

HOW TO VOTE YES

Vote YES

TO ENSURE THAT YOUR CUSTOMERS HAVE THE BEST EXPERIENCE POSSIBLE WHEN VISITING MARKET HARBOROUGH

Vote YES

TO PROMOTE YOUR BUSINESS AND YOUR TOWN AND TO GET MORE CUSTOMERS INTO YOUR BUSINESS

Vote YES

TO DRIVE DOWN THE COST OF DOING BUSINESS IN MARKET HARBOROUGH

Vote YES

TO HAVE A STRONG AND CREDIBLE VOICE TO ADVOCATE AND LOBBY FOR YOUR BUSINESS INTERESTS

BID legislation came in to force for England and Wales in 2004 and it states that all eligible businesses will be asked to vote on whether or not they want a BID to go ahead in the BID area.

The BID ballot will commence on February 1st 2011 and it will comprise of a 28 day postal ballot. The person with the authority to vote on behalf of your organisation will be sent a letter of notification to ballot in January and their voting papers will follow. All votes will need to be received by 5pm on Monday 28th February by Electoral Reform Services, who are an independent organisation that will be conducting the ballot. The result will be announced the next day.

Each hereditament (rateable property) within the boundary with a rateable value of £4,000 or more will be able to vote. This means that those organisations who occupy more than one hereditament will have more than one vote. Where a hereditament is vacant, undergoing refurbishment or being demolished, the registered business ratepayer will be entitled to vote.

A proxy vote is available and details will be sent out with ballot papers.

For the BID to go ahead, two conditions must be met.

1. Of the votes cast more than 50% vote Yes, and
2. The "Yes" must represent more than 50% of the total rateable value of all votes cast

The result of the ballot will be based on the votes cast and not the number of businesses within the BID area and it is therefore crucial that you vote.

Don't miss out on this opportunity to invest in your business's future.

If you would like to discuss any aspect of the Harborough BID proposal please contact – Luke Crane, BID Manager, 01858 465171 or email luke@harboroughbid.co.uk



Team Harborough
Together we can

2011-16



MARKET HARBOROUGH TOWN CENTRE BUSINESS IMPROVEMENT DISTRICT PROPOSAL



Team Harborough
Together we can



10 Reasons to vote YES for the Harborough BID

- 1 Free recycling
- 2 An annual saving of £120 for all BID levy payers using HART and Pub Watch
- 3 An independent business run for local businesses by local businesses
- 4 Year round campaigns to promote Market Harborough town centre
- 5 Products and initiatives that will keep spend in Market Harborough
- 6 A voice for business
- 7 Creation of a unique Harborough Own Label
- 8 An improved experience for your customers
- 9 An improved experience for your staff
- 10 Greater investment in Market Harborough town centre



Rebecca Holbrough
Symitry IT /
BID Task Force

“The BID activities will **increase spend** and **footfall** and **reduce business costs**. I think this is a worthwhile investment for local businesses.”



Task force chairman statement

At a time when the economy is creating pressure on individuals and businesses, it is time for them to take action to help themselves. The BID is an excellent way for businesses in Market Harborough to engage directly in the promotion of our town and its economy.



Andrew Granger
Partner / Andrew Granger & Co

The public sector provides us with the basic necessities but that is probably all they can do for us for the foreseeable future.
The recent Localism Bill is very clear that the Government intends to give local people the powers and the funding to deliver what we want in our community.
Let us enhance that work together in partnership with as many people and organisations as possible and make our town and our businesses the very best.

“The BID is an excellent way for businesses in Market Harborough to **engage directly** in the promotion of our town and its economy.”

Together we can



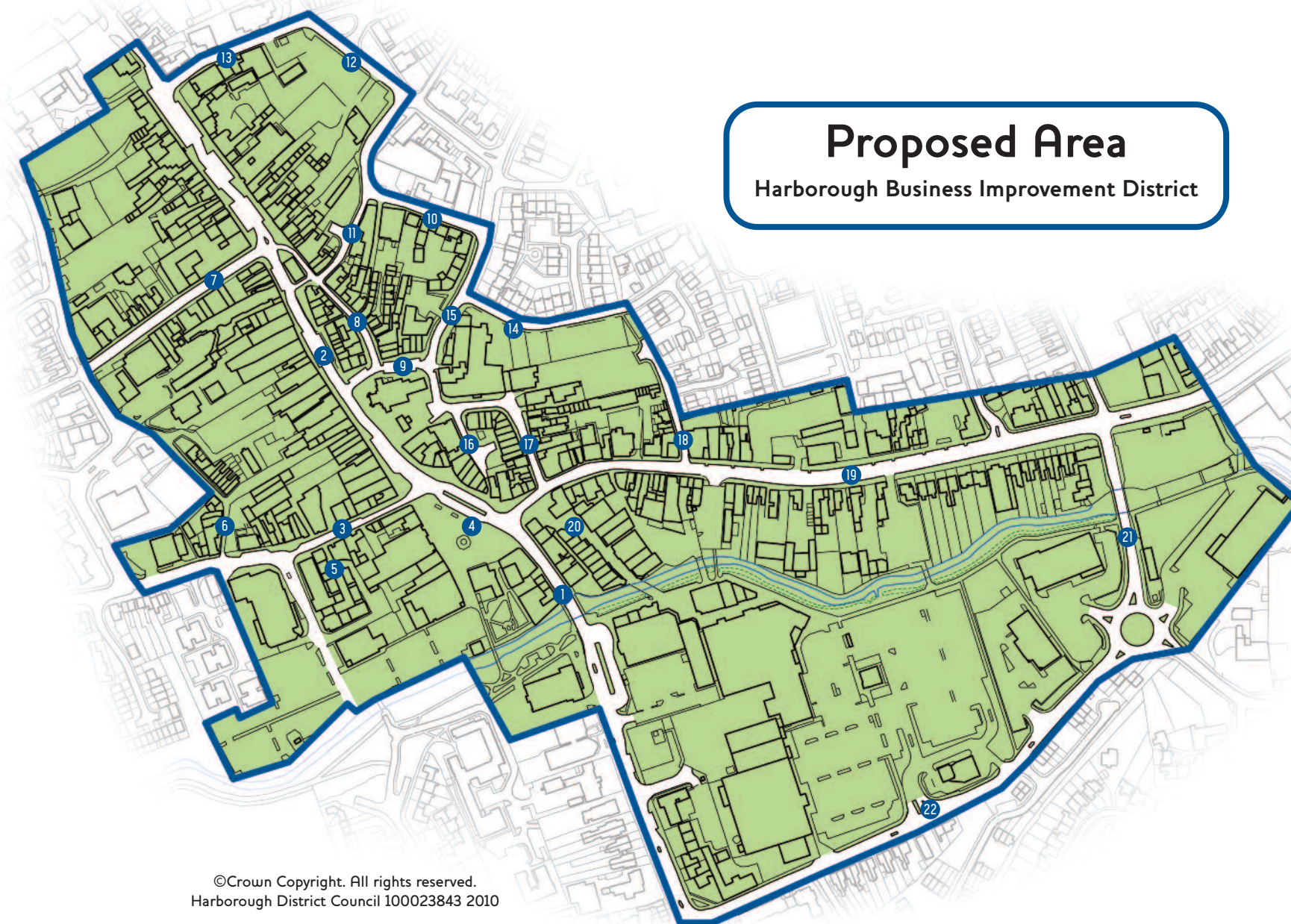
The BID district

Harborough BID will operate in part of or all of the following streets in Market Harborough:

- 1 Northampton Road
- 2 High Street
- 3 Coventry Road
- 4 The Square
- 5 Manor Walk
- 6 School Lane
- 7 Abbey Street
- 8 Church Street
- 9 Church Square
- 10 King's Head Place
- 11 King's Road
- 12 Doddridge Road
- 13 Bowden Lane
- 14 Symington Way
- 15 Roman Way
- 16 Factory Lane
- 17 Adam and Eve Street
- 18 Mill Hill Road
- 19 St Mary's Road
- 20 St Mary's Place
- 21 Kettering Road
- 22 Springfield Street

Proposed Area

Harborough Business Improvement District



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Harborough District Council 100023843 2010





Key facts

What is a BID?

An arrangement whereby businesses get together, decide what improvements they want to make in their BID area, how they will manage these and what it will cost them. This goes into a business plan which is voted on by all businesses who would have to pay. It lasts for a maximum of 5 years and all projects should improve the trading environment.

How do BIDs support businesses?

A BID is a mechanism which allows projects and services to be delivered, which are over and above anything that is provided by public bodies. The projects are identified by local businesses as those which will provide a strengthened economic outlook, ultimately increasing trade and cutting costs for those businesses that are paying for the improvements. It allows for the management of the trading environment/public space in a much more professional, proactive and planned way.

Is the BID part of Harborough District Council and shouldn't they be doing this?

No; the BID is an independent company managed by BID businesses. BID money can only be used to carry out projects/services ADDITIONAL to those that public agencies have to provide. Prior to the BID Business Plan being produced the current services being delivered by public agencies including the local authority are baselined. The BID company can agree to provide some additional resources to deliver a higher level of service over and above the baselined level.

Isn't this what I pay my business rates for?

No. The reality is that business rates cover statutory services only. These are essentially street cleaning, lighting, highways and policing. Everything else such as car parking, toilets, events and marketing are not covered by statutory services. If these are delivered it is because public agencies either make money out of them or there is a political will/need for them.

Do BIDs really work?

Yes. There are now over 120 BIDs in the UK, which over 5 years will bring in nearly £250m of new finance to improve their centres. To date 16 BIDs have completed renewal Business Plans asking businesses to support them for a second term. In every case their local business communities have voted in favour of renewing the BID for a further 5 years.

How much will I pay?

In order to deliver the projects and services to address some of the issues raised by Harborough businesses the BID levy will, if approved, be set at 2% of the rateable value of your business.

Over 73% of businesses will pay less than £1 a day.

Business	Rateable Value	Annual BID Levy
Smallest shop/office	£4,000	£80
Small shop/office	£10,000	£200
Medium shop/office	£20,000	£400
Large shop/office	£80,000	£1,600



Jacqui Reilly National BIDs Director /
National BIDs Advisory Service

“The BID mechanism puts local business in the driving seat. The money is 100% ring fenced and the BID organisation’s sole purpose is to work for local businesses to create a better trading environment and drive down costs.”

Together we can



Team Harborough...

Together we can create Harborough Own Label keeping customers local

PROJECT 1: Budget £205,000 – for a BID term of 5 years

Market Harborough needs to stand out from the crowd. It already offers a rich mix of independent retailers balanced with good quality national chains and office sector all set against an inspirational historic backdrop.

Harborough BID will build on these assets by creating a unique Harborough Own Label brand, which will:

- Drive spend directly into your business
- Raise the profile of Market Harborough
- Give local customers the incentive to stay local



David Wheway Proprietor / Christians Shoes

“ I believe the Harborough BID is a **genuine opportunity** for businesses, large and small to work together to build momentum and get behind the Market Harborough brand. ”



Harborough own label - Projects

Market Harborough Voucher Scheme

The BID will establish Harborough Own Label vouchers which can be given as gifts and will be redeemable in the Harborough BID area only. For your customers this will be a gift which will give them a variety of places to spend the vouchers and an opportunity to support their local town. For your businesses there will be an opportunity to promote your business and offer vouchers with no administration costs for you.

Market Harborough Loyalty Card

Through targeted and focused marketing campaigns we want to get more customers spending money in your business. A loyalty card will offer constantly updated discounts for goods and services in your business, which will keep customers coming back again and again. We want to encourage local spend and this is a fantastic way to utilise our natural market which is our local customers and neighbouring businesses.

“ A loyalty card will offer constantly updated discounts for goods and services in your business, which will **keep customers coming back** again and again. ”

Market Harborough Hidden Gems

We want customers to know about the many unique places that are right under their noses here in Market Harborough. With the right marketing and campaigning we can make sure that these hidden gems will be found and will have customers coming back time and time again.

Together we can



Team Harborough...

Together we can ensure you and your customers have the best experience

PROJECT 2: Budget £292,000 – for a BID term of 5 years

Every business needs a good team and a strong customer base. The catchment area for Market Harborough is 80,000 people. We want to ensure that Market Harborough is their first choice of destination.

The Harborough BID Team will work for you to provide:

- An exciting high street
- Innovative customer service training
- Improved HART and Pub Watch initiative



Melanïe Wisher Sainsbury's / BID Task Force

“ It is great to have businesses both large and small working together to **promote** and **improve** our lovely market town. ”



The best experience projects

Harborough Against Retail Theft/Pub Watch

The role of HART and Pub Watch is to deter anti-social behaviour and shop theft; reducing business losses and giving peace of mind to customers. The more businesses that are involved the better the coverage and more effective the initiative will be.

The BID will support this initiative and encourage more businesses to join the scheme. We will do this by paying the administration costs for every business in the BID area that is part of the scheme or subsequently joins the scheme. This means a saving of £120 for every business that already has a radio using HART and Pub Watch and for those businesses that own their own radio this means they will pay no further cost to be part of the scheme.

Customer Service Awards

We want to ensure that every customer has the very best experience and that every member of staff who works tirelessly to ensure this happens is recognised for their work. We will do this by introducing the Harborough Customer Service Awards. As well as recognising the enthusiasm and commitment of staff the award scheme will provide some training and ideas for your employees and celebrate the town and the town centre team.

Events & Promotions

We want to offer a variety of events and promotions to raise the profile of the town centre all year round using different ideas to promote different sectors and areas and get the message out that there is always something to do in Market Harborough. We will introduce events to promote the whole BID area including the side streets and fringe streets, raise awareness of the wide food and drink offer and promote retailers and professional sectors. We will also run radio and press campaigns to remind customers what is on offer.



Ian Lawrence
– The Village Inn

“**Pub Watch** is an effective way for Harborough pubs to work together to create a safer environment for our customers. Along with all the other benefits the BID will bring it will reduce our costs for participating in this scheme.”

Together we can



Team Harborough...

Together we can drive down the cost of doing business

PROJECT 3: Budget £88,000 – for a BID term of 5 years

The fundamental purpose of Harborough BID is to support local businesses and to find ways to ensure that they are sustainable and have competitive advantage. We recognise that in this difficult economic climate we need to do more than just events and projects that will increase footfall. Therefore our third project is focused on providing cost savings for BID businesses.

The Harborough BID will use the collective power of Harborough BID businesses to establish collaborative procurement initiatives which will drive down the cost of doing business by reducing your everyday bills.

The Harborough BID Team will work for you to provide:

- Free recycling for paper and cardboard
- Reduced utility bills
- Reduced insurance costs



Martin Hill

Partner / Bray & Bray Solicitors

“My business will have an opportunity to **save money** through collective purchasing through the BID; but over and above the direct benefit, my business does better when the wider business community in the town centre prospers, and I am excited about having the opportunity to join with other businesses in investing in our town”

“The fundamental purpose of Harborough BID is to **support local businesses** and to find ways to ensure that they are sustainable and have **competitive advantage**.”





Team Harborough...

Together we can advocate and lobby
for your business interests

PROJECT 4: No specific budget as these activities will be undertaken by the BID manager

The BID area will include over 350 businesses, the BID team will be working for you to deliver projects and services but also to provide an opportunity for you to voice your opinions as a collective group.

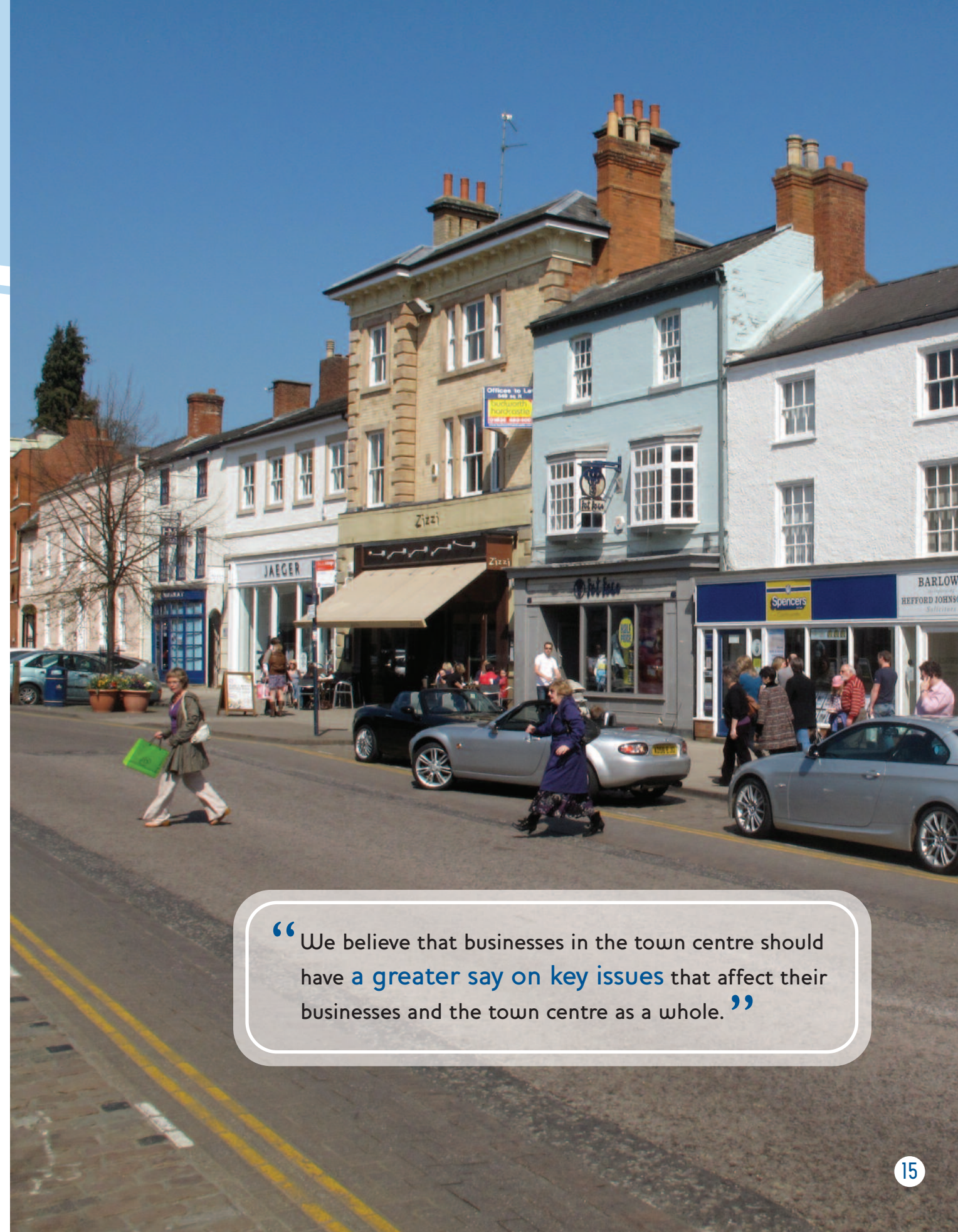
We believe that businesses in the town centre should have a greater say on key issues that affect their businesses and the town centre as a whole. By working together with our BID levy payers and other groups such as the Chamber of Trade we can provide a strong and co-ordinated voice for businesses.



Phil Shepherd

President / Market Harborough
Chamber of Trade & Commerce

"The Chamber Committee recognises the value of the funding put into place to explore the opportunity of a BID, and allocated funds to support the process. I can see the benefits to the businesses in their acting collectively to make **improvements to their trading environment**, and to come out of the recession stronger as a result."



"We believe that businesses in the town centre should have **a greater say on key issues** that affect their businesses and the town centre as a whole."



Finances

Every business listed on the National Non Domestic Rates list (NNDR) on the date of the 31st December 2010, within the BID area defined by our BID map, will have the opportunity to vote for the Harborough BID with the exception of exempt businesses (businesses with a RV less than £4,000 will be exempt from paying the BID levy). Businesses that aren't required to pay the BID levy are not eligible to vote. However, these businesses can make a voluntary contribution. These businesses will be exempt because the cost of collecting the levy from them outweighs the income generated and we want to ensure the BID offers value for money.

Exemptions will also include hereditaments that are occupied wholly or mainly by a charity as office accommodation for the charitable purposes of that charity or of that and other charities (this exemption may apply, for example, to offices occupied by charities such as Citizens Advice Bureau).

With the exception of hereditaments outlined above who will receive exemptions, no individual hereditament within the BID area will be disregarded or exempted from the BID levy.

There will be no reduction to the BID levy. Exemptions, relief or discounts prescribed in the Non-Domestic Rating (Collection and Enforcement) (Local Lists) Regulations 1989 made under the Local Government Finance Act 1988, will not apply. Those responsible for unoccupied and part occupied hereditaments will be liable for the full BID levy.

Harborough BID 5 year budget and costs

Activity	Year 1	Year 2	Year 3	Year 4	Year 5	Total
INCOME						
BID Levy*	£154,000	£154,000	£154,000	£154,000	£154,000	£770,000**
EXPENDITURE						
Project 1 - Market Harborough Own Label	£45,000	£40,000	£40,000	£40,000	£40,000	£205,000
Project 2 - Cost Reduction	£20,000	£17,000	£17,000	£17,000	£17,000	£88,000
Project 3 - Town Centre Experience	£48,000	£61,000	£61,000	£61,000	£61,000	£292,000
Staff & Overheads	£33,000	£28,500	£29,000	£29,500	£30,000	£150,000
Contingency	£8,000	£7,500	£7,000	£6,500	£6,000	£35,000

* Retail charities will be liable for the full BID levy but non-retail charities will be exempt, please see the explanation above for full details.
** This figure is based on the NNDR list as of April 2010.

Alterations of BID arrangements

The BID levy rate or the BID area cannot be altered without another ballot.

The duration of the BID, five years, is likely to mean that circumstances and conditions will change which will affect the business plan and projects. In such cases the Harborough BID may alter projects to reflect these changing circumstances and conditions. It will do so in consultation with businesses and the public agencies. The exact nature of the consultation will be agreed by the Harborough BID Board of Directors.

How much will you pay?

If the BID ballot is successful every eligible business will pay an annual levy of 2% of their rateable value based on the NNDR list as of the 1st of April every year of the BID. The BID levy will be payable by the liable party. Where the liable party changes during the course of the financial year, the BID levy will be apportioned accordingly and calculated on a daily basis.

Please refer to the table on page 7 for details of how much you can expect to pay per annum.

Where a property is taken out of rating (e.g. due to demolition or due to a split or merged assessment), the BID levy will be due up to the day before the effective date of the removal from the Rating List and the annual BID levy will be apportioned accordingly.

