

AGENDA MANAGEMENT SHEET

Name of Committee Rugby Area Committee

Date of Committee 28th July 2005

Report Title Warwickshire and Rugby Business Improvement District Pilot

Summary The Rugby Business Improvement District (BID) pilot is moving towards the vote. The County Council has a number of eligible properties in the BID area, and it needs to consider how the vote is managed.

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Would the recommended decision be contrary to the Budget and Policy Framework? Yes/No

Background Papers None

CONSULTATION ALREADY UNDERTAKEN:-

Details to be specified

Other Committees ☒ Cabinet report 19th December 2002.
Rugby Area Committee 7th January 2003.
Cabinet 21st July 2005 – decision to be reported verbally.

Local Member(s)
(With brief comments, if appropriate) ☒ Councillor Ms K King - supports
Councillor I Smith
Councillor J Vereker – fully supports
Councillor J Wells – supports

Other Elected Members ☒ Councillor F Barnes
Councillor M Jones
Councillor R Morris-Jones } for information

Cabinet Member

(Reports to The Cabinet, to be cleared with appropriate Cabinet Member)

☒ Councillor Saint – for information

Chief Executive

☐

Legal

☒ I Marriott - agreed

Finance

☐

Other Chief Officers

<input checked="" type="checkbox"/>	P Ridley – Property Services	} For Information
	Noel Hunter – Libraries and Heritage	
	W Brown – Fire and Rescue	
	M Davies – Social Services	

District Councils

☐

Health Authority

☐

Police

☐

Other Bodies/Individuals

☐

FINAL DECISION

~~YES/NO~~ (If 'No' complete Suggested Next Steps)

SUGGESTED NEXT STEPS :

Details to be specified

Further consideration by this Committee

☐

To Council

☐

To Cabinet

☒ Future report

To an O & S Committee

☐

To an Area Committee

☐

Further Consultation

☐

Rugby Area Committee - 28th July 2005

Warwickshire and Rugby Business Improvement District (BID) Pilot

Report of the Director of Planning, Transport and Economic Strategy

Recommendation

That Members note the report to Cabinet (attached as **Appendix A**), general progress with the BID in Rugby and its wider implications for Warwickshire, and endorse Cabinet's decisions.

1. The County Council BID Vote

- 1.1 A report was made to Rugby Area Committee on 7th January 2003 to gain Members support to County involvement in the Government's national BID pilot scheme. Members will be aware that Warwickshire County Council (WCC) has been a key partner in the Rugby and Warwickshire BID pilot. Significant progress has been made nationally with the pilot and in Rugby with the BID through partnership working between WCC, Rugby Borough Council, Rugby Town Centre Company and the Rugby BID Company.
- 1.2 The BID election campaign is now being developed and the BID will go to a vote in September/October 2005. The BID theme in Rugby relates to "Clean, Safe and Friendly" and seeks to generate in the region of £3.0m for BID projects over a 5 year BID period.
- 1.3 It is essential that WCC as property owner and business rate payer supports this initiative with a YES vote, six County Council properties have a BID vote. As a 'multiple' voter the most effective and efficient means of ensuring our support is for Council to arrange for all voting ballot papers to be signed by one Chief Officer.
- 1.4 The Cabinet report is attached as **Appendix A** in order to give Members a broader perspective on BID Progress and key issues and to highlight the recommendations to Cabinet.

2. Summary

- 2.1 A great deal has been learnt during the BID pilot process and now have a good footing to facilitate and support other County BIDs. It is emerging that the BID is

acting as a strong catalyst to develop committed private sector ownership through a broad BID constituency. It provides a mechanism for sustainable and innovative funding, can help lever in other resources and project funds and ensure a joined up approach to Town Centre Regeneration. It is important that BIDs are led by the private sector with support from the public sector, in order to secure the highest percentage YES vote from the overall constituency.

