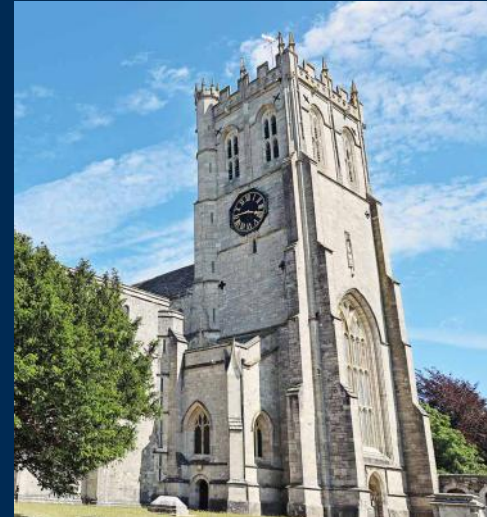


Christchurch Business Improvement District Business Plan 2021-2026



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“

Although not based within the core centre of town, we are hugely proud to be a Christchurch business and feel that these proposals can only benefit all businesses, as well as the visitors which we all attract to the town.

TIM LLOYD, CAPTAIN'S CLUB HOTEL & SPA

Foreword by the Chair of the Christchurch BID Development Board



We all love the magic of Christchurch. Business owners, residents and visitors alike are proud of this vibrant, prosperous town with excellent amenities, an enviable heritage and an enduring community spirit. However, despite all of our numerous advantages, we have been significantly affected by the impact of the recent pandemic and that is one of the reasons for the proposal of a plan such as this – a jointly agreed set of key priorities for our town to enact as we move forwards.

Our aim now is to find the way for Christchurch town centre to thrive – to bring footfall and businesses into the town centre to enjoy all that the town offers – the sense of community, the quality and variety of both independent and national retailers, the vibrant markets and food festivals, the high quality of the places to eat and drink for even the most discerning Foodie, the culture on offer at the Regent Centre theatre, the deep heritage, amazing scenery... the list can go on and on.

The past 18 months have arguably presented some of the biggest challenges that our town centre businesses have ever faced and it is therefore considered to be more critical then ever for us all to pull together, pool our resources, help each other and go on to achieve great things.

With such strong foundations to build on, the Christchurch BID can play a vital role in facing the challenges and taking the town forward on the next step in its story. The aim is clear – make Christchurch town centre the best place to shop, to eat, to walk, and to spend well-earned quality time.

Over the last 2 years, we have consulted with the local business community about the BID, about suggestions for projects and where they feel the money should be spent. The Business Plan is built on these suggestions. Now is our chance to turn the ideas into solid action.

Establishing the BID will bring in over £600,000 of funds over the next 5 years for us, as business owners, to spend on Christchurch town centre, through the projects set out in the Business Plan. Projects that are business-led and focused solely on making a difference to the town centre businesses. Our website, at www.christchurchbid.co.uk provides lots more information.

Town centres are changing – Covid, changes to consumer spending and the rise of internet trading are all affecting our town centre businesses. We need to ensure that Christchurch rises to these challenges and shines in the face of the increased competition.

For the BID to be successful it must be voted in by the local businesses liable for the potential levy. Your ballot paper will be on the way to you soon, so please look out for it.

Please vote **‘yes’** and let’s work together to create a better, brighter Christchurch, the real jewel in the local area crown.



Lucy Filer
Chair, Christchurch BID Development Board



What is a BID?

A BID is a business-led and business funded body formed to improve a defined commercial area. Businesses in this area are consulted and listened to, which means that they have a genuine voice to decide and direct what improvements they want for the area.

There are more than 320 BIDs already operating across the UK, with the majority focusing on town or city centres and the benefits they have brought about include increased footfall, improved marketing, more events, better security and an enhanced streetscene – all of which lead to higher business turnover. BIDs are also proven to deliver specific benefits to businesses in many other ways.

A BID is funded by businesses paying a small proportion of their business rateable value towards the BID. This money is then ring-fenced for use only in their BID area, unlike Business Rates which are re-distributed by Government. A BID can only be formed if a successful ballot takes place – where the majority of businesses vote to adopt the Business Plan which they have developed.

The maximum term for any BID is 5 years and, if businesses wish, a further 5-year term could subsequently be proposed and be taken to ballot – and we believe that recent circumstances make a BID for Christchurch even more essential for the coming years.



“
We are pleased to support an initiative which we consider will encourage both economic growth and development and make our already attractive town centre a truly great place to be.
SUZANNE KADZIOLA, WILLIAMS THOMPSON SOLICITORS LLP

Progress to this point

This plan has not happened by accident and has involved a number of activities over the past 2 years or so, with every stage of what you see being driven and shaped by Christchurch businesses.

Activities have included:

FEBRUARY 2019
Publication of a Feasibility Study, which involved detailed business consultation and concluded that a BID should be developed further

JULY 2019
Award of BID loan funding to take the BID proposals to the Development stage

OCTOBER 2019
BID Development stage began

MARCH 2020
Reporting of detailed business survey information, which was completed by approximately 33% of businesses and continued to show pronounced support for a BID

ENFORCED BREAK
Due to the emergence and effects of Covid-19 during which the BID steering group continued to meet virtually and support businesses wherever possible

MAY 2021
Extensive business consultation

AUGUST 2021
Launch of Business Plan, following extensive further business consultation

A series of business information sessions and workshops

Formal notifications to the Council and the Secretary of State

Distribution of business information sheets

Information updates via www.christchurchbid.co.uk

A comprehensive series of one to one business meetings

Extensive social media activity

Contact with the Head Offices and Regional Managers of national businesses

A summary of the proposals

Your opportunity to make a difference

Especially in light of recent events, businesses have decided that Christchurch needs to remain economically competitive and attract more visitors & customers into the town centre, and agreed to work together to deliver a plan to achieve that. This is your opportunity to vote to invest over £600,000 of additional revenue into Christchurch over the next 5 years.

Funding the proposals

- The BID would be funded by a 1.75% levy on the rateable value of all eligible businesses within the proposed BID area. This would be reduced to 1.3% for tenants of a managed centre who are subject to a service charge
- Small businesses, with a rateