



## Cabinet Report

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<b>Report of:</b>	Simon Green- Executive Director Place
<b>Report to:</b>	Cabinet
<b>Date:</b>	Cabinet 17 <sup>th</sup> September
<b>Subject:</b>	Sheffield City Centre Business Improvement District (BID)
<b>Author of Report:</b>	Richard Eyre
<b>Key Decision:</b>	Yes
<b>Reason Key Decision:</b>	Will generate over £500,000 for the city of Sheffield

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### Summary:

- 1.1 This report seeks approval for development of a Sheffield City Centre Business Improvement District. The BID has been proposed by the private sector in an attempt to add to the economic growth and social well-being of Sheffield City Centre.
- 1.2 A group has been established to steer and Champion the creation of a Business Improvement District (BID). The “BID Champions Group” is made up of representatives from Sheffield City Centre’s retail, leisure, office, independent and night time economy. It also contains the public and education sectors.
- 1.3 The five areas the BID have identified for improvement are “busier”, “safer”, “cleaner”, “easier” and “legacy”.
- 1.4 Business Improvement Districts are a tried and tested way of supporting successful and vibrant city centres. There are currently over 170 BIDs operating across the UK.
- 1.5 As the relevant billing authority and ballot holder Sheffield City Council will

be required to collect the 1% levy on an annual basis on behalf of the BID, redistribute the levy funds to the BID, administer the ballot and formally approve the BID Business Plan.

- 1.6 If a BID is successful at ballot it will operate for 5 years. At the end of the 5 years a re-ballot will be held or the BID will cease to operate.
- 1.7 As the local authority SCC is required to submit to a baseline of services. The BID is intended to provide additional services over the baseline in order to meet the improvements identified in the BID proposal.

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### **Reasons for Recommendations:**

The BID will bring new, private and public sector investment to the city centre which will complement the existing offer. The BID is an opportunity for businesses based in Sheffield to invest in the future of the city centre and be responsible for the allocation of these funds.

Given the city's long desired aim to improve the city centre we feel the BID is a key "strategic component" which will help this aim come to fruition. A BID would provide a very real opportunity which many other towns and cities across the UK are already grasping. The time is right for Sheffield to adopt this model and give the business community a voice and the power to help change the city centre for the better.

The ambitions for the city centre fall across a number of the city's stated strategic objectives, those being "a strong and competitive economy" and "a vibrant city" together with other opportunities to support other outcomes "a great place to live" and "safe and secure communities". A BID would complement and support these ambitions.

A BID can provide a tangible and workable strategic relationship in an open and transparent way with the business community and will help to identify key themes and projects we can work on together, both for them as a business community and for the wider Sheffield population, to come and enjoy the ever improving offer available in the city centre at this time.

A BID will be organised by the business community, creating not only a strong voice but the economic capacity to enact practical change.

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### **Recommendations:**

That Cabinet:

1. Notes and approves the proposal of the existence of this City Centre BID scheme.
2. Authorises the Council's Returning Officer to run the ballot subject to the receipt of the materials required by the Business Improvement Districts (England) Regulations 2004 to the delegated officer.

3. Notes that following a successful ballot the BID Champions Group will seek to set up a BID Company.
4. Should the ballot be successful authorises either the Executive Director of Place (or an officer nominated by him) or the Cabinet Member for Business Skills and Development, to sit as the SCC Board member on the BID Board.
5. Notes that the Executive Director of Place, in consultation with the Director of Finance and the Interim Director of Legal and Governance and cabinet member for Business, Skills and Development be authorised to;
  - i. take such steps as (s)he feels appropriate to assist in the delivery of the development and implementation of the city centre BID project,
  - ii. formally approve the BID Business Plan and associated documents,
  - iii. negotiate, agree and complete the Financial Operating Agreement and Memorandum of Understanding and the BID Levy Rules between SCC and Sheffield City Centre BID Champions Group,
  - iv. Confirm the Baseline City Centre Management and Major Events services relevant to the BID for the 5 years of the BID term.

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**Background Papers:**

City Centre Master Plan  
BID Industry Guidance 2013  
BID Regulations 2004 and 2013 amendment  
Sheffield City centre BID EIA

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**Category of Report:**      **OPEN /**

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\* Delete as appropriate

## Statutory and Council Policy Checklist

<b>Financial Implications</b>
YES. Cleared by: Paul Schofield
<b>Legal Implications</b>
YES Cleared by: Deborah Eaton
<b>Equality of Opportunity Implications</b>
YES Cleared by: Ian Oldershaw
<b>Tackling Health Inequalities Implications</b>
NO
<b>Human Rights Implications</b>
NO
<b>Environmental and Sustainability implications</b>
NO
<b>Economic Impact</b>
YES
<b>Community Safety Implications</b>
YES
<b>Human Resources Implications</b>
YES
<b>Property Implications</b>
NO
<b>Area(s) Affected</b>
City Centre
<b>Relevant Cabinet Portfolio Lead</b>
Cllr Leigh Bramall
<b>Relevant Scrutiny Committee</b>
Economic and Environmental Wellbeing Scrutiny and Policy Development Committee
<b>Is the item a matter which is reserved for approval by the City Council?</b>
NO
<b>Press Release</b>
YES

## REPORT TO THE CABINET

### Sheffield City Centre Business Improvement District

#### 1. SUMMARY

- 1.1 This report seeks approval for development of a Sheffield City Centre Business Improvement District (BID). The extent of the BID can be seen on the map at Appendix A. The BID has been proposed by the private sector in an attempt to add to the economic growth and social well-being of Sheffield City Centre. Please refer to Appendix B
- 1.2 A group has been established to steer and champion the creation of a Business Improvement District (BID). The “BID Champions Group” is made up of representatives from Sheffield City Centre’s retail, leisure, office, independent and night time economy. It also contains the public and education sectors.
- 1.3 The five areas the BID have identified for improvement are “busier”, “safer”, “cleaner”, “easier” and “legacy”. In order for the BID to become operational a vote in favour of all eligible businesses within the BID boundary must be held. In the UK, for a BID to go ahead the ballot must be won on two counts: straight majority and majority of rateable value of the businesses who choose to vote. This ensures that the interests of large and small businesses are protected. There is no minimum turnout threshold.
- 1.4 Business Improvement Districts are a tried and tested way of supporting successful and vibrant city centres and are already operational in other major cities such as Manchester, Liverpool, London, Birmingham, Nottingham, Newcastle and Hull. There are currently over 170 BID operating across the UK.
- 1.5 All local authorities are required by The Business Improvement Districts (England) Regulations 2004 and subsequent amendments to play a role in the development and delivery of any BID within their boundary. As the relevant billing authority and ballot holder SCC will be required to collect the 1% levy from each business on an annual basis, administer the ballot and formally approve the BID Business Plan. The BID levy funds raised by SCC will be redistributed directly (according to the process outlined in the Financial Operating Agreement) to the successful BID Body (the BID Company) who will allocate the funds according to the BID prospectus.
- 1.6 If a BID is successful at ballot it will last for five years. At the end of the five years a re-ballot will be held or the BID will cease to operate.
- 1.7 As the local authority SCC will be required to submit to a baseline of services relevant to BID delivery. The BID is intended to provide additional services over the baseline in order to meet the improvements identified in the BID proposal. The Director of Culture and Environment has agreed in principle to a baseline of relevant services.

## **2.0 WHAT DOES THIS MEAN FOR SHEFFIELD PEOPLE**

- 2.1 We know that a strong, resilient and vibrant economy driven by growth in the private sector is essential to the future success of Sheffield. The BID will help to achieve these aims.
- 2.2 Sheffield BID will be led by Sheffield businesses and the money raised will be spent according to the wishes and needs of Sheffield businesses.
- 2.3 A successful BID would aim to support businesses located in Sheffield and encourage business growth in the city centre.
- 2.4 The businesses operating in Sheffield city centre, that are eligible to pay the BID levy, will be asked to approve the BID prospectus in the ballot and will be encouraged to influence and input into future BID activities. This could include attending Annual General Meetings or running to be a member of the BID Board.
- 2.5 The BID will give Sheffield business leaders a strong voice and level of influence over the city centre that they have not been able to exercise before.
- 2.6 The BID Champions Group are consulting with city centre businesses in order to ensure that the BID Business Plan matches the needs and wants of city centre businesses.
- 2.7 The improvements that a successful BID could bring to the city centre are expected to be beneficial not just to businesses but to the people who live, work and visit Sheffield city centre.

## **3.0 OUTCOME AND SUSTAINABILITY**

- 3.1 At this moment in time the BID is expected to generate approximately £800,000 per year in gross income to invest in additional city centre projects and services. Please note that this figure is subject to change according to fluctuations in the non-domestic rates list.
- 3.2 If successful at ballot the BID will run for five years. At the end of this period businesses will be balloted again to approve the BID for a further five years. A number of BIDs elsewhere in the UK are reaching their third term (i.e. fifteen years) of operation; therefore it is reasonable to suggest that a successful Sheffield BID could run for longer than five years
- 3.3 The BID Champions Group has five specific programmes “busier, cleaner, safer, easier and legacy”. In the final business plan the BID will develop key performance indicators which align to these themes and will allow Sheffield businesses and SCC to monitor the outcomes of the BID and ensure that they offer additionally to the existing core council offer.
- 3.4 The BID levy activity must provide additionally and cannot replace existing public sector services.

- 3.5 In order to identify the five BID Programmes the BID Champions Group carried out three rounds of consultation with Sheffield city centre businesses including, in the third stage, visiting each eligible hereditament (business property) with a copy of the draft prospectus.
- 3.6 A successful BID is required by legislation to carry out the activity outlined in the BID Prospectus. The BID prospectus is the document circulated to ballot holders and is usually a compressed version of the full Business Plan. The BID cannot deviate significantly from the activity outlined in the prospectus.
- 3.7 Should BID activity conflict 'to material extent' with SCC policy the legislation gives SCC the power to veto or halt the BID.

## **4.0 MAIN BODY OF THE REPORT**

### BACKGROUND

- 4.1 The BID Champions Group wants to establish a BID for Sheffield City Centre and is currently in the process of undertaking a wide-ranging consultation to gauge opinion on the project with a view to balloting the 600-plus businesses in the City Centre area later in the year. Businesses with a rateable value of £30,000 or over and located within the City Centre will pay a levy that is 1% of their rateable value.
- 4.2 The BID will focus on delivering projects that aim to improve the vibrancy of the city, make the trading environment easier and encourage higher footfall and greater spending from visitors.
- 4.3 By law the BID cannot be used to replace core public sector services. Everything a BID does is in addition to existing core services which will be set out in our baseline agreement.
- 4.4 This is the first formally proposed city centre BID in South Yorkshire, although there is a flood defence BID for the Lower Don Valley.
- 4.5 Nationwide there are over 170 BIDs including in Manchester, Newcastle, Liverpool and Nottingham City Centre. The majority of BIDs exist in town centres, however there are increasing numbers in industrial areas, as well as commercial and mixed-use location. The first BID in Britain went to ballot in December 2004, since then the number of BIDs in Britain has risen steadily.
- 4.6 The BID boundary is projected to be what is commonly known as the 'old' inner city centre ring road. A map indicating the BID area can be viewed at Appendix A.
- 4.7 BIDs elsewhere have achieved real improvements in BID areas, for example;
- 4.8 Plymouth BID report that as result of the Plymouth BID safety initiative crime in

the BID area fell by 23%. Plymouth BID also report that as a result of the summer events package created by the BID the area witnessed 300,000 additional day visitors over the four months of activity<sup>1</sup>.

- 4.9 Hull BID report that in one year crime in the BID area reduced by 38% as a result of BID initiatives<sup>2</sup>.
- 4.10 Bristol Broadmead BID report that the £1million secured via the BID levy was matched by £10million in additional investment from external partners who recognised the success of the BID<sup>3</sup>.
- 4.11 Liverpool Central BID report that the BID secured more than £1.5 million worth of additional exposure across British and international media for the BID and BID member activities over the BID term<sup>4</sup>.
- 4.12 The success rate for BID renewal ballots stands at 91% demonstrating that BIDs are a tool that the business community sees real value in<sup>5</sup>.

#### 4.13 BID CHAMPIONS GROUP

The current formal membership of the BID Champion's Group is as follows;

Sheffield City Council  
Sheffield University  
Sheffield Hallam University  
John Lewis  
Electric Works/ Creative Space Management  
Capita  
The Forum Café bars Ltd  
The Frog and Parrot  
Plug  
The Moor  
Newbould Commercial  
Boots  
Andrew's Café and Tea Rooms  
McDonalds  
The Lava Lounge  
HSBC  
APCOA

- 4.14 The BID Champions Group welcome requests from other city centre businesses

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<sup>1</sup> Source: British BIDs Website, Achievement Statistics, [www.britishbids.info/AboutBIDs/AchievementStats](http://www.britishbids.info/AboutBIDs/AchievementStats)

<sup>2</sup> Source: British BIDs Website, Achievement Statistics, [www.britishbids.info/AboutBIDs/AchievementStats](http://www.britishbids.info/AboutBIDs/AchievementStats)

<sup>3</sup> Source: British BIDs Website, Achievement Statistics, [www.britishbids.info/AboutBIDs/AchievementStats](http://www.britishbids.info/AboutBIDs/AchievementStats)

<sup>4</sup> Source: Liverpool Central BID Annual Report, 2012-2013

<sup>5</sup> Source: Nationwide Business Improvement District Survey, 2013



4.15 to attend a roadshow, meet with a BID Champion, or to formally join the group.

The BID Champions Group have established a website ([www.SheffieldBID.com](http://www.SheffieldBID.com)) and Twitter (@SheffieldBID) feed in order to publicise the BID and engage with businesses.

4.16

#### OVERALL MISSION OF THE SHEFFIELD BID

The BID Champions Group have outlined their mission statement as follows;

To improve the trading environment for all business in the city centre by:

- Making it 'Busier' for all businesses, to improve spending and vibrancy
- Making it 'Safer' for your staff and customers
- Making it 'Cleaner' for you and your customers
- Making it 'Easier' to access and get around
- Creating a 'Legacy' through influence and collaboration

#### 4.17 LEGAL IMPLICATIONS

Part 4 of the Local Government Act 2003 gives SCC the power to enable projects specified in Business Improvement District arrangements such as those proposed in this report to be carried out for the benefit of the district or those who live, work or carry on an activity in the district. SCC also has the power to make financial contributions or take action for the purpose of enabling the project to be carried out.

4.18 The Business Improvement Districts (England) Regulations 2004 outlines the legal responsibilities of the Council as billing authority. SCC will be asked to approve the BID business plan, financial management, consultation and to provide an accurate non-domestic rates list.

4.19 The Council will negotiate, agree and complete the Financial Operating Agreement and Memorandum of Understanding between SCC and Sheffield City Centre BID Champions Group and the Bid Levy Rules.

#### 4.20 FINANCIAL IMPLICATIONS

4.21 This report notes that SCC will be required to pay a levy for the hereditaments in the BID boundary where SCC is the registered non-domestic rate payer. This levy is currently anticipated to be £30,000 per year. This levy total will fluctuate if there are changes to the non-domestic rates list and if there are changes to the size and number of properties on which SCC is eligible to pay rates.

4.22 This report notes that temporary SCC acquisitions for the New Retail Quarter may increase the SCC BID levy, however the effect of this is likely to be short term.

4.23 This report notes that SCC is the relevant billing authority for the city centre BID and will be required to collect the BID levy on behalf of the BID.

