



# NEWCASTLE UNDER LYME

BUSINESS IMPROVEMENT DISTRICT

**VOTE**

2015 - 2020

BUSINESS IMPROVEMENT DISTRICT  
PROSPECTUS

# Newcastle-under-Lyme Business Improvement District (BID) Business Plan 2015 – 2020

## 1. Foreword

### **Message from the Chair of the Newcastle-under-Lyme Town Centre Partnership**

The 'Town Centre Partnership' (TCP) was established about two years ago to support and improve the offer and attract more people to Newcastle-under-Lyme town centre. This has been done through working together with businesses and organisations as partners, with a very limited budget. However the TCP realised that the challenges and opportunities facing businesses in Newcastle under Lyme would be even more effectively addressed through the development of the Business Improvement district or BID.

The key challenge Newcastle-under-Lyme has to overcome is a lack of identity and sense of direction about its future. Newcastle-under-Lyme is often passed by and yet it is home to respected and internationally acclaimed businesses, one of the UK's leading Colleges and one of the world's leading Universities, Keele. We fail to take advantage of these factors or promote the fact that this town is actually a key centre of excellence in so many spheres of business life.

Businesses in Newcastle-under-Lyme are not alone in facing the recent challenges of the economic down turn and the pressures from changing lifestyles, increased mobility, increased competition from other places,, greater customer choice and internet shopping. However it will only be those towns which are able to offer a pleasant experience and good quality customer service which are going to thrive in the future.

This BID Business Plan sets out projects and initiatives which aim to address this and develop and project the identify of Newcastle-under-Lyme so that in turn the businesses here benefit and it ultimately attracts more investment and provides a quality of life which retains a skilled work force.

We feel that the investment we are seeking from businesses in the BID is modest in relation to what collectively can be achieved. For the smallest business in the business improvement district, the daily cost is equivalent to a postage stamp and even for the very largest business the daily cost is less than the price of a single cinema ticket.

We believe this will make a positive difference to your bottom line as a business in Newcastle-under-Lyme. This plan has been created by business people like you, with a wide range of business experience, representing your interests on the Newcastle-under-Lyme Town Centre Partnership's, BID Steering Group, which has guided the development of this BID business plan.

Our cumulative investment will provide a business-driven focus to ensure that Newcastle-under-Lyme starts to take advantage of its key assets, its businesses and acclaimed educational establishments, raise its profile and in turn provide essential support to its businesses. This investment will also set standards in the town which reflect and are in line with our own aspirations as businesses with a budget, over the five year BID lifetime of over £1.5 million.



This is a realistic plan with realistic targets at a realistic cost. It is a chance for Newcastle-under-Lyme businesses to take the lead on the way in which Newcastle-under-Lyme presents itself and is perceived, so don't let this unique opportunity slip by. We urge you to look carefully at the proposal and to give it your full support at the formal BID vote in June and July.

Susan McCarthy  
Chair of the Newcastle-under-Lyme Town Centre Partnership  
Manager of the Roebuck Shopping Centre



## Current BID Steering Group Members

The Town Centre Partnership set up a Steering Group for the development of this BID and acts as the body which has proposed the BID for the purposes of the BID Statutory Provisions.

A totally separate and independent company will be set up, limited by guarantee and be responsible for the implementation of the BID plan. The membership of the board of the company will be open to all businesses in the BID area.

The members of the BID Steering Group are as follows:

Name	Organisation
Susan McCarthy	Roebuck Shopping Centre
Eddie Leligdowski	Lemaca (McDonalds)
Stephen Gallet	Rory Mack
Andrew Pass	John Pass Jewellers
Tina Cork	Meridian
Lydia Buxton	Hippy Happy Shake
Doug Morris	Business Crime Prevention
Viv Bradford	Limestone Vaults
Andrew Rosser	Chamber of Trade
Richard Buxton	Hippy Happy Shake
Aleem Sheikh	Borough Hotel
Matt Taylor	Town Centre Manager
Trudy Barnard	NULBC
Joanne Halliday	NULBC

## 2. Executive Summary

### **BID background**

Business Improvement Districts are created by businesses and organisations which come together to collaborate on initiatives that improve the location where they trade or do business. Business Improvement Districts are driven by participating businesses - who work together to draw up a business plan which is voted on and, if agreed, is then funded through a levy based on business rateable values, as well as trying to lever in additional funding where possible for investment into the delivery of projects for the benefit of businesses.

This levy is collected by the council and paid directly to the Business Improvement District company. This is a not for profit company which will be set up by the businesses and will be accountable to the businesses in Newcastle-under-Lyme town to manage the business improvement district business plan.

### **The benefits of the Newcastle-under-Lyme Business Improvement District**

The economy is still slowly recovering from an economic recession like no other and with the recovery comes new opportunities. Lifestyles have changed, technology has progressed and the way in which people use and visit town centres is very different to what it was eight years ago.

Newcastle-under-Lyme is a market town which has always competed with its neighbouring conurbation of Stoke-on-Trent and struggles to define itself when it is no longer a shopping centre of national brands such as Marks and Spencer but in fact acts as home to interesting independent retailers and many professional service and specialist businesses of national and international reputation.

The ring road of the 1970's is seen by many as an artificial barrier which constrains the opportunity for the town to make the most of its business offer, its newly developed College of further education and its strong links to Keele University. As a consequence of the research and consultation with businesses, this plan reflects the clearly stated view that Newcastle-under-Lyme has a lot to offer as a town which exists both inside and outside a ring road.

Businesses have recognised that this is an important opportunity to develop Newcastle-under-Lyme's identity and raise its profile for the benefit of all businesses.

This new business plan has been developed to ensure that it:

- is balanced to cover all business sectors
- clearly defines the role of the BID
- seeks to create and take advantage of new opportunities
- has focussed activity but remains relevant for next five years
- has deliverable and achievable objectives

It clearly lays out a business-led programme of investment to tackle issues identified by businesses with the aim of creating a positive and more profitable trading environment to potentially benefit all business sectors. To achieve this, the BID levy will be 1.5% of rateable value for businesses inside the ring road and 1% for those businesses outside the ring road.

There are fixed levy charges for lower rateable values, and all charges rising in line with inflation each year for five years.

### **The Area**

The Newcastle-under-Lyme Business Improvement District covers the town from the College and the new Sainsburys superstore in the west, to the edge of the business areas on King Street and George Street up to the borough boundary. The boundary in the north includes the larger professional service firms in the Brampton and in the south includes the Morrisons superstore and the new Aldi. (see map in Section 5).

### **The Vision**

Through this business-led programme of investment the vision is:

To support all businesses and organisations in Newcastle-under-Lyme through the promotion of the town as a distinctive, vibrant, university market-town with a unique retail, leisure and cultural experience and leading quality professional service businesses serving global clients.

### **Strategic Objectives and Projects**

The programme of investment will be delivered through the three strategic objectives and their related projects.

#### **1. Promote Newcastle-under-Lyme**

To develop and promote the strengths and characteristics of Newcastle-under-Lyme as a vibrant, university, market town and build awareness of its retail, leisure and professional service sectors and its College, locally and regionally.

#### **2. Develop the distinctive Newcastle-under-Lyme experience**

To develop the distinctive, safe, attractive and appealing experience for visitors and workers in Newcastle-under-Lyme to enjoy.

#### **3. Growth, Development and Investment**

To encourage growth, development and investment of businesses and organisations which complement and build on the strengths of Newcastle-under-Lyme

### **Costs and funding**

The budgeted income over the five year period of the BID is approximately £1.5 million. The yearly income will be made up of some £280,000 from the levy revenues and a sum averaging around £20,000 from voluntary, private and public sector contributions.

Subject to a successful vote in July 2015, the new BID will start on 1 October 2015.



### 3. What is a Business Improvement District?

A Business Improvement District (BID) is a precisely defined geographical area within which the businesses have voted to invest collectively in local improvements to enhance their trading environment.

BIDs were enabled by parliament through the Business Improvement Districts (England) Regulations 2004. This legislation was based on the experience of some twenty years of successful BID activity in America and Canada. Since 2004, over 200 BIDs have been proposed and approved by business communities in England and Wales. These include Derby, Nottingham, Leamington Spa, Coventry, Bristol, Rugby, Birmingham, Bedford and Lincoln and 11 London boroughs.

There are a number of BID areas which have been operating for more than five years and have gone through a renewal ballot. In most cases those BIDs going on to a second term have received an even greater endorsement in the vote than they did the first time. BIDs have brought significant improvements to the trading environment of the businesses based in these locations. Further details are available on the Association of Town and City Management web site: [www.atcm.org](http://www.atcm.org).

The lifetime of the BID is prescribed by the Regulations and is set at no more than 5 years. It is possible for a BID to be extended by proposing a new Business Plan at the end of the BID lifetime for a fresh formal vote by the businesses.

The purposes of a BID are to provide new or expanded works and services or environmental enhancements within the prescribed BID area, funded via a BID Levy charge. All services/improvements will be additional to those already provided by Newcastle-under-Lyme Borough Council. This charge is payable by non-domestic rate payers and is collected by the Council in much the same way as business rates. The manner in which the BID Levy charge is calculated is defined in Section 12

All works and services will be contracted by the Newcastle-under-Lyme BID Company, the BID body for the BID area. The objectives and aspirations of the Newcastle-under-Lyme BID are set out in this BID Business Plan.

This business plan has been prepared in line with best practice and guidelines of the 'Industry Criteria and Guidance Notes' prepared for the British Retail Consortium (BRC) and the Inter-Bank Rating Forum (IBRF).

A set of definitions for terms used throughout this document is contained in Appendix 1.

#### **The vote**

In order for the proposals set out in this Business Plan to go ahead, more than 50 per cent of business ratepayers who vote have to vote 'yes'. Those in favour also have to represent at least 50 per cent of the combined 'rateable values' of those who vote. If these two criteria are met, the Business Plan is activated and all businesses in the area concerned will be required to pay the levy.

The persons entitled to vote, and be liable for the levy, are the ratepayers of non-domestic premises in the Business Improvement District. Properties with a rateable value of less than £3,000 will be excluded from the vote and levy.

The Newcastle-under-Lyme Borough Council's Democratic Services returning officer will be the ballot holder for the Business Improvement District vote. Details of voting procedures and how you can confirm persons entitled to vote can be found by contacting Newcastle-under-Lyme Borough Council's Democratic Services on 01782 742227 or by e-mail [electreg@newcastle-staffs.gov.uk](mailto:electreg@newcastle-staffs.gov.uk)

### Alteration of arrangements

The Business Improvement District, its boundaries, business plan and the levy percentage cannot be altered without an alteration ballot, although its board can adjust projects and spend as they feel appropriate, provided the basic tenets and budgets are not compromised.

### The levy

A levy of 1.5% of rateable value (RV) is proposed for businesses inside the ring road with an RV of £10,000 or more and a levy of 1% of rateable value (RV) is proposed for businesses outside the ring road with an RV of £10,000 or more which fall within the levy criteria laid down in Section 12.. Those businesses which fall within the levy criteria laid down in Section 12 with a rateable value of £3,000 or more and less than a rateable value of £10,000 will have a charge of £150 if inside the ring road and £100 if outside the ring road. This levy arrangement will generate around £1.4 million of ring fenced funding over the five year life of the BID and will also be used to lever in additional funds where possible adding a further £100,000 over the life of the BID. This will be used to fund the projects identified in this Business Plan

### Duration

Our proposal is for the Newcastle-under-Lyme Business Improvement District plan to operate for five years and to commence, on the 1<sup>st</sup> October 2015. After five years, in 2020, it can be extended or renewed – but only after being subject to a renewal ballot.

### Timescales

Action point	Action	2014-2015
1	Establish Register of Businesses as specified in BID proposal	End of April
2	Notice by BID Proposer to Billing Authority & Secretary of State of intention to hold ballot (at least 84 days before Ballot Holder requested to hold ballot Action Point 5)	Mon 23 <sup>rd</sup> Feb
3	Launch of BID to Businesses with designed and printed prospectus and all businesses mailed with a copy after the event – pdf of full plan to be on TCP web site	Tues 17 <sup>th</sup> May
4	BID Proposer requests Billing Authority to instruct Ballot Holder to hold a Ballot (BID proposals need to be completed)	Wed 20 <sup>th</sup> May
5	Billing Authority formally requests Ballot Holder to hold ballot	Thurs 21 <sup>st</sup> May
6	Ballot Holder issues Letter to Business Ratepayers to give information about the ballot and identify named person to receive ballot paper (latest date is 42 days before Ballot Day)	Target Date Thurs 28 <sup>th</sup> May
7	Ballot Holder publishes Notice of Ballot (latest date = 42 days before ballot day) also to send copy to Secretary of State , a copy of the published notice of ballot, as per Schedule 2 3(d) of the 2004 Business Improvement Districts (England) Regulations.	Thurs 4 <sup>th</sup> June



8	Ballot Holder Issues ballot papers (at least 28 days before Ballot Day)	Wed 17 <sup>th</sup> June
9	Last day to appoint a proxy (tenth day before Ballot Day)	Mon 6 <sup>th</sup> July
10	Replacement of lost and spoilt ballot papers (from the fourth working day before the Ballot Day)	From Friday 10 <sup>th</sup> July
11	Ballot Day (up to 5pm)	Thurs 16 <sup>th</sup> July
12	Count and announcement of result	Friday 17 <sup>th</sup> July

All businesses in the Newcastle-under-Lyme Business Improvement District area will benefit from the BID initiatives.

#### **4. The Newcastle-under-Lyme BID - Working together will make a difference**

Everyone hopes that the national economic situation will continue to improve but at best this will continue to be a steady climb out of what was an extremely challenging situation. Lifestyles are changing and influencing the way in which we use our time and spend our money. Technology continues to develop and change the way we live, work and use our town and city centres both as individuals and as businesses.

By 2018, over half the population in at least 500 towns across the country, will be frequent e-commerce users. We need to think about ways in which we can work together to create multi-media opportunities for smaller businesses working together and create an experience in Newcastle-under-Lyme town which makes people want to come to the town to shop as well as simply clicking and buying online.

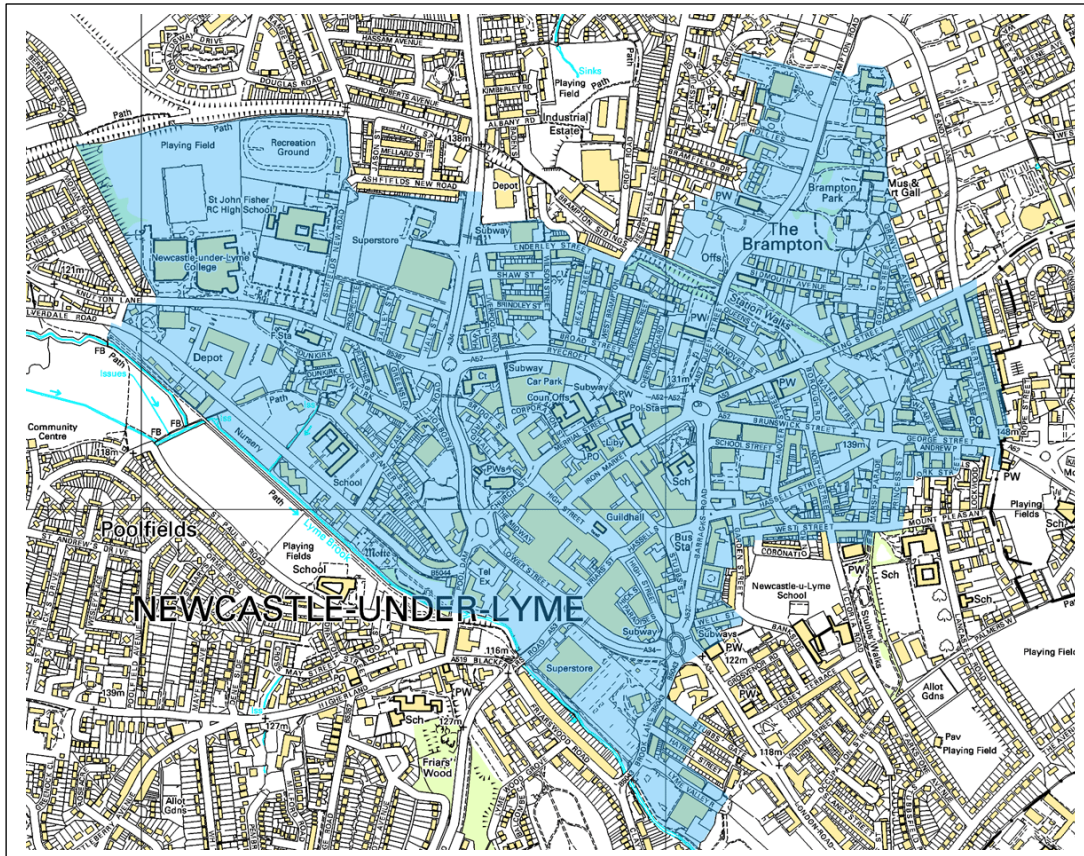
Nationally, e-commerce already accounts for 22% of all retail sales and will continue to increase. In the UK sales via mobile phone are rising dramatically, in this year sales via mobile devices represented 40% of all e commerce transactions.

Over the last ten years volume of alcohol purchased per person in the UK from the off-trade increased by 38% while the volume of alcohol purchased on-site fell by nearly half. The future of a town's night life will not rely on an offer of drink-only establishments. Even though Newcastle-under-Lyme has gained Purple Flag status it has a limited evening economy offer but it could be developed. Businesses need confidence and support to develop the offer and encourage a wide range of people to enjoy the town at night.

The UK professional services sector is by far the largest part of the economy, accounting for about three quarters of economic activity. It is also the sector which is seeing the strongest growth as the wider economy starts to recover and sees improved confidence. This sector is an essential part of the local economy of Newcastle-under-Lyme but is completely hidden from view. This sector provides Newcastle-under-Lyme with an opportunity to shape its identity and to promote itself as a centre of quality and internationally acclaimed professional service businesses.

This business plan has taken account of the needs, challenges and opportunities faced by all business sectors in Newcastle-under-Lyme. By working together through a Business Improvement District there is even greater potential to successfully overcome the challenges and take advantage of new opportunities.

## 5. Where will the Newcastle-under-Lyme BID operate?



The shaded area represents the full extent of the Newcastle-under-Lyme Business Improvement District. A list of roads and streets within the BID area is shown in Appendix 2.

A full list of streets within the BID area is shown in Appendix 2. All non-domestic hereditaments within the BID area will, if the BID is approved, be liable for the BID levy (as defined in section 12). The BID covers those businesses, whose rateable value is £3,000 or greater. Thus banks, building societies, car parks, Council facilities, the college, restaurants, clubs and pubs, estate agents, leisure operators, recruitment agents, retail and health and beauty outlets, solicitors, hotels, museums, the railway station and transport and travel agents and all other non-domestic hereditaments are included within the BID and will, subject to the detailed levy criteria in Section 12, contribute to the BID's collective funding and activities flowing from the combined budget.

## 6. Services provided by Newcastle-under-Lyme Borough Council

### Council's Support for the Newcastle-under-Lyme BID

Newcastle-under-Lyme Borough Council fully supports the Newcastle-under-Lyme BID. In particular, it endorses the fundamental principle of additionality within the BID by agreeing to maintain the provision of existing services from the Council to businesses at their current level (subject to budgetary constraints) across the Newcastle-under-Lyme BID area. Thus, in line with BID legislation, BID services within the Newcastle-under-Lyme BID will be additional to (not in

substitution for) those provided by the Council. If there is a need for any change in service levels provided by the Council these will not be disproportionate to other parts of Newcastle-under-Lyme borough outside the BID area.

The Council's commitment to the Newcastle-under-Lyme BID and the working relationships between the Council and Newcastle-under-Lyme BID Company are set out in complementary documents agreed between the Council and Newcastle-under-Lyme Town Centre Partnership Team currently acting on behalf of the Newcastle-under-Lyme BID Company which has yet to be formed:

- A Memorandum of Understanding and Operating Agreement which defines the working relationship between the Council and Newcastle-under-Lyme BID Company and sets out the Council's Operational Support to the BID on a number of specific issues
- A set of Baseline Agreements, each defining the benchmark for a specific service provided by the Council and other agencies to the businesses in the area

### **Council's Vision for the BID**

Beyond its clear commitments set out in the Memorandum of Understanding, the Council welcomes the opportunity offered by the BID disciplines to develop a strong and more dynamic partnership between the Council itself and Newcastle-under-Lyme's businesses. The Council intends that this forward looking evolution of its relationship with businesses should take shape along the following lines during the five year BID period:

- Establishing a serious dialogue with Newcastle-under-Lyme businesses on issues that can promote a stronger trading environment for them.
- Exploring more effective means of delivering council services to businesses. This will include more cohesive ways of tailoring and delivering specific services to Newcastle-under-Lyme

### **Council Services for Business**

Businesses will continue to benefit from all the standard council services provided for the benefit of all stakeholders in the town (cleaning, access, safety, maintenance and public amenities). In addition, the Council delivers a wide range of services either directly or indirectly specifically for businesses, these include:

Land and premises  
Grants  
Planning  
Business Information Service  
Inward Investment  
Licensing  
Environmental Health and Safety  
Commercial Waste and recycling  
Business Rates  
Tendering for Council business  
Parking permits

Details of these services can be found on the Council's web site.

### **Individual Baseline Statements**

In full support of the above commitments, Heads of Service within the Council will draw up Baseline Statements on the specific services they are responsible for. These documents define the benchmarks for the provision of these services and the fact that any change will not disproportionately impact upon the BID area more than any other area outside the BID within the Borough's administrative boundary. They also cover how the services will be measured. The Council attaches particular importance to the incorporation of value for money principles and measures within all the Baseline Statements.

The Baseline Services are defined below:

- Christmas Lights
- Environmental Health
- Grounds Maintenance and Arboricultural services
- Markets
- Newcastle Partnership
- Off Street Parking
- Public Area CCTV
- Street Cleansing and waste

The process of having creating the baseline agreements proves valuable to both the service providers and the BID company. The development of these partnerships and the additional focus on the services provided in the area, will give tangible benefits over and above those derived from the projects outlined below.

### **Council's Operational Support for the Newcastle-under-Lyme BID**

The Council's support for the BID will take practical shape in the following specific ways:

- Conducting, through the council's Democratic Services, the formal BID vote in accordance with current BID legislation and procedures
- Assuming a positive outcome to the BID vote, collecting the BID levy defined in the BID Business Plan from Newcastle-under-Lyme businesses and transferring the levy sums direct to the Newcastle-under-Lyme BID Company. The Council proposes to make a charge for the BID levy collection and will pay the gross levy sums to the Newcastle-under-Lyme BID Company within 30 days of collecting it.
- Provide a Councillor to sit as a Director on the BID Company Board
- Provide a senior council officer to act as adviser to the Newcastle-under-Lyme BID Company Board and to provide a business-focused dynamic link on all BID matters with senior Council staff
- Paying the appropriate BID levy set out in the Business Plan in respect of all its own hereditaments within the Newcastle-under-Lyme town BID area.

### **Monitoring and Review**

The Council is committed to the regular monitoring of the operation of the BID Operating Agreement and reviewing its effectiveness in conjunction with Newcastle-under-Lyme BID Company. This will be carried out as follows:

- The Council monitors performance of key services through the Corporate Plan with monitoring reported to the Cabinet. Where there is a specific issue with service delivery

within the BID area the respective Head of Service will discuss this with the Newcastle-under-Lyme BID Company.

- An annual review of the overall effectiveness of the Operating Agreement. This will be led by the Cabinet member with responsibility for the BID and will reflect the Executive's commitment to address any shortfalls and propose measures to evolve the partnership to the mutual benefit of the Council and Newcastle-under-Lyme town BID. These reviews will be scheduled to best effect for the Council's and Newcastle-under-Lyme BID Company's yearly budgeting cycles.



## 7. The Research and Consultation Process

### Background

The last year has seen extensive research undertaken across a wide range of stakeholders to ensure that the plan which has emerged has an in depth understanding of the views and aspirations of the businesses in the area as well as an appreciation of the perceptions of those who visit and also work in the area.

### Who was involved?

The research encouraged participation from all businesses across the town:

- All businesses in the proposed BID area were mailed survey forms and asked to complete them seeking their opinions on a variety of issues.
- All businesses were included in mail shots and publicity including BID newsletters and frequently asked questions.
- Approximately 20% of businesses in the town participated in detailed one to one interviews.
- Consumers currently using Newcastle-under-Lyme town during the day time.150 individual on street surveys were conducted.
- Besides a launch and information event at the start of the project, there were sector specific meetings and six open area business meetings were held for businesses across the town and a budget setting workshop was held, where businesses were invited to allocate funds to projects emerging from the research process.
- Employee surveys were returned from different business across the town.
- Businesses were invited to submit their views via letters, e bulletins and the Town Centre Partnership website.
- Active participation by business representatives from the Newcastle-under-Lyme Town Centre Partnership in all aspects of the development of this plan.

### What were the aims of the research?

The objective of the research was to:

- Identify the key issues which directly impact upon all businesses in the area across all business sectors and to develop and achieve remedies that help businesses achieve their own internal objectives
- Identify any specific issues and opportunities by area to ensure that impacts on businesses of the different environments were fully appreciated.

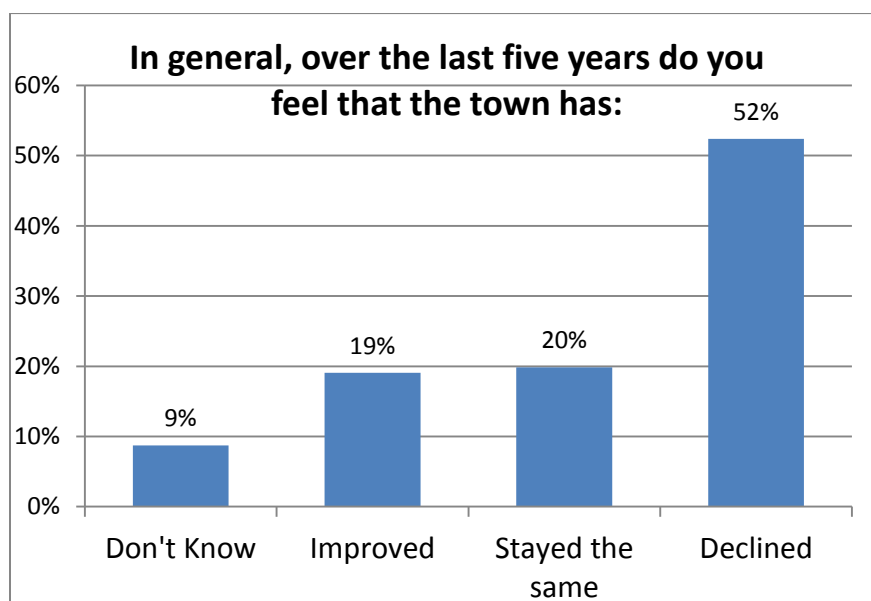


- Understand current perceptions of Newcastle-under-Lyme and identify those issues which would affect how long people stay in the area and how much they might spend and then generate solutions to them.
- Appreciate the views of people who work in the area on a daily basis and what might encourage others to come the area to work or spend more time there.

## Research results

### What is Newcastle-under-Lyme?

52% of all businesses say that Newcastle-under-Lyme has become a worse place to do business over the last five years. 20% say that it has stayed the same. Although the deep recession has ended and there is a slow recovery generally, businesses in Newcastle under Lyme clearly feel that the town has lost its way.



Employees surveyed about their feelings of the town also seemed to reflect this with 59% feeling that the town had either deteriorated or at the very least stayed the same over the last two to three years and 65% of the public feeling the same way.

75% of businesses said that, 'developing the town's identity and branding to attract more visitors' would help their business. This was also the most important topic discussed at the area meetings and one which reflected the businesses' view that Newcastle under Lyme has not benefited as much as it should have done from the general slowly improving economic climate.

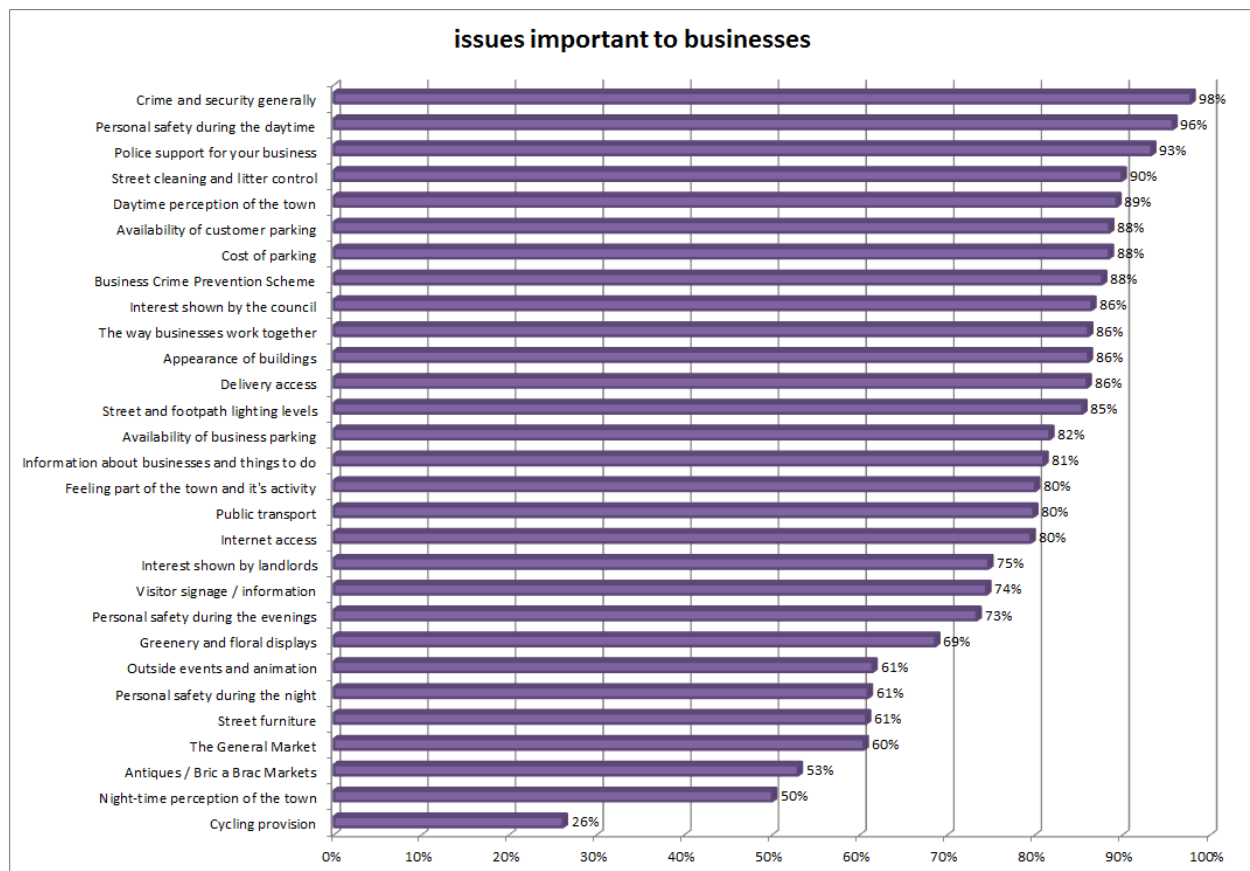
When businesses were asked to rank the initiatives which they considered the most important in helping them, they identified four out of the top seven factors related to a need to develop the town's identity, along with specific marketing initiatives which would raise the awareness and profile of the business offer in the town.

The promotion and development of the town as a destination also came out top in the employees survey as something they feel should be addressed.

When considering the development of the town's identity, it will be essential to determine its business offer and therefore the area to be promoted as Newcastle-under-Lyme.

One of the key issues discussed during the development of the plan was the size of the BID area and where the boundary should be. There was a very strong view expressed at the area meetings and in the one-to-one interviews that Newcastle-under-Lyme was actually much more than just the part of the town within the ring road. This was reflected in the response in surveys with 80% saying that it was important to feel part of the town and its activities and more than 60% of businesses said that that it was either important or very important to have initiatives to make them feel more involved?

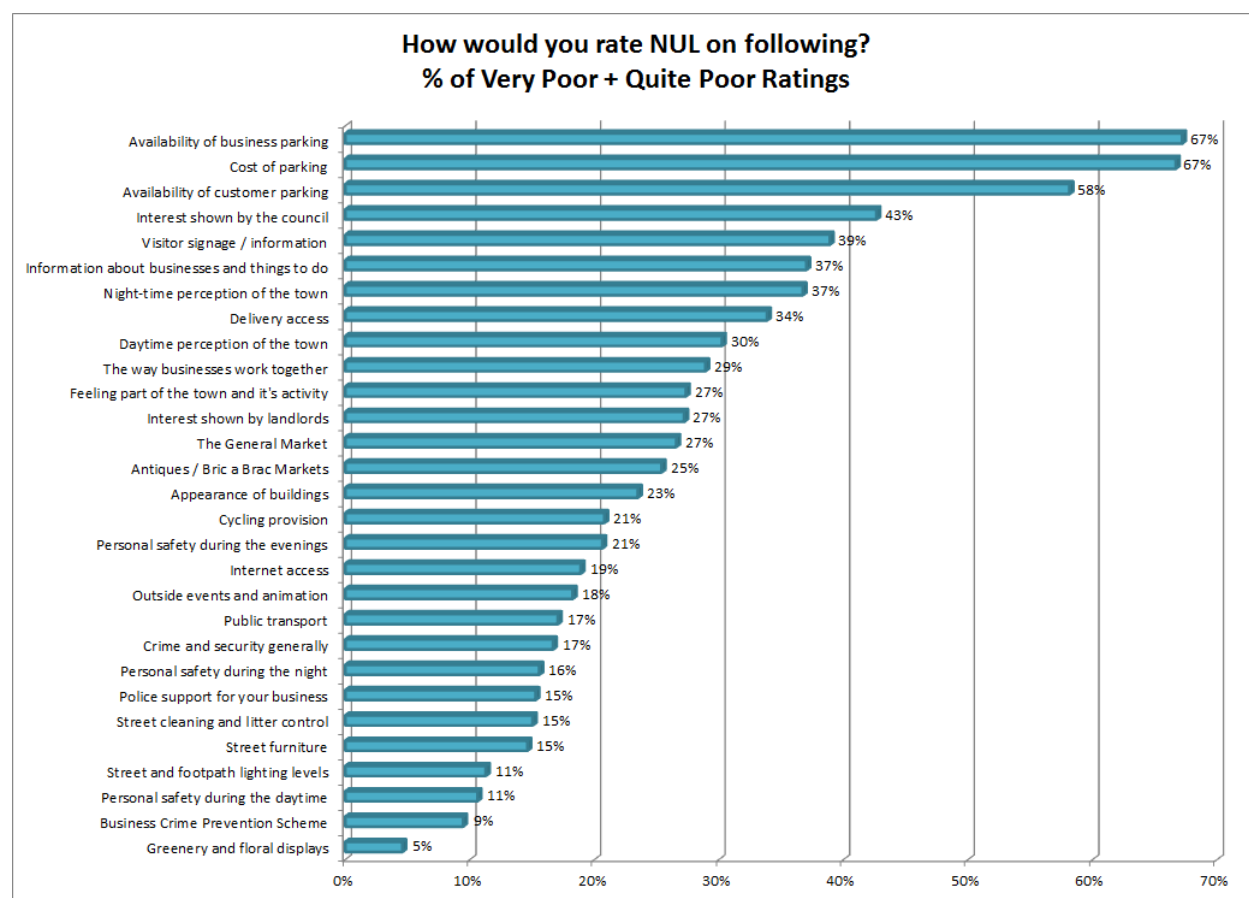
Many businesses and organisations held the view that the road infra-structure, signage and parking all presented challenges to visitors in cars and on foot to the town, with the ring road presenting a physical but artificial limit to the definition of the town. Larger businesses and organisations in the area outside the ring road all stated that some people would walk between their own site and the centre of the town but that this was not an easy or inviting experience and should be made easier for all visitors.



## Finding your way around and parking

When businesses were asked to rank issues which they considered to be poor or very poor in Newcastle under Lyme, six out of the ten top issues related to parking, access and signage. Views expressed in the workshops and one to one meetings were that the roads encourage traffic to flow around the town and do not direct people to the town or encourage them to stop, get out of their cars and explore the town and its immediate surroundings. Parking was considered important by over 80% of businesses surveyed in terms of helping their business.

The visitors' survey identified that 52% of all people surveyed came by car which is a considerably higher proportion than experienced in other towns. However the views about the parking facilities from the visitor survey varied from parking facilities being good with easy access and cheaper than other locations to, difficult to find and expensive.



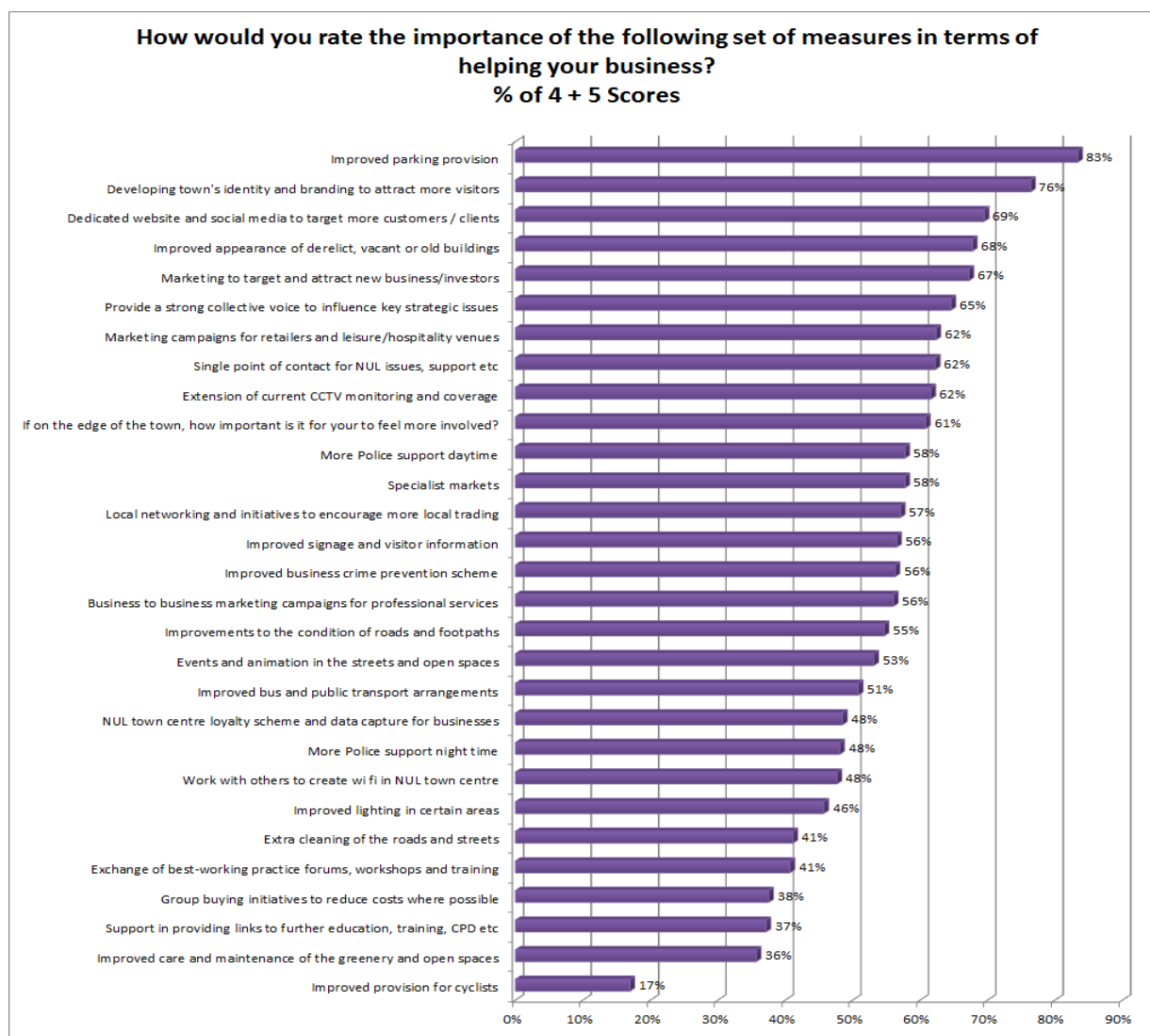
## The Newcastle-under-Lyme experience

In terms of the physical experience of the town, besides improved parking, improved appearance of derelict, vacant and old buildings was the most important factor identified to improve business. This was followed by extended CCTV coverage, Police support in the daytime, improved markets and then improved signage and information. The daytime perception