Where a new assessment is brought into the Rating List (e.g. a newly erected property or a property resulting from a split or merger), the BID levy will be due on the new assessment from the effective date of the entry in the Rating List and the annual BID levy will be apportioned accordingly.

The BID levy will be collected by Harborough District Council on behalf of Harborough BID and transferred to the BID to be spent in accordance with the BID Business Plan. The BID levy is controlled and managed by the businesses that pay the levy and will bring in £154,000 every year for a 5 year period, investing over £750,000 in your town centre over a 5 year period.

Harborough BID will constantly be looking for other sources of additional income through grants, commercial enterprise and sponsorship to supplement the BID income and generate even better value for businesses in the BID area.

Together we can



Projects developed from your ideas

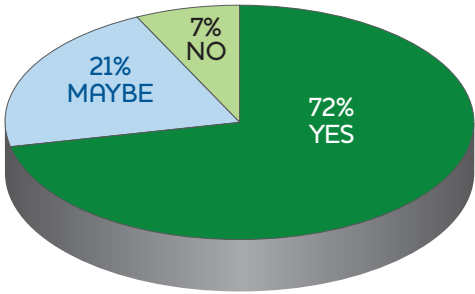
How did we decide on our projects?

In order to identify projects and services for the BID Business Plan that will benefit businesses we carried out extensive consultation with the business community, which included:

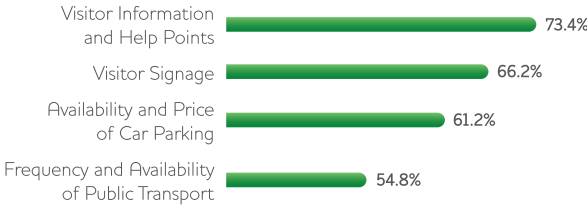
BID workshop – A presentation by BID experts, attended by more than 40 businesses from the BID area. Businesses were very positive and enthusiastic and there was overwhelming support from those present for us to develop a BID proposal to put to local businesses.

BID business surveys – A business questionnaire was circulated to all the businesses within the BID study area asking them for their priorities with regards to improvements they would like to see in the town centre that would make a difference to their business. We received over 110 responses and the results were then distributed to the businesses in the August BID newsletter.

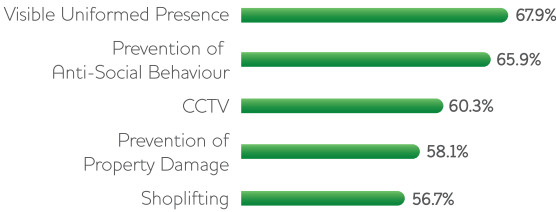
BID business meetings – Businesses were invited to a series of meetings held over 3 weeks at various times of the day to help explain the BID concept and discuss potential projects. After the discussion businesses were asked “based on what you have had heard so far would you vote to support the Harborough BID?”



Top priorities for improvement of Accessibility are:



Top priorities for improvement of Safety and Security are:



Top priorities for improvement of cleansing are:



Face to Face meetings – The BID Manager personally met with over 200 businesses to discuss the Harborough BID and the potential projects that businesses would support in their Business Plan. Members of the Task Force have also met with many of the businesses to discuss their issues and their project suggestions.

Chamber of Trade – We have engaged with many businesses through the Chamber of Trade and have been invited to talk to their members about the BID proposals on several occasions. This has provided us with vital feedback from the businesses, which we have taken into account in our Business Plan.

HART & Pub Watch – We have spoken to HART & Pub Watch to make sure that they are aware of the Harborough BID proposals and are able to inform their members and pass on any suggestions or information on their members’ views to us.

As well as consulting with the businesses our aim has been to provide you with as much information as possible to be able to make an informed decision about whether a BID is right for Market Harborough. In order to do this we distributed regular newsletters with updates on progress and consultation, factsheets with further information and details on the BID proposal and general information. The website www.harboroughbid.co.uk is updated regularly and all of the literature and information that has been handed out to the businesses is available on the site.