- 4.24 This report notes that the levy fund will be redistributed to the BID according to the process stipulated in the Financial Operating Agreement and the Business Improvement Districts (England) Regulations.
- 4.25 This report notes that SCC will put in place a Financial Operating Agreement with the BID Company. This report notes that should the BID ballot be successful either an Executive Director (or his nominee) or a Cabinet Member will become a board member of the BID Company.
- 4.26 There is a financial risk involved if the BID fails to secure a yes vote. If less than 51% of ballot holders vote for the city centre BID there will be no BID and the additional investment of £800,000 will not be raised.
- 4.27 Schedule 1 paragraph 1(1) (d) of the 2004 BID regulations permits the Local Billing Authority to agree reasonable reimbursement from the BID for the costs involved during the billing process. The details of the reimbursement will be outlined in the Financial Operating Agreement.

#### 4.29 HUMAN RESOURCES IMPLICATIONS

If a ballot is successful in securing a majority in favour of setting up a Business Improvement District there may be a resources implication associated with staff required to manage the billing and collection of payments. This would be for the life of the BID, that is to say 5 years for the initial period. The exact mechanism for this will be agreed in the Financial Operating Agreement and is likely to reflect the arrangement which currently exists for the Lower Don Valley BID billing process.

- 4.30 SCC has agreed in principle, via the Director of Culture and Environment, to baseline services relevant to BID activities and this has been accounted for in the business implementation plans.

#### 4.31 COMPANY LIMITED BY GUARANTEE IMPLICATIONS

- 4.32 Should the BID ballot be successful SCC will seek to become a member of the BID Company.
- 4.33 As a not for profit company it guarantees that none of the profits are distributed to its members and are only to be used for the purposes of advancing the BID.

- In other long established BIDs this structure has been found to be the most successful in delivering the required economic, social and environmental improvements to the district.
- 4.34

### 5.0 ALTERNATIVE OPTIONS CONSIDERED

- 5.1 Do nothing. The billing authority may only veto a BID on the grounds stipulated in the legislation, therefore if a BID proposer approaches the billing authority with a proposal the authority is obliged to engage to some extent with the

concept. Sheffield City Council could decide not to engage beyond the narrow level of involvement dictated in the legislation and regulations. Refusing or failing to engage would be a missed opportunity to work together with the business community to build a successful future for the city centre.

- 5.2 Create a voluntary contribution scheme. The City Centre Retailers group have discussed a voluntary contribution scheme; however the variation in management and organisation between companies made such a concept very difficult for some businesses to engage in as permission by central management may be refused. In contrast the majority of major companies and chains are accustomed to participating in BIDs. A BID would have a financially secure five year operational life, would be accountable to all eligible businesses and would be led by the business community which a voluntary scheme may not be.
- 5.3 Sheffield City Council to provide additional funds on top of the current service level. Given the current budget position SCC could not invest a further £800,000 in the city centre without causing serious budget reductions in other key council services.

## **6.0 REASONS FOR RECOMMENDATIONS**

- 6.1 The BID will bring new, private and public sector investment to the city centre which will complement the existing offer. The BID is an opportunity for businesses based in Sheffield to invest in the future of the city centre and be responsible for the allocation of these funds.
- 6.2 Given the city's long desired aim to improve the city centre we feel the BID is a key "strategic component" which will help this aim come to fruition. A BID would provide a very real opportunity which many other towns and cities across the UK are already grasping. The time is right for Sheffield to adopt this model and give the business community a voice and the power to help change the city centre for the better.
- 6.3 The ambitions for the city centre fall across a number of the city's stated strategic objectives, those being "a strong and competitive economy" and "a vibrant city" together with other opportunities to support other outcomes "a great place to live" and "safe and secure communities". A BID would complement and support these ambitions.
- 6.4 A BID can provide a tangible and workable strategic relationship in an open and transparent way with the business community and will help to identify key themes and projects we can work on together, both for them as a business community and for the wider Sheffield population, to come and enjoy the ever improving offer available in the city centre at this time.
- 6.5 A BID will be organised by the business community, creating not only a strong voice but the economic capacity to enact practical change.

## **7.0 REASONS FOR EXEMPTION (if a Closed report)**

N/A

## 8.0 RECOMMENDATIONS

That Cabinet:

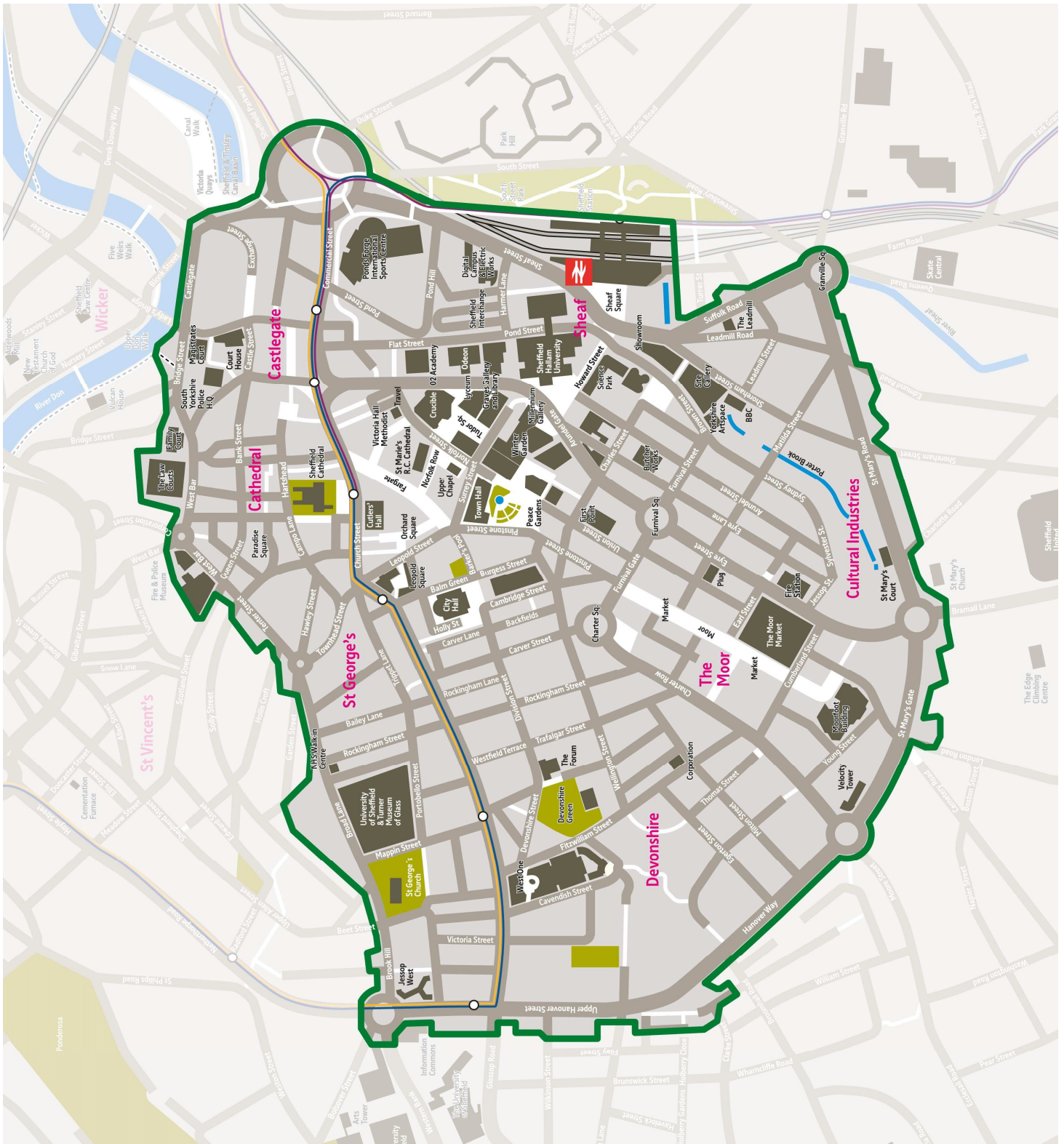
1. Notes and approves the proposal of the existence of this City Centre BID scheme.
2. Authorises the Council's Returning Officer to run the ballot subject to the receipt of the materials required by the Business Improvement Districts (England) Regulations 2004 to the delegated officer.
3. Notes that following a successful ballot the BID Champions Group will seek to set up a BID Company.
4. Should the ballot be successful authorises either the Executive Director of Place (or an officer nominated by him) or the Cabinet Member for Business Skills and Development, to sit as the SCC Board member on the BID Board.
5. Notes that the Executive Director of Place, in consultation with the Director of Finance and the Interim Director of Legal and Governance and cabinet member for Business, Skills and Development be authorised to;
  - i. take such steps as (s)he feels appropriate to assist in the delivery of the development and implementation of the city centre BID project,
  - ii. formally approve the BID Business Plan and associated documents,
  - iii. negotiate, agree and complete the Financial Operating Agreement and Memorandum of Understanding and the BID Levy Rules between SCC and Sheffield City Centre BID Champions Group,
  - iv. Confirm the Baseline City Centre Management and Major Events services relevant to the BID for the 5 years of the BID term.

Author: Richard Eyre

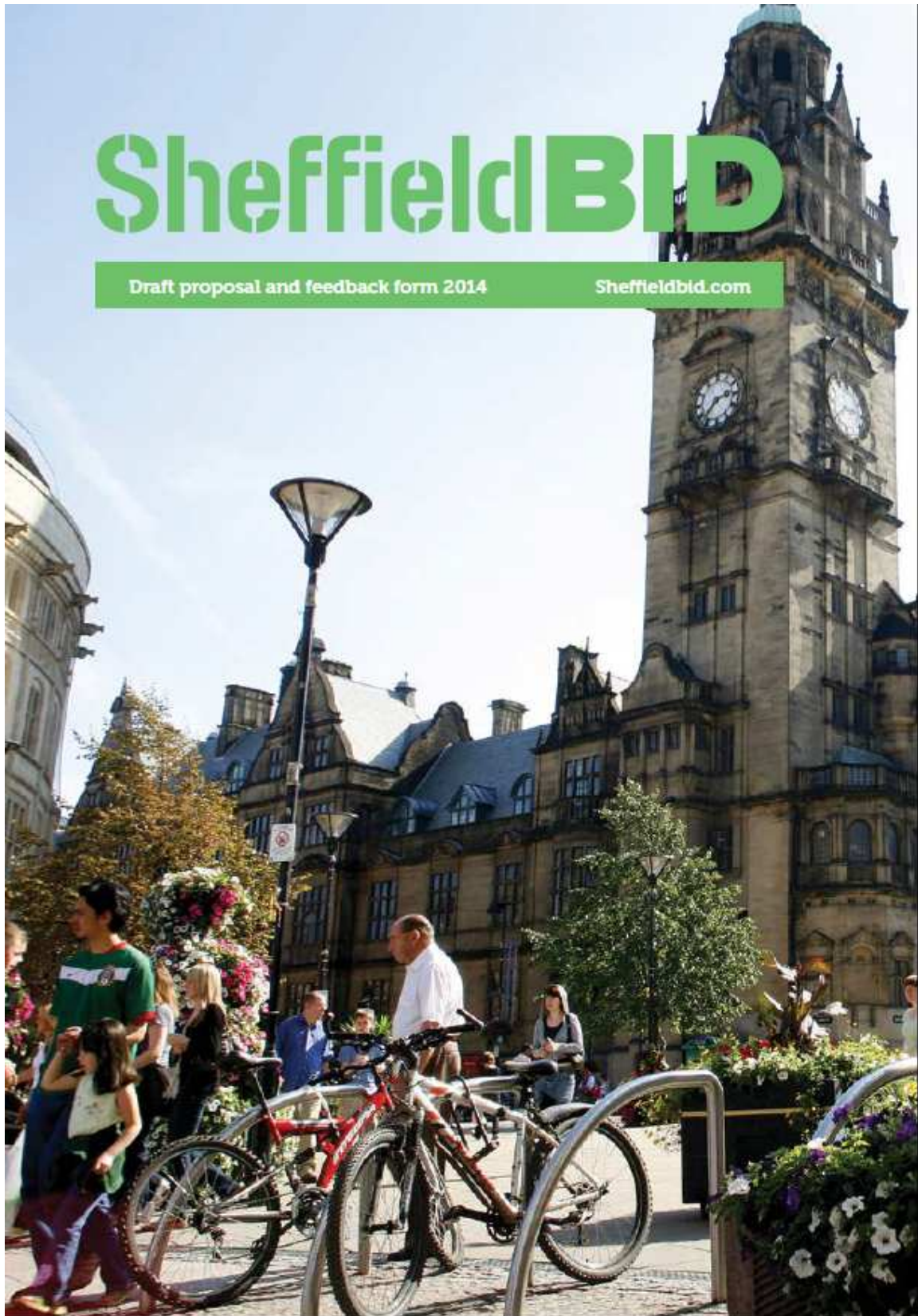
Job Title: Head of City Centre Management and Major Events

Date: 5.8.14

# Appendix A: Proposed City Centre BID Boundary Map



**Appendix B**  
**Sheffield BID Draft Proposal and Feedback Form. (Available as PDF)**





The BID Champions Group is made up of a number of representatives from the private and public sector in Sheffield City Centre. Their work over the last year, combined with the results of two recent surveys, carried out amongst a number of businesses within Sheffield City Centre, has led to the development of this draft proposal.

Now's your chance to influence what happens to your City Centre

We now need you to tell us if you consider these to be the right proposals because it's important that a BID for Sheffield City Centre delivers what you, as businesses, want and need.

Please study the programmes outlined in this document and complete the attached feedback form. With your help, we can get the programme right before we ask you to vote on the establishment of a City Centre BID later this year. Please return it to us in one of the convenient ways highlighted on the feedback form.

## Who are we?

We are a group of businesses from Sheffield who have come together to form the BID Champions Group, to look at ways to improve Sheffield City Centre. With representatives from Sheffield City Centre's retail, leisure, education, independent, night time economy, public and office sectors, the group aims to deliver a successful prospectus and formation of a City Centre BID.

We believe a BID is an efficient and cost effective way of giving the Sheffield business community the ability and power to help change the City Centre for the better.

We want Sheffield City Centre businesses to embrace the opportunity to develop and create a unique and strong business environment.

## What is a BID?

It is important to stress from the beginning that a BID cannot be used to replace or prop up core public sector services. Everything a BID does is in addition to existing core services.

A BID is a not for profit company established and run by the business community to address issues and priorities identified by that community. The overall aim of a BID is to enhance the business environment and deliver real results. Most importantly, a City Centre BID would be independent and business led.

A BID can only be formed if a majority vote is received at ballot. Only the businesses involved get a vote and the ballot must be won on two counts; total number of businesses and rateable value.

Once a 'Yes' vote is secured, the BID will form a (not for profit) Limited by Guarantee Company and will run for a period of five years. The BID will focus on delivering programmes that aim to improve the vibrancy of the city, make the trading environment easier and encourage higher footfall and greater spending from visitors.



[sheffieldbid.com](http://sheffieldbid.com)





### What will a BID do?

We have been consulting with local business on the issues that matter most to them and we have currently identified 5 key themes.

### How will it work?

Business with a rateable value over **£30,000** that are located within the City Centre and are eligible will pay a levy that is 1% of their rateable value.

This would raise approximately **£800,000** of additional investment each year, or **£4 million** over 5 years.

The City Centre business community will spend the money on the projects businesses need and will be directly accountable to the businesses involved.

### THE 5 KEY THEMES

## Why?

This is a fantastic opportunity that we have not previously had to empower local businesses and improve Sheffield City Centre in the short and long term.

There are over 170 BIDs across England including those in Manchester, Newcastle and Nottingham City Centre and it is time that Sheffield grasped the opportunity to give the business community a voice and the power to help change the city.

If the bid gets a YES vote, how the additional money is spent is up to YOU

## Programme Themes

The Sheffield BID is being developed by the BID Champions and the group has established a transparent governance model to take the BID forward.

If the BID gets a 'YES' vote, how the additional money is spent is determined by YOU.

## What a BID will not do

Let's be clear, a BID cannot be used to replace public sector services. There is legislation in place to ensure that a BID must provide services that offer added value to what local public services provide.

Sheffield City Council will write a baseline agreement with the BID which will outline the services the council already provides and the BID will only spend money on services that are in addition to this.

## Overall Mission of the Sheffield BID

To improve the trading environment for all businesses in the City Centre by:

- > Making it **BUSIER** for all businesses, to improve spend and vibrancy
- > Making it **SAFER** for your staff and customers
- > Making it **CLEANER** for you and your customers
- > Making it **EASIER** to access and get around
- > Creating a **LEGACY** through influence and collaboration

[sheffieldbid.com](http://sheffieldbid.com)

## Estimated expenditure

PROGRAMME 1:

### **Busier**

**34% of the Budget**  
based on a 1% levy

PROGRAMME 2:

### **Easier**

**22% of the Budget**  
based on a 1% levy

PROGRAMME 3:

### **Safer**

**13% of the Budget**  
based on a 1% levy

PROGRAMME 4:

### **Cleaner**

**6% of the Budget**  
based on a 1% levy

PROGRAMME 5:

### **Legacy**

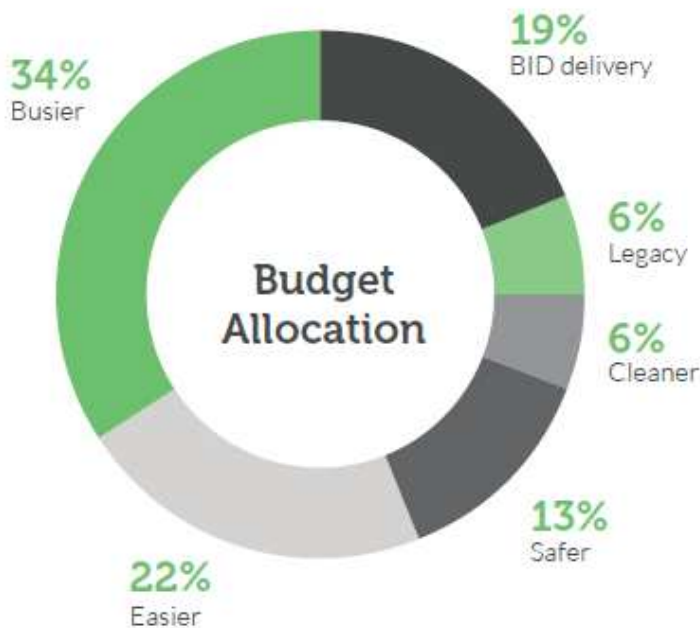
**6% of the Budget**  
based on a 1% levy

The chart below shows the estimated spend across the programmes and a proportion of overheads for the BID.

Additional funds through voluntary contributions, sponsorship, match funding and grants will be actively sort out by the BID in addition to the levy amount of £800,000.

We aim to collect in excess of over £800,000 per year over a five year term.

You can tell us if you agree with the budget allocations, or if you would like to see the money spent differently, on the feedback form.



**How much would my business pay?**

This table shows what your payment would be. Simply find out what your Rateable Value (RV) is and then cross check with the yearly cost.

If the BID gets a yes vote then every business with an RV over £30,000 has to pay, no matter how they individually voted.

If your rateable value is less than £30,000 you will not be asked to pay. We appreciate the input of businesses with RV below £30,000, but you will not get a vote.

Rateable value of Property	Yearly cost
£30,000	£300
£50,000	£500
£100,000	£1,000
£500,000	£5,000
£900,000	£9,000
£1,000,000	£10,000
£1,250,000	£12,500
£1,500,000	£15,000



### The Sheffield BID Champions Group

Scott Bailey	Plug
Sandra Barley	The Moor
Richard Eyre	Sheffield City Council
Toby Hyam	Electric Works/ Creative Space Management
Kate Knowles	Boots
Gavin Murray	McDonalds Restaurants Ltd
Eileen Naughton	Plug
Gary Newbould	Newbould Commercial Ltd
Dr. Nicola Palmer	Sheffield Hallam University
James Prince	John Lewis
Jonathan Robinson	Capita
Nick Simmonite	The Frog and Parrot
Professor Vanessa Toulmin	The University of Sheffield
Andrew Whewell	ANDREWS café tea rooms
Kane Yeardley	The Forum

### Future Governance

If the ballot goes in favour of the BID, it will be governed by an elected Chairperson and the BID Board. All levy payers will be given the opportunity to apply to be elected as a member of the BID Board.

The Champions will also seek to recruit a BID manager who will be employed by the not-for-profit BID Company and will oversee the five programmes.

**Got a question?** Email [enquiries@sheffieldbid.com](mailto:enquiries@sheffieldbid.com)

**Want to know more?** You can attend the BID Roadshows, Tuesday 3rd June, 6pm in the Winter Garden

Further dates to be confirmed, please check [www.sheffieldbid.com](http://www.sheffieldbid.com) for updates.




