BIDs are the vital voice of the high street. BIDs are advocates of what matters to businesses. They lobby, they promote, they market, they work hard for the needs of the business community they represent. And good BIDs have one eye on the present and one eye on the future.

The Stoke-on-Trent City Centre BID is just such a BID! We know that businesses need support now, 'Strength For Today': so we actively work to improve the look and feel of our City Centre;

we provide a yearly calendar of activities and promotion to attract increased footfall; and we support our businesses with tools and services to help them be the best they can. Equally however, we know that businesses need us to work for their future, to contend for a 'Hope For Tomorrow'. A vibrant future does not just happen. It needs to be envisaged and it needs to be pro-actively worked towards. So, backed up by the expert opinion of national place management specialists, we have identified a number of key 'Guiding Drivers' to incorporate into our city centre's development wherever possible; vital themes such as Digital Technology, Environmentalism, Youth, Loyalty, Heritage, Localism and Quality. You can read more of these on page 18.

For us "The Future is... *in our own hands.*" Yours and mine! Your BID has delivered much in its first term. I am proud of what has been established. But now it is time to press forward and raise our game further. As you read this plan for the coming five years, I believe you will be impressed by the vision we are setting out and I trust you will recognise the importance of backing the vital contribution your BID can bring to your business and your City Centre in the next term and beyond.

Jonathan Bellamy
Chair, Stoke-on-Trent City Centre BID

The Future is... Working Together



Chief Executive, Richard Buxton, on how our BID community can succeed by working together.

In introducing our plans for the next five years, I can say with certainty that our City Centre is not at the stage many of us expected or hoped it would be this time five years ago. The effects of the COVID-19 pandemic, the rises in operational costs have accelerated levels of decline, bringing into stark reality the challenges we now all face. One thing in which we can be confident, however, is the resilience of the Stoke-on-Trent City Centre community and its willingness to work together, firstly to identify the hurdles that need to be overcome and then to get things done. For that, we thank you!

Our resilience has been tested like never before, but there is optimism for our future. Help for our struggling retail, hospitality and leisure sectors has been particularly important throughout this time and that continuing support is at the heart of our renewal proposal. As we reflect on the challenges facing Stoke-on-Trent City Centre, businesses have made it clear that the basic fundamentals, namely a safe, clean and attractive business environment are essential for success. Equally there is the need to go further and for firm foundations to be put in place for future sustainable growth. Over the next 5 years, our priority will be to restore even greater confidence and optimism by working together with you to address these needs for a successful City Centre.

We pledge to...

- tackle high levels of anti-social behaviour and business crime through a dedicated programme of services and initiatives to reduce their impact
- restructure and invest more into supporting the need for even cleaner, brighter streets
- support a coordinated approach to address homelessness and street begging
- reimagine and reactivate vacant units across the City Centre in conjunction with partners and property owners
- push for greater certainty on redevelopment of our City Centre

We know the road ahead will not be easy and that uncertainty may continue for some time. It is therefore important that we remain realistic and focus on the improvements that are within our gift to deliver. Nevertheless, the BID team is committed to working hard to drive things forward and we are confident that through delivery of this plan and with your support over the next five years, sustainable economic growth and certainty can be achieved for our City Centre.

Richard Buxton
CEO, Stoke-on-Trent City Centre BID



Our Value

Serving the needs and interests of the business community is at the forefront of everything that we do. All of the projects and services we deliver are aimed at making a real difference to our City Centre, enriching and enlivening the environment, enhancing its appeal and helping businesses to succeed.

STOKE-ON-TRENT
CITY CENTRE



A BUSINESS ALLIANCE

The Future is Ours. Let's
Make it Happen Together.

VOTE YES

The Story So Far...

City Centre Ambassadors, Operation Sparkle, Peace Garden, Student Promotions, Better World Festival, The Big Feast, Cardboard Collections, City Centre Website, PABCIS, Mi-Rewards, Social Media, Networking, City Centre Directory, Create Fund...

Serving the needs and interests of our business community has been at the heart of everything that we have done over the past 5 years. In 2018–2023 we have delivered...



What Could Be Lost Without The BID

In June, all eligible Businesses within the Stoke-on-Trent City Centre BID area will be invited to vote on whether you wish us to continue working on your behalf for five further years. Without a majority 'yes' vote at the ballot, our City Centre will lose five years of additional investment and in future, there would be:

- NO additional business crime support to police resources
- NO additional support for targeted police operations
- NO additional support via the Radio Link System
- NO financial support for businesses into PABCIS
- NO assistance for business crime intelligence sharing
- NO deep cleaning of grime, graffiti or neglected areas
- NO additional support for the reporting of fly tipping
- NO cardboard collection or recycling
- NO hanging baskets in our City Centre
- NO additional artwork in our most neglected spaces
- NO Christmas trees, lights or decorations
- NO festivals or events like The Big Feast or Better World Festival
- NO live street entertainment like Friday Night Social
- NO monthly Artisan Market
- NO marketing and promotional campaigns
- NO dedicated voice at a local, regional or national level to boost footfall
- NO business updates or communications
- NO City Centre networking events or meetings
- NO rewards scheme to boost our local independent businesses
- NO student engagement
- NO Street Ambassadors



Our Path to Success

Businesses tell us a clean, safe, attractive and welcoming City Centre environment is essential. But, firm foundations for economic growth must also be put in place if we are to achieve our vision of creating a vibrant, sustainable, welcoming and culturally diverse destination.