was identified by businesses as the ninth issue in terms of being poor or very poor and the fifth most important factor, ahead of parking. If these matters, which effect perceptions of the town were addressed, it would potentially make a significant difference to businesses.

Events and animation were identified by 53% of businesses as scoring quite high or very high as regards improving their business. It was clear from the area meetings and interviews that although the events do generate significant footfall at certain times and are an important part of the over-all experience, the benefit they deliver has been limited to businesses in the centre of the town itself and to certain business sectors. There are other issues which need attention which would have a broader impact and benefit. Some of the limited impact was attributed to insufficient marketing rather than the events themselves.

The perception of the town by businesses at night time was identified as the seventh worst issue in terms of being poor or very poor. However the visitor survey shows that the feeling of safety is much better in Newcastle-under-Lyme than it is compared to other towns and even though the town has recently been awarded the Purple Flag there is clearly more that can be done to encourage businesses to widen the offer and develop and increase the awareness of the evening economy.



## 8. The BID's response

Following our extensive research three key project areas of the Newcastle-under-Lyme BID have emerged reflecting the key issues and opportunities identified by the businesses and visitors. The activities within each of the project areas have been specifically designed to address and take advantage of these.

It was clearly evident from the comments and feedback from businesses that Newcastle-under-Lyme as a town is more than simply the area within the ring road. Many believe that the businesses surrounding the ring road actually provide a draw in themselves to the town, including the larger retailers and many of the professional service businesses located outside the ring road serving national and international clients. This desire to be involved in a 'Greater Newcastle-under-Lyme' was identified clearly as an important factor by 80% of the businesses interviewed and surveyed and as a consequence the BID boundary has been drawn to reflect this.

The overriding concern from businesses was to ensure that Newcastle-under-Lyme starts to develop a sense of its own identity and through this raise its profile so that its businesses are recognised much more and the town can benefit from its highly acclaimed College and theatre and the international reputation of its neighbouring Keele University.

There is a need for attention to be given to the physical environment of the area outside the ring road to improve its attractiveness, help navigation and encourage the use of the different elements of the town by those who live, work and study locally and by those who visit.

The ring road does create a challenge in terms of appreciating the town as a whole. However it was evident from the area meetings and the one to one on interviews that businesses from across Newcastle-under-Lyme clearly feel the need to act as one and work together to develop a new sense of identity and profile for the town.

As a consequence this plan has been designed to ensure that the activities benefit as wide a range of businesses as possible, by business sector and by where they are located and ultimately support the overall vision of 'supporting all businesses and organisations in Newcastle-under-Lyme through the promotion of the town as a distinctive, vibrant, university market-town with a unique retail, leisure and cultural experience and leading quality professional service businesses serving global clients'.

All businesses and organisations stand to benefit from these additional projects and activities which have been identified by businesses across Newcastle-under-Lyme as crucial to their future:

- to build on the assets of Newcastle-under-Lyme as a whole and address outdated perceptions of the town
- to promote the strengths of all its business sectors and organisations, night and day, to and provide an environment which reflects their quality and aspirations

### **How will the delivery be monitored?**

Monitoring and measuring the performance and effectiveness of the BID activities is an integral and essential part of the plan. Businesses need to be confident that their levy money is being invested as productively as possible to maximise results.

The effectiveness of the measures undertaken will be gauged by key performance indicators monitored and relevant for each project area, including footfall, customer surveys, business surveys, photographic evidence, vacant properties and footfall trends

## **9. Vision and objectives**

Assuming a positive BID vote by a majority of businesses by both rateable value and number, BID operations will start on 1<sup>st</sup> October 2015 and will continue for a total of 5 years.

### **The Vision**

To support all businesses and organisations in Newcastle-under-Lyme through the promotion of the town as a distinctive, vibrant, university market-town with a unique retail, leisure and cultural experience and leading quality professional service businesses serving global clients.



## Strategic Objectives and Projects

### 1. Promote Newcastle-under-Lyme

To develop and promote the strengths and characteristics of Newcastle-under-Lyme as a vibrant, university, market town and build awareness of its retail, leisure and professional service sectors and its College, locally and regionally.

### 2. Develop the distinctive Newcastle-under-Lyme experience

To develop the distinctive, safe, attractive and appealing experience for visitors and workers in Newcastle-under-Lyme to enjoy.

### 3. Growth, Development and Investment

To encourage growth, development and investment of businesses and organisations which complement and build on the strengths of Newcastle-under-Lyme

## Objectives, Activities and Results

### 1 Promote Newcastle-under-Lyme

To develop and promote the strengths and characteristics of Newcastle-under-Lyme as a vibrant, university, market town and build awareness of its retail, leisure and professional service sectors and its College, locally and regionally.

#### Amount the BID will spend:

An initial budget of £77,000 p.a increasing to £81,000 by year 5 – a total of £396,000 over five years.

#### Activities

##### Newcastle-under-Lyme as a town

- a. Develop a 'brand' which reflects the strengths and characteristics of Newcastle-under-Lyme and creates a sense of pride in Newcastle-under-Lyme by its businesses.
- b. Develop the use of traditional marketing, PR, digital and social media channels to increase the awareness of Newcastle-under-Lyme as a town, its business sectors, its events and all it has to offer, in a way which is consistent with its brand, to visitors and businesses alike.

##### Retail and Health and Beauty:

- c. Design and coordinate campaigns which focus on key trading periods, highlight the particular strengths of this sector in Newcastle-under-Lyme and take advantage of new trading opportunities.
- d. Develop a comprehensive Newcastle-under-Lyme loyalty scheme including mobile App technology, for people using the town's businesses to create market intelligence to develop marketing capability, increase frequency of visit and amount spent and attract even more shoppers and clients.

### **Professional Services**

- e. Develop specific campaigns to enable the professional service businesses in Newcastle-under-Lyme to raise their profile locally and regionally and benefit from the association with the Newcastle-under-Lyme brand identity.
- f. Create events to support professional service businesses to promote themselves and highlight particular sector strengths to other businesses in Newcastle-under-Lyme and beyond.

### **Culture and Leisure**

- g. Raise the profile and awareness of the quality and diversity of the culture and leisure economy in Newcastle-under-Lyme increasing the numbers of visitors enjoying this aspect of the town at all times of day, evening and night.

### **College and University**

- h. Work closely with Newcastle-under-Lyme College to raise its profile as a College at the centre of its community and work with Keele University and the College to promote a greater sense of association between the town and its students.

### **Measures and Results:**

- Footfall to the streets and the mall which is stronger than national high street trends
- Visits year on year to a dedicated Newcastle-under-Lyme web site and numbers of active users of other forms of digital media promoting Newcastle-under-Lyme and its businesses.
- Increased levels of sales activity across the whole of the town
- Positive media exposure measured through numbers of articles, publications, click-throughs on digital media and value through using advertising value equivalent. (a.v.e)
- Numbers of businesses and public regularly engaged and involved in a loyalty scheme
- Numbers of businesses using Newcastle-under-Lyme branding in association with their own marketing and promotion.
- Increased numbers of people visiting Newcastle-under-Lyme from the catchment area and beyond

## **2. Develop the distinctive Newcastle-under-Lyme experience**

To develop a distinctive, safe, attractive and appealing experience for visitors, students, residents and workers in Newcastle-under-Lyme to enjoy.

### **Amount the BID will spend:**

An initial budget of £131,500 p.a, increasing to £139,000 by year 5 – a total of £676,700 over five years.

### **Activities**

#### **a. Introduce uniformed day time Rangers to:**

- help promote the area, to welcome visitors and provide support for the implementation of events and animation in the streets and open spaces
- support businesses in tackling and communicating issues which affect their business on a day to day basis.

- work closely with the Police and other agencies in tackling antisocial behaviour and crime issues which impact upon the visitor experience

**b. Evening economy**

Work with businesses and other partners including the Police and Local Authority to develop a diverse evening and night time leisure offer which appeals to people from all ages and backgrounds, which is distinctively 'Newcastle-under-Lyme', in a safe, clean and attractive environment.

**c. Parking**

Work closely with the Council and other Car Park operators to improve the 'parking experience' across Newcastle-under-Lyme for both visitors and those who work in the area, in a way which is commercially sustainable, increases patronage and meets the needs of the town's businesses.

**d. Access, signage and lighting**

Work with others to improve pedestrian flow between different parts of the town and its businesses through initiatives such as improved signage, better lighting and more attractive pedestrian environments to encourage people to explore and make more use of the town and all it has to offer

**e. Events and markets**

Engage with others to develop and organise events and develop the markets; to create an animated feel to the town as a whole, build the reputation of Newcastle-under-Lyme as a great place to be entertained, benefit businesses and attract more visitors and extend their length of stay.

