

PROSPECTUS FOR
NEWCASTLE-UNDER-LYME
BUSINESS IMPROVEMENT
DISTRICT 2021 – 2026



**NEWCASTLE
UNDER LYME**

B BUSINESS **I**MPROVEMENT **D**ISTRICT



www.newcastleunderlyme.org

CHAIR'S INTRODUCTION

Message from the Chair

– a collective voice for a stronger future

With the impact of the COVID-19 pandemic and the end of the Brexit transition period on 31st December 2020, the national economy is in uncertain times and what-ever happens, many challenges lie ahead and the commercial world continues to change at an ever-increasing pace.

It is probable that many of these changes will have a permanent impact upon the way in which town and city centres operate and the opportunities and challenges which businesses are grappling with.

It is evident that Newcastle-under-Lyme was exposed, even before COVID to the same changing dynamics effecting the way in which people use all towns and city centres. The

scale of change facing larger cities and towns is even greater but for smaller towns such as Newcastle-under-Lyme, there are new opportunities emerging.

In many respects Newcastle-under-Lyme is ideally placed to take advantage of these opportunities and start to develop into a safe, welcoming and forward-thinking town for the whole community. It should take advantage of its heritage, its distinctiveness and its relatively attractive environment both within the town centre and its surrounding area to create a greater sense of community, both of businesses and organisations and the local residents it serves.

Newcastle-under-Lyme BID is your collective voice but the BID

recognises that its role needs to change from simply acting as a delivery mechanism to one which works with, supports, facilitates and coordinates others to make the most of all the skills, experience and knowledge which exists locally. By working as part of a wider team representing the business interests it's collective voice will not only have more impact but will have more relevance and foster the feeling of businesses and organisations of Newcastle-under-Lyme coming together as one community, serving the residents which live within and around the town.

It is our chance to work together to help Newcastle-under-Lyme to reach its full potential. With your involvement we will be able to provide the projects and support you need now more than ever. We urge you to look carefully at this proposal and give it your full support.

So please look out for the ballot



papers which will be in the post in January and make sure that you tick the box that says 'YES' to create that sense of community in Newcastle-under-Lyme. Your support, your 'yes' vote, your involvement and your say in how Newcastle-under-Lyme BID evolves will turn the excitement of this opportunity into a reality for Newcastle-under-Lyme.

Eddie Leigdowicz

Chair of
Newcastle-under-Lyme BID



NEWCASTLE UNDER LYME

BUSINESS IMPROVEMENT DISTRICT

Directors and Steering Group members

Viv Bradford – Limestone Vaults
Director

Joanne Bisson – Wilkos Store
Steering Group

Nigel Davies – Boss and Sons and Castle Art
Steering Group

Joanne Halliday – NULBC
Steering Group

Eddie Leigdowicz – Lemaca (McDonalds)
Director and Chair of Board

Christopher Maydew – Mounsey Chartered
Surveyors, Director

Simon McEnery – NULBC
Steering Group

Leila Mitchell – Aspire Housing
Steering Group

Simon Tagg – NULBC Council Leader
Director and Steering Group

Jane Tunnicliff – NSCG College
Director and Steering Group

Fiona Wallace – New Vic Theatre
Director

This prospectus should be read in conjunction with the full Business Improvement District Proposal and Business Plan accessible on www.newcastleunderlyme.org or by emailing manager@nulbid.co.uk or Tel: **01782 922712**.

OUR VISION

A vision for Newcastle-under-Lyme created by you, the business community:

To build on Newcastle-under-Lyme's traditions by creating a safe, welcoming, forward thinking town for the whole community.



WHAT IS A BID?

- A Business Improvement District (BID) is a defined geographical area within which the businesses have voted to invest collectively to improve their trading environment.
- The lifetime of the BID is covered by regulations and is set at no more than five years.
- A not-for-profit company is set up and run by the businesses in the area and is responsible for ensuring that the aims and objectives of the BID Proposal are delivered.

- BIDs are about additionality. They do not replace local authority or police services but have to provide additional resource and activities to benefit the area.
 - There are over 320 BIDs in the UK.
- For more information about BIDs visit www.placemanagement.org



We will be voting yes as the BID has helped Newcastle to maintain the Purple Flag accreditation, which has helped in supporting our business in the evening, helping visitors feel safe within the town.



Mr A R Sheikh
Borough Arms Hotel



YOUR FEEDBACK

THIS PROPOSAL HAS BEEN DETERMINED BY YOU, THE NEWCASTLE-UNDER-LYME BUSINESS COMMUNITY.

The last 18 months has seen extensive research undertaken 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.

The Role of the BID – Given the nature of this new BID Proposal and Business Plan the BID

recognises that its role needs to change from simply acting as a delivery mechanism to one which works with, supports, facilitates and coordinates others to make the most of all the skills, experience and knowledge which exists locally.

We re-visited the original survey and saw some distinct changes in business priorities for the longer term. These had a big impact upon the plan and changed its focus significantly to make sure that we can bring real benefit to businesses across sectors, the town and the surrounding area.



All businesses invited to complete two surveys, pre-COVID and during COVID to review priorities

247

Personal visits or calls to discuss the BID

178

Detailed surveys completed by businesses



4

Vision and objective setting workshops



1

Budget setting workshop



4

Newsletters mailed out and hand delivered to all businesses



Dedicated BID web site for businesses

PROJECTS AND ACTIVITIES TO SUPPORT BUSINESSES

HIGH STANDARDS

- Achieved British BID's **National Accreditation**
- Maintained **Purple Flag** accreditation

INVESTMENT

- Secured investment to the area of over **£1 million**
- Invested **£40,000** into a new and upgraded digital CCTV system for the town.
- The BID has been responsible for providing the **Christmas Lights** and adds additional lights to the scheme each year making the town look more appealing.

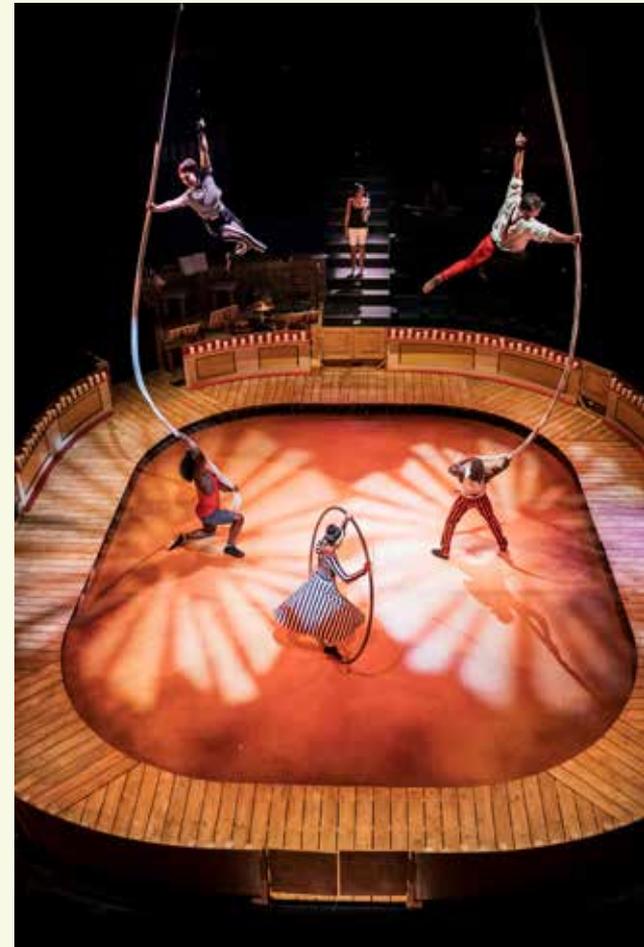


PARKING

- Secured **parking initiatives** by working with the local authority at key trading times to encourage visits and footfall.

SUPPORT FOR OUR TOWN AND BUSINESSES

- **Ambassadors** patrol the town to create a safer environment, and provide updates for businesses on events and projects
- The BID fully funded **15 training courses** for BID businesses, including social media, first aid, human resources and HMRC's new Making Tax Digital changes.
- The BID supported a number of **investment projects** including: Castle House – the new civic hub – opened to the public, upgrade of the Queen's Gardens. Maxim's site at The Belong Village, Blackburn House renovation now occupied by students, and the proposed development of the former Metropolis/Savoy into further student accommodation.





Jeanne Marie Florist will be voting yes for the Newcastle BID to continue as they have helped to promote and advertise the area to encourage people into the town.



Dianna Sava
Jeanne Marie Florist

PROMOTION

- The **#LoveNuL Golden Ticket** scheme resulting in thousands of pounds invested in BID area businesses through a series of weekly giveaways.
- Monthly airtime with local radio station Hitmix with **12 adverts** a day played supporting the Retail, Professional Services and Leisure sectors.

EVENTS TO DRIVE FOOTFALL

- **Annual** Jazz and Blues Festival every May **over 4 years** attracting people from the local community and further afield.
- **Annual 4-day** Lymelight Music Festival every May **over 4 years** – resulting in high footfall in the area.
- Successful **Christmas Lights events** bringing characters such as Paddington Bear, Minions and Storm Troopers as well as Santa's Sleigh, performances from local groups, fairground rides, Festive Markets and fireworks.



COVID-19 SUPPORT

Throughout this challenging time **the BID remained open and operational** supporting businesses throughout the pandemic wherever they could and ensuring latest guidelines and information were readily available.

Since March 2020 the BID undertook the following activities to provide support:

- Newcastle-under-Lyme BID were part of an industry wide campaign to support BIDS throughout the crisis and were successful in **securing funding** for BIDS through the BIDS Resilience Fund
- Worked in partnership with the Local Authority for **a safe re-opening** of the High Street in June. This included identifying hot spots for queuing issues, free parking, signage installation around the area to encourage social distancing
- Worked with partners at the Borough Council and County Council to affect a road closure on Pepper Street to allow businesses to utilise the outdoor space for trading – this has meant they could apply for **pavements licences** through the newly announced legislation.