# Draft Proposal Feedback Form

This is your chance to shape the final proposal before you vote on the Sheffield BID. It is important that a Sheffield City Centre BID delivers what you want and need to improve your business environment. We aim to provide a list of the achievable targets in the final prospectus that Sheffield BID will work towards and be accountable for. This will set out our 5 year plan-which will be based on YOUR feedback.


## How to respond...

Study the proposed programmes listed in this document and then tell us what you think about the ideas and the 5 year budget allocated to them. With your help we can get the final prospectus right before we ask you to vote 'YES' to the establishment of the Sheffield BID in October/November 2014.

 Please put a tick in the box that reflects your view of the idea with regards to your business needs and those of your customers.

 **Return by post** – please return to  
Periscope (Market Research & Services) Ltd, 6 Hope Road, Edale, Hope Valley, S38 7ZF.

 **Online** – Please download from [www.sheffieldBID.com](http://www.sheffieldBID.com) and submit or email pdf to [enquiries@sheffieldbid.com](mailto:enquiries@sheffieldbid.com)

 **In person** – please complete with the Periscope interviewer, who will be visiting all businesses with the survey between the 21st May and 10th June.

Name of Business \_\_\_\_\_ Your job title \_\_\_\_\_

Postcode of Business \_\_\_\_\_

Would you say your business relied on night time visitors, day time visitors or both? \_\_\_\_\_

PROGRAMME 1: <b>Busier</b>	Not important at all	Not very important	Neutral	A little important	Very important
Develop a marketing plan to target residents from Sheffield which could include print, radio, TV and magazines					
Develop a marketing plan to target visitors from outside Sheffield which could include targeting specific catchments via print, radio, TV and magazines					
Deliver more sector specific events such as Retail Fashion Shows, Commercial Conferences, Business Networking Events etc.					
Deliver more family based events such as Street Magic, Open Air Cinema, Street Animation, Christmas programme etc					
Deliver more Cultural events by providing resources and support to existing cultural industries within the City Centre and by sourcing cultural events from outside Sheffield					
Deliver more evening and night time events to bridge the gap from 5pm - 10pm					
Other comments					

PROGRAMME 2: <b>Easier</b>	Not important at all	Not very important	Neutral	A little important	Very important
Run free periods of parking such as evenings on weekdays, after 4pm Wednesdays or all day Saturdays/Sundays for the general public					
Improve maps & signage including developing a mobile App/Website and developing a retail and leisure map					
Improve pedestrian routes through floral colour, banners etc.					
Instigate employee parking schemes that will reduce the cost of parking for City Centre employees					
Support schemes that improve access to the City Centre for the disabled and the elderly					
Lobby to improve access routes to the City Centre via vehicles. E.g. by simplifying commuter routes					
Other comments					

Please tear here

### PROGRAMME 3: Safer

	Not important at all	Not very important	Medium	Quite important	Very important
Introduce more CCTV Cameras					
Increase Police presence including a dedicated officer working for the BID					
Increase Crime Prevention Network by offering radios and access to Crime Prevention Network					
Increase number of City Centre Ambassadors and change their role to create a more visible and welcoming presence across all areas and deal with low level anti-social behaviour such as begging, street drinking, Skateboarding etc.					
Introduce Night Time Marshals to extend the Ambassador role into the Night Time Economy					
Develop a 'one stop shop' for the BID where members can access support at a physical City Centre location					
Collaborate with the police and the council to develop a strategy to tackle street drinking/drugs and the associated negative behaviour					
Introduce taxi marshals at key areas in the evening/night time					
Other comments					

### PROGRAMME 4: Cleaner

	Not important at all	Not very important	Medium	Quite important	Very important
Increase litter enforcement and number of fines issued to people dropping litter					
Introduce street cleansing after 8pm until 1am					
Introduce post-nightlife cleansing up to 3am on busy nights					
Introduce a trade waste and recycling service for City Centre businesses to reduce individual business costs					
Introduce more daytime street cleansing in areas currently not receiving the highest standard					
Introduce a Graffiti Removal Team offering free service to businesses					
Introduce a 'cigarette butt' cleansing initiative or bins in key problem areas					
Other comments					

### PROGRAMME 5: Legacy

	Not important at all	Not very important	Medium	Quite important	Very important
Introduce a vacant unit strategy which includes dressing units, hoarding buildings, and actively filling units with businesses					
Introduce a grant scheme for start-up businesses in the City Centre					
Introduce World Host Training to improve customer service across all businesses					
Provide discounted or free industry specific training such as alcohol licensing training					
Provide discounted or free industry specific training such as alcohol licensing training					
Develop a City Centre 'buy local' programme for businesses to buy and sell from City Centre based businesses					
Develop a Corporate Social Responsibility policy and engage an annual charity to the BID					
Assess the feasibility of creating a cohesive gay and lesbian identity for the relevant bars, shops and restaurants in the city					
Provide business to business networking events for BID members					
Other comments					

Are you happy with the overall budget allocation across these themes? <b>Yes / No</b> Please provide reasons in the adjacent box	
Are there any project areas you feel we have not included?	
Please use this section to comment further, for example on aspects you like/dislike about the programmes, areas that could be included, or anything that you feel should be added (please attach extra page if necessary)	

Office code Box – for use of Penscope staff only:

