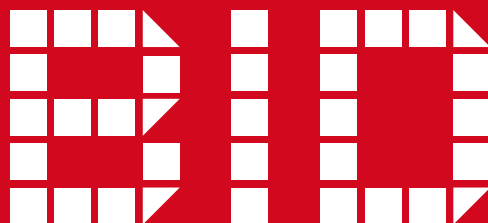


STOKE-ON-TRENT CITY CENTRE



A BUSINESS ALLIANCE

2018 - 2023





OUR VISION: TO PROMOTE AND SUPPORT A SAFE, WELCOMING AND ENGAGING CITY CENTRE DESTINATION FOR STOKE-ON-TRENT

STOKE-ON-TRENT
CITY CENTRE
BID
A BUSINESS ALLIANCE

THERE ARE NOW OVER 300 BUSINESS IMPROVEMENT DISTRICTS (BIDS) IN THE UK. NEARLY ALL CITY CENTRES ARE NOW BENEFITING FROM THE WORK THEY HAVE BEEN DELIVERING FOR THEM FOR THE LAST 10-15 YEARS. WE ARE IN DANGER OF STOKE-ON-TRENT BEING LEFT BEHIND IF WE DO NOT ACT, AND NOW.

Kingston First was the first BID in the UK and has been delivering a programme of projects and services for its 750 businesses since 2005. It is a great example of how a BID can grow and mature over time and offer key services, which have developed and changed over the years to suit the needs of its businesses.

BIDs often cover business support, marketing, enhancing the street scene and events but the beauty of a BID is that it provides a framework of projects and services created wholly around research from businesses in its area. A lot of time is spent determining what key services are needed to improve the trading environment.

Stoke-on-Trent City Centre Partnership (CCP) has been working hard to ensure we have spoken to as many businesses as possible via workshops, face to face meetings, presentations and email surveys to ensure we have captured as many ideas and challenges as we can.

If successful, the Stoke-on-Trent City Centre BID will generate in excess of £400,000 per annum for five years to plough back into improvements and developments in our City Centre.

BIDs are powerful tools that empower businesses to see the effectiveness of synergy and what a united partnership for a shared destination can bring.

It is also very important to us that the BID will be well run, so we have spent time ensuring that if the BID is successful, the structure will be in place to create a business that is excellently managed and delivers on your behalf, from day one.

A BID for Stoke-on-Trent City Centre will be a BID for you, the businesses within it.



Yours,

Jonathan Bellamy
Chairman
Stoke-on-Trent CCP

BID AREA

THE PROPOSED BID AREA FOR
STOKE-ON-TRENT CITY CENTRE
(2018-2023) INCLUDES THE
FOLLOWING STREETS:

- Adventure place

Albion Square

Albion Street

Bagnall Street

Bethesda Street

Birch Terrace

Bird Cage Walk

Black Horse Lane

Boothroyd Street

Brewery Street

Broad Street

Brockley Square

Brunswick Street

Bryan Street

Burton Place

Century Street

Charles Street

Cheapside

Clough Street

Clough Street East

Crown Bank

Crown Street

Etruria Road

Foundry Street

Fountain Square

Gilman Place

Gitana Street

Glass Street

Goodson Street

Hanley Mall

Hanover Street

Hasselle Street

Hillchurch Street

Hope Street

Huntbach Street

John Street

Lamb Street

Leonard Coates Way

Lichfield Street
- Lidice Way

Lower Foundry Street

Market Lane

Market Square

Marsh Street North

Marsh Street South

Meigh Street

Mersey Street

Miles Bank

Morley Street

New Century Street

New Hall Street

Old Hall Street

Orb Street

Pall Mall

Parker Street

Parliament Row

Parliament Square

Percy Street

Piccadilly

Potteries Shopping Centre

Potteries Way

Quadrant Road

Ranelagh Street

Sampson Street

Sceptre Street

Stafford Lane

Stafford Street

Tontine Square

Tontine Street

Town Road

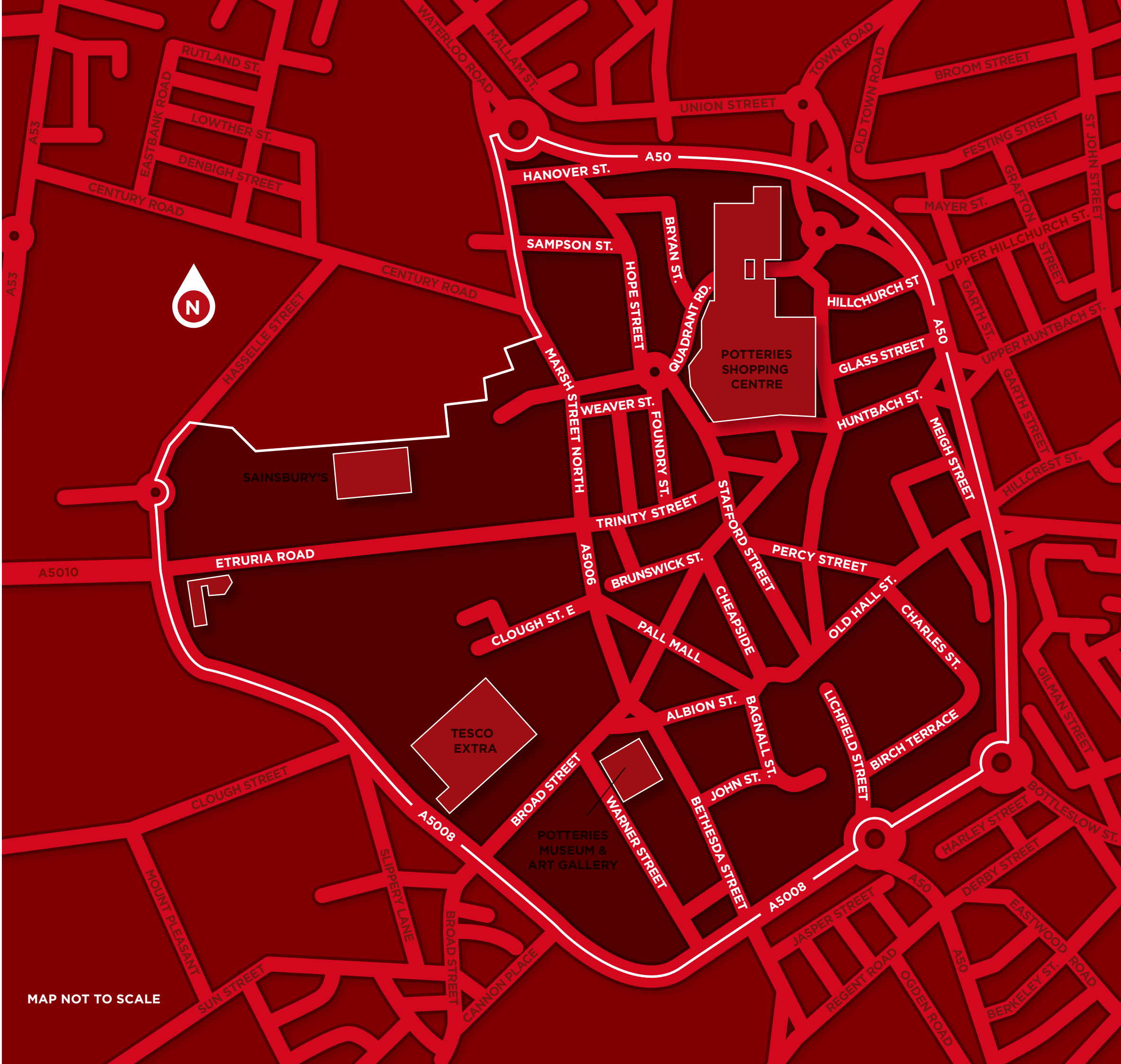
Trinity Street

Upper Market Square

Warner Street

Weaver Street

York Street





A LITTLE BIT ABOUT BIDS

BIDS PROVIDE SERVICES FOR THEIR BUSINESS COMMUNITY WHICH SUPPORT IMPROVEMENTS TO THE OVERALL TRADING ENVIRONMENT IN WHICH THEY ALL OPERATE.

Whilst there are some 300 BIDs in the UK, no two BIDs are the same. They are formed to support the uniqueness and individuality of their own location. With so many BIDs now operating across the country, British BIDs, the national trade body representing BIDs has developed clear Guiding Principles – a voluntary code of conduct on how a BID should be run. Stoke-on-Trent BID will adopt and adhere to this if successful at ballot. The main pillars of a well-run BID to ensure it is democratic and effective are:

TRANSPARENCY AND ACCOUNTABILITY

A BID operates as a partnership vehicle accountable to its contributors. As such, it must ensure that all elements of development, management and renewal are open and transparent.

GOVERNANCE AND MANAGEMENT

A BID is designed as a locally focused and business-led partnership and should ensure appropriate and representative governance arrangements.

COMMUNICATING AND REPORTING

A BID has a responsibility to communicate with its contributors to ensure there is a two way exchange of information on the needs of the area and the value and impact of the services delivered.

BIDs are providing some really innovative projects to support their locations and as they mature in their environment they become even more attuned with business needs and become a voice to be heard. For more information about BIDs and projects they can deliver visit britishbids.co.uk



Accountability and transparency are key to the Steering Group. We have worked hard to ensure we have communicated with businesses at all levels, both local and head offices to ensure our plans are robust and representative of local need

Jonathan Bellamy Chair, Stoke-on-Trent CCP

FAQS

COULD OUR BID MONEY END UP BEING SPENT IN A DIFFERENT PLACE?

No! Definitely not. The money a BID collects is ring-fenced for use in the BID area and is often used to increase footfall, enhance marketing and promotion of the area and connect businesses with one voice.

ARE ALL BIDS THE SAME SIZE?