- 2.2 BIDs support the Government's agenda relating to quality of life, liveability, community safety, evening economy, green safe and clean, choice and WCC corporate policies relating to improving the environment, reducing crime and improving the safety of the community, develop and maintain a vibrant local economy.
- 2.3 A countywide seminar is to be arranged for the Districts, Town Centre Partnerships, Industrial Estate Groups and other relevant organisations to promote BIDs further and to highlight lessons learnt and with the aim of developing a county-wide policy towards emerging BID proposals. Members will be kept informed of progress.

JOHN DEEGAN

Director of Planning, Transport and Economic Strategy
Shire Hall
Warwick

11st July 2005

Rugby Area Committee – 28th July 2005

**Warwickshire and Rugby Business Improvement
District Pilot**

Agenda No

AGENDA MANAGEMENT SHEET

Name of Committee	Cabinet
Date of Committee	21st July 2005
Report Title	Warwickshire and Rugby Business Improvement District (BID) Pilot
Summary	The Rugby BID Pilot is moving towards the vote. The County Council has a number of properties where more votes are eligible, and needs to consider how this is managed.
For further information please contact	<div>Sue Ashley Town Centres Regeneration Manager Tel. 01926 412818 sueashley@warwickshire. gov.uk</div> <div>Leigh Hunt Business Support Officer 07780 670743 leighhunt @warwickshire.gov.uk</div>
Would the recommended decision be contrary to the Budget and Policy Framework?	Yes/No
Background Papers	None

CONSULTATION ALREADY UNDERTAKEN:-

Details to be specified

Other Committees	<input checked="" type="checkbox"/> Cabinet Report 19th December 2002, Rugby Area Committee 7th January 2003.
Local Member(s) (With brief comments, if appropriate)	<input checked="" type="checkbox"/> Councillor Ms K King - supports Councillor I Smith Councillor C Vereker – fully supports Councillor J Wells

Other Elected Members

☒ Councillor R Morris-Jones)
Councillor M Jones) for information
Councillor P Barnes)

Cabinet Member

(Reports to The Cabinet, to be cleared with appropriate Cabinet Member)

☒ Councillor C Saint

Chief Executive

☐

Legal

☒ I Marriott – comments incorporated

Finance

☐

Other Chief Officers

☒ P Ridley - Property Services - agreed
N Hunter - Libraries and Heritage – supports the proposal
W Brown - Fire and Rescue
M Davis - Social Services - agreed
M Davey – CAMS – supports the BID

District Councils

☒ Rugby Borough Council (as Pilot Partner)

Health Authority

☐

Police

☒ Warwickshire Police (as Pilot Partner)

Other Bodies/Individuals

☒ Rugby Town Centre and BID Companies (as Pilot Partner)

FINAL DECISION

YES/NO (If 'No' complete Suggested Next Steps)

SUGGESTED NEXT STEPS :

Details to be specified

Further consideration by this Committee

☐

To Council

☐

To Cabinet

☐

To an O & S Committee

☐

To an Area Committee

☒ Rugby Area Committee 28th July 2005

Further Consultation

☐

Cabinet - 21st July 2005

Warwickshire and Rugby Business Improvement District (BID) Pilot

Report of the Director of Planning, Transport and Economic Strategy

Recommendation

1. That the Council supports the Rugby BID through its property interests in Rugby with a YES Vote.
2. That the Director of Property Services is given delegated powers to sign and return all voting papers on behalf of WCC.
3. That the BID contribution be funded from relevant Departmental budgets.
4. That the Director of Planning, Transport and Economic Strategy be authorised to enter a service level agreement regarding the delivery of highway functions in the BID area.

1. Background

- 1.1 A report was taken to Cabinet in 2002 seeking approval for the Council to apply to become one of the UK BID Pilots working with the Office of the Deputy Prime Minister (ODPM) and the Association of Town Centre Management (ATCM). Over 100 applications were made and 22 pilots across the Country selected including our own. Our pilot is unique in that it was (i) the only joint application made between a County, Borough and Town Centre Company (ii) the only one looking to 'test' a BID in one town (Rugby) and to consider the broader opportunities as an area based improvement model for other locations including towns and industrial estates across Warwickshire, and (iii), we are the only county pilot.