The Future is Ours. Let's Make it Happen Together.

VOTE YES

Consultation Results

We pride ourselves on our regular communications and ongoing dialogue with businesses in the City Centre to ensure their needs are being met and their views or concerns are heard and represented.

As events of the past 3 years continue to impact even now on each and every one of us, never has there been a more important time to obtain our members' views on their immediate priorities and how we can continue supporting them over the next five years.

Since November 2022, quantitative and qualitative research has carried out amongst all our levy payers via hand-delivered surveys alongside 2 levy payer meetings and numerous 1-2-1 engagements. A total of 126 survey responses were received and the results have helped us shape our business proposal for 2023-2028.



What You Told Us

When considering the challenges facing Stoke-on-Trent City Centre, you told us that economic recovery, safety and our City Centre's ability to compete were among your top priorities:



of you stated that support for new and existing independent businesses is a priority



of you stated that feelings of safety and security for you, your business and staff are a priority



of you said our City Centre's ability to compete and subsequently grow in the future is a priority



of you stated that an extended events programme is a priority



of you stated the continuation of our Ambassador programme as a priority



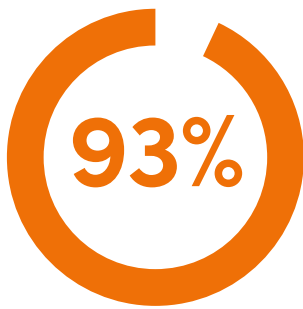
We asked you what was important to your business as we look to move forward, together.



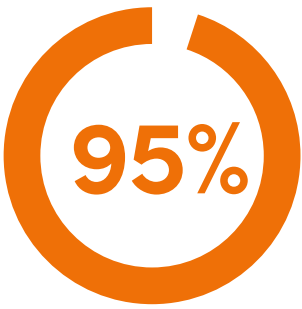
of you would like Stoke-on-Trent City Centre BID to continue funding PABCIS (Partnership Against Business Crime in Staffordshire) for all City Centre businesses and increase a uniformed presence in the City Centre.



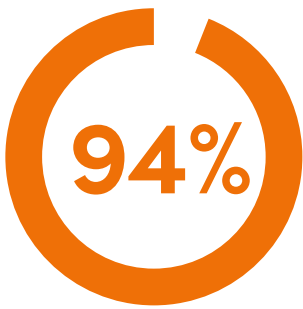
of you would like Stoke-on-Trent City Centre BID to play an active role in helping to fill and repurpose empty units in our City Centre.



of you would like Stoke-on-Trent City Centre BID to provide an active forum to lobby on important issues relevant to our City Centre.



of you would like Stoke-on-Trent City Centre BID to continue to play an active role in decreasing homelessness and begging in our City Centre.



of you would like Stoke-on-Trent City Centre BID to continue with our events programme and increase activities where possible.



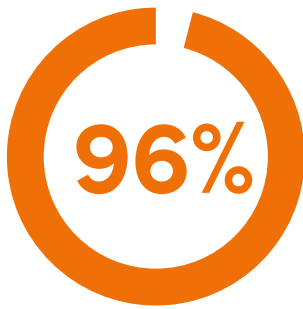
of you would like Stoke-on-Trent City Centre BID to further increase its marketing of our City Centre both locally and beyond North Staffordshire.



of you would like Stoke-on-Trent City Centre BID to increase the level of street cleansing in our City Centre.



of you would like Stoke-on-Trent City Centre BID to continue with our Ambassador programme in our City Centre.



of you would like Stoke-on-Trent City Centre BID to work with partners to create a Start Up package for new independent businesses.



of businesses rated Stoke-on-Trent City Centre BID's contribution over the last 5 years as 'Very good' or 'Good'.

Our Guiding Drivers

“

A vibrant future does not just happen. It needs to be envisaged and it needs to be pro-actively worked towards. So, backed up by the expert opinion of national place management specialists, we have identified a number of key ‘Guiding Drivers’ to incorporate into our City Centre’s development wherever possible. For us, the future is...

”



Quality

To strive for quality as much as possible. Quality attracts people and investment, lack of quality pushes them away.



Loyalty

To encourage repeat business from local people, which is vital to a lasting economy.



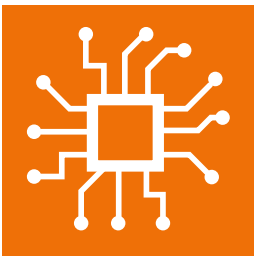
Environment

Engaging in more environmental issues, as these attract younger, up and coming businesses.



Youth

Engaging with our youth in the City Centre, optimising what they see, use and value as they are the future.



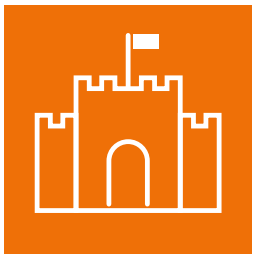
Digital Technology

Optimising the opportunities and empowerment that the digital landscape can offer local businesses.



Localism

Being more ‘locally’ minded, particularly in encouraging more local independent businesses.



Heritage

To highlight our heritage; a huge asset that attracts tourism, fresh footfall and is a common identity to us all.

What We Will Deliver

1 Our Shared Safety

2 Our Streets

3 Our Welcome

4 Our Representation

5 Our Growth



1 The Future is... Our Shared Safety

Stoke-on-Trent City Centre's reputation and future success hinge upon its ability to attract and retain businesses, employees, residents and visitors who are assured of being safe and secure.