Specific Projects – were delivered to support the business community and local community:

- Hand Sanitising Stations
- Large Social Distancing **Window Vinyls**
- Social Distancing **Bollards**
- Supported Local NHS Charities to encourage footfall and raise much needed funds
- Social media **competitions** to win vouchers for the local High Street
- Children’s ‘Lockdown’ **Colouring Competition** to share their lockdown memories and win vouchers to spend in the local area
- Worked in Partnership with Borough Council and Police delivered three **Sunday Record Fairs**. These events saw an increase of 30% in footfall.



The Bridal Lounge will be voting yes as the BID has helped Newcastle become a more welcoming town, we as a business have confidence the BID will continue to help and support us grow, the relationship the Ambassadors have with the businesses is great.

Louise Carlidge
The Bridal Lounge



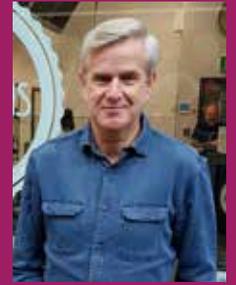
Sense will be voting for the BID to continue because the BID has been brilliant at promoting businesses, especially through difficult times.

Shannon Silbey
Sense





Through the BIDs investment in CCTV in the town I feel my business and staff are safer in Newcastle, I will be voting yes in the upcoming ballot in February.



Nigel Davies
Castle Art

COMMUNICATION

- Weekly **eBulletins**
- Re-Opening **Businesses Advice and Guidelines**
- Dedicated **COVID-19 page** on the BID website
- COVID-19 **Business Support Guide**
- Dedicated NUL BID Business **Social Media Group**



BUSINESS SUPPORT

- Liaised with the local authority on Business Grants made available to the businesses
- Supported business with **advice and guidance** on Job Retention Scheme/Furlough scheme
- Over **200 Re-Opening Kits** were given to businesses – These included: Floor Stickers, Social Distancing Posters, Face Coverings, Hand Sanitiser.
- **Extra PPE** was offered to ALL BID businesses – **over 800 masks** were given to businesses in the area
- Shop and Love Local **social media campaigns**
- **Shop Safe on Sunday campaign** with FREE parking on Sundays
- Supported **Raise the Bar Campaign** – to lobby the Government to increase support for businesses with a rateable value of over £51k
- **Eat Out to Help Out** – Supported all businesses within the BID that took part in this scheme
- Access to **FREE Training** and **Webinars** – worked closely with Staffordshire University, Staffordshire Chamber of Commerce and HMRC to upskill staff and advice business owners
- BID Ambassadors liaised with Council & Police – Assisted with any queuing issues and reported on safety issues in the town, **checked on closed businesses** from a security aspect
- **Networking** – Our monthly networking sessions continued through lockdown and beyond via Zoom to continue the sense of community with all businesses





McDonald's Restaurants Limited has been located within Newcastle BID for 30 years and will be voting for the BID to continue because the BID has helped us immeasurably through the business support it offers, the events it holds and for promoting Newcastle under Lyme town as a destination of choice for so many visitors, positively driving much needed footfall.

With thanks to the BID, our McDonald's restaurant benefits greatly from the support it receives from the BID, the way the BID promotes the town.

We will be voting YES.

Eddie Leligdowicz Mcdonalds



THE FUTURE

It is evident that Newcastle-under-Lyme was exposed, even before COVID to the same changing dynamics effecting the way in which people use all towns and city centres. Over the last nine months during the challenges of COVID, these changes have simply accelerated and now is an ideal time to completely review the needs of businesses and the way in which the BID will deliver the objectives of the BID Proposal and Business Plan in the future.

In many respects Newcastle-under-Lyme is ideally placed to take advantage of these changes and start to develop into a safe, welcoming and forward-thinking town for the whole community. It should take advantage of its heritage, its distinctiveness and its relatively attractive environment both within the town centre and its surrounding area to create a greater sense of community, both of businesses and organisations and the local residents it serves

The BID will act as a catalyst for businesses and organisations to come together and play a key role in this new and exciting era in the life of this town. This plan has been designed to ensure that the activities benefit as wide a range of businesses and organisations as possible.

YOUR PRIORITIES

Businesses from across Newcastle-under-Lyme identified key priority areas for a new BID which fall into three objectives:

Objective 1: Support business growth and investment with a great business offer.

To support the growth, development, and investment of businesses by working in partnership with key stakeholders to enhance Newcastle-under-Lyme as an attractive and forward-thinking town.

Objective 2: Create a welcoming and attractive town, ensuring a safe experience.

To create a safe and appealing town that can be enjoyed by the local community, visitors and people who work in Newcastle-under-Lyme.

Objective 3: Celebrate and promote Newcastle-under-Lyme as a town for all, preserving the heritage and cultural aspect of the area.

To develop, build awareness and promote, locally and regionally the identity of Newcastle-under-Lyme through collaboration, with a community focus.



The BID has helped our business to educate and train our staff through their funding of training courses, without the BID we would not have these resources we will be voting yes for the BID to continue.



Daniel Tearle
Synectic Solutions



OBJECTIVE 1 – SUPPORT BUSINESS GROWTH AND INVESTMENT WITH A GREAT BUSINESS OFFER

To support the growth, development, and investment of businesses by working in partnership with key stakeholders to enhance Newcastle-under-Lyme as an attractive and forward-thinking town.



AMOUNT THE BID WILL SPEND:

£45,982 in year 1.

Increasing to over **£52,056** in year 5.

A total of **£255,567** over the 5 years.



The overall consensus in workshops was that the commercial attractiveness needs to be improved in Newcastle-under-Lyme, to attract new businesses into the area and people into the town. The need to improve the market was expressed on many occasions in the workshops, as well as improving the range of shops across the town.

Businesses in the workshops talked about the need to support the growth of independent businesses in Newcastle under Lyme. There

were also comments that the BID should support opportunities for new business development and growth and setting up of new businesses, as well as needing a 'business support unit' to help new businesses with property related issues.



In workshops held for the renewal, 'commercial attractiveness' was an aspect to be improved in Newcastle under Lyme, to attract new businesses into the area and people into the town

73%

of businesses said 'Things to do for the family, visitors and local people' is important to them

WHAT WE CAN DELIVER IF YOU VOTE YES

VOTE 'YES'

1.1 Creative and flexible use of space.

- a) Coordinate communication between landlords and potential investors to encourage flexibility on the use of space for new and existing businesses.
- b) Work with partners to support businesses and potential investors to establish, develop and grow in Newcastle under Lyme.

1.2 Access to services

- a) Identify and encourage links to services which are important to businesses and the local community.
- b) Continue to seek match funding and grant opportunities to increase value for Newcastle-under-Lyme businesses and to enhance the BID budget, broadening the potential scope of projects and activities to maximise impact and benefits.
- c) Work with key partners to improve urban mobility, using different modes of sustainable transport and encourage an ongoing range of options for access to the town.
- d) Work closely with partners to provide support for business continuity at times of a national or local incident or emergency situations.

1.3 Business growth

- a) Work with key stakeholders and influence the marketability of vacant sites and properties across the town to encourage growth and investment.
- b) Encourage and support relationships between businesses and organisations to develop skills and sharing of best practise which have a positive impact upon business performance and future business needs
- c) Monitor visitor behaviour and commercial performance to identify opportunities for businesses and effective delivery of the BID Business Plan.

MEASURES AND RESULTS:

- Numbers of businesses actively engaged in award schemes for customer care and businesses performance.
- Increased level of investment in existing and new businesses.
- Increased range of retail, tourism, leisure and evening economy offerings.
- Reduced levels of vacant and derelict properties across the BID Area.
- Increased number of new businesses established in the BID Area.
- Increased number of business enquiries through commercial property agents.



OBJECTIVE 2 – CREATE A WELCOMING AND ATTRACTIVE TOWN, ENSURING A SAFE EXPERIENCE.



AMOUNT THE BID WILL SPEND:

£66,000 in year 1.

Increasing to over **£74,033** in year 5.

A total of **£362,585** over the 5 years.

Although there had been improvements in addressing crime and safety during the BID, businesses felt that this was still one of the top issues to be addressed. This was the third most discussed topic of concern in the workshops.

In the 'pre COVID' surveys, the top two issues ranked as very poor or quite poor were both crime and safety related issues. Street begging and rough sleepers ranked as the worst issue with 86% followed by drug and drink issues on the streets with 78% of the businesses saying this was either

very poor or quite poor. This was also one of the key factors which affected the way in which people feel about Newcastle under Lyme and there were noticeable negative perceptions about the amount of homelessness, people begging and drink and drug issues on the streets. Within the 'during COVID' survey businesses were asked how important certain aspects are 'Personal safety during the day' was ranked as important by 88% of businesses.

81%

of businesses ranked 'Development of Business Crime reduction scheme' as beneficial

90%

of businesses surveyed said 'Crime and Safety generally' was important to them

76%

of businesses ranked 'Feeling part of the town and its activity' as important

2.1 Creating a safe secure and clean environment

- a) Work collaboratively with the Police, Local Authority, CCTV, voluntary organisations and other agencies to influence reduction in business crime, antisocial behaviour, street drinking and begging on the streets which impacts upon businesses and the visitor experience.
- b) Being a strategic coordinator to improve business crime intelligence sharing opportunities between businesses for both the evening and day time economies, working in partnership with the Police, the Local Authority and other agencies.
- c) Employ uniformed Ambassadors to:
 - I. Communicate with the Police and other agencies on issues related to crime and anti-social behavior.
 - II. Act as a welcome presence for visitors to the town
 - III. To support delivery of projects and events.
 - IV. Support businesses by communicating issues which affect their business on a day to day basis.
 - V. Liaise with businesses on the benefits and opportunities which exist through BID projects and activities.
- d) Where appropriate and in addition to services provided by the Local Authority, improve the cleanliness of the area and physical environment, through additional cleaning services and/or targeted 'hotspot' cleaning.
- e) Support businesses in situations where there is a need to respond to any national or local incident or situation which requires special operating measures for businesses and use of the town centre and its surrounding environment.

2.2 Being creative and imaginative

- a) Work closely with the Local Authority to regenerate and develop the market.
- b) Promote and encourage new businesses that are creative and imaginative.
- c) Collaborate with creative groups to deliver projects and events that encourage regular footfall and return visits by making the town look and feel more appealing.

2.3 Attractive and Accessible

- a) Represent the interests of the business community on parking initiatives and tariff structures. Work with the Local Authorities to encourage targeted parking offers and schemes.
- b) Explore ways to improve the parking provision and experience for residents and visitors to the town.
- c) Influence projects which create a relaxed and enjoyable pedestrian experience, such as Digital Wayfinding, street cafes and green spaces.
- d) Represent businesses on initiatives that remodel and improve public realm spaces through strategic initiatives such as Town Deal and Future High Street Fund which improves the attractiveness of the town as a whole.
- e) Work with the business community and others to improve attractiveness of the streets and open spaces with creative displays of lighting, floral and other means.

MEASURES AND RESULTS:

- Improved perceptions of visitor, worker, business and resident safety and feeling of welcome.
- Reduction of incidents of crime and anti-social behaviour.
- Increased interaction with and support from stakeholders including local authorities.
- Measured assessment of the degree of litter and cleanliness of the Newcastle-under-Lyme BID area.
- Improved perceptions of ease with which visitors, workers, and residents they can navigate and traverse the BID Area.
- Numbers of parking spaces available in or near the BID area both on and off-street.
- Regular flow of information and sharing of intelligence to support business crime prevention.

OBJECTIVE 3 – CELEBRATE AND PROMOTE NEWCASTLE-UNDER-LYME AS A TOWN FOR ALL, PRESERVING THE HERITAGE AND CULTURAL ASPECT OF THE AREA.

To develop, build awareness and promote, locally and regionally the identity of Newcastle-under-Lyme through collaboration, with a community focus.



AMOUNT THE BID WILL SPEND:

£70,000 in year 1.

Increasing to over **£77,443** in year 5.

A total of **£380,252** over the 5 years.

'Pre COVID', 'Developing the town's identity and branding to attract more visitors' was ranked as the second most beneficial initiative for businesses, with 83% saying that it would be important for their business, within the 'during COVID' survey this was the highest ranked beneficial project.

'Pre COVID', businesses have valued the promotional activity undertaken by the current BID with 90% of businesses saying that they want the BID social media channels to continue for the next BID term. The main suggestions for improving

marketing and promotion were focussed around helping to promote individual businesses and support with social media. There were also comments about town-wide promotion and showcasing what Newcastle-under-Lyme has to offer (this appeared in pre and 'during COVID' comments).

81%

of businesses said that developing a new sense of identity for Newcastle in the Post COVID world will be of benefit to them.

76%

of businesses said that marketing and promotion to across all media channels will be even more beneficial to them now.

3.1 Community Focused

- a) Support the business community to provide excellent customer service and improve the visitor experience in Newcastle-under-Lyme.
- b) Encourage established community groups to work collaboratively on projects to help promote the town
- c) Work with others to develop initiatives that attract loyalty and a sense of pride in Newcastle-under-Lyme.
- d) Develop ways of celebrating the culture and heritage of the area that benefits both the business and local community.
- e) To regularly communicate BID news and activity to businesses and the local community to increase awareness of business opportunities and encourage the local community to visit the town.

3.2 Promotion

- a) Work with all stakeholders to define, develop and promote the identity of Newcastle-under-Lyme which reflects its strengths, culture and heritage and creates a sense of pride in its businesses and local residents.
- b) Coordinate information sharing between key partners to market and promote the area and its activities. Recognise and highlight any business activity through the BID's media channels e.g. business events, offers or promotions.
- c) Help businesses to achieve more by supporting them to increase their presence on digital platforms such as social media and/or online.

3.3 Loyalty

- a) Develop and coordinate loyalty schemes and promotional campaigns which:
 - I. Increase trade between and for businesses in Newcastle-under-Lyme.
 - II. Maximise benefits for those who work in, live in and visit, the town.
 - III. Develop a sense of community and belonging which encourages repeat visits and local spend.

3.4 Collaboration

- a) Support businesses at times of a national or local incident or situation, through the sharing of relevant and timely information and encouraging collaborative working to provide practical support wherever appropriate and possible.

MEASURES AND RESULTS:

- Improve visitor and business perception of the sense of community in the BID area.
- Increased levels of sales activity and footfall across the whole of the town.
- Positive media exposure locally and regionally measured through numbers of articles, publications, click-throughs on digital media and value through using advertising value equivalent. (a.v.e).
- Numbers of businesses actively engaged in BID activities and the use of and their association with Newcastle-under-Lyme BID in their own marketing and promotion.
- Numbers of businesses and public regularly engaged and involved in a loyalty scheme.



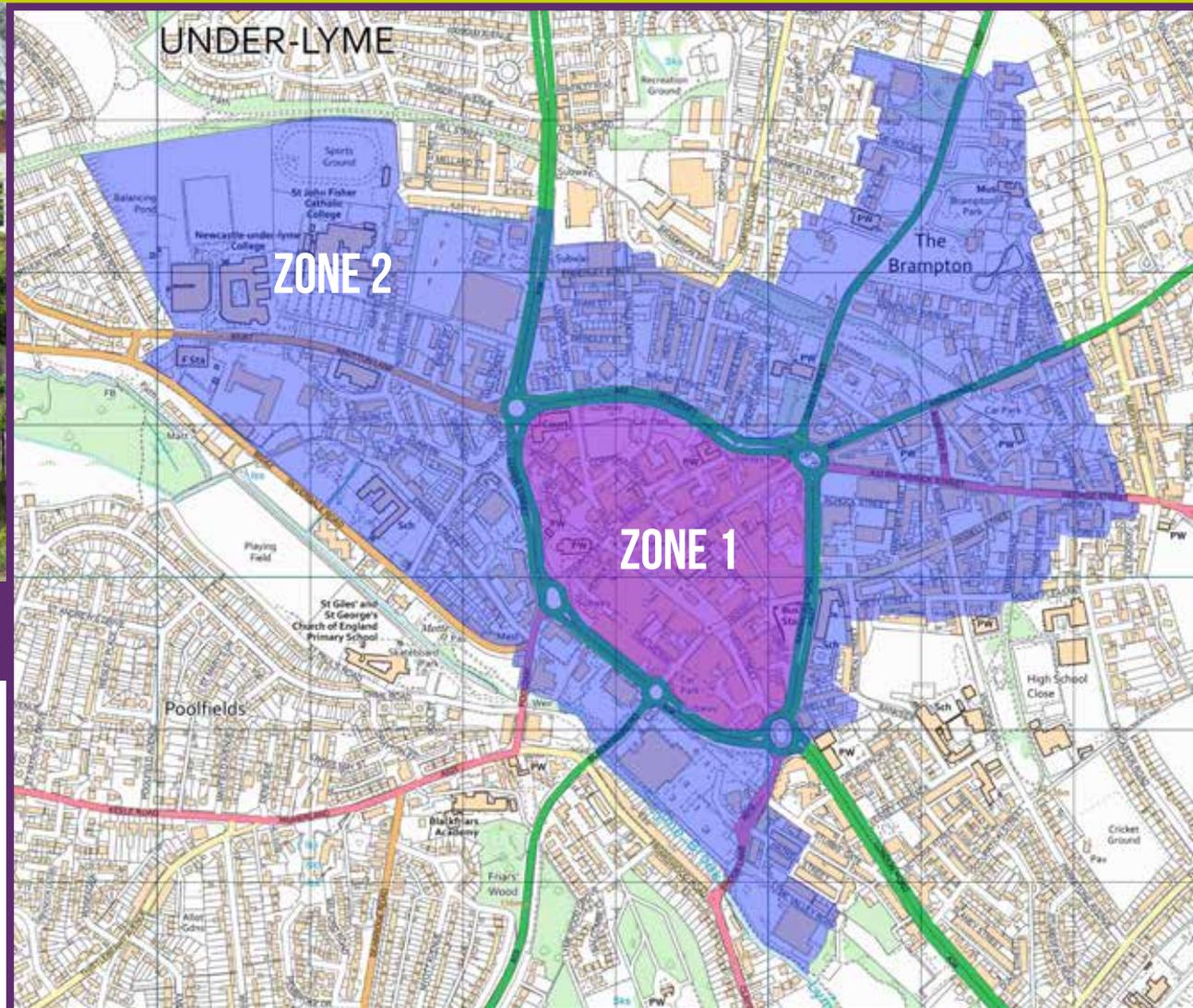


THE BID AREA

The shaded area represents the full extent of the Newcastle-under-Lyme Business Improvement District.

The BID covers those businesses, whose rateable value is £12,001 or greater. The area includes any smaller business areas located off the roads or streets that are located within the boundary of the BID area defined by the shaded area on the map and any other road or street, even if they are not listed in Appendix two of the full Business Plan and Proposal.

Any new road or street which is developed or created during the life of the BID which is within the BID area will be included.



We will be voting yes for the BID to continue for a second term due to support provided through networking sessions helping businesses to network and share positive news and ideas.

Pete Herbert King Street Studios





Average Annual
Levy Income
£249,229



Objective 1
Annual Average
£51,113



Objective 2
Annual Average
£72,517



Objective 3
Annual Average
£76,050

NEWCASTLE-UNDER-LYME BID 5 YEAR BUDGET 2021 – 2026

	Year 1	Year 2	Year 3	Year 4	Year 5	Total	% to total
Income							
BID levy revenue (Note 1)	£224,718	£251,558	£254,074	£256,614	£259,180	£1,246,144	92%
Other Income (Note 2)	£20,000	£20,000	£20,200	£20,402	£20,606	£101,208	8%
Total Income	£244,718	£271,558	£274,274	£277,016	£279,786	£1,347,352	100%
Expenditure							
Objective 1 – Support business growth and investment	£45,982	£52,530	£52,343	£52,656	£52,056	£255,567	19%
Objective 2 – Create a welcoming, safe and attractive town.	£66,000	£74,365	£74,187	£74,000	£74,033	£362,585	27%
Objective 3 – Celebrate and promote Newcastle-under-Lyme	£70,000	£77,880	£77,701	£77,228	£77,443	£380,252	29%
Central Management Costs, Administration, Office (Note 3)	£46,000	£46,460	£46,925	£47,394	£47,868	£234,646	18%
Levy Collection costs (NULBC)	£5,500	£5,555	£5,611	£5,667	£5,723	£28,056	2%
Contingency (Note 4)	£11,236	£12,378	£12,704	£12,831	£12,959	£62,108	5%
Total Expenditure	£244,718	£269,168	£269,470	£269,775	£270,082	£1,323,213	100%
Accrual for Renewal (Note 5)	£-	£2,390	£4,804	£7,241	£9,704	£24,139	

Notes

1. Based on 1.5% (Zone 1) and 1% (Zone 2) for Yr 1, 1.65% and 1.15% for Yr 2 and then 1% inflation thereafter.
2. Including income from landlords, associate members of the BID and other sources (including in-kind).
3. Central admin, office and fixed overheads.

4. Assumes a non collection rate of 5% of total levy billed.

5. Accrual retained from levy revenue to provide for costs of renewal of the BID for any additional term, otherwise they will be spent on additional projects in the final year.

For further details on the budget and levy criteria refer to the full BID Proposal and Business Plan accessible on www.newcastleunderlyme.org or by emailing manager@nulbid.co.uk or telephone **01782 922712**.

WHAT IT WILL COST YOU



COST OF A COFFEE PER WEEK = £1MILLION

The levy is based upon a property's rateable value. In year one this will be 1.5% of rateable value for properties inside the ring road and 1% of the rateable value for properties outside the ring road. In year two this will revert to what it would have been with inflation to 1.65% inside ring road and 1.15%. This is explained in more detail within the Levy Criteria of the full BID Proposal and Business Plan. This will generate over £1.5 million over five years.



For the smallest business in the Business Improvement District, the weekly cost is less than the cost of a coffee from a coffee shop and even for a larger business; the weekly cost is less than the price of a coffee a day.

INDICATIVE COSTS

Rateable Value	Annual	This equates to: weekly	This equates to: daily
£12,000 and below	none	none	none
£12,001	£180	£3.46	£0.49
£20,000	£300	£5.77	£0.82
£50,000	£750	£14.42	£2.05
£100,000	£1,500	£28.85	£4.11
£250,000	£3,750	£72.12	£10.27
£500,000	£7,500	£144.23	£20.55

LEVY RELIEF

Three decisive steps taken by the board:

- The minimum threshold for paying the levy has been raised from £3,000, to provide 100% relief to all businesses with a rateable value of £12,000 or less.
- The percentage for the levy calculation for year one has been brought back to what it was five years ago at 1.5% for inside the ring road and 1% for outside the ring road.
- Any business ratepayer who is legally required to cease use of their premises will be given 100% relief for that time period.

THE BENEFITS

As a business which pays, whether through a levy or voluntary payment, you will have the opportunity to be directly involved in the decision making and action planning for everything the BID delivers based upon the BID's business plan.

As a business who pays into the BID this is an investment. The aim of the BID is to deliver as much value back in benefits, if not more, than the money you pay in.

By working together as a collective voice, you will be not only be benefiting your business but improving Newcastle-under-Lyme.

ADDITIONAL FUNDING AND INFLATION

The BID Company is committed to seeking additional funding where possible to increase the benefits that can be delivered by the BID to businesses.

There will be an annual inflationary increase of all levy charges year on year for the duration of the Business Improvement District. This will be a minimum of 1% increase year on year or the inflation percentage as determined by the Consumer Price Index as at the 1st December of the year before the next billing process, whichever is the greater. Inflation will not apply for the first billing cycle in 2021.

BALLOT TIMETABLE

BALLOT AND VOTING

Businesses in Newcastle-under-Lyme will be asked to vote on whether or not they wish the Newcastle-under-Lyme BID to implement the business plan over the next five years 2021 to 2026. Ballot papers will be sent out on Thursday 28th January 2021 to the person identified in the specially prepared register of potential voters held by Newcastle-under-Lyme Borough Council. Each rateable property has one vote. A proxy vote will be available. Completed ballot papers are to be returned no later than 5pm Thursday 25th February 2021. The result will be announced on the following day.