2. BID Principles

- 2.1 The purpose of a BID is to provide services over and above those normally provided by the public sector that will improve the BID area economically, environmentally and socially. Service standards are determined locally through Partnership working and consultation. They are then costed and the resources to deliver the BID are determined before the BID proposal goes to a vote of business ratepayers in the BID area. If more than 51% (both in terms of

numbers voting and rateable value) vote in favour the BID goes ahead and all business ratepayers who are deemed eligible pay. This avoids the free riding scenario that exists with Town Centre Management schemes where only the 'volunteers' pay. Those businesses which decide not to vote are considered to support the proposals and are counted as a YES Vote. Funds are collected locally and passed to the BID Company to deliver and manage the services. Each BID will last no longer than five years, unless it is renewed. (Evidence from the USA suggest that BIDs once established are renewed).

3. WCC Member Involvement

- 3.1 A Study Tour to the States for Members was organised by ATCM in September 2004 specifically designed to demonstrate the relevance of BIDs to a strategic organisation. This was followed up by a well attended seminar in March 2005 for County Council Members.

4. The BID in Rugby Town Centre

- 4.1 The BID Theme in Rugby is "Clean, Safe and Friendly". It aims to provide an integrated security system including (a) a new CCTV system with Automatic Number Plate Recognition (ANPR), (b) linking with local radio systems day and night, (c) Town Centre Wardens who will act as 'eyes and ears' working with the police, and with businesses and also providing a 'friendly face' to the public. It will also provide for a 'top up' cleaning service i.e graffiti and gum removal, deep cleansing, and a fast response team and also a marketing and promotional campaign. There is also potential for areas within a certain radius of the BID area (i.e. Industrial Estates, Junction One Shopping Centre) to 'buy in' to the CCTV system, therefore generating further funding opportunities for the town.
- 4.2 There are some 650 BID constituents in the BID boundary, from which the BID seeks to generate some £3.0m of funds over the next 5 year period. The BID is strongly linked with the Rugby Crime and Disorder Reduction Partnership (CDRP) with the BID and Town Centre Companies leading for some CDRP Working Groups.
- 4.3 The Rugby BID has been sponsored by Advantage West Midlands (AWM) as a Regional Flagship Project and as a means of developing Best Practice for smaller town BIDs.

5. BID Election Campaign

Lessons from National Pilot

- 5.1 We are now approaching the end of the UK National Pilot Programme, with 8 of the 22 having gone to the vote. Plymouth, Coventry, Bedford, New West End Company London, Lincoln and Birmingham have voted in favour of establishing BIDs, indicating the attraction of the concept to business. Many lessons have been learnt through the 'learning network' of the 22 pilots, and with the development of the Rugby BID itself. (ATCM are currently preparing national best practice, guidance and is using our BID as a case study for a Strategic

Approach to BIDs. The case study will demonstrate excellent links and support between local government and BID partnership).

- 5.2 One of the main lessons learned from other pilots was in dealing with the issue of 'multiple votes', where a company owned a number of properties/businesses within the BID area. These generally included the larger private sector organisations and Local Authorities. In these cases a number of ballot papers required signatures from a range of staff. Ballot papers were often mislaid, or not returned and that seemed to affect the end result (in particular in the case of Maidstone where the BID proposal was narrowly defeated). The key lesson is that, ideally, there needs to be one signatory to the BID who can vote on behalf of their organisation.

Rugby Election Campaign

- 5.3 The Rugby BID is now moving into its final preparation phase and the vote by businesses will be taken throughout the month of September. The voting procedure will be handled by the Electoral Reform Society which will issue and receive votes and make the result available to the Rugby Borough Council Returning Officer. The announcement of the vote will be made on 3rd October. Staff from of PTES are working closely with the BID Team, and using local knowledge and contacts to co-ordinate the actual BID voting campaign, which will commence in late July. However, it is intended that the campaign will be led by local Business "Champions", who will be the 'faces' for the BID campaign – business selling the BID to other businesses so as to reinforce the messages of business ownership of the project.

6. WCC Properties and Costing

- 6.1 WCC has 6 properties in the BID area including the Library, Fire Station, Registrars Office, Social Services Office, 41 Newbold Road (property purchased for PTES Highway Improvements) and CAMS Communication Station.
- 6.2 The BID charges to businesses have been based on a 'banding structure' using rateable values (RVs), so that properties within specific RV bands will pay a set amount per year for the five year BID Period. County properties fall within a range of bands, with costs for WCC totalling in the region of £7,500 per year. If the ballot is successful, the first BID invoices will be sent out in November making the WCC 2005/06 contribution about £3,100.

Signing and Returning WCC Ballot Papers

- 6.3 As lead partner within the Rugby and Warwickshire BID pilot, it is essential that the Council supports the Rugby BID and ensures a YES Vote. Our contribution will help lever in some £600k per year of funds to enhance the vitality of Rugby town centre. It will also set a precedent for further Warwickshire BIDs and other UK smaller town BIDs.
- 6.4 To ensure that the Council exercises its right to vote, it is important to have one appointed officer who will receive the papers and take responsibility for returning them on time. This should be by granting delegated powers to a single Chief

Officer preferably the Director of Property Services. Although a non return of ballot papers will be considered as a YES vote, the importance of the Council's return is that it will impact on the required rateable value to secure the necessary 51% for the BID to be approved.

7. WCC BID Progress – General

Added Value BID Projects

- 7.1 In order to complement the BID and to ensure the future vitality and viability of the Rugby Town Centre, funding is being sought to develop and deliver a major 'Liveability' programme phased over a 3 – 4 year period. Therefore, a proposal has been incorporated into the Local Transport Plan for approximately £300k per year for a 3 year period for streetscape improvements i.e paving, lighting, signage and greening.
- 7.2 In addition a service level agreement is being developed to co-ordinate the delivery of highway functions with the BID Company. The agreement will set out service standards and ways of working and communicating but is not intended to create legally binding obligations of a kind (e.g. transferring powers, altering basic policies or making new spending commitments) requiring specific Member approval.

Communication Role

- 7.3 As part of the process of developing the Rugby BID it has become clear that key roles for the Council includes communication, raising awareness of BIDs (and Counties' roles); providing 'joined up thinking' and ensuring that BIDs appear on other organisations' agenda; dovetailing with other County services to 'Add Value', developing best practice; and providing support for other emerging county BIDs. There has been significant interest from a broad range of public and private sector organisations and also from Europe.

Town Centres BIDs

- 7.4 The WCC Town Centre Managers Forum meets regularly and has been kept informed of progress in Rugby. All Warwickshire's main towns are setting up mechanisms in order to progress the BIDs route for their own towns over the next few years. A presentation to the Nuneaton and Bedworth Town Centre Partnership has been given recently, and there are requests from other towns also.

Industrial Estate BIDs

- 7.5 A feasibility study has been commissioned to look at the case for a BID at Bayton Road Industrial Estate. The study will assess the potential for a BID including; rateable values, "income generation potential", project types and processes and resources needed to develop and deliver a BID. It will also set a best practice framework for other industrial estates.

8. Conclusion

- 8.1 A great deal has been learnt during the BID pilot process so that there is now a good base of knowledge to facilitate and support other county BIDs. The Rugby BID is acting as a strong catalyst to develop committed private sector ownership of the local themes of "Safe, Clean and Friendly". BIDs provide a mechanism for sustainable and innovative funding, helping to lever in other resources and project funds and ensuring a joined up approach to Town Centre Regeneration.
- 8.2 BIDs supports the Government's agendas relating to quality of life, liveability, community safety, evening economy, "Green Safe and Clean" and choice, as well as corporate policies relating to improving the environment, reducing crime and improving the safety of the community, and developing and maintaining a vibrant local economy.
- 8.3 At the end of the Rugby Pilot (whether we get a YES vote or not) a seminar will be arranged for Districts, Town Centre Partnerships, Industrial Estate Groups and other relevant organisations, looking to promote BIDs and to highlight lessons learnt. The aim will be develop a county-wide programme for BIDs progression.

JOHN DEEGAN
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7th July 2005