



Business Plan for **BRILLIANT BRIGHTON** 2021-2026

The City Centre Business
Improvement District (BID)

The Vision:

To deliver a thriving, safe, clean and vibrant city centre that residents and visitors want to come back to time and again.

Chair's Welcome

2021 offers us an opportunity to come together and reinvent Brighton City Centre for a world post-Covid. We all know how difficult life has been under the pandemic, businesses have been stretched to the limits with many, sadly, facing closure.

At the same time, Brilliant Brighton, the city's Business Improvement District has been asking businesses what needs to be done to reinvigorate and reinvent our city centre for the next five years. Maintaining our competitiveness within the visitor economy market is central to our success and the BID offers a chance to do just that.

The projects outlined in this business plan have been distilled from a comprehensive consultation process with city centre businesses. It's no surprise that health and cleanliness have been high priorities for business owners and as such, we are proposing an additional project; to jet wash streets and remove graffiti and stickers from businesses' frontages. This will make the BID area a bright, clean and attractive place. And to help you to feel safer, the hugely successful BID Ambassadors project will continue.

As well as this, there has been a strong desire to continue to add colour to the streetscape with banners, bunting and hanging baskets in the summer months – again, creating an attractive and welcoming city centre.

Christmas lights were also high on the list of priorities, emphasising the importance of showcasing the Brighton BID area as a regional shopping destination at this hugely important time of the year for retailers and hospitality businesses.

Maintaining a strong connection with our customer base will be achieved with an increased PR and marketing service, helping you to reach out to potential customers and increase your sales.

This business plan sets out a clear strategy to build on the successes that the BID has delivered in Brighton City Centre since 2006. To pay for the projects, a flat fee of 1.5% of your rateable value will be shared across the BID area. For many businesses this represents a lower payment than from when the BID first came in to being in 2006.

The business community needs to work together to forge a new future and cement Brighton's position as the shopping, eating and entertainment destination in the South East.

I hope that you see the benefits too and vote YES to the projects in this business plan. Because without the BID, the next five years would see no on-street security, no cleansing programme, no Christmas lights and no promotional support. We want Brighton City Centre to continue to be a fantastic place to work, live and visit.

I strongly urge you to carefully consider the business plan and vote in favour.

Thank you for your support.
Matt Bristow - BID Chair



Executive Summary

Now, more than ever, we need to create a city centre that locals and visitors will want to return to time and time again.

THIS NEW BID BUSINESS PLAN WILL AIM TO:

- ✓ Enhance the cleanliness of the BID area by delivering street jet washing and graffiti removal on a regular roster.
- ✓ Enhance the safety of Brighton City Centre with a uniformed on-street Ambassador service.
- ✓ Deliver an annual display of Christmas lights throughout the city centre BID area.
- ✓ Dress the city in the summer months to extend the 'festival feel' to September (hanging baskets, banners and bunting).
- ✓ Promote the Brighton BID area as a brilliant place to shop and visit.
- ✓ Create promotional events to showcase the BID area (e.g. food trails, treasure hunts and Christmas shopping promotions).
- ✓ Support businesses with their online presence with 1:1 advice and training.
- ✓ To continue to help businesses make significant savings on their overheads by using the buying power of the 517 members to reduce costs.
- ✓ Give businesses in the BID area a voice to lobby the local authority, police and central government where appropriate, and play a full part in deciding how the city centre is managed.
- ✓ Provide advice and guidance to BID Members on national policy changes, city consultations and business support.

There are now 329 BIDs across the UK, cumulatively investing £132,493,286 in projects decided upon by the business community itself. Of that total, 320 of them are other retail centres that see BIDs as the only sustainable vehicle to keep them competitive in the face of such recent upheaval and uncertainty.

As more and more BIDs ballot for further terms, the vast majority have been successful.

Over the last 15 years Brighton BID has been at the forefront of supporting city centre businesses to help create a safe, vibrant and thriving city centre.

After listening to the feedback from members of the city centre business community, the BID Board of Directors would like to build on the successes of the past fifteen years to make sure that Brighton continues to thrive, attract more customers and maintain its position as a regional shopping destination.

In June 2021 Brighton's current BID expires and all services will cease to exist unless it is renewed. It is up to businesses to decide collectively if they wish to continue the BID. This will be done via a democratic vote in April and early May.



We are asking you to vote 'YES' to ensure a bright future by renewing the BID for a further five-year term from 1 July 2021 to 30th June 2026.

The Challenge

The great British high street is under unprecedented threat. This existential situation has highlighted the need to come together even more than before. Towns and cities across the South East will all be competing aggressively for visitor spend as the rise of online shopping only increases and embeds.

The Covid-19 pandemic has possibly changed the way we live for a generation, if not forever. But the BID provides an opportunity to unite on our shared commitment to succeed and reimagine our city centre as THE regional shopping destination on the south coast, showcasing a glittering array of independent businesses from retail, hospitality and leisure industries.

BRIGHTON BUSINESSES FACE IMMEDIATE CHALLENGES:

- ✓ The high street is under threat. We need to ensure an attractive, clean and safe environment for locals and visitors to draw people back to the city centre.
- ✓ Brighton continues to be seen as difficult to access, with expensive parking.
- ✓ Brighton currently remains within the top national retail rankings at number 25, dropping from 22nd place in 2019. We need to stop further movement down the list, and build on it to secure our future as a top shopping destination in the UK.
- ✓ Regional cities and malls (such as Bluewater, Chichester, Croydon and Southampton) are all easy to access and even pre-Covid, were significant competitors to Brighton.
- ✓ Due to the pandemic, business closures are increasing.
- ✓ Anti-social behaviour, left unchecked will only increase, creating a negative spiral on perceptions of safety within the city centre.

ALL OF THESE CAN BE ADDRESSED WITH A BUSINESS IMPROVEMENT DISTRICT, BUT WITHOUT IT THERE WOULD BE:

- ✓ No annual display of Christmas lights to attract spend during one of the most important periods of the year, but their absence would certainly attract negative publicity.
 - ✓ No day-to-day security in the city centre.
 - ✓ No PR and marketing specifically for BID businesses.
 - ✓ No hanging baskets, banners or bunting to create a friendly, welcoming environment.
 - ✓ No promotional events.
 - ✓ No coordinated business voice for the city centre retail and hospitality sector.
- Add to that, the new project of jet wash street cleansing, graffiti and sticker removal and instead of being welcomed to an attractive, safe and vibrant city centre, visitors will be treated to a very different experience – just when we need to be doing as much as we can to reassure and encourage more visits.



The Investment

THE BID ENSURES THAT BRIGHTON BUSINESSES WILL GAIN FROM SUBSTANTIAL ADDITIONAL FUNDING OF OVER £2,300,000 (INCLUDING VOLUNTARY CONTRIBUTIONS) OVER THE NEXT FIVE YEARS TO DELIVER THESE BENEFITS.

An annual levy for a period of five years equivalent to 1.5% of non-domestic rateable value will be charged on all qualifying hereditaments* listed in the Non-Domestic Rating list (supplied to the BID from the City Council) that are in the proposed BID area (see map on page 21 and 'Understanding the Proposals' on page 24). Registered charities and those businesses that have a rateable value of £5,000 or less will benefit from a discount of 50% on the above rate.

The BID levy will be supplemented by a voluntary contribution from Churchill Square and it will also seek other voluntary contributions, sponsorship support from other businesses and revenue raising projects where appropriate. During the previous five year term, the BID was successful in bringing in an additional £200,000 of investment into the BID area.

Every penny of the levy collected will be used to deliver the projects that you have asked for in this business plan. This is in contrast to Uniform Business Rates (UBR) where Brighton & Hove businesses have no say on how the money is actually spent.

*a rateable unit of property

The Ballot

All qualifying non-domestic rate paying businesses within the proposed BID area will be eligible to vote on this proposal, including those eligible for a discount. Brighton BID Ltd is the proposer. Ballot papers will be posted on or before the 9th April, with the final ballot date being 5pm on 6th May 2021. Given a simple majority vote both by number and rateable value of those voting, the BID will commence seamlessly from the existing BID on the 1st July 2021 for a five year period.

REMEMBER, A MAJORITY 'NO' VOTE WILL STOP ALL EXISTING BID ACTIVITIES FROM 30TH JUNE 2021, WHICH WILL MEAN:

- ✓ A lost opportunity to invest over £2m in the BID area over the next five years.
- ✓ No more on-street BID Ambassador security patrols.
- ✓ No more BID Christmas lights.
- ✓ No more banners, bunting or hanging baskets in the city during the summer months.
- ✓ No opportunity to deliver a new communications and events programme.
- ✓ No opportunity to deliver a cleaner post-pandemic city centre.
- ✓ The loss of access to over 14,000 potential customers via the Brilliant Brighton social media channels.
- ✓ No shopping basket of deals to support your business such as NCP discounts on parking or money off procurement.
- ✓ No more FREE access to many of the services from the Business Crime Reduction Partnership.
- ✓ No realistic prospect of a BID being re-established in the foreseeable future.