Ensuring the safety and wellbeing of everyone in the City Centre has always been high on our agenda.

Rising crime, aggressive street begging, street drinking, rough sleeping and antisocial behaviour are all detrimental to the City Centre and its reputation.

None of these are matters that can be addressed overnight nor by any one single organisation. A concerted, collective response is what is needed to help resolve these issues and to create an environment in which people and businesses feel safe and happy to invest.

“

PABCIS has been working very closely with Stoke-on-Trent City Centre BID in its partnership work to ensure there is a secure and safe environment for all those who work, visit, live and invest in our City Centre. PABCIS is encouraged and delighted by the support and commitment of the BID, as collectively we strive to deliver this important objective of safety across a 24 hour economy.

Julie Davies OBE, PABCIS Manager

”



OUR AIMS

Over the next five years, our aim is to build upon the strong relationships that already exist within our community to see strategies developed and initiatives put in place that focus the necessary resources on deterring and tackling crime, providing reassurance to the public and giving businesses the tools and support they need to thrive.

To address the issues that are of increasing concern to our members, we aim to:

DELIVER A NEW SAFETY FOCUSED DAY RANGER

We will fund a Day Ranger to provide advice, support and reassuring, visible street presence for those who use our City Centre during the day and to help businesses deter and tackle crime through regular engagement.

SUPPORT TARGETED POLICING OPERATIONS

We will pursue individually targeted security operations to crack down on shoplifting, antisocial behaviour and other forms of business crime in conjunction with the police and other agencies.

COORDINATED ACTIVITY TO RESPOND TO HOMELESSNESS

We will continue to work with key partners to identify the main issues and challenges associated with homelessness and support the development of a coordinated strategy to provide long-term solutions for those in need. Working with the private sector, we will also raise awareness of the issue and identify ways in which, together, we can provide support and additional funding. We will also maintain our position on the Homeless Reduction Board.

ACTIVELY TARGET AGGRESSIVE BEGGING AND ANTI-SOCIAL BEHAVIOUR

We will work with with key partners to actively target aggressive street begging and anti-social behaviour so that its impact upon all those who visit, work and live in our town is minimised.

OPTIMISE THE CAPACITY OF CCTV IN THE TOWN CENTRE

We will continue our work with key partners to optimise the operational capability of the town centre CCTV system to ensure it is fully utilised to its maximum capacity as a vital tool in the armoury for combatting and deterring crime in the town centre.

CONTINUE TO FULLY FUND PABCIS IN OUR CITY CENTRE

Since 2022 Stoke-on-Trent City Centre BID has funded all membership fees to the Partnership Against Business Crime in Staffordshire for every business in the City Centre. We will commit to continuing this initiative from 2023-2028. The BID will continue to sit on the Board of PABCIS.



Putting Businesses & Our Visitors First

DELIVER PROMOTIONAL SAFETY CAMPAIGNS

We will develop a series of promotional campaigns to highlight the success and progress of crime reduction initiatives in the City Centre, provide reassurance and help improve overall perceptions of safety.

APPLY FOR FURTHER SAFER STREETS FUNDS

We will continue to apply for additional funding from the Safer Streets funds to address areas of need in our City Centre.

ENSURE UTILISATION OF THE DISC SYSTEM WHEN REPORTING CRIME

DISC is an invaluable tool in helping to tackle business crime and anti-social behaviour. The BID Ranger and Ambassadors will work with businesses to fully use the system correctly.

CREATE A WORKING AND VIABLE DIVERTED GIVING SCHEME

We will work with a chosen partner to deliver a new Diverted Giving scheme to help those who are most vulnerable in our City Centre.

OFFER TRAINING, ADVICE AND SUPPORT WITH BUSINESS RESILIENCE

We will develop a suite of conflict management, cyber security and counter terrorism workshops and training sessions to provide you and your staff with the advice and information required to tackle crime and support business resilience.



2 The Future is... Our Streets

Attractive outdoor spaces and streets that are clean, vibrant and welcoming are all key factors in helping to shape first impressions of our city amongst all those who use it and play an important role in the drive to attract and retain investment and economic growth.

“

I've always found the BID team highly proactive with everything we've got on in store. They are a force for good and have demonstrated time and time again how they add value to us and our customers.

Tracey Barker - Store Manager, Boots

”



The value of a clean, well-maintained and welcoming environment should never be underestimated when it comes to attracting and retaining businesses, employees and visitors.

Appealing outdoor spaces and streets that are dirt and rubbish-free go a long way towards shaping perceptions and creating a City Centre in which we can all be proud.

For busy urban environments such as ours, keeping the streets permanently fresh and clean is a costly and ongoing challenge.

But the importance of maintaining our City Centre's appeal is now far greater than ever, as the town grapples with growing amounts of dirt and grime, the number of vacant premises and empty areas of land continue to rise and re-development, by its very nature, continues to disrupt daily life.



OUR AIMS

Over the next five years, our aim is to intensify our street cleaning and recycling services to support and meet the growing needs of the City Centre business community. Working with our members, key partners, landlords and property owners we also aim to introduce projects that will refresh and enhance our city spaces through the addition of vibrant art displays, while transforming the use and appearance of vacant commercial properties.

To address the issues that are of increasing concern to our members, we aim to:

PROVIDE AN ADDITIONAL DEDICATED STREET CLEANSING PERSONNEL

We will step up our approach towards tackling grime, graffiti, gum and fly-tipping in the City Centre by employing a street cleansing Ambassador.

SEEK ADDITIONAL FUNDS TO INVEST IN A DEEP CLEANING MACHINE

We will employ a deep cleansing and jet washing service to improve the look and feel of our main thoroughfares and help enhance the experience of all those visiting, working and living in our City Centre.

INCREASE OUR FREE RECYCLING SERVICE

We will increase the usage of our Eco-Bicycle cardboard collection service to include other recyclable waste.



EXPAND OPERATION SPARKLE

We will continue to invest in our successful Operation Sparkle initiative, enhancing our street scene and buildings, and expanding projects throughout the year.



IMPROVE NEGLECTED AREAS

We will identify tired and run-down areas that can be transformed and brought back into use through the introduction of colourful, creative art projects and installations that freshen up and add vibrancy to the city's appearance while helping to reduce the risk of criminality.



Improve Our Working Environment

ADD VIBRANCY AND COLOUR

We will enhance and expand our annual programme of colour to our streets through the provision of hanging baskets and improved planting and maintenance of prime sites at key points into the City Centre, to add vibrancy to the area and improve the town's appeal.

SUPPORT PUBLIC REALM IMPROVEMENTS

We will work with partners in a coordinated programme of public realm improvements across the City Centre to address the basic need to freshen up the appearance of neglected street furniture including bollards, seating areas and railings, in an effort to improve standards, transform the appearance of public spaces and create a positive impression.

ENHANCE VACANT PREMISES

We will develop a programme of activity with our members, key partners property owners to address the look of vacant premises or create new inventive uses of suitable vacant commercial premises to bring them back to life.

DELIVER CHRISTMAS LIGHTS AND DECORATIONS

We will continue to support the City Centre business community during the peak Christmas shopping season by funding the installation of an annual Christmas lights scheme adding colour and vibrancy to key streets across our City Centre.

IMPROVE OUR HERITAGE BUILDINGS

We will look to source funding to clean up our heritage buildings and if possible add uplighting.



3 The Future is... Our Welcome

Creating and maintaining an improved and enjoyable City Centre experience for all those who visit, work and live in the area, contributes significantly towards enhancing perceptions, increasing footfall, raising our profile and boosting our economy.

The twin challenges of attracting people into our City Centre and managing their experience and perceptions of it have long been recognised by our members.

But the combined effects of a slowdown in the pace of our City Centre's regeneration along with the downturn recently in our economy have accelerated the decline in our local street scene, with derelict areas of land, commercial premises standing empty and reductions in footfall due to a switch in people's shopping, working and socialising habits.

“

Our store has seen a noticeable difference to the cleanliness of Hanley with thanks to the Business Improvement District. The BID Ambassadors have a welcoming and reassuring presence and it is always brilliant to see initiatives such as Operation Sparkle along with their brilliant seasonal events that make our City Centre a better place.

Briony Phillips, Assistant Manager - TKMaxx

”



OUR AIMS

Over the next five years, our aim is to inject extra life, energy and colour into our City Centre through the creation of attractive outdoor spaces and expansion of leisure time events and entertainment. Seasonal and sector specific campaigns will add further support, providing a valuable extra dimension to the City Centre experience. We will continue to build on our reputation as an up-and-coming place in which to invest by utilising new and existing communication platforms to promote everything the town has to offer.

To address the issues that are of increasing concern to our members, we aim to:

CONTINUE OUR CITY CENTRE AMBASSADORS

Our City Centre Ambassadors are a crucial part of our presence in the City Centre, from welcoming our visitors to listening to our businesses and resolving issues.

INSTALL APPEALING ART WORK

We will add to the cultural experience of our City Centre through the introduction of further stunning public art displays and colourful installations to help revitalise empty sites.

DELIVER SEASONAL EVENTS & ENTERTAINMENT

Events deliver footfall and enhance positive experiences. We will aim to develop a fuller programme of events including such things as 'Pop Up' Performances, touring installations, digital interactive experiences and a greater promotion of the offer from other stakeholders.



INCREASE PROMOTION OF OUR CULTURE AND HERITAGE OFFER

In conjunction with improving the presentation of heritage buildings we will aim to better promote our heritage through tools such as a visitors heritage tour app.

ESTABLISH A CITY CENTRE LOYALTY SCHEME

We will re-launch the Mi-Rewards loyalty scheme (shelved during the pandemic), encouraging regular repeat visits and growing loyalty from local people and those further afield. We will use Mi-Rewards to build with the city's young people and students through partnerships with local universities and colleges. We will also use Mi-Rewards to build directly with employees of businesses surrounding the City Centre.

REVITALISE EMPTY PREMISES

We will explore with partners and property owners the potential for introducing creative an innovative new temporary uses for empty premises and vacant plots of land.

RUN TARGETED RESIDENTIAL CAMPAIGNS

We will capitalise on the rise in City Centre living by delivering dedicated promotions that raise awareness of the City Centre offer, and encourage engagement.

Welcome Visitors to Boost Trade

INCREASE MARKETING & PROMOTION

We will increase our promotional and marketing support for the City Centre. We will increase our partnerships and collaboration to grow our market reach. We will deliver advertising and video marketing for specific campaigns. We will raise awareness of our City Centre's wide retail, hospitality and leisure offer to attract new visitors and encourage people back.

RUN TARGETED BUSINESS PROMOTIONS

We will enhance our capacity to support members' promotional needs with further targeted activity across print and digital platforms such as social media campaigns and guides.



4 The Future is... Our Representation

Representing members' interests and ensuring their views and concerns are heard will be more important than ever as our City Centre continues to recover from the devastating impact of COVID-19 while continuing to grapple with the protracted upheaval of regeneration and the cost of living crisis.

As the City Centre starts to emerge from one of the most difficult trading periods in living memory, championing the needs, views and concerns of our members is more important than ever.

Through our campaigning efforts on behalf of the City Centre, we have successfully demonstrated the benefits that can be derived when organisations work together at a local, regional and national level, achieving far more than any one individual organisation is able to do on its own.

“

Over the past few years, I have been impressed by the partnership of the members of the Business Improvement District, working for a quality offer in the City Centre; from stunning events to grants for start-ups. There is still plenty to do, but the way of working collaboratively is proving of immense value.

Sara Williams OBE, Chief Executive,
Staffordshire Chamber of Commerce

”



OUR AIMS

To build on these achievements, we will continue to develop and maintain strong working relationships with policy makers and influencers, ensuring that the business community's views are robustly represented at the highest levels. Regular engagement with our members and ensuring that they are kept updated on the latest news, developments, issues and policy changes will also be key in the drive to forge an even stronger, more dynamic and effective City Centre community and help guarantee our future success.

To address the issues that are of increasing concern to our members, we aim to:

CHAMPION YOUR INTERESTS

Advocacy on behalf of our City Centre is very important. By understanding the challenges our members face we will work to ensure your views are strongly and widely represented within key local forums such as regular meetings with local authority leaders, local MPs and councillors, and business and marketing networks such as the LEP and Stoke Creates. Our BID Board of significant directors means we can represent the BID in multiple other forums across the city and beyond.

MONITOR LOCAL INTELLIGENCE

Monitoring data and intelligence gathering platforms such as footfall cameras, Mastercard expenditure data and transport data as well as sector specific surveys, we will provide members with valuable insights and up to date information on customer shopping and travel trends.

BE YOUR CONTACT FOR ALL BUSINESS NEEDS

We will continue to serve as a vital 'one stop shop' for businesses, utilising the BID team's vast knowledge, experience, skills and contacts to help tackle and resolve any day-to-day operational issues while enabling members to continue focussing on what they do.

“

The BID team have always supported us and have our best interests at heart. I have worked in stores that do not have a BID; without ours I'm certain we would lose out on our City Centre community, advertising and all important footfall.

Sarah Watling, Store Manager, Primark

”



Ensuring Your Voice is Heard

REFORM BUSINESS RATES

Having been successful through joint lobbying efforts with British BIDs at a local, regional and national level, we have collectively pushed the Government into taking action and making a long-overdue decision on business rates reform. We will support the campaign for even greater reforms of the outdated business rates system.

DELIVER BUSINESS EVENTS & FORUMS

We will continue to deliver a series of regular, briefings and networking meetings and events to provide members with the chance to learn first-hand about the issues affecting our City Centre as well as the opportunity to connect, discuss and ask questions.

INCREASE REGULAR COMMUNICATIONS

We will increase our capacity to use a range of print and digital platforms and products, such as the AY UP DUCK student publication. Along with social media and regular e-bulletins, we will further develop a sense of community among City Centre businesses. We will keep businesses updated on the latest news and progress being made within the area and provide additional promotional support through spotlight interviews and venue reviews.



5 The Future is... Our Growth

Supporting new business, improving people's perceptions and experiences of Stoke-on-Trent City Centre and creating and maximising new opportunities to help increase its appeal will be central to our efforts to build a stronger, more dynamic and thriving City Centre.

As we face up to the immediate challenges confronting the City Centre, it is equally important to consider our long-term aspirations and the pivotal role the business community can play over the next five years and beyond in reshaping and reinventing our city, taking account of changes in people's work, shopping, travel and socialising habits, in order to maximise its future success.

With its growing reputation as a digital tech hub and a burgeoning arts, music, and cultural scene, the city's transformation is steadily under way – a change that will be reinforced further in the coming years with the arrival of the proposed new City Centre Etruscan Square development.

“As Stoke-on-Trent continues to undergo considerable transformation, it is important that the BID recognises the important role culture and heritage plays in promoting the unique character of the City Centre and shaping peoples' perceptions. Engaging with our distinctive heritage will also help the BID to provide authentic experiences and enhance the credibility of its place marketing activities.”

Paul Williams, Cultural & Tourism Consultant



OUR AIMS

Building on the key cornerstones of our business plan, our ultimate aim is for our City Centre to evolve into a modern, thriving, ambitious and vibrant urban environment in which businesses and residents alike can be proud and happily co-exist, visitors are keen to return and into which people and businesses continue to invest. It is an ambition that is likely to take far longer than five years to achieve and we know the road ahead is unlikely to be easy but we remain realistic about what we are able to achieve.

To address the issues that are of increasing concern to our members, we aim to:

PROVIDE START UP SUPPORT FOR NEW INDEPENDENT BUSINESSES

We will partner with the Chambers of Commerce to provide a comprehensive package of support for new businesses setting up in the City Centre. We will partner with universities and colleges to encourage and help young graduates to set up business. And we will look at how to better highlight available jobs in the city centre and encourage recruitment.

CREATE A FOCUS ON INVESTMENT OPPORTUNITIES & DEVELOP THE REINVENTION OF VACANT UNITS

We will work with other bodies such as the Stoke-on-Trent Growth Company and others to fill empty units. We will run regular vacant unit audits and identify missing provision in the City Centre and work to address these, particularly aiming to attract businesses that fit with the council's and BID's image of the City Centre going forward such as those businesses which align with environmental, youth or digital technology themes in their operation. The BID will also look to attract more independent retail companies

PROMOTE STOKE-ON-TRENT CITY CENTRE

We will continue to build on Stoke-on-Trent City Centre's growing reputation as an up-and-coming place to be, by promoting the area's unique qualities, characteristics, diversity and history. We will seek out opportunities to raise and maintain our city's profile and counter negative opinions to enhance people's perceptions and experience and provide investors with the confidence they need.

SUPPORTING HOSPITALITY AND THE NIGHTTIME ECONOMY

We will ensure our evening and night-time economy sector is better informed and well-placed to thrive in future, by creating a study investigating the needs, expectations and demands of those who visit, work and live in the area in order to identify and action potential opportunities for the future.



Moving Forward Together

IMPROVED ROAD, BUS AND TRAIN SERVICES INTO OUR CITY CENTRE

We will work closely with partners as a member of the County Transport Forum to actively lobby for improved road, bus and train services into our City Centre.

INFLUENCE FUTURE REGENERATION PLANS

We will push for greater clarity and certainty over plans for the City Centre's redevelopment by securing a commitment from our partners, landowners and developers to provide greater communication, consultation and information on the future direction of our city to help business owners plan for the future and maximise their success.



Finance

An indicative five-year budget has been prepared based on the ratings list (2023-2028) available at the time of writing this business plan.

STOKE-ON-TRENT
CITY CENTRE

A BUSINESS ALLIANCE

The Future is Ours. Let's Make it Happen Together.

VOTE YES

Finance

In setting the levy fee for 2023–2028, the Stoke-on-Trent City Centre BID has taken into consideration recent rising costs alongside changes in business rateable values. Accordingly, the BID has determined not to increase its total annual amount of income other than by a small 4% since 2018 (Year 1), to go towards meeting increased costs (from £407,627 to £424,250). To do this, the Stoke-on-Trent City Centre BID will set the levy fee at 2.25% of the rateable value of each hereditament.

Stoke-on-Trent City Centre BID levy will raise £2 million to be spent exclusively in the BID area over its five-year term. Furthermore, Stoke-on-Trent City Centre BID will work with partners and stakeholders to supplement its annual income to allow greater delivery against the priorities you have identified.

Stoke-on-Trent City Centre BID budget will be allocated proportionally against the priorities identified within the Business Proposal 2023–2028.



Decisions on expenditure and budget allocation will be governed by the Stoke-on-Trent City Centre BID Board which is a cross sector representation of our membership. These decisions will always be based on the need to offer maximum value to Stoke-on-Trent City Centre BID levy payers and the City Centre.

- The budget has been based on an estimated collection rate of 95%.
- Stoke-on-Trent City Centre BID levy is collected by our agent Stoke-on-Trent City Council. The levy collection charge is £13,962 per annum, which amounts to 3.15% of the annual levy and £37 per hereditament.
- From 2024 onwards the levy will be increase by the fixed inflation rate of 2.5% per annum.
- Management and overhead costs of Stoke-on-Trent City Centre BID include staffing, office accommodation, levy collection charges and legal and accountancy costs associated with running the BID. These are estimated at 20% of total expenditure.
- A small surplus and contingency reserve will be added to annually.
- The budget will remain flexible to allow for changes within the BID area that may arise as a result of changing economic and environmental factors, adjustments to business rates values and other unforeseeable events beyond our control.

NB Levy collection charges will be reviewed by Stoke-on-Trent City Council and Stoke-on-Trent City Centre BID annually taking into account the number of levy payers per calendar year.

Income (£)	Year 1	Year 2	Year 3	Year 4	Year 5	Total
BID Levy Income (95% collection rate)	413,250	423,581	434,170	445,025	456,150	2,173,176
BID Levy from previous years	10,000	10,000	10,000	10,000	10,000	50,000
Contributions	1,000	1,000	1,000	1,000	1,000	5,000
Total Income	424,250	434,581	445,170	456,025	467,150	2,228,176

Expenditure (£)	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Place Management	145,000	149,000	153,000	157,000	161,000	765,000
Place Marketing & Events	145,000	149,000	153,000	157,000	161,000	765,000
Business Community Support	40,000	42,000	44,000	46,000	48,000	220,000
Management Overheads	82,000	83,000	84,000	85,000	86,000	420,000
Total Expenditure	412,000	423,000	434,000	445,000	456,000	2,170,000
Surplus/Deficit (£) Contingency Reserve	12,250	23,821	35,001	46,026	57,176	



Governance

Stoke-on-Trent City Centre BID is an independent, not-for-profit company limited by guarantee, governed and chaired by the Stoke-on-Trent City Centre BID Board.

The Board provides strategic direction and input and is responsible to stakeholders for the conduct, performance and due governance of the BID Company. It is also responsible for setting the annual budget and monitoring finances throughout the course of the year. Membership of the Board is voluntary and directors are unpaid.

The structure of the Board reflects the number and types of business in the City Centre and consists mainly of BID levy-paying businesses or statutory service providers. From time to time, the Board may co-opt new members or invite observers to Board meetings. The work of the Board is supported by a series of BID Advisory Groups whose membership is drawn from the wider BID stakeholder community. Each Advisory Group is chaired by a Board member and meets to drive forward the work of the BID, on a project- by-project basis.

The BID's finances are independently audited and reviewed each year and are presented in the Annual Report & Accounts and at the AGM to which Stoke-on-Trent City Centre BID levy payers are invited.

It is important that the activities of the BID represent additional value above and beyond public services already provided by the local authority and other public sector partners. To that end, Stoke-on-Trent City Centre BID has entered into several baseline agreements with Stoke-on-Trent City Council to clearly define the levels of service that can be expected from the local authority.

A formal Operating Agreement has been entered into with Stoke-on-Trent City Council that defines all of the contractual arrangements for collection and enforcement of the BID levy. For further details on these visit www.stokeontrentcitycentre.co.uk.

The Stoke-on-Trent City Centre BID Board



Jonathan Bellamy
Cross Rhythms Chair



Julie Davies OBE
PABCIS



Sara Williams OBE
Staffordshire
Chambers of Commerce



Paul Williams
Cultural & Tourism
Consultant



Amy Whittaker
The Potteries Centre



Steve Alty
Hilton Garden Inn

Cllr. Carl Edwards*
Stoke-on-Trent
City Council

Richard Chadwick*
Stoke-on-Trent
City Council

*Observer

The Stoke-on-Trent City Centre BID Team



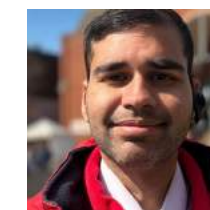
Richard Buxton
CEO



Sarah Thomas-Gordon
Marketing
Manager



April Jackson
Senior
Ambassador



Qamar Sohail
Ambassador



Richard Wood
Ambassador



Levy Rules & Regulations

The BID levy is a mandatory charge, enforceable in the same way as non-domestic rates, following a successful ballot.

- The BID levy is the principal source of income for Stoke-on-Trent City Centre BID.
- The term of the BID will be 1st November 2023 to 31st October 2028.
- The levy will be set at 2.25% of the relevant rateable value of each hereditament within the BID area valued at £12,000 or more.
- From 2024 onwards the levy will be increased by the fixed term inflation rate of 2.5% per annum.
- The levy will be capped at £20,000 as a maximum payment.
- There are no exemptions or discounts to the levy for charitable status.
- Currently the number of businesses within the BID area is 372, who will be eligible for the vote and to pay the levy.
- All premises with a rateable value of less than £12,000 within the BID area will be exempt from paying the levy and therefore will not be eligible to vote in the ballot.
- The levy will be due on 1st November each year and will be payable in full in one single instalment.
- There will be no refund if the BID levy payer vacates the premises during the year, therefore steps should be taken where appropriate to apportion liability with incoming tenants, landlords or freeholders
- Hereditaments will be charged at 1st November 2023 ratings list. Where new properties come into the ratings list, or mergers or splits occur, the hereditament will be charged as per the current ratings list at that time.
- Where a property is empty, the levy liability will transfer to the eligible ratepayer which may be the property owner.
- Before the end of the five year term, Stoke-on-Trent City Centre BID Board may seek renewal of the BID for a further five year term, through a renewal ballot.

Working out your BID levy

To calculate the amount of levy payable, simply multiply by 0.0225, the rateable value of your business unit based on its rateable value as at 1st November each year. If you are unsure of your rateable value, please contact the Stoke-on-Trent City Centre BID team at hello@stokeontrentbid.co.uk

Typical Rateable Value	Annual BID Levy
£11,999	£0
£20,000	£450.00
£50,000	£1,125.00
£100,000	£2,250.00
£500,000	£11,250.00
£890,000	£20,000.00

Collection of the BID levy

Arrangements for the collection of the BID levy are set out in a formal Operating Agreement between Stoke-on-Trent City Centre BID and Stoke-on-Trent City Council (for details visit www.stokeontrentcitycentre.co.uk). These arrangements are governed and administered within the guidelines set out in the BID (England) Regulations 2004.

Stoke-on-Trent City Council will be responsible for collecting the BID levy on behalf of Stoke-on-Trent City Centre BID. The levy will be collected in one instalment due on 1st November each year and held in a separate account solely for Stoke-on-Trent City Centre BID.

Enforcement measures for collection of the BID levy are detailed in the Operating Agreement between Stoke-on-Trent City Centre BID and Stoke-on-Trent City Council.



Map data ©2023 Google

Alteration of the BID arrangements:

The streets and hereditaments to be included in the BID area may change due to alterations in Stoke-on-Trent City Council's rating list. Rateable business units may additionally be included if their rateable value, at any time during the BID period, meets or exceeds £12,000 or they are newly added to the ratings list and the rateable value threshold criteria is met. They may also be excluded from the BID area and BID levy charge in cases where

amendments are made to the ratings list that either remove rateable units from the list or alter the rateable value to below £12,000. BID arrangements may be altered without an alteration ballot as long as there is no proposal to alter:

1. The geographical area of the BID
2. The BID levy in such a way that would:
 - cause any person to be liable to pay the BID levy who was not previously liable to pay
 - increase the BID levy for any person other than for inflation purposes.

The Ballot

The Stoke-on-Trent City Centre BID ballot will run from 9th June 2023 to 6th July 2023, giving you the chance to vote on our business proposal and determine the future of Stoke-on-Trent City Centre BID.

