



Report subject	Coastal Business Improvement District (BID)
Meeting date	12 January 2022
Status	Public Report
Executive summary	<p>Bournemouth Coastal Business Improvement District (BID) is preparing to undertake a ballot for its third term from 2 March 2022 – 30 March 2022. The result of the ballot will be announced on 31 March 2022.</p> <p>If successful, the 5-year BID Term will run from 1 July 2022 to 30 June 2027. This report seeks Cabinet approval for the Council to support Coastal Town Centre BID for the third term.</p>
Recommendations	<p>It is RECOMMENDED that:</p> <p>Cabinet agree BCP Council’s support of the Coastal Business Improvement District (BID); and agree:</p> <ul style="list-style-type: none"> i) To endorse the BID proposal that will be submitted to BCP Council by the BID. ii) To authorise the Director of Economic Development to complete the ballot papers on behalf of the Council in favour of the BID proposal. iii) To authorise the Head of Legal Services to complete any necessary legal agreements required for the operation of the BID Levy, Ballot and service arrangements and any other necessary matters for the proposed BID in consultation with the appropriate officers.
Reason for recommendations	<p>BCP Council is fully supportive of BIDs and the significant benefits and investment that they bring. The Coastal BID proposal will help deliver the Council’s strategic aims and objectives including the Dynamic Places objectives in the Corporate Plan. It has a strong track record of supporting businesses along the seafront and in its Trading Districts and supporting innovative new projects. It is therefore recommended that BCP Council supports the Coastal BID for its third 5-year term.</p>

Portfolio Holder(s):	Councillor Philip Broadhead; Portfolio Holder for Development, Growth and Regeneration
Corporate Director	Adam Richens; Chief Finance Officer and Director of Finance
Report Authors	Adrian Trevett, Head of Economic Development Liz Orme, Economic Development Officer
Wards	Boscombe East & Pokesdown; Boscombe West; Bournemouth Central; East Cliff & Springbourne; East Southbourne & Tuckton; West Southbourne; Westbourne & West Cliff;
Classification	For Decision

Background

1. Business Improvement Districts (BIDs) are business led partnerships, created through a ballot process to deliver additional improvements and services for local businesses. BIDs have a defined geographical area in which a levy is charged on all business rate payers in addition to their business rates bill. The funding is ringfenced to provide additional improvements and services identified by the businesses. BIDs are typically run as not for profit companies and are controlled by the businesses that fund them.
2. For a BID to be successful it needs to meet the two criteria of achieving a majority (over 50%) of eligible businesses voting yes (each hereditament has one vote, irrespective of size), and also for all of those voting in favour to represent a majority of the total rateable value of all businesses voting. If these two criteria are met, then the levy becomes mandatory across all eligible businesses in the area.
3. BCP Council fully supports the existing BIDs in the BCP region – Poole BID and the newly created Christchurch BID. It has supported Bournemouth Coastal and Town Centre BIDs in their first and second terms, both of which are undertaking the ballot process in the same timeframe, with the third term commencing on 1 July 2022 if successful.

Bournemouth Coastal Business Improvement District (BID)

4. The Bournemouth Coastal BID was established in 2012 and was renewed again by businesses in 2017. The current term of the BID will come to the end of its second five year term in June 2022. The BID currently works with over 600 businesses and the BID levy raises over £500,000 each year to deliver the projects businesses have voted for. The BID also raises substantial additional income to support the BID Levy.
5. The BID is a business run by and working alongside a range of other partners. The Board of Directors, drawn from local business representatives who work on a voluntary basis, have striven over the last 5 years to deliver the Business Plan projects.

6. The services and projects provided and delivered to date by Bournemouth Coastal BID resulted from an extensive consultation process in 2017 with local businesses. This focused upon the success of projects delivered by the BID in its first term after initially being voted in 2012.
7. Bournemouth Coastal BID aims to raise the profile of the Bournemouth area as a year-round destination. This is done by highlighting the uniqueness and variety of the individual trading districts and supporting business in doing so. The strategic objectives are to:
 - Increase the number of people visiting Bournemouth and persuade them to stay longer
 - Encourage people to explore the unique coastal districts
 - Improve and develop a distinctive experience in all locations within the Coastal BID area
 - Encourage the growth and development of businesses
 - Attract more spend and new investment into the coastal districts
8. The BID engages with its member businesses with regular newsletters, e-mails and meetings and all the Company activities are detailed on the dedicated website www.coastalbid.co.uk (which is currently undergoing an upgrade).