REMEMBER, A MAJORITY 'NO' VOTE WILL STOP ALL EXISTING BID ACTIVITIES FROM 30TH JUNE 2021

The Consultation

The challenges that the business community has faced over the last year have been unprecedented. Even before Covid-19 came along there were already big changes afoot within the high street. Understanding how the business community feels and crucially what solutions the community feels are necessary, has been central to the consultation process that has informed this plan.

Although we've been consulting specifically on a plan for Term 4 of the BID, we've also been listening to BID members during the course of the last term via annual surveys and our AGMs.

This plan is a result of the extensive feedback that we have gained from you, the BID business community.

THIS NEW PLAN FOCUSES ON THE CHANGING CIRCUMSTANCES WITHIN THE CITY AND IS THE CULMINATION OF:

- ✓ Online survey responses (20% of the BID levy payers have responded this way).
- ✓ Face-to-face (socially distanced) meetings with our Ambassadors team (over 90% of the SME business population has been canvassed in this way).
- ✓ Telephone / online meetings with national head offices.
- ✓ Regular Board meetings throughout the year.
- ✓ AGM opportunities for businesses to feed back to the BID Board.
- ✓ Weekly visits during the BID term from city centre Ambassadors allowing businesses to feedback ideas to the Board.
- ✓ Weekly (and during the lockdown, often bi or even tri-weekly) email updates from the BID office encouraging feedback on a range of issues from Covid-related to how best to support businesses.

BIDs allow the local community to take charge for their business environment – we are supportive of this plan which will help to rebuild the city after a very difficult year."

Mark Buchanan-Smith, Churchill Square Shopping Centre





The 5 Proposals: Security, Christmas Lights, Cleanliness, Summer Decorations and Communications & Events

PROJECT 1: Security

A security service with the addition of night-time support for the late-night economy. The security aspect to the BID will be split into two sections:

1. A 'daytime' security presence, with two teams of two officers patrolling the BID area from 10am – 6pm Monday to Saturday, and from 11am – 5pm on Sunday.
2. A 'night-time' element consisting of a Mobile Support Unit from the end of the daytime shift until midnight seven days a week with two members of staff. This service will be able to:
 - a. Provide support for anti-social behaviour in the BID area well into the evening.
 - b. Give daytime businesses added support if they are called to their businesses in the evening due to burglar alarms etc.
 - c. Add to the safety within the BID area which will have a knock-on positive effect on individuals visiting during the day.

Working with the Business Crime Reduction Partnership, details of illegal activities will be logged and held on a sophisticated incident database, which will be used to inform tactical decisions by Sussex Police and formulate evidence for Criminal Behaviour Orders (CBOs) and Community Protection Notices (CPNs) along with the targeting of offenders.

Free access to the services of the Business Crime Reduction Partnership (BCRP).

Every BID levy payer will be offered free membership of the BCRP which will entitle them to access a range of services that help to combat retail crime and anti-social behaviour including a password protected intranet holding Sussex Police intelligence and photos of named prolific offenders operating in the city centre.

WHAT DOES THE BCRP DO?

- ✓ Administers the city-wide radio security network with over 420 radio handsets across the city*.
- ✓ Collates incident reports from members on the activity of known offenders, in consultation with Sussex Police.
- ✓ Operates an exclusion scheme banning persistent offenders from over 400 premises in the city and offers evidence for conviction in the courts.
- ✓ Provides free training for business in loss prevention.
- ✓ Provides access to Sussex Police photos and intelligence on known offenders via a secure intranet and mobile phone app.
- ✓ Manages safety within the night-time economy.

*rental of a radio handset will not be funded by the BID. Access to intelligence is subject to signing a data integrity agreement.

"As an independent business in Brighton, it's important that we band together and work collectively to make the city as good as it can be."

Tim Richardson, LUST

BUSINESS PLAN PROPOSAL:

THIS BID BUSINESS PLAN PROPOSES TO CONTINUE TO DELIVER THIS PROJECT AS OUTLINED HERE.

PROJECT 2:

City centre festive lighting displays

Over the last five years, the BID has provided the festive lighting displays from mid-November through to early January.