**Dressing the town and its surroundings**

- f. Support the development and implementation of initiatives which improves and protects the public realm and the buildings of the town, which complement and develop the characteristics of the Newcastle-under-Lyme.
- g. Improve the appearance and vibrancy of the streets and open spaces by adding colour and decoration when appropriate through the use of additional floral displays and festive and creative lighting.

**Measures and Results:**

- Improved perception of physical attractiveness of the area measured through surveys of visitors and those who work in Newcastle-under-Lyme
- Increased number of events and street entertainment and a greater perception of things happening measured through surveys of visitors
- Retention of the Purple Flag status for Newcastle-under-Lyme's evening and night time economy

**3. Growth, Development and Investment**

To build on the strengths of the businesses and organisations of Newcastle-under-Lyme, to support and promote growth, development, investment and a sense of business community.

**Amount the BID will spend:**

An initial budget of £25,000 p.a, increasing to £26,500 by year 5 – a total of £128,500 over five years.

**Business support and development**

- a. Work with businesses to identify opportunities, where working together will contribute towards reduction of business overheads
- b. Encourage and support relationships between businesses and organisations which seek to develop skills and have a positive impact upon their current business performance and future business development.
- c. Develop effective communications between businesses and the BID organisation to promote awareness of different issues which may affect trading conditions and to ensure that businesses are able to optimise their involvement and benefit from the BID's activities.

**Smartening up vacant properties and derelict sites**

- d. Work with landlords and agents to ensure that vacant premises or derelict plots of land are maintained and presented in a smart and tidy appearance and do not detract from appeal of the immediate environment.

**Encourage investment to complement the Newcastle-under-Lyme vision**

- e. Work closely with the local authority, partner organisations and other businesses to encourage a coherent approach to the use of properties and sites in Newcastle-under-Lyme which will build on the town's strengths and serve to develop the town's brand and identity.

**Monitoring the results**

- f. Work with other organisations to monitor footfall, commercial performance and customer perceptions across Newcastle-under-Lyme and provide regular reports and performance updates for businesses.

**Measures and Results:**

- Monitoring of footfall and sales performances across Newcastle-under-Lyme with regular reports and feedback to businesses.
- Costs saved by businesses in overheads and operating costs
- Numbers of businesses actively engaged in award schemes for customer care and businesses performance.
- Numbers of business enquiries through commercial property agents

## 10. Organisation, Resources and Delivery

The preparation of this plan has been managed by the Newcastle-under-Lyme 'Town Centre Partnership' which is made up of a cross section of businesses and organisations from across Newcastle-under-Lyme town together with representatives from Newcastle-under-Lyme Borough Council. The 'Town Centre Partnership' which was set up about two years ago with a limited budget will continue as a valuable forum working in partnership with the BID.

A new and separate company will be set up to act as the BID Company. It will be a not for profit BID company, limited by guarantee which will be legally and operationally responsible to the businesses in the BID area, for the delivery of the BID business plan and its associated activities and will act on their behalf.

The management structure of the BID will be a Board responsible for governance, a Management Group responsible for coordinating activity and delivery and working groups developing the individual projects.

The Board will be elected by the members of the BID Company, drawn predominantly from those paying a levy in the area and made up of a representative cross-section of the businesses and stakeholders of the area and key agencies associated with the successful delivery of the BID project. It will be driven by the private sector and will include one Councillor from Newcastle-under-Lyme Borough Council as a Director and one Council Officer who will act as an advisor, but not as a Director.

The main role of the Board is to safeguard the interests of levy payers by ensuring that the business operates in line with the BID plan, is professional and offers consistent value for money in line with its targets. The Board will ensure that the implementation of the BID will be externally monitored and delivered cost-effectively, through keeping overheads to a minimum and using methods which will optimise the use of the revenue budget and add real value to the delivery of the plan.

All businesses will be encouraged to be actively involved in a Management Group and associated working groups to represent the levy payers. The Management Group will report to the Board. Through specific working groups, the Management Group will be instrumental in prioritising the requirements of the levy payers into deliverable projects which address their needs, within the framework of the business plan.

The Board and Management Group will provide a consistent, collective and effective voice for the businesses in Newcastle-under-Lyme.

All roles on the Board, Management Group and specific working groups are voluntary and are undertaken with a commitment to represent the interests of all businesses in the area.

Collaborative working will be actively encouraged to build upon the sense of the business community in the area and ensure that the skills and resources available for delivery of the BID are enhanced and deliver best value.

There will also be hands-on project and contract management to support the initiatives from the working groups and Management Group. This support will provide administrative support to the BID Company, coordinate activity with partner organisations and ensure cost-effective delivery of projects through tendering and careful project and contract management.

The Newcastle-under-Lyme BID will be audited annually and the effectiveness of the measures undertaken will be gauged by key performance indicators for each project area, including footfall, customer surveys, business surveys, photographic evidence and retail turnover movement. Full measures are identified in this plan with each objective.

Besides regular newsletters and other forms of bulletins, there will be an annual report providing details on activities and performance of the company against the objectives of the delivery plan for the previous year.

All levy payers shall be entitled to be members of the BID Company. There will be an annual general meeting at which all members are invited to attend and vote and at which Directors will be retired by rotation and new Directors elected in accordance with the articles of the company.





## 11. Newcastle-under-Lyme BID Budget and Finances

“The ‘Town Centre Partnership’ made up of business representatives from across Newcastle-under-Lyme, was brought together two years ago to consider and tackle the challenges which were facing all town centres across the UK. Changing lifestyles and increased options for shopping mean that the way in which towns are used is changing dramatically and quickly. A BID provides the opportunity for businesses to have a real influence on their local environment to ensure that collectively we can take advantage of the new opportunities these changes will bring.

In the next five years we will strive to lever in additional cash funding and value in kind to support the delivery of this plan and add to the investment made by the Newcastle-under-Lyme businesses through the BID.

We feel that the investment we are seeking from businesses in the BID is modest in relation to what can be achieved. For the smallest business in the Business Improvement District, the daily cost is less than a first class postage stamp and even for a large business the daily cost is less than the price of a single cinema ticket.”

Eddie Leligdowicz

Chair of Newcastle-under-Lyme Town Centre Partnership BID Steering Group

Director of McDonalds Midlands Region

With levy bands and a 1.5 % levy, the indicative costs to a business are:

Rateable Value	Annual	This equates to: weekly	This equates to: daily
<b>£2,999 and below</b>	none	none	none
<b>£3,000 to £9,999</b>	£150	£2.88	£0.41
<b>£20,000</b>	£300	£5.77	£0.82
<b>£50,000</b>	£750	£14.42	£2.05
<b>£100,000</b>	£1,500	£28.85	£4.11
<b>£250,000</b>	£3,750	£72.12	£10.27
<b>£500,000</b>	£7,500	£144.23	£20.55

## Newcastle-under-Lyme BID 5 year Budget: 2015 – 2020

	Year 1	Year 2	Year 3	Year 4	Year 5	Total	% to total
<b>Income</b>							
BID levy revenue (Note 1)	£ 278,949	£ 284,528	£ 290,219	£ 296,023	£ 301,943	£ 1,451,662	93%
Other Income (Note 2)	£ 20,000	£ 20,400	£ 20,808	£ 21,224	£ 21,649	£ 104,081	7%
<b>Total Income</b>	<b>£ 298,949</b>	<b>£ 304,928</b>	<b>£ 311,027</b>	<b>£ 317,247</b>	<b>£ 323,592</b>	<b>£ 1,555,743</b>	<b>100%</b>
<b>Expenditure</b>							
Objective 1 – Promote Newcastle-under-Lyme	£ 77,000	£ 78,103	£ 79,228	£ 80,376	£ 81,546	£ 396,253	26%
Objective 2 - Develop the distinctive Newcastle-under-Lyme e	£ 131,502	£ 133,386	£ 135,307	£ 137,267	£ 139,266	£ 676,729	44%
Objective 3 - Growth, Development and Investment	£ 25,000	£ 25,358	£ 25,723	£ 26,096	£ 26,476	£ 128,654	8%
Central Management Costs, Administration, Office (Note 3)	£ 46,000	£ 46,920	£ 47,858	£ 48,816	£ 49,792	£ 239,386	16%
Levy Collection costs (LBC)	£ 5,500	£ 5,610	£ 5,722	£ 5,837	£ 5,953	£ 28,622	2%
Contingency (Note 4)	£ 13,947	£ 14,226	£ 14,511	£ 14,801	£ 15,097	£ 72,583	5%
<b>Total Expenditure</b>	<b>£ 298,949</b>	<b>£ 303,603</b>	<b>£ 308,350</b>	<b>£ 313,192</b>	<b>£ 318,131</b>	<b>£ 1,542,227</b>	<b>100%</b>
Accrual for Renewal (Note 5)	£ -	£ 1,325	£ 2,677	£ 4,055	£ 5,461	£ 13,518	

### Notes

- 1 Assumes a 95% collection rate and 2% per annum inflation
- 2 Including income from landlords, associate members of the BID and other sources (including in-kind)
- 3 Central admin, office and fixed overheads
- 4 Calculated as 5% of total levy billed
- 5 Accrual retained from levy revenue to provide for costs of renewal of the BID for any further term, otherwise they will be spent on additional projects in the final year

### Cost of the BID Development

The costs incurred in undertaking the research, developing the BID proposals and holding the ballot are being met by Newcastle-under-Lyme Borough Council, for which we give sincere thanks.

### Sources of Additional Funding

The BID Company is committed to seeking additional funding where possible to increase the benefits that can be delivered by the BID to businesses. Other possible income sources will include grants where the criteria matches the aims of the business plan, voluntary contributions from property owners, companies and organisations outside the BID area and those not liable for the levy. It is estimated that this could be around £100,000 over the five year period.

Through discussion, developers, property owners and other stakeholders in the area will be invited to participate in the Business Improvement District and improve delivery against the business plan objectives even further.