No, the BID mechanism allows for a large degree of flexibility and as a result BIDs can vary in size with some BIDs having 50 hereditaments and the largest over 2,000. Stoke will have 436 businesses that will be liable to pay the levy.

HOW MUCH WILL THIS BID RAISE?

Stoke-on-Trent BID will create investment of at least £400,000 per annum.

In addition, BIDs attract on average 30% additional revenue via growth and funding bodies.

HOW DID THIS PLAN COME TOGETHER?

A BID can only be formed following consultation and a ballot in which businesses vote on a BID Proposal for the area. This business plan summarises what you, as a business, will be voting for.

HOW LONG DOES A BID LAST FOR?

BIDs operate for a maximum of five years within the legislative framework. If they wish to continue they must go through a renewal ballot process to secure another BID term of up to five years.

HOW IS THE BID FUNDED?

The BID is funded via a levy which is a small percentage of the rateable value of the business. In Stoke-on-Trent that will be 1.5%. The levy is mandatory for up to five years, if businesses vote yes.



WHAT WILL MY BUSINESS PAY?

If the rateable value of your business is **£12,000**, you will pay **£180** per annum

HOW DO WE VOTE?

If your business is eligible, you will be sent a ballot paper. You then need to return it in the allotted time. There is more information at the back of this plan explaining the process and how to vote

HOW IS A BID MANAGED?

It depends. Most BIDs are not-for-profit companies limited by guarantee. This is the model Stoke-on-Trent City Centre BID has chosen to adopt if successful. The governance arrangements for this BID are laid out at the back of this plan.

IF THE BID IS SUCCESSFUL HOW DO WE MANAGE THE PERFORMANCE OF THE BID TO ENSURE IT DOES WHAT IT SAYS IT'S GOING TO DO?

Ultimately, the BID goes to ballot again in five years time which give businesses the chance to vote no if they no longer want/need the services. The BID will also annually update its businesses as to progress and show delivery against the business plan.

LISTENING AND LEARNING

HOW DID WE FIND OUT WHAT MATTERED TO YOU? A BID IS ALL ABOUT UNDERSTANDING BUSINESS NEEDS. THIS IS HOW WE ENGAGED WITH YOU TO FIND OUT YOUR VIEWS AND BUSINESS CHALLENGES.



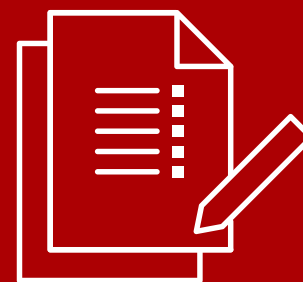
1-TO-1 MEETINGS

Carried out between July 2017 - March 2018.



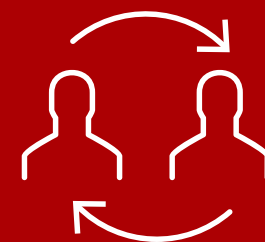
INTERACTIVE WORKSHOPS

Held at The Regent Theatre - invites sent to all eligible businesses in the area.



TWO TAILORED QUESTIONNAIRES

Detailed questionnaires carried out either on or offline and in conjunction with a one-to-one meeting with one of our research team. Over 60% of businesses were spoken to.



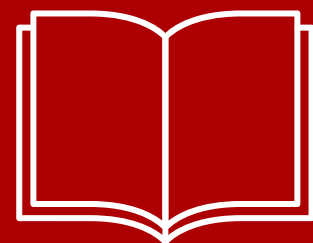
STAKEHOLDER COLLABORATION

Meeting with city centre stakeholders to understand what is already being delivered and how we can enhance it and not duplicate.



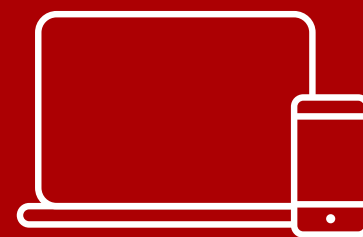
STRATEGY DOCUMENT REVIEW

The team reviewed all key strategy documents to understand the priorities and changes already planned for Stoke-on-Trent and to clarify how a BID could potentially dovetail with this.



PRINTED LITERATURE

A final consultation document was issued to all local and head office businesses asking for final feedback on plans and whether the BID had interpreted priorities correctly or if there was anything else to be included.



WEBSITE AND SOCIAL

Opportunities to read about our consultation and plans online and feedback if needed.



CCP PRESENTATIONS

Regular presentations at the CCP updating on progress and asking for feedback.