BID Proposal

9. The BID's second term will finish in June 2022. It is preparing for a ballot on 30 March 2022 to seek a further 5-year term (to 2027) which will start on 1 July 2022.
10. Key Dates:
 - Ballot papers issued – Wednesday 2 March 2022
 - Ballot end - Wednesday 30 March 2022
 - Ballot Decision – Thursday 31 March 2022
 - New term – Friday 1 July 2022
11. Following consultation, the BID area will include some revisions for the third term. These are that the following sectors will now be exempt:
 - Car Sales, Showrooms & Repairs
 - Clubs & Societies
 - Community Centres
 - Education (Schools)
 - Health & Medical
 - Industrial
 - Storage
 - Warehouses
 - Workshops

12. The following exemptions will continue to apply:
 - Organisations with a rateable value below £12,000
 - Non-retail charities, with no paid staff, trading income, arm or facilities
 - Entirely, not-for-profit, subscription and volunteer-based organisations.
13. The following geographical areas are to be removed from the BID area but can join voluntarily if they choose:
 - Hengistbury Head & Tuckton
 - A small part of Westbourne
14. The revisions and exemptions will remove the following BCP Council hereditaments: 28 Wick Lane, Tuckton; the Hungry Hiker Café and Education Centre at Hengistbury Head; Alum Chine car park; Corpus Christi RC Primary School, Boscombe; Dorset Police Community Hub, Boscombe; Southcote Road Waste Depot; and Russell-Cotes Museum stores.
15. The area of the Bournemouth Coastal BID is outlined on the Maps in **Appendix 1** and will also be included in the Business Plan.
16. If successful for its third term the BID levy will be 1.75% of the business' rateable value (RV) across all sectors except for Offices which will be charged 1%. A minimum levy of £250 will apply per hereditament. Due to the revisions outlined above the total number of hereditaments will be reduced from 677 to 548. Projected BID Levy income is £480,000 per annum, totalling £2.4m of investment over the five-year BID term.

Delivery Arrangements

17. Bournemouth Coastal BID will continue to operate with the same governance arrangements. It will be the body responsible for the delivery of the BID services and it will employ staff as appropriate to implement the BID Board's programme on a day-to-day basis. It will enter into an operating agreement with BCP Council covering the arrangements for the collection of the BID Levy and the operation of the BID Levy account.
18. The BID is run by the Bournemouth Coastal BID Ltd which is a private company limited by guarantee. It has a voluntary Board of Directors comprising of BID levy payers and other key stakeholders representing the BID area sectorally and geographically. It is governed by its Articles of Association and it publishes annual accounts and holds an Annual General Meeting.

BID Process and Ballot Arrangements

19. The process and ballot arrangements will be held and conducted in accordance with The Business Improvement Districts (England) Regulations 2004 as amended. The

ballot will be a postal ballot of all businesses in the BID area liable to pay the BID Levy. It will be conducted on behalf of the BID by Electoral Reform Services Ltd.

20. The 28 day ballot period will be from 2 March 2022 to 30 March 2022. All eligible businesses in the BID area entitled to vote will be notified of the ballot arrangements and will be sent the ballot papers. Proxy voting can be arranged for those that require it.

Business Plan

21. The 'Stronger Together' document setting out the achievements of the BID and requesting feedback for the new term has been sent to all eligible businesses and is available online. This includes a survey which was reinforced with face-to-face and online engagement until the end of November 2021.
22. On the basis of the consultation responses it is likely that the following services will be provided. All of the services which the BID provides will be over and above these baselines and BID funding will not be used to replace any existing Local Authority services.
23. The BID will provide services across the whole BID area as well as specifically for districts. These districts are: West Cliff, East Cliff, Westbourne, Boscombe, Southbourne, Pokesdown Pier Approach & Seafont.

Project Areas	Proposed activity
Distinctive Destination	Christmas Tree Wonderland
	Install Christmas and other seasonal illuminations throughout our areas
	Calendar of Annual Events Attracting over 100,000
	Supporting Bournemouth Emerging Arts Fringe
	Easter Promotions
	New Revamped Website
	New Branding for the Destination
	Working in partnership with BCP Council to produce tourism brochures for use by visitors to hotels and to our areas
	Supporting existing and emerging festivals and events in our districts with focus on year round arrangements
	Work in partnership with BCP and BAHA