### **Application of BID Funds**

The BID funds will be ring-fenced and will be controlled by participating businesses. Details of the BID Company's accountability to businesses are given in Section 13.

The budget headings and the project costs can be altered within the constraints of the revenue received through the levy. The BID Company will be empowered to move funds between budget headings to provide the services which best meet the requirements of the BID area. Such adjustments will be fully accountable to the businesses through the performance monitoring arrangements set out in section 6.

### **Governance and management of the BID Budget**

In order to ensure that the projects remain relevant and continue to address needs and priorities of the businesses in Newcastle-under-Lyme during its five year life, the Management Group may from time to time make recommendations to the Board that budget allocations are modified for each of the main projects and the management and administration of the BID.

It will be the responsibility of the Board to assess these recommendations and make adjustments to the allocations of expenditure budget as and when they deem appropriate. It will be the responsibility of the Board to ensure that all the main aims of the BID, stated in section 9, continue to be addressed and that all BID activity contributes towards the achievement of the vision. The Board will also monitor and gauge the effectiveness of the BID operations and activities.

## 12. BID Levy Criteria for the Newcastle-under-Lyme BID

Every BID has to establish its own levy rules. Reference has been made to the 'Industry Criteria and Guidance Notes' prepared for the British Retail Consortium (BRC) and the Inter-Bank Rating Forum (IBRF) in developing the rules which will apply to the Newcastle-under-Lyme BID.

The 'Town Centre Partnership' has tried to balance the ambitions of businesses in the BID plan against the affordability of the levy and the requirement to ensure that the BID is able to deliver best value.

A hereditament is defined in Section 115 (1) of the General Rate Act 1967 (the 1967 Act) as: 'property which is or may become liable to a rate, being a unit of such property which is, or would fall to be, shown as a separate item in the valuation list'. For the purposes of this levy criteria the words, 'land, 'properties' and 'premises' will also be interpreted as a hereditament.

1. Assuming a positive BID vote by a majority of businesses by number and rateable value of those who vote, the BID levy will be charged on all hereditaments listed in the local Non-Domestic Rating List located within the BID area. This applies irrespective of whether or how a business has voted in the formal BID ballot. Legislation within the Local Government Finance Act (2003) enables the local authority to issue a bill for the levy. The levy is collected by the billing authority, Newcastle-under-Lyme Borough Council. The Newcastle-under-Lyme BID Company will invoice the billing authority, Newcastle-under-Lyme Borough Council, for the levy collected for exclusive use of the BID.
2. All businesses which will be subject to the BID will be entitled to vote for the BID proposal in a 28 day postal ballot which will commence on 17<sup>th</sup> June 2015, with the close of ballot at 5pm on Thursday 16<sup>th</sup> July 2015. The result will be announced the following day or as soon as possible thereafter.
3. If successful at the ballot, the BID will commence operation on 1<sup>st</sup> October 2015, and will be for a fixed term of 5 years
4. The levy amounts for ratepayers who have business premises which fall inside the ring road of Newcastle under Lyme will be applied as follows:
  - a. The BID levy will be 1.5% of the 2010 rateable value shown on Newcastle-under-Lyme Borough Council's (the billing authority's) Capita's NNDR billing system as at 1<sup>st</sup> May 2015 for each defined business within the scope of the BID, with the exception of those hereditaments with a rateable value of less than £10,000 showing on the billing authority's Capita system as at 1<sup>st</sup> May 2015.
  - b. Ratepayers with a RV of less than £10,000 but more than £2,999 will pay a fixed contribution of £150.
  - c. Ratepayers with a RV of less than £3,000 will pay nothing for these hereditaments and will not have a vote for these hereditaments although they will enjoy the benefits that come with trading in the BID area

5. The levy amount for ratepayers who have business premises which are situated within the boundary of the BID but outside the ring road of Newcastle under Lyme, will be applied as follows:
  - a. The BID levy will be 1% of the 2010 rateable value shown on Newcastle-under-Lyme Borough Council's (the billing authority's) Capita's NNDR billing system as at 1<sup>st</sup> May 2015 for each defined business within the scope of the BID, with the exception of those hereditaments with a rateable value of less than £10,000 showing on the billing authority's Capita system as at 1<sup>st</sup> May 2015.
  - b. Ratepayers with a RV of less than £10,000 but more than £2,999 will pay a fixed contribution of £100.
  - c. Ratepayers with a RV of less than £3,000 will pay nothing for these hereditaments and will not have a vote for these hereditaments although they will enjoy the benefits that come with trading in the BID area
6. The levy will be due from businesses who are liable to pay business rates, including empty properties other than those that are exempt within the criteria laid out in this section 12 of this business plan 'BID Levy Criteria for the Newcastle-under-Lyme BID'.
7. The liable person is the ratepayer liable for occupied or unoccupied premises. In accordance with the Non-Domestic Rating (Collection and Enforcement) (Local Lists) Regulations 1989 (S.I. 1989/1058) and the Non-Domestic Rating (Collection and Enforcement) (Miscellaneous Provisions) Regulations 1989 (S.I. 1989/1060), Newcastle-under-Lyme Borough Council will be responsible for the imposition, administration, collection, recovery and application of the BID levy. The Council will also be responsible for any enforcement action that may be appropriate in case of non-payment of the levy.
8. There will be an annual inflationary increase of all levy charges (including fixed band charges) year on year for the duration of the Business Improvement District. This will be a minimum of 2% increase year on year or the inflation percentage as determined by the Consumer Price Index as at the 1<sup>st</sup> January of the year of the next billing process, whichever is the greater, rounded to the nearest tenth of a penny. (e.g if a levy bill is £150 the inflation applied to this at a level of 2% would be £3 per annum). Negative inflation will not apply. Inflation will not apply for the first billing cycle in 2015.
9. The levy will be charged annually in advance, although businesses which cease to have liability for business rates during the year will be entitled to a refund for the remainder of the period, and the new occupier will be charged on a pro-rata basis.
10. Any changes to the physical nature or use of a hereditament during the life of the BID will be handled as follows:
  - a. New premises, or properties which were not on the rate valuation list at the start of the BID but become subject to rates within the BID boundary or on new streets within the BID boundary after the BID is in force, will be expected to pay a BID Levy based on the % or fixed levy charge appropriate in relation to its new/current rateable value
  - b. Where property is split, two or more BID levies should be made on the revised premises from the date of split on the basis of the revised new/current rateable values.

- c. Where premises are merged the BID Levy should be based on the % or fixed levy charge appropriate in relation to the revised property's new/current rateable value.
  - d. Adjustments will be made for any of these changes and revised bills issued provided that the amount due on charge or refund is £50 or more. The charge or refund amount will be calculated pro rata between the date of the change in occupation and the date of the financial year end.
11. Any changes to the use of a property during the life of the BID will be handled as follows:
- a. Any change of use of a property or the creation of a new business hereditament within the BID boundary will be liable to the levy rate based on the rateable value at the time of change of use or creation of the new business hereditament.
  - b. Adjustments will be made for changes in use or creation of a new business hereditament and if a property is deleted from the rating list and revised bills issued provided that the amount due on charge or refund is £50 or more. The charge or refund amount will be calculated pro rata between the date of the change covered by paragraph 11.a and the date of the financial year end.
12. No amendments will be made to the levy of any property in the BID area as a result of any general or property specific rate re-valuation within the life of the BID other than for the criteria listed above in paragraphs 10 and 11.
13. No other relief will be given to any class of non-domestic ratepayer and there is no distinction made between occupied or unoccupied hereditaments, both occupancy status attracting the full BID levy, unless it is a hereditament: -
- a. whose owner is prohibited by law from occupying it or allowing it to be occupied;
  - b. which is kept vacant by reason of action taken by or on behalf of the Crown or any local or public authority with a view to prohibiting the occupation of the hereditament or to acquiring it;
  - c. which is vacant and is included in the Schedule of monuments compiled under section 1 of the Ancient Monuments and Archaeological Areas Act 1979(b);
  - d. where, in respect of the owner's estate, there subsists a bankruptcy order within the meaning of section 381(2) of the Insolvency Act 1986(c);
  - e. whose owner is entitled to possession of the hereditament in his capacity as trustee under a deed of arrangement to which the Deeds of Arrangement Act 1914(d) applies;
  - f. whose owner is a company which is subject to a winding-up order made under the Insolvency Act 1986 or which is being wound up voluntarily under that Act;
  - g. whose owner is a company in administration within the meaning of paragraph 1 of Schedule B1 to the Insolvency Act 1986 or is subject to an administration order made under the former administration provisions within the meaning of article 3 of the Enterprise Act 2002 (Commencement No. 4 and Transitional Provisions and Savings) Order 2003(e);
  - h. whose owner is entitled to possession of the hereditament in his capacity as liquidator by virtue of an order made under section 112 or section 145 of the Insolvency Act 1986.
- in which case the hereditament will be exempt.
14. For clarity a hereditament which is the subject of a building preservation notice within the meaning of the Planning (Listed Buildings and Conservation Areas) Act 1990(a) or is



included in a list compiled under section 1 of that Act will be subject to levy unless its use is covered by any of the other exemptions listed in this section 12 of this business plan 'BID Levy Criteria for the Newcastle-under-Lyme BID'

15. The BID levy contribution will not be reassessed if the rateable value is amended after the end of the BID. New or altered properties entered into the valuation list will become liable for the levy from the date they appear in the list
16. Businesses with a rateable value of less than £3,000 will be exempt from the levy and will not be permitted to vote in the ballot. Any business with an R.V which falls below this will be encouraged to enter into a voluntary arrangement direct with the BID Company so that they can benefit from the full range of services provided by the BID. These businesses will also receive BID bill with zero charge to aid administration
17. Hereditaments used as hostels, places of refuge or rehabilitation, places of religious worship and any creches, nursery schools, schools or academies will be exempt from the levy for that hereditament only and will not be permitted to vote for this hereditament in the ballot. Places of Further Education and other training will not be exempt. No other discounts or reductions shall apply. Any of the premises exempted will be permitted to enter into a voluntary arrangement with the BID Company.
18. The BID financial year will start on 1<sup>st</sup> April and last for 365 days (366 in a leap year). The BID charge is a daily charge based on rateable value. It is to be paid in full in advance, the payment date being the 1<sup>st</sup> April of that year. The daily BID levy charge for each individual ratepayer is to be calculated by multiplying its rateable value by the BID percentage levy or levy charge from either of the fixed bands and dividing the result by the number of days in the financial year.
19. Subject to this criteria stated above and within the BID boundary as defined in this document, the BID levy is a statutorily compulsory payment regardless of whether the business exercised its vote or voted against the BID.