TIMETABLE

Week commencing:

Monday 18th January 2021 – Launch of Business Plan week

Ballot period begins

Thursday 28th January 2021 – Ballot papers issued

Ballot period ends

Thursday 25th February 2021 – Ballot closes at 5pm

Friday 26th February 2021 – Ballot results announced

Thursday 1st April 2021 – Operations of the new BID start



THE IMPORTANCE OF VOTING 'YES'

If you want the BID and its collective influence and all its associated benefits to continue and support your business you will need to vote for it. If the vote does not get sufficient votes in favour both by number and rateable value the BID and all its associated activities will stop as of 31st March 2021 and businesses will be left to face the challenges and uncertainties of the future alone.



GET INVOLVED – THIS IS YOUR BID

VOTE 'YES' IN THE BID RENEWAL BALLOT.

The ballot has to meet two tests to succeed:



A simple majority of those who vote must register a **YES** vote.

AND



The aggregate rateable value of those that vote **YES** must be greater than that of those that vote **NO**.



The Limestone Vaults will be voting YES to BID in the forthcoming elections as the support from the team, events in the town and the links to partner agencies have increased trade and supported our business.

Viv Bradford Limestone Vaults



THE ROLE OF THE BID

Given the nature of this new BID Proposal and Business Plan the BID recognises that its role needs to change from simply acting as a delivery mechanism to one which works with, supports, facilitates and coordinates others to make the most of all the skills, experience and knowledge which exists locally. By working as part of a wider team representing the business interests it's collective voice will not only have more impact but will have more relevance and foster the feeling of businesses and organisations of Newcastle-under-Lyme coming together as one community, serving the residents which live within and around the town.

The BID will act as a catalyst for businesses and organisations to come together and play a key role in this new and exciting era in the life of this town. This plan has been designed to ensure that the activities benefit as wide a range of businesses and organisations as possible.

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 continue on working in partnership with key stakeholders to build on Newcastle-under-Lyme becoming a forward-thinking town.

To promote Newcastle-under-Lyme as a welcoming and attractive town, ensuring a safe experience for all.

To build on the identity Newcastle-under-Lyme through collaboration, with a community focus.



“

As a business we will be voting 'yes' for the BID to continue as the BID is great for advertising the area and town to the wider area through adverts within the Welcome to Staffordshire Guide and on local radio station The Hitmix.

Ramesh Mohindra
1st Imaging



“

The BID team are always friendly and approachable, they keep us up to date with any matters or activities and are there to support with any issues we have, vote yes for this support to continue.

Boots
Tracy Barker Manager



GOVERNANCE

The preparation of this BID Proposal has been managed by the Newcastle Under Lyme BID Company which is a not for profit company, limited by guarantee. It is legally and operationally responsible to the businesses in the BID area for all BID activities and acts on their behalf.

The Board is elected by the members of the Newcastle Under Lyme 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 projects. It will continue to be driven by the private sector and includes one Councillor from Newcastle Under Lyme Borough Council 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 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 the Board and associated working groups to represent the levy payers. Through specific working groups, the Board 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. All roles on the Board, and any working groups are voluntary and are undertaken with a commitment to represent the interests of all businesses in the area.

There will also continue to be hands-on dedicated Project and Contract Management to support the initiatives from the working groups. This management role will also provide administrative support and project delivery for the BID Company as well coordinating activity with partner organisations and ensuring cost-effective delivery of projects through tendering and careful management of contracts.





VOTE 'YES'

Let's shape the future of Newcastle-under-Lyme together

This prospectus should be read in conjunction with the full Business Improvement District Proposal and Business Plan accessible on www.newcastleunderlyme.org or by contacting the BID team on manager@nulbid.co.uk or **01782 922712**.



Newcastle BID has helped our staff to feel safer in the town with thanks to the Ambassadors and their physical presence in the town, vote yes for this support to continue.

New look Bernie Dans Manager

VOTE 'YES'

Over the last five years and especially over the last twelve months I have become increasingly aware of the importance of working together to help each other face the challenges of this rapidly changing world. I believe Newcastle-under-Lyme is a place which has the potential of bettering the sense of community that already exists but is in need of realigning direction, revitalizing a sense of purpose and clearer objectives in a rapidly changing world.



The BID has helped Newcastle-under-Lyme become a safer place by supporting the deployment of extensive CCTV and maintaining the coveted Purple Flag status, creating a more welcoming place through the great work of the BID Ambassadors, staging numerous events that have positively driven visitor footfall, facilitating business growth and generally supporting the needs of the businesses within the BID area.

A renewal of the Business Improvement District provides us with an opportunity to ensure that Newcastle-under-Lyme does not get left behind but takes advantage of its unique position in terms of its attractive environment, cultural heritage and the strength of its people through their passion for the town.

This plan provides a renewed energy for Newcastle-under-Lyme, also ensuring a clear direction post COVID recovery phase.

The first step in your involvement and the forthcoming journey is to vote YES in the ballot in February.

Eddie Leligdowicz
Chair of Newcastle-under-Lyme BID
Director, Lemaca (McDonalds)