THE PROJECT HAS:

- ✓ Installed a bespoke annual display of festive lighting to celebrate Brighton's unique appeal and cement the city as the place to visit in the winter months.
- ✓ Delivered a switch-on event which has become an important addition to the city's events calendar attracting hundreds of people to the city centre.
- ✓ Delivered a greener Christmas for the BID area via LED bulbs and further reducing costs with digital timers throughout the entire scheme.
- ✓ Worked with BID members to deliver appropriate displays for their own areas.

"The BID adds much needed colour and fun to the streets of Brighton throughout the year with glorious flowers, cheerful bunting and then the stunning lights at Christmas."

Matt Bristow, HomeSense

**BUSINESS PLAN PROPOSAL:
A BRAND NEW FESTIVE
LIGHTING DISPLAY FOR THE
ENTIRE BID AREA**

PROJECT 3:

Additional jet cleansing and graffiti/sticker removal in the BID area

The Covid-19 pandemic has highlighted a necessity for public safety. The ability to welcome people to a clean city has been at the forefront of many of our minds. In fact, the BID consultation research has shown that **89% of respondents would like to see additional street cleansing as part of the BID business plan.**

The BID will sign a baseline agreement with the Local Authority which outlines exactly what cleansing services Brighton & Hove City Council will provide. BID legislation dictates that a **BID CANNOT** supply services that the council is already statutorily expected to deliver and can only **ADD VALUE**.

HOW WILL THE SERVICE WORK?

The BID cleansing service will provide a significant uplift in cleansing of the BID area. The chart below outlines the additionality:

	CITY COUNCIL	BID STANDARD SERVICE	BID BOOKABLE SERVICE *
Monthly pressure washing public areas	X	✓	✓
Weekly removal of stickers from lamp posts etc.	X	✓	✓
Weekly graffiti removal on business premises	X	✓	✓
Keeping vacant shops in the BID area free of graffiti	X	✓	✓
Weekly vegetation removal	X	✓	✓
Gum removal	X	✓	✓

* Once the whole BID area has been given an initial deep clean, the project will be able to provide a bookable service to tackle individual hot spots in addition to a rolling programme to maintain the BID area.

For more details on the baseline services provided by Brighton & Hove City Council, please contact info@brightonbid.com

BUSINESS PLAN PROPOSAL:

A BRAND NEW PROJECT TO REGULARLY JET WASH AND DEEP CLEANSE THE WHOLE BID AREA. THIS IS BASED ON A NEW MEMBER OF STAFF WORKING A 40 HOUR WEEK SOLELY IN THE BID AREA.



PROJECT 4:

Dressing the city during the summer months

Over the last five years, the BID has provided a project to make the city centre more appealing to visitors from May through to September.

THE PROJECT HAS:

- ✓ Annually installed and maintained 1800m of bunting throughout the BID area.
- ✓ Installed and maintained over 1000 hanging baskets on BID premises.
- ✓ Displayed banners from May through to September along Western Road, North St, Market St and Bond St.
- ✓ Delivered Covid-safe messaging both via large on-street banners as well as floor decals to thank visitors for their custom and to remind people of social distancing requirements.
- ✓ Delivered annual sponsorship buy-in of over £20,000.

Now, more than ever, an attractive city centre will create the right atmosphere to attract visitors back post-pandemic. This project proposes a mix of brightly coloured summer decorations, floral displays and public service messaging to welcome visitors back whilst encouraging safety during their visit.

"Banners, bunting and floral displays are all really important to bring additional visual interest to the city."

**Gary Fitzharris,
Marks and Spencer**

BUSINESS PLAN PROPOSAL:

THIS BID BUSINESS PLAN PROPOSES TO CONTINUE TO DELIVER THIS PROJECT AS OUTLINED ABOVE.

Project 5:

Enhanced communications and events

Brilliant Brighton has built up a strong online presence through social media and the Brilliant Brighton website. Via social media, BID Levy payers can now easily access over 14,000 potential customers for no extra cost. Brighton BID Ltd will continue to enhance this service and add value to support the local retail and leisure sector in the BID area.

THE PROJECT WILL:

- ✓ Deliver and enhance our online offer to promote your business (website and social media).
- ✓ Organise events such as late night shopping, trails and more to increase potential footfall within the Brilliant Brighton area by working with BID members and local arts and events organisations.
- ✓ Create opportunities for business-to-business events to help Brilliant Brighton levy payers network and collaborate with one another.
- ✓ Focus on major festivals throughout the year (Christmas, Easter, bank holidays etc.) to maximise sales opportunities for the retail and hospitality sectors.

BUSINESS PLAN PROPOSAL:

THIS PROJECT WILL DELIVER A CALENDAR OF EVENTS THROUGHOUT THE YEAR AND SUPPORT THE BID MARKETING SERVICE



ADDITIONAL BID BENEFITS

Since 2011, the BID has put in place a number of projects to help support BID levy payers. There is now a 'shopping basket' of deals and offers to help BID businesses save in excess of £1000 per month. It has been a central theme of the BID - to try to mitigate the cost of the levy as much as possible.

CURRENT ADDITIONAL BENEFITS INCLUDE:

- ✓ Cheaper car parking with NCP – the reduced rate saves BID members over £20 per day. This means that the majority of members have to park only a handful of times a year to entirely recoup their BID levy.
- ✓ With over 2000 NCP tickets in circulation, the BID has helped thousands of levy payers and their staff to access the city centre more easily and affordably.
- ✓ Access to BCR Associates giving our members a free business health check. This has saved some BID levy payers in excess of £1000 on their utility bills alone.
- ✓ A number of marketing offers to save £££s negotiated by the BID, which include discounts from: PaperRound Waste Removal, business insurance, TV and radio advertising, employment law, health and safety support, Visit Brighton and many more.
- ✓ Free insurance audits from the BID insurance company.
- ✓ A formal agreement brokered with the Institute of Fundraising to better manage on-street charity fundraisers in the BID area.
- ✓ Bi-annual city centre health check surveys to help BID members understand how the area is performing.
- ✓ Quarterly newsletters, hand delivered to BID businesses, informing members of all the latest BID news.
- ✓ Frequent e-alerts, updating BID businesses on local consultations, special offers, free training and more.

"I have always valued the support of the Brighton BID. During the pandemic, I think Brilliant Brighton has risen to our challenges, highlighting it has been the backbone of our business community. We need an organisation like Brilliant Brighton to champion and promote what makes Brighton so unique. I look forward to working with the BID on projects that will celebrate our potential as a city."

Kellie Miller, Kellie Miller Arts

BUSINESS PLAN PROPOSAL:

**THIS BID BUSINESS
PLAN PROPOSES TO
CONTINUE TO DELIVER
THE ABOVE AND
CONTINUE TO BUILD
ON THE BREADTH OF
DEALS ON OFFER.**

SOME KEY STATS FROM JULY 2016 TO NOW. THE BRIGHTON BID HAS DELIVERED:



11,232 HOURS
OF AMBASSADOR
STREET TIME



OVER £165,972 WORTH
OF PROPERTY RETURNED TO
BID BUSINESSES



130 REPORTS
OF FLY TIPPING IN
THE BID AREA



119 FIRST AID ENGAGEMENTS
WITH THE PUBLIC



OVER 1800m OF BUNTING
INSTALLED ANNUALLY



LARGEST CHRISTMAS LIGHTING
DISPLAY INSTALLED ON
THE SOUTH COAST



OVER 365 ARRESTS
CARRIED OUT BY SUSSEX POLICE
THANKS DIRECTLY TO BID INTELLIGENCE



OVER 28,000
SIGHTINGS OF KNOWN OFFENDERS
WORKING IN THE BID AREA



AN ADDITIONAL
£200,000 INVESTED
IN BID AREA



ACCESS TO
OVER 14,000 CUSTOMERS
VIA ONLINE CHANNELS



OVER 240
ENGAGEMENTS WITH BUSKERS



OVER 3,400 ENGAGEMENTS
WITH STREET BEGGING



NEGOTIATED OVER £1000 WORTH
OF SAVINGS PER MONTH FOR
BID MEMBERS



OVER 1000
HANGING BASKETS AND WINDOW
BOXES INSTALLED

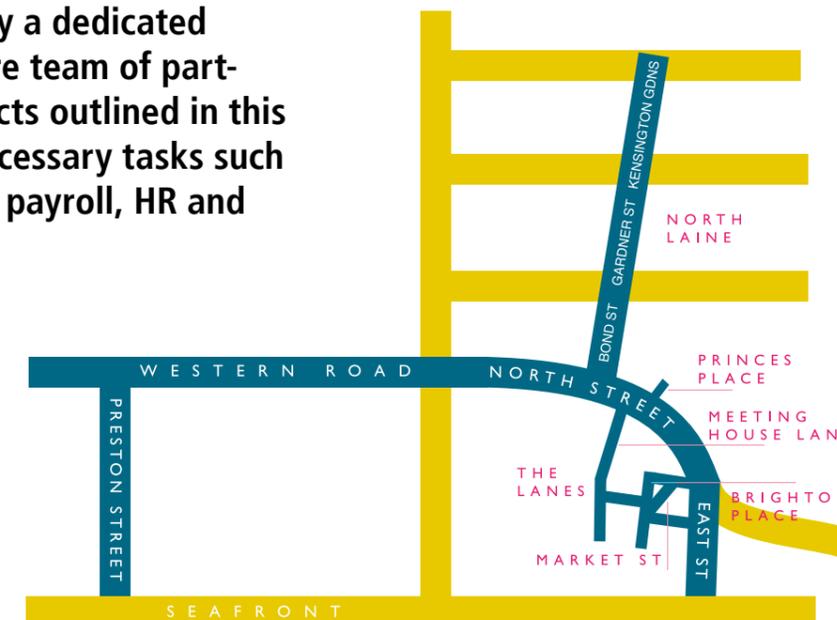
“At Brighton & Hove Buses, we know how much our customers value cleanliness, especially since the pandemic and so we believe that it is vital that just as we have raised our game considerably on bus cleanliness, we are able to see the BID’s important work on cleaning and general appearance continue so that as the city centre recovers from this challenging time, we are able to deliver shoppers and workers to an inviting environment and bounce back healthier and cleaner together”

Patrick Warner, Brighton & Hove Bus Company



Management

The BID will continue to employ a dedicated manager, as well as a small core team of part-time staff to support the projects outlined in this plan, and to carry out other necessary tasks such as: bookkeeping and accounts, payroll, HR and administering the company.



Bond Street	All	Planning Use Class A1 (Class E) Shops (includes sale of goods, travel agency, sale of sandwiches, hairdressers, funeral directors, hire shops for personal goods, dry cleaners and internet cafés)
Gardner Street	All	
Kensington Gardens	All	
Church Street	Number 4	Planning Use Class A2 (Class E) Financial and professional services where services are principally to visiting members of the public (includes banks, building societies, solicitors, accountants, estate agents and betting shops)
Bond Street Cottages	Number 1	
North Road	Numbers 23-25, 26-27, 28, 79-80, 81 and 82	Planning Use Class A3 (Class E) Restaurants and cafés (for sale of food for consumption on the premises)
Princes Place	All	
Gloucester Road	Numbers 24, 106, 107 and 110	Planning Use Class A4 (Class E) Drinking establishments (pubs, wine bars etc.)
North Street	All plus NatWest Bank at 8-11 Pavilion Buildings	
Air Street	Number 1	Planning Use Class A5 (Class E) Hot food takeaways (for sale of hot food for consumption off the premises)
North Street Quadrant	All	
Meeting House Lane	All	
Market Street	All	Sui Generis Use Hereditaments in a class of their own e.g. casinos
Brighton Place	All	
East Street	All	
Western Road	From the Clock Tower to the junction with Montpelier Road	
Preston Street	All	

The BID Budget for Renewal

INCOME	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	TOTAL	%AGE
Levy Receipts*	£426,092.00	£426,092.00	£426,092.00	£426,092.00	£426,092.00	£2,130,460.00	
Sponsorship	£15,000.00	£15,000.00	£15,000.00	£15,000.00	£15,000.00	£75,000.00	
Brought Forward	£70,000.00	£25,842.00	£25,684.00	£25,526.00	£25,368.00	£172,420.00	
Sub Total	£511,092.00	£466,934.00	£466,776.00	£466,618.00	£466,460.00	£2,377,880.00	
EXPENDITURE							
Lights	£110,000.00	£110,000.00	£110,000.00	£110,000.00	£110,000.00	£550,000.00	23.13%
Security	£150,000.00	£150,000.00	£150,000.00	£150,000.00	£150,000.00	£750,000.00	31.54%
Dressing the city	£30,000.00	£30,000.00	£30,000.00	£30,000.00	£30,000.00	£150,000.00	6.31%
Comms	£35,000.00	£35,000.00	£35,000.00	£35,000.00	£35,000.00	£175,000.00	7.36%
Core staffing costs	£40,000.00	£40,000.00	£40,000.00	£40,000.00	£40,000.00	£200,000.00	8.41%
Street Cleansing	£70,000.00	£26,000.00	£26,000.00	£26,000.00	£26,000.00	£174,000.00	7.32%
Events	£25,000.00	£25,000.00	£25,000.00	£25,000.00	£25,000.00	£125,000.00	5.26%
Insurance	£2,000.00	£2,000.00	£2,000.00	£2,000.00	£2,000.00	£10,000.00	0.42%
Web	£2,000.00	£2,000.00	£2,000.00	£2,000.00	£2,000.00	£10,000.00	0.42%
Levy collection	£15,000.00	£15,000.00	£15,000.00	£15,000.00	£15,000.00	£75,000.00	3.15%
Bank Charges	£250.00	£250.00	£250.00	£250.00	£250.00	£1,250.00	0.05%
Office / Management	£6,000.00	£6,000.00	£6,000.00	£6,000.00	£6,000.00	£30,000.00	1.26%
TOTAL	£485,250.00	£441,250.00	£441,250.00	£441,250.00	£441,250.00		
Balance**	£25,842.00	£25,684.00	£25,526.00	£25,368.00	£25,210.00		

*this takes into account a 5% reduction on the total amount invoiced.

The BID Board has the authority to alter the apportionment of the figures between projects by 20% and also to determine the allocation of any additional voluntary contributions that the BID may raise.

** Includes a reserve for contingency and bad debt. If such reserves prove to be unnecessary the funds will be allocated back to the individual projects.

Office costs include:

- Administrative support / facilities
- Office accommodation
- Bookkeeping / payroll
- Line management and HR
- Photocopying and printing costs
- Postage and stationery
- IT provision and maintenance
- Telephones
- Travel and subsistence
- Administration of the BID Company

"Being a member of the BID brings many benefits both financial and promotional with offers that benefit my business and marketing that I can be involved in and shape. Having the BID means improved safety, support with crime and a peace-of-mind. The BID Ambassadors have been a most supportive service and - in a time of reduced police presence - a most welcome one."

Matt Bristow, HomeSense



Understanding the Proposals

WHAT YOU NEED TO KNOW:

THE BID

A BID is a flexible funding mechanism to improve and manage a clearly defined commercial area. It is based on the principle of an additional levy on all defined ratepayers following a majority vote. Once the vote is successful, the levy becomes mandatory on all defined ratepayers and is a statutory debt.

THE BID BALLOT

The person(s), registered company, or organisation that is responsible for the payment of non-domestic rates of a rating hereditament* within the BID area at the date of the Notice of Ballot, or their appointed proxy, is entitled to vote in a secret ballot. The rules for administering a BID ballot can be found in the Business Improvement Districts (England) Regulations 2004.

* a rateable unit of property

Each person or organisation entitled to vote in the BID ballot shall have one vote in respect of one or more of each hereditament in the geographical area of the BID on which non-domestic rates are payable.

Each individual hereditament has only one vote regardless of its size.

THE BALLOT WILL HAVE TO MEET TWO TESTS:

1. A simple majority (above 50%) of those voting must vote in favour;
2. Those voting in favour must represent a majority of the aggregate rateable value of the hereditaments voting.

The ballot will be administered by the independent organisation Civica and the ballot papers will be forwarded to those ratepayers eligible to vote on or about the 6th April 2021 and must be returned by 5pm on 6th May 2021.

THE BID LEVY

The BID levy for any new occupiers, hereditament splits or mergers in the BID area, will be calculated based on the Local Non-Domestic Rating List (as at date brought into list). Any 'Taken out of Rating' cases will be deleted from the effective date as advised by the Valuation Office Agency to the City Council's Non-Domestic Rates section. In addition, there will be no reduction, exemption, relief (save for registered charities and those with a rateable value of less than £5,000).

The BID levy will apply to all persons or organisations liable to pay non-domestic rates in relation to any property located wholly or partly within the 'BID Area', the whole or any part of which property falls into the following planning use categories Class E (previously A1, A2, A3, A4, A5) and sui generis uses (see map on page 20 for definitions). At present the number of hereditaments eligible within the BID area are 518.

Exemptions and Reductions

The following types of businesses within the BID area will be exempt from paying the BID levy: commercial car parking spaces that are rated separately; licensed on-street traders, kiosks and promotions; telephone masts, and telephone boxes.

The BID levy will be reduced by 50% where the ratepayer is a registered charity or the hereditament has a rateable value of less than £5,000. The BID levy will also not be affected by the Government's Small Business Rate Relief Scheme which came into effect on 1st April 2005. The BID levy is payable on the whole rating assessment irrespective if part or all of it is empty. In the case of properties that have been vacated by a tenant and remain empty, the BID levy will be collected at 100% from either the owner or leaseholder (if an occupational lease exists).

There will be no VAT applied to the BID levy and no VAT can be reclaimed by levy payers.

FINANCIAL REPORTING

Annual accounts be made available to BID levy payers at an Annual Meeting as well as a Financial Statement issued with the BID levy bills.

COLLECTING THE LEVY

The BID levy will be collected by Brighton & Hove City Council annually on 1st July. The Council will reimburse Brighton BID Ltd with the BID levy in its entirety on a regular basis as the levy is collected throughout the year. The average BID levy collection rate over the last four years was over 99%.

COMMENCEMENT AND DURATION

The new BID term will start on 1st July 2021 and will last for five years. A postal ballot of business ratepayers in the BID area based on a list of non-domestic ratepayers will take place between 9th April and 6th May 2021. The result of the ballot will be announced

as soon as practicably possible on or after the 7th May 2021. If the BID proposal is approved it will operate for five years, from July 2021 until June 2026.

At or before the end of this period, the Board may seek renewal of the BID mandate.

ALTERATION OF BID ARRANGEMENTS

All budget headings and project costs can be altered within the constraints of the revenue received through the levy, and the BID Board will be empowered to move funds between budget headings providing that the BID's aims are adhered to.

The BID area and the BID levy percentage cannot be altered without an Alteration Ballot.

KEY PERFORMANCE INDICATORS (KPIs)

The BID will monitor and report on the outputs and outcomes of BID funded activities through the measurement of key performance indicators.

To help us to regularly evaluate whether we are meeting the BID's four vision objectives of thriving, safe, clean and vibrant, there are six 'Key Performance Indicators', which will be monitored to verify that we are heading in the right direction and spending your money on the things you value most. Results will be communicated to BID levy payers in regular newsletters and regular e-updates.

RATING OUR PERFORMANCE

INDICATOR	MEASURE	SOURCE	FREQUENCY OF COLLATION
Retail Vacancy	% of total in BID area	Survey	Biannual
Crime	Amount of stock recovered by BID Ambassadors	Report	Monthly
Crime	Total number of arrests made with Sussex Police	Report	Monthly
Crime	Total sightings of known offenders in BID area	Report	Monthly
BID Levy Payer Satisfaction	% reporting satisfaction with individual projects	Survey	Annual
Visitor Numbers	Collation of reports from various partners in the city	Report	Quarterly

GOVERNANCE

The BID will continue to be delivered by Brighton BID Ltd who are also the Proposer of this business plan and are an independent, not-for-profit company limited by guarantee. The BID will be administered by an elected Board of members representative of the sectors within the BID area. All levy paying businesses are eligible to stand for the Board. More details are available in the Company Articles and Memos on request.

OPERATING AGREEMENT WITH LOCAL AUTHORITY

A full operating Agreement between the LA and the BID covers the arrangements for levy collection and enforcement as well as a full breakdown on baseline cleansing from City Clean can be viewed on request to info@brightonbid.com.

RECOVERY ACTION

One of the greatest benefits of the BID is that it removes the opportunity for freeloading, where everyone benefits but only some pay. During the history of the current BID the average collection rate was 99%. Write-off action has only been authorised by the BID Board after extensive and thorough recovery action has been exhausted. Nevertheless, Brighton BID Ltd will make a provision for non-collection of the levy and a prudent reserve will be established in each financial year. In the event of non-payment of the BID levy by any business, after appropriate reminders, summons will be issued and court action may be taken, for which extra costs will become payable by the levy payer concerned.

EXIT STRATEGY

Should the BID Renewal Ballot in May 2021 fail to gain a majority of support from businesses, the BID Board will wind up the activities of Brighton BID Ltd when the current BID term ends on 30th June 2021. Under such circumstances, from July 1st 2021 all projects and initiatives funded by the BID levy will cease. As per the BID Regulations, should the company need to wind up, any BID levy remaining after all costs of the process have been deducted i.e. redundancies, outstanding invoices, solicitors/accountants fees etc. will be returned to the local authority for re-distribution/credit to the eligible BID levy payers. If the amount equates to less than £5.00 per head the money will be credited to the LA's general fund.

A young girl with brown hair, wearing a pink t-shirt with 'BEAUTIFUL PARIS' printed on it and a light pink skirt, is standing on a busy street. She is holding a small orange camera and looking at it. The background is a vibrant, crowded street scene with people walking, outdoor seating with tables and chairs, and colorful buildings. A man in a blue shirt and shorts is looking at his phone in the background. The overall atmosphere is bright and lively.

Vote 'YES'
for THE BID
PLAN in 2021



Brilliant Brighton

THE HEART OF THE CITY

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