## 13. Risk analysis

### The responsibilities of BID Company

The BID Company will be a legal entity and a significant business in its own right. It will not only have all the attendant risks and responsibilities that go with this but also, subject to the vote in favour of the BID, will have a mandate from the businesses in the area to deliver the BID Business Plan. This is a significant responsibility which has an influence over the commercial prosperity of Newcastle-under-Lyme, the businesses in the area and their staff who rely upon it for their living.

It is important therefore, to articulate some of the external and internal issues that have a direct bearing on the ability of the Company to trade successfully, as well as highlight the consequences of not adopting the principles of the BID and the benefits that accrue from the delivery of the plan.

BIDs have been proving their worth and commercial value across the UK over the last ten years as effective mechanisms to improve trading environments for all sorts and types of businesses. Where BIDs have reached the end of their first term the majority have seen even greater votes in favor and larger turn-outs than the first time of voting. They are seen as providing businesses with very effective returns on investment. There are other towns and cities in the midlands which now have Business Improvement Districts. These include Derby's Cathedral Quarter which successfully went through a renewal ballot and started its second BID term last year, Derby's St Peters Quarter and Loughborough are about to start their renewal process and Nottingham which had two BIDs merged into one and Birmingham has several BIDs within its administrative boundary.

### Working with key partners

In order to deliver exceptional value for money within the framework of the aims and objectives of the plan, the BID will work closely with other key stakeholders such as property owners, developers, the Borough Council and the Police. It will seek, wherever possible to influence and shape larger projects to the benefit of its own aims while supporting others to achieve their own objectives.

In working with others, the over-riding principle of the BID should not be compromised i.e that the BID is providing services and benefits additional to those which would have happened if the BID had not been in existence.

### Sustainable mechanism for the development of Newcastle-under-Lyme

The BID is a unique mechanism which combines solid business support with a compulsory payment scheme which creates benefit for all on an equitable basis. It also guarantees constant cash flow to deliver the projects and priorities identified by the businesses. It provides a solid platform for the BID Company to control costs, plan over the longer term and rise to the expectations of its stakeholders.

A contingency is contained within each of the project areas, meaning, that should the income from the additional voluntary contributions fall short of those budgeted for any period, costs can be adjusted accordingly.

In the unlikely event that circumstances beyond the control of the BID Company mean that it fails to bring about the benefits envisaged, the business electorate will have the final say. At the end of the 5 years, if no discernable difference is detected then a vote against renewal can simply “switch off” the BID and with it all business contributions.

There is no plan to rely upon bank or other financial support other than the levy and so there is no prospect of financial insecurity. In any event, the Company will produce monthly management accounts and financial forecasts for information for the Board, nominated by the levy payers. Appointed auditors will produce end-of-year accounts, made available to all contributors and the local authority and these will be filed at Companies House in the normal way.

The Company will be VAT registered to ensure that the tax can be reclaimed on expenditure. It is also anticipated that it will benefit from mutual trading status meaning that it is exempt from any Corporation Tax liability.

## Final thoughts

“I have been privileged, over the last year to work closely with business people who have been committed to creating a new opportunity for all businesses across the whole of Newcastle-under-Lyme. It is a place which has a sense of community but is seeking direction, a sense of purpose and a clear identity in a rapidly changing world.

A Business Improvement District provides us with an opportunity to forge even stronger links between us and work on projects which we initiate and which are important to us as committed and hardworking business people. Towns and cities across the UK are changing rapidly and we need to ensure that Newcastle-under-Lyme does not get left behind but takes advantage of its unique position in terms of its attractive market town environment, its green spaces and the strength of its people through their passion for the town.

This plan provides us with a clear direction for a new exciting era in Newcastle-under-Lyme. I urge you to get involved and work together for the future of the town and our businesses by voting YES in the ballot in June and July”.

Eddie Leligdowicz

Chair of Newcastle-under-Lyme Town Centre Partnership BID Steering Group

Director of McDonalds Midlands Region



# Appendices

## Appendix 1 – Definitions

- The following terms, used throughout this Proposal document, shall have the same meaning as provided in the Local Government Act 2003 and the Business Improvement Districts (England) Regulations 2004.
- This document is a BID proposal for the purposes of the Act. If approved it will become the BID arrangements which govern the way in which the BID levy can be used.
- “the 2003 Act” means the Local Government Act 2003.
- “the 1988 Act” means the Local Government Finance Act 1988.
- “BID” means Business Improvement District.
- “BID ballot” means a ballot under section 49(1) of the Local Government Act, 2003.
- “BID body” means, the body (whether corporate or not corporate) responsible for the implementation of the arrangements in this case defined in the plan as the ‘Newcastle-under-Lyme BID Company’ whose final company name has yet to be determined.
- “BID proposer” means a person who draws up BID proposals in the plan the ‘Newcastle-under-Lyme Town Centre Partnership’
- “commencement date” subject to regulation 9(12) of the Business Improvement Districts (England) Regulations 2004, means the day, pursuant to section 53 of the 2003 Act, the BID arrangements are to come into force.
- “hereditament” means anything which is or is treated as being a hereditament by virtue of the provisions of or any provisions made under section 64 of the 1988 Act including any hereditament to which regulation 6 of the Non-Domestic Rating (Miscellaneous Provisions) Regulations 1989 applies but otherwise excluding any hereditament to which regulations made under section 64(3)(b) of the 1988 Act apply.
- “renewal ballot” means a ballot under section 54(2) of the 2003 Act.



## Appendix 2 – Streets included in the BID Area listed alphabetically

<b>INSIDE RING ROAD</b>
Bridge Street
Castle Walk
Church Street
Corporation Street
Fellgate Court
Fogg Street
Friars Street
Froghall
Hassell Street (Both inside and Outside Ring Road)
Hick Street
Hickman Street
High Street
Holborn Court
Ironmarket
Lad Lane
Lancaster Building
Liverpool Road (Both inside and Outside Ring Road) (inside ring road – between junction with High Street and junction with Ryecroft)
Lower Street
Merrial Street
Nelson Place
Paradise Street
Pepper Street
Queens Parade
Ryecroft
Stubbs Street
The Midway
York Place

The BID area includes any and all of the smaller business areas, courtyards and parks located off these roads that are located within the boundary of the defined BID area as per the shaded area on the map shown in section 5 in this Business Plan, even if they are not listed in the tables for the Inside or Outside Ring Road tables shown above and below. It will also include any roads yet to be constructed and named and any new development sites created within the shaded area of the map shown in section 5 in this Business Plan.

## Appendix 2 continued – Streets included in the BID Area listed alphabetically

OUTSIDE RING ROAD	
Albert Street	John Street
Andrew Place	King Street - between Barracks Road roundabout to Elliott Street
Ashfields New Road - between Knutton Lane and Jason Street	Knutton Lane - between junction at A34 to Moran Road
Bailey Street	Liverpool Road (Both inside and Outside Ring Road) Outside Ring Road – between junction with Ryecroft to junction with Ashfields New Road
Barracks Road	London Road - outside the ring road between the junction with Barracks Rd and up to (excluding) the Holy Trinity Church
Blackfriars Road - between junction with Friarswood Road up to roundabout at Lower Street	Lyme Valley Road
Borough Road	Marsh Parade
Boundary Street	Miller Street
Brampton Road - from Queen Street to the roundabout at Wulstan Dr and Sandy Lane	Mount Pleasant - between West Street and Princess Street
Brindley Street	North Street
Broad Street	Pool Dam - between Orme Road to the roundabout at Lower Street
Brook Lane - between junction with Friarswood Road up to roundabout at London Road and Barracks Road	Pool Side
Brunswick Street	Princess Street
Castle Hill Road	Prospect Terrace
Cherry Orchard	Queen Street
Dunkirk	Queens Court
Dunkirk Court	Rye Bank Crescent
Enderley Street	School Street
Fletcher Bank	Scott Street
Florence Street	Seagrave Street
Garden Street (between Hassell Street and West Street)	Shaw Street
George Street - between Brunswick Street and Boundary Street	Sidmouth Avenue
Goose Street	Silverdale Road - between junction of Pool Dam and the B5367
Gower Street	Stanier Street
Granville Avenue	Stubbs Gate
Hall Street	Water Street
Hanover Street	Well Street
Hart Court	West Brampton
Hassell Street (Both inside and Outside Ring Road)	West Street
Hatrell Street	Wharf Street
Heath Street	Wilson Street
Holborn	Windsor Street
	York Street



## **Acknowledgements**

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Newcastle-under-Lyme Borough Council  
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E L Norman (Photography)

## **Further information**

For more information about the BID or to discuss any aspect of this business plan please contact Matt Taylor on 078550 4420584 or email Matt Taylor at [Matt.taylor@visitnewcastleunderlyme.co.uk](mailto:Matt.taylor@visitnewcastleunderlyme.co.uk)

[www.visitnewcastleunderlyme.co.uk](http://www.visitnewcastleunderlyme.co.uk) or by phoning



# NEWCASTLE UNDER LYME

**B**USINESS **I**MPROVEMENT **D**ISTRICT



This prospectus should be read in conjunction with the full Business Improvement District  
Business Plan accessible on the Town Centre Partnership website  
[www.visitnewcastleunderlyme.co.uk](http://www.visitnewcastleunderlyme.co.uk) or by phoning 07866 442 584 or  
emailing Matt Taylor at [matt.taylor@visitnewcastleunderlyme.co.uk](mailto:matt.taylor@visitnewcastleunderlyme.co.uk)