Stoke-on-Trent City Centre BID must receive a YES vote from the majority of our voting members in the ballot, both by number and by the total rateable value of those businesses who cast their vote.

- The ballot is a confidential postal ballot
- To ensure neutrality, Stoke-on-Trent City Council will be responsible for the administration, management and delivery of the ballot
- A voting paper will be sent to you for each business unit that you own or occupy that has a rateable value of £12,000 or more
- Where a business has more than one business unit with a rateable value of £12,000 or more, it will receive a ballot paper for each individual unit
- Each ballot paper counts as one vote. It is therefore important that EVERY voting paper is completed and returned



The Ballot

- A notice of impending ballot will be issued on 26th May 2023
- Your ballot paper will be distributed on 9th June 2023 when the ballot opens
- You will need to cast and return your postal vote by 5pm on 6th July 2023
- The result of the Stoke-on-Trent City Centre BID ballot will be announced on 7th July 2023



Key Dates

26th May 2023

Notice of ballot published by Electoral Services

9th June 2023

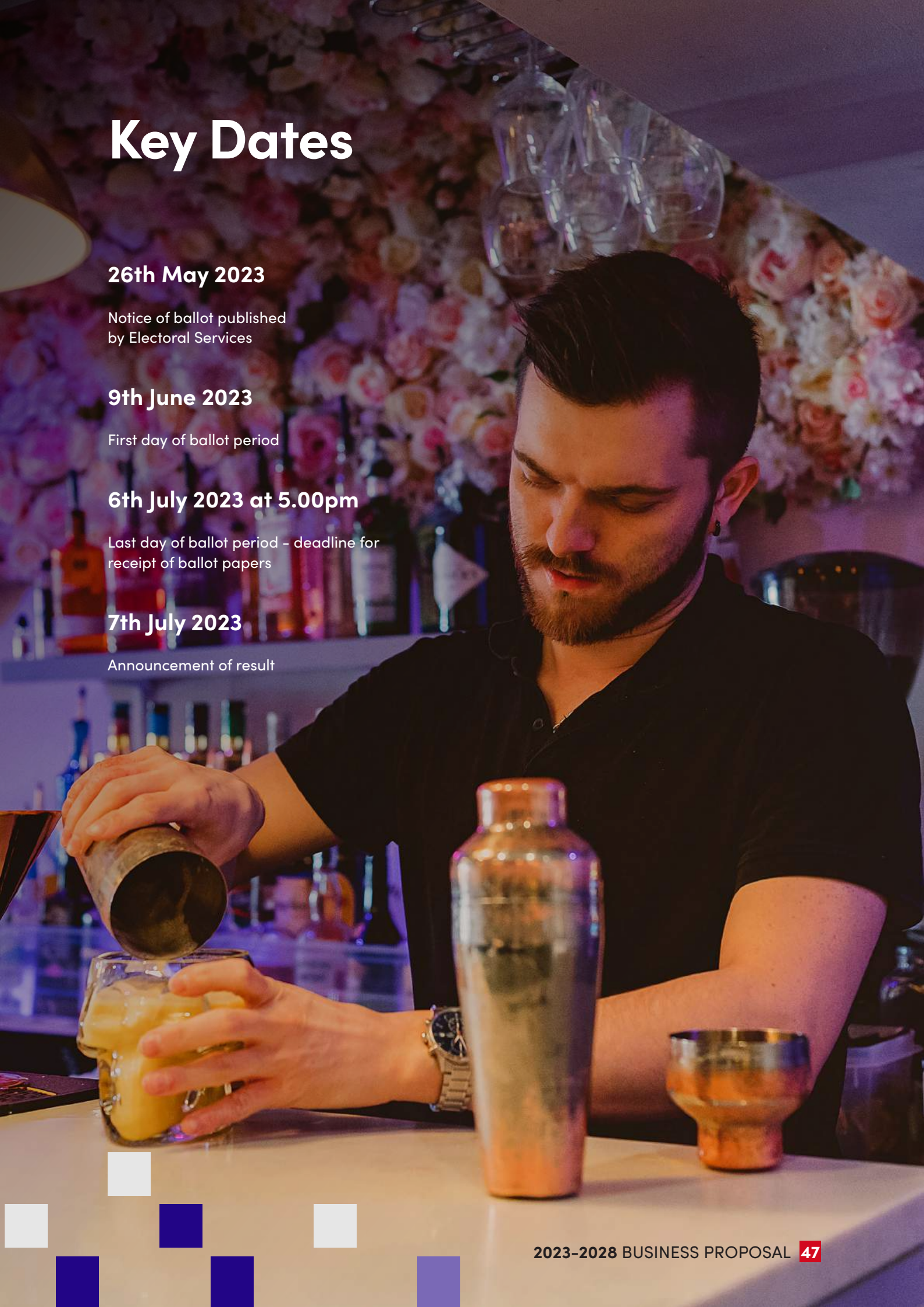
First day of ballot period

6th July 2023 at 5.00pm

Last day of ballot period – deadline for receipt of ballot papers

7th July 2023

Announcement of result



The Future is...

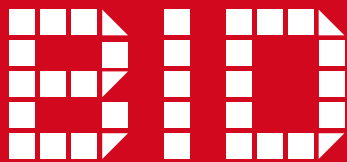
YOUR BUSINESS.

YOUR CITY CENTRE.

YOUR DECISION.

VOTE YES

**STOKE-ON-TRENT
CITY CENTRE**



A BUSINESS ALLIANCE

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