LISTENING AND LEARNING

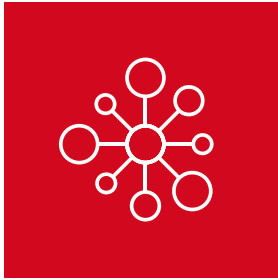
YOU FELT THAT TO ACHIEVE IMPROVED PERCEPTIONS AND THE LOOK AND FEEL FOR STOKE-ON-TRENT CITY CENTRE, THREE PRIORITIES NEEDED LOOKING AT:



EMERGING
PRIORITY 1:
**SAFE AND
SOUND**
**PLACE
MANAGEMENT**



EMERGING
PRIORITY 2:
**POSITIVE AND
PROMOTED**
**PLACE
MARKETING**

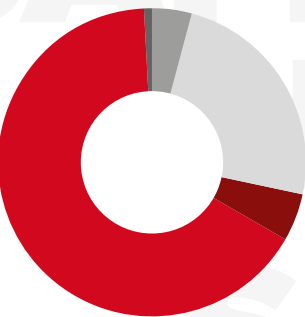


EMERGING
PRIORITY 3:
**CONNECTING
AND CONNECTED**
**BUSINESS
COMMUNITY
SUPPORT**

HERE'S WHAT YOU PRIORITISED

BETTER PROMOTION TO WIDER CATCHMENT

TOTAL RESPONSES
249



DON'T KNOW
11 (4%)

SLIGHTLY AGREE
60 (24%)

SLIGHTLY DISAGREE
12 (5%)

STRONGLY AGREE
164 (66%)

STRONGLY DISAGREE
2 (1%)

PEOPLE STAYING LONGER

TOTAL RESPONSES
246



DON'T KNOW
11 (4%)

SLIGHTLY AGREE
83 (34%)

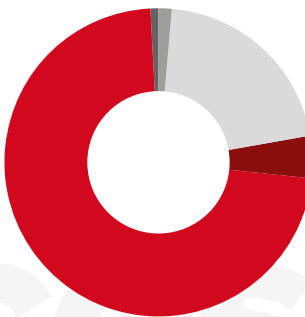
SLIGHTLY DISAGREE
4 (2%)

STRONGLY AGREE
146 (59%)

STRONGLY DISAGREE
2 (1%)

MORE THINGS FOR PEOPLE TO DO - EVENTS/FESTIVALS

TOTAL RESPONSES
251



DON'T KNOW
4 (2%)

SLIGHTLY AGREE
52 (21%)

SLIGHTLY DISAGREE
11 (4%)

STRONGLY AGREE
182 (72%)

STRONGLY DISAGREE
2 (1%)

NO. OF BUSINESSES STRONGLY AGREEING WITH THESE STATEMENTS BELOW

164 (66%)

PEOPLE STAYING LONGER

146 (59%)

PEOPLE DISCOVERING THE HERITAGE

158 (63%)

PEOPLE DISCOVERING THE HERITAGE

TOTAL RESPONSES
249



DON'T KNOW
13 (5%)

SLIGHTLY AGREE
57 (23%)

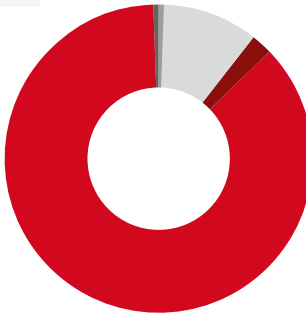
SLIGHTLY DISAGREE
19 (8%)

STRONGLY AGREE
158 (63%)

STRONGLY DISAGREE
2 (1%)

IMPROVED LOOK AND FEEL

TOTAL RESPONSES
250



DON'T KNOW
2 (<1%)

SLIGHTLY AGREE
25 (10%)

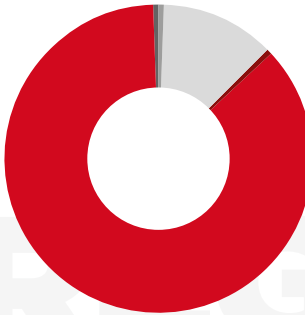
SLIGHTLY DISAGREE
5 (2%)

STRONGLY AGREE
217 (87%)

STRONGLY DISAGREE
1 (<1%)

IMPROVED PERCEPTIONS

TOTAL RESPONSES
251



DON'T KNOW
2 (1%)

SLIGHTLY AGREE
30 (12%)

SLIGHTLY DISAGREE
1 (<1%)

STRONGLY AGREE
217 (87%)

STRONGLY DISAGREE
1 (<1%)

IMPROVED LOOK AND FEEL

217 (87%)

MORE THINGS FOR PEOPLE TO DO - EVENTS/FESTIVALS

182 (72%)

IMPROVED PERCEPTIONS

217 (87%)



EMERGING PRIORITY 1: **SAFE AND SOUND - PLACE MANAGEMENT**

SAFE AND WELCOMING - THIS PRIORITY IS RESOUNDINGLY IMPORTANT TO ALL BUSINESSES WE SPOKE TO. A CITY CENTRE THAT FEELS OPEN AND FRIENDLY CAN ONLY HELP TRADING FOR BUSINESSES IN THE AREA.

SO TO SUPPORT THIS WE WILL COLLABORATE WITH PARTNERS TO DELIVER A SAFER, MORE WELCOMING ENVIRONMENT. PROJECTS WILL INCLUDE:

PLACE AMBASSADORS

We will provide fully trained street personnel who have a great understanding of the City Centre and its geography. We will tie this in with the Street Ranger role of being the eyes and ears of the BID. They will pick up on and manage issues, provide support for businesses, help with events and be a welcoming face for businesses and visitors.

AN ATTRACTIVE TRADING ENVIRONMENT

We will look at improving the appearance of some key trading environments with projects such as pocket gardens, helping to demonstrate that improving the look and feel of an area in turn helps to decrease anti-social behaviour such as littering and graffiti. This will include tying in with local artists and creative organisations to create vacant shop front covers reflecting the personality of the City. We will aim to broker arrangements between artists and landlords where possible whilst also linking vacant units into the Inward Investment project.

“
Endeavouring to improve visitor perceptions of safety and well-being in the city centre”

CLEAN SWEEP

We will provide improved grot spot cleaning/graffiti removal at key times of the year/in key areas working in conjunction with existing contractors.

POP UP SHOPS

We will explore how this can work for both landlords and businesses alike and create opportunities to showcase new business ideas as part of a vacant unit project.

ANTI-SOCIAL BEHAVIOUR MANAGEMENT

This appears to be the biggest challenge for city centre businesses. A team of Street Rangers with powers and connection to the BCRP, local authority and the police could be provided by the BID and would work with businesses to give support to premises when dealing with repeat offenders and recurring anti-social behaviour.

SUPPORTING DIVERTED GIVING SCHEMES

Rough sleeping and begging are issues challenging many town and city centres. Specialist agencies are already in place and the BID will look at ways to work with these charities and organisations to support vulnerable individuals, whilst endeavouring to improve visitor perceptions of safety and well-being in the city centre.

We will work hard to support homeless shelters and other initiatives surrounding homelessness and begging.



EMERGING PRIORITY 2: **POSITIVE AND PROMOTED – PLACE MARKETING**

OUR RESEARCH INDICATED THAT IN ORDER TO SUPPORT CHANGING PERCEPTIONS OF THE CITY CENTRE THE FOLLOWING WERE OF MAJOR IMPORTANCE: IMPROVED MARKETING, INCREASED DWELL TIME AND A GREATER VARIETY OF EVENTS AND FESTIVALS.

THEREFORE THE BID WILL DELIVER PROJECTS TO CHANGE PERCEPTIONS, ENGAGE VISITORS AND ENCOURAGE EXPLORATION OF THE CITY. IT WILL WORK WITH KEY PARTNERS TO REACH PRIMARY AND SECONDARY CATCHMENTS AND WILL INCLUDE INITIATIVES SUCH AS:

SEASONS IN THE CITY EVENTS AND MARKETING CAMPAIGNS

We will increase the variety of events and activities held on our City Centre streets and locations, creating more animation and City Centre visitor experiences. We will also create seasonal marketing including Christmas promotions happening across our city centre into easy-to-read visitor guides and online listings.

CITY CENTRE LOYALTY

We will encourage loyalty to the City Centre with a range of offers and promotions, aimed at visitors, residents and workers.

INWARD INVESTMENT STRATEGY WITH LOCAL AUTHORITY

Not only will we work on positively promoting Stoke-on-Trent to a visitor audience and on reminding local residents what a great city we are, we will work alongside the Local Authority and promote Stoke-on-Trent as a seriously good place to do business and invest. A true public and private sector approach to inward investment.

INDEPENDENT BUSINESS CAMPAIGN

Independent businesses are the true lifeblood of any city centre and give a place its personality. We will deliver an 'Indie' campaign raising the profiles of the wonderful independent businesses in the area and the customer service they offer.

CONNECTING THE DAY AND NIGHT-TIME ECONOMIES

Additional promotion linking day and night-time activities will be offered by the BID. Delivering messages around what there is to see, do and be involved in, where to park and how to move around safely will be key.

The BID will build on the five main pillars: well-being, policy, movement, appeal and sense of place to improve the feelings of a 'good night out' in Stoke on Trent City Centre.

COLLABORATION WITH VISIT STOKE AND VISIT STAFFORDSHIRE

Destination brands already exist to promote the area and region. The BID will ensure it works collaboratively with these platforms to ensure an excellent visitor experience when looking for information online and where possible modernise the marketing with relevant content on the right channels. We will improve online presence for city centre businesses to showcase the city centre in all its glory and help raise the profile of the City as a hub for Arts and Culture.





EMERGING PRIORITY 3: CONNECTING AND CONNECTED - BUSINESS COMMUNITY SUPPORT

A STRONG BUSINESS COMMUNITY CREATES AN IMPROVED TRADING ENVIRONMENT, SO BEING ABLE TO CREATE AS MANY TOUCH POINTS FOR BUSINESSES TO MEET UP AND LEARN FROM EACH OTHER AS WELL AS WHAT IS HAPPENING IN THEIR CITY IS CRUCIAL.

PROVIDING TRAINING SERVICES TO SUPPORT SMALLER/FLEDGLING BUSINESSES WILL ALSO HELP STRENGTHEN A COMMUNITY FEELING IN THE CITY CENTRE AND BEYOND. PROJECTS TO CONNECT BUSINESSES WILL INCLUDE:

ANTI-SOCIAL BEHAVIOUR DATA SHARING

Compliant with GDPR practices, we will encompass more businesses within the local business crime reduction partnership to extend the existing data sharing system and benefits beyond that.

INDEPENDENT BUSINESS MENTORING

We will work with training providers and professionals to create a suite of courses on business skills for independent traders. This will be identified through a focus group with independent businesses and be tailored to suit specific needs.

BID BUSINESS NETWORKING PROGRAMME

We will provide a series of networking opportunities to bring together businesses both large and small. Some events will be to learn about BID projects and how to get involved, or purely social and network focused to get to know your fellow BID businesses and how you might work together. Others will call on professionals to give you relevant information about business needs such as social media training, tax advice, or shop window dressing.

BID BUSINESS DIRECTORY

We will compile a B2B BID business directory offering a listing for all those in the BID zone connecting you to services and the overall Stoke-on-Trent City Centre Business Community.

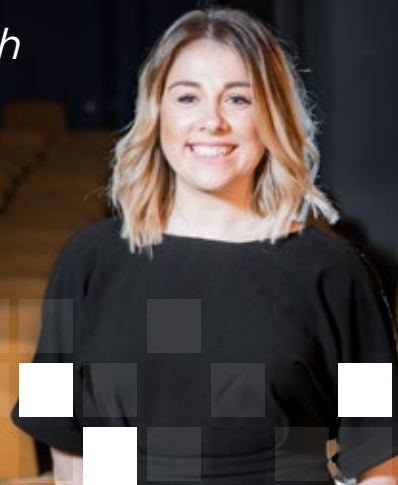
BID INFO SERVICE

We will keep you informed of everything happening in the BID zone and act as a voice for business on key issues where a joint voice is needed. E-mails, web content and social media B2B content will be issued to you providing relevant and important information that might be of interest to your business.

“We will keep you informed of everything happening in the BID zone and act as a voice for business on key issues where a joint voice is needed”

"We are a great city centre with fantastic history and heritage. Lets shout about it and let everyone know."

Grace Challinor
General Manager, The Regent Theatre



"I am delighted to be supporting the City Centre BID. The collective efforts of all businesses within the proposed BID area will lead to a positive step forward in helping to, once again, make the City Centre a thriving, prosperous, safe and secure area for all those who work, live, visit and invest in the area."

Julie Davies OBE County Business Crime Partnership Manager, Partnerships Against Business Crime in Staffordshire (PABCS) Chair of the Crime and Disorder Group City Centre Partnership



I BACK THE BID BECAUSE...



"The BID will provide Stoke-on-Trent city centre with sustainable funding to deliver specific projects and services. This will directly have a positive impact on the attractiveness of the city centre to visitors and businesses."

Paul Francis
General Manager, intu Potteries



"UK high streets are having a tough time. By becoming creative, programming events, performances and festivals we can win. The City Centre Partnership needs you now to support this BID and I completely endorse this new approach."

Mike Lloyd
Managing Director, Music Mania



"I am very excited by the opportunities a BID would bring. The most exciting thing for me is the opportunities the BID could create for small and independent businesses. I think many people who come for the bigger brands would be surprised by the offerings from our smaller/ independent traders."

Leigh Whittaker
Manager, Cineworld



"Most city centres now have a BID. I am concerned that if we don't pull together as a business community we will be left behind. We have some wonderful entrepreneurs and an exciting offer to shoppers, tourists and visitors alike and it is vital we build on the positive work of recent years."

Martin Tideswell Editor, Sentinel



"Staffordshire Chambers is very supportive of businesses taking control of their environment - and we are proud to support companies across the area in doing this. The City Centre BID is a brilliant way of providing the right focus and the right support for the many excellent businesses in the area."

Sara Williams
Chief Executive, Staffordshire Chambers of Commerce



"As a small independent business we recognise how dependant we are on there being a great quality offer right across our city centre. This BID gives us a really strong opportunity, whether big or small, to work together for a better future."

Charlie Brown
Proprietor, Charlie Browns Hairdressing Salon



"It's been said that when businesses work with cultural organisations, cities thrive. By encouraging visitors and residents to dwell longer and explore previously untried venues, shops and restaurants, the proposed BID will build on the established cultural activity to change perceptions of the city centre and enhance its wellbeing and prosperity."

Paul Williams Chair, Stoke-on-Trent Cultural Destination Partnership



"It is vital that small independent businesses, like myself support growth and investment in our city centre. By having a stronger infrastructure of people, places and business we are able to build a secure foundation that will allow our city to thrive and prosper in the future."

Josef Bailey
Owner, The Quarter Cafe - Bar - Bistro - Music Venue



"Street Chaplains has sought to play its part in supporting, helping and engaging with members of the community within the city centre. We are fully committed to seeing Hanley develop into a thriving business and shopping district that has a unique part to play within the city."

Stephen Russell
Street Chaplain Lead

GOVERNANCE, FINANCE AND TRANSPARENCY

CITY CENTRE PARTNERSHIP CORE GROUP

THIS BID PROPOSAL WAS INITIATED, STEERED AND NOW PRESENTED TO THE CITY CENTRE BY THE STOKE-ON-TRENT CITY CENTRE PARTNERSHIP. IF SUCCESSFUL, THE RESPONSIBILITY OF THE DELIVERY OF THE BID WILL COME UNDER THE GOVERNANCE OF A REPRESENTATIVE BOARD OF DIRECTORS AND ADVISORY GROUPS AS OUTLINED IN THE LEVY RULES OVERLEAF.



- 1 Jonathan Bellamy**
CEO, Cross Rhythms City
Radio & Chair CCP
- 2 Paul Francis**
General Manager, intu
Potteries & Deputy Chair CCP
- 3 Mandy Holdcroft**
Associate, Knights Solicitors &
Secretary CCP
- 4 Rachel Austin**
Station Director, Signal Radio
& Treasurer CCP
- 5 Lyn Rowe**
Director of Sales & Marketing,
Strategi Solutions & Chair CCP
Communications & Promotions
Subgroup
- 6 Andrew Nicklin**
Managing Director, Stoke
Arts And Culture & Chair CCP
Culture, Leisure & Events
Subgroup
- 7 Julie Davies OBE**
County Business Crime
Partnership Manager,
Partnerships Against Business
Crime in Staffordshire
(PABCIS) & Chair CCP Crime,
Disorder & ASB Subgroup
- 8 Doug Wardle**
Managing Director Wardleco &
CCP Ambassador
- 9 Janet Jones**
City Centre Manager & CCP
Liaison Officer

VARIABLES TO INCOME

HEADLINE BID LEVY RATE	1.5%
TOTAL RATEABLE VALUE	£34,496,300
LEVY RATE FOR CHARITIES	1.5%
LEVY RATE FOR SHOPPING CENTRES	1%
LEVY RATE INFLATION	2.5%
ADDITIONAL INCOME	0%
LEVY CAP	£10,000
AVERAGE ANNUAL LEVY	£428,524
TOTAL HEREDITAMENTS	436
THRESHOLD ABOVE WHICH LEVY APPLIES	£11,999
LEVY COLLECTION RATE	97%

INDICATIVE SPENDING

	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	TOTAL
Income						
BID Levy	£407,627	£417,818	£428,263	£438,970	£449,944	£2,142,622
Expenditure						
Safe and Sound	£100,000	£142,606	£146,170	£149,824	£153,570	£692,170
Positive and Promoted	£120,000	£163,050	£167,126	£171,304	£175,587	£797,067
Connecting and Connected	£20,381	£20,890	£21,412	£21,948	£22,496	£107,127
Overhead	£81,525	£83,563	£85,652	£87,793	£89,988	£428,521
Set-up cost repayment	£80,000	£0	£0	£0	£0	£80,000
Total Expenditure	£401,906	£410,109	£420,360	£430,869	£441,641	£2,104,885
Surplus	£5,721	£7,709	£7,903	£8,101	£8,303	
Reserve and contingency	£5,721	£13,430	£21,333	£29,434	£37,737	

STOKE BID LEVY RULES

BID RULES IN DEVELOPING THE RULES THAT WILL APPLY TO THE BID, CONSIDERATION HAS BEEN GIVEN TO ‘THE NATIONAL BID CRITERIA’ PUBLISHED BY BRITISH BIDS.

BALLOT

- 1 Stoke-on-Trent City Council will send those responsible for properties or hereditaments to be subject to the BID a ballot paper prior to Friday 15th June 2018.
- 2 Each property or hereditament subject to the BID will be entitled to one vote in respect of this BID proposal in a 28 day postal ballot which will commence on Friday 15th June 2018 and close at 5pm on Thursday 12th July 2018. Ballot papers received after 5pm on that day will not be counted. The result of the ballot is due to be announced on the following day.
- 3 In order for the proposal to be successful at ballot the result will need to meet, as a minimum, two independent criteria which are: (a) of those ballots returned by the close, those voting in favour of the proposal must exceed those voting against it, and (b) of those ballot papers returned by the close, the total rateable value of those properties or hereditaments which vote in favour, must exceed the total of those voting against.
- 4 If successful at ballot, the BID will commence delivery of services as specified in the business plan (part of the overall BID proposal) on 1st November 2018.

LEVY

- 1 The levy rate to be paid by each property or hereditament is to be calculated as 1.5% of its rateable value as at the ‘chargeable day’ (1st November each year).
- 2 All properties or hereditaments with a rateable value of £12,000 or more will be eligible for payment of the levy.
- 3 The number of properties or hereditaments liable for the levy is approximately 436.
- 4 From 2019 onwards, the levy will be increased by the fixed rate of inflation of 2.5% per annum.
- 5 The levy will be charged annually in advance for each chargeable period (November to October each year), starting in November 2018. No refunds will be made.
- 6 The maximum amount payable for any one hereditament has a cap of £10,000 (rising by 2.5% a year).
- 7 The owners of untenanted properties or hereditaments will be liable for payment of the levy.
- 8 Occupiers within shopping centres that are subject to a service charge will pay 1% of their rateable value.
- 9 Stoke-on-Trent City Council will be responsible for collection of the levy. The collection charge will be £13,952 per annum; this equates £32 per hereditament and 3% of anticipated billed levy.

FINANCES

- 1 A cautious approach has been adopted to providing the indicative budget for the BID term.
- 2 A levy collection rate of 97% has been assumed and this reflects national average.
- 3 The average annual levy available to be spent by the BID for the term is approx. £428,524
- 4 A contingency provision on expenditure, together with the availability of reserves, provides for an anticipated surplus of £37,737 by the end of the first term.
- 5 Operating costs of the BID Company are estimated as 20% of total expenditure.

ACCOUNTABILITY AND TRANSPARENCY

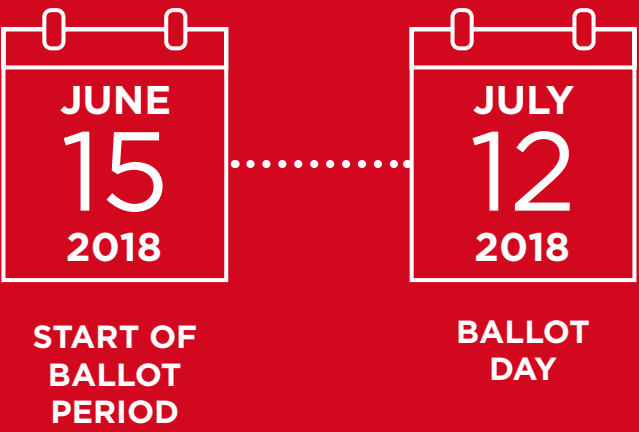
- 1 The BID Company (a not for profit company limited by guarantee) recognises the importance of accountability and transparency within its governance arrangements. It will aim to be certified through British BIDs Accreditation, an award in respect of internal quality management systems within its first term.
- 2 The Directors for the BID Company will include representation from the all business sectors to ensure inclusion. This may include some non-levy payers, although always in a minority. The Board will meet quarterly.
- 3 The Board shall appoint a Chair. Their Chair will also have the right to chair any BID Advisory Group(s), subgroups or delegate the position of Chair at their discretion.
- 4 The BID Advisory Group(s), primarily made up with and representing levy payers, will advise on issues, oversee performance measurement, and more generally act as the primary consultative and advisory body on BID services as set out in the business plan. They will meet quarterly, prior to Board meetings. Minutes from each BID Advisory Group meeting will form part of the information provided to the Board ahead of their meetings. In turn, minutes of Board meetings will be circulated to the BID Advisory Group.
- 5 Provided that the BID is meeting its overall objectives, it shall have the ability to vary service delivery and expenditure allocation according to the changing demands of levy payers. However, any change to the BID boundary or to the headline levy rate would require an alteration ballot.
- 6 Stoke-On-Trent City Council will be observers of the Board and will not be subject to re-election processes.
- 7 The BID will file annual accounts compiled by independent accountants with Companies House. The accounts will be available to all levy payers. An annual report on activities, including finances, will be published. An Annual Meeting for Members and levy payers will be held. The BID will issue a statement every year to levy payers.
- 8 An Operating Agreement, which includes the Council's Baseline services within the BID area, has been agreed with Stoke-On-Trent City Council. A copy can be found at stokeontrentbid.co.uk
- 9 Notification of the intention to hold a ballot was sent to the Secretary of State on 19th February 2018.

YOUR VOTE

FROM 15TH JUNE TO 12TH JULY YOU WILL HAVE THE OPPORTUNITY TO VOTE ON THIS PROPOSAL FOR THE PERIOD 2018-2023.

A POSTAL BALLOT WILL TAKE PLACE OVER 28 DAYS. THE BALLOT IS BEING RUN BY STOKE-ON-TRENT CITY COUNCIL AS REQUIRED BY THE REGULATIONS AND LEGISLATION.

KEY DATES ARE:



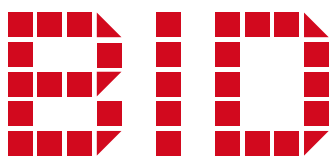
WHAT NEXT?

If you are an eligible business you will receive a ballot paper.

If you want more information do contact us on:

- ✉ hello@stokeontrentbid.co.uk
- 🌐 www.stokeontrentbid.co.uk
- 🐦 twitter.com/stokeontrentbid
- 📘 facebook.com/StokeonTrentCityCentreBID
- 📺 linkedin.com/company/stokeontrentbid

STOKE-ON-TRENT CITY CENTRE



A BUSINESS ALLIANCE

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