	to develop overarching marketing campaigns for the whole destination
	Produce wayfinding maps for hotels and their visitors
	Work in partnership with BCP Council to maximise opportunities to assist in creating a city destination by 2026
	Work with Boscombe Towns Fund to revitalise Boscombe and futureproof the area
Safer Day & Night	Community Safety Accreditation Scheme with Dedicated Officers to Reduce Crime & Anti-Social Behaviour
	Provide additional security tailored to businesses needs as and when these are identified
	DISC Scheme to Reduce Business Crime
Enhanced Environment	Floral & Planting Displays Across the Districts
	Deep Cleansing of Selected Districts
	Improve Environment Through Installations such as Murals, Flags and Lighting
	Use of NEW “Green Machine’ to assist with maintaining our floral displays, graffiti cleaning and helping recycle food waste from our businesses to compost for food banks in Boscombe.
Better Business	Training & Support for Hospitality Businesses with BAHA
	Support Business Events Bournemouth, in particular to attract new business and encouraging use of technology to operate in a smarter and more efficient way
	Supporting ‘Great British High St’ and ‘Small Business Saturday’
	Attract Additional Income to Support BID Work Through Sponsorship & Grants
	Supporting and encouraging local business and traders associations
	Post COVID support and recovery work

Options Appraisal

24. Option 1:
Council fully supports the Bournemouth Coastal BID ballot. Combined with the existing BIDs, they bring significant benefits and investment to the BCP region.
25. Option 2:
If support is not offered for Bournemouth Coastal BID there could be reputational damage to the Council (whilst supporting the other BIDs). If the BID is not voted in for a third term there would be a loss of over £480,000 of investment into the Coastal area and trading districts. This would be very harmful to the town centre and seafront economy, and particularly impactful on the trading districts, and would be contrary to the aims and objectives of BCP Council Strategy.

Summary of financial implications

26. If successful for the third term, BCP Council Business Rates team will continue to undertake the task of billing the levy to all businesses, and then pass the funding across to the BID Company. This is at no cost to the Council as the costs of undertaking this role (£49,397 over the 5 year term) will be funded from the levy collection sum, invoiced to the BID company.
27. There is one financial implication for the Council. The Council are a landowner for 27 liable hereditaments in the BID boundary (see **Appendix 2**). As such, the Council will be liable for £34,566.88 per year (£172,834.40 over 5 years) if the ballot is successful. In accordance with the current BID billing arrangements, the service units that own the liable hereditaments are responsible for paying their levy.
28. The ballot will run by CIVICA at a cost of £3,150. The cost of the ballot is paid for by the BID.

Summary of legal implications

29. Bournemouth Coastal BID as a company, is limited by guarantee. Bournemouth Coastal BID is run by a Board of Directors, all of whom represent businesses from the private sector or organisations paying the BID levy. Members of the BID elect their Board of Directors. The Board of Directors is responsible for the delivery of projects, ensuring that they are delivered on time, in budget and to the highest standards possible.
30. An Operating Agreement has been drafted by the BCP Council that outlines the terms of the relationship between the BID company and the billing authority.
31. Baseline Agreements have been drawn up with relevant Service Unit Heads covering: CCTV and CSAS; Civil Enforcement; Events; Highways Maintenance and Street Cleansing; Parking Management; Parks and Gardens; Regulatory Services; and Seafront Operations and Toilets. The Baseline Agreements determine the current commitments of the Council in the BID area to ensure that there is no

duplication of activities from the BID funds. Legislation states that BID activity is not to replace services provided by the local authority.

Summary of human resources implications

32. There are no human resources implications.

Summary of sustainability impact

33. Bournemouth Coastal BID supports businesses and employment in the town centre. A thriving and vibrant town centre has sustainability benefits as the town centre is well served by public transport.

34. A Decision Impact Assessment has been undertaken with no negative impacts identified.

Summary of public health implications

35. There are no public health implications.

Summary of equality implications

36. The BID would make a positive contribution to the town centre. It would continue to improve the vitality and viability of the town centre thereby creating (and retaining) employment opportunities. It would also fund safety measures to make the town centre a safer and more welcoming environment.

28. An Equalities Impact Assessment screening has been undertaken and is included at Appendix 3. It was positively reviewed by the EIA Panel and given a good Amber rating.

Summary of risk assessment

37. The financial risks have been identified above. There would be a reputational risk if the Council do not support a third term for Bournemouth Coastal BID ballot (whilst supporting other BIDs).

Background papers

Bournemouth Coastal BID website www.coastalbid.co.uk

Draft Business Plan (Exempt under Category 3 personal information or business affairs)

Appendices

Appendix 1 – Bournemouth Coastal BID Area

Appendix 2 - Council owned sites

Appendix 3 – Coastal BID Equalities Impact Assessment (EIA)