Other BIDs – We have been in contact with and visited many other BIDs around the country to see what works elsewhere for businesses and what could be suitable for Market Harborough. We have been in contact with BID 4 Bury, Stratford, Bedford BID, Rugby BID, Daventry BID, Winchester BID, BID Leamington and Camden Town Unlimited.

Regional/national networking – Harborough BID successfully applied to be a participant in the East Midlands BIDs Academy. As a result of this successful application we have been working closely with 5 other developing BIDs in the region Coalville, Gainsborough, Loughborough, Melton Mowbray and Wellingborough and the National BIDs Advisory Service.

Together we can



Governance

Harborough BID will be a not for profit, independent, private limited company. Harborough BID will have its own Board of Directors, maximum number 16, who will meet six weekly to oversee the delivery of the business plan, projects and the efficient running of the company. The Board of Directors will be elected by the levy paying businesses in the Harborough BID area and will consist of representation from the following sectors:

Business (12 places)	Others (4 places)
Large Retail	Leicestershire County Council
Independent Retail	Leicestershire Police
Commercial	Harborough District Council
Leisure	Executive Director
Property Owner	

They will be assisted by independent marketing and communication and legal and financial representation. Commencement & Duration if the BID proposal for Harborough BID is successful will be from 1 May 2011 until 30th April 2016. Before this period has ended, Harborough BID may choose to seek renewal of the BID, again by a BID ballot.



How will you know the BID is working?

We believe it is not enough just to deliver our BID projects - it is important that we measure the impact of our work and the benefit this brings to you the levy payer. We will therefore measure each individual project and publish information on a yearly basis, showing what has been achieved. This will include facts and figures and the take up of schemes such as Harborough BID vouchers, the Loyalty Card initiative, as well as recording footfall generated by events. Beyond this we will also monitor your views and experiences of the BID.

Key Performance Indicators

- 1. Footfall research** – Harborough BID will measure footfall at all events that it delivers to monitor the increase in customers
- 2. Annual survey of all BID levy payers** – with your participation, we will find out your views on how the BID is performing
- 3. Project data** - all vouchers redeemed, loyalty cards used etc will be recorded and the figures will be made available to the levy payers

What benefits can you expect?

- Increased footfall in the town centre leading to more sales
- Increased profile of Market Harborough providing PR opportunities for the town
- Greater involvement in your town with a ‘voice’ and a collective budget to make things happen
- Reduced costs – collective buying and marketing power
- A more vibrant town centre for all businesses to work in whether they are retail or not
- Sustained investment over a 5 year period

Together we can



“The BID Task Force have input into all aspects of the development of this BID proposal, giving up time from their businesses to do so. I would like to take this opportunity to thank them for all **their hard work** and **support.**”

– Luke Crane / BID Development Manager

The BID Task Force

In early 2010 a partnership of local businesses came together to form a Task Force of representatives for the town centre. The group have met monthly to oversee the development of the BID. The BID Task Force will form the interim Board for the BID to allow time for elections to take place.

Vice Chair Neil Holman, George Halls Cycle Centre – “I am supporting the BID because it helps local people and local businesses. Controlled by businesses in the BID area, we can address our concerns, ensure direct benefits to businesses and put on promotions which will draw in people not just from the local area but neighbouring towns and cities. With the right people behind the BID it can be a powerful asset to our town.”



Andrew Granger - Chair
Partner /
Andrew Granger & Co.



Neil Holman - Vice Chair
Partner /
George Halls Cycle Centre



Martin Hill
Partner /
Bray & Bray Solicitors



Jill Griffiths
Associate Partner /
Andrew Granger & Co.



Rebecca Holbrough
Symitry IT North



Deborah Pickering
Market Harborough
Building Society



Melanie Wisher
Sainsbury's



Matthew Bradford
Head of Service /
Harborough District Council



Chris Sewart
Harborough Improvement Team



Luke Crane
BID Development Manager /
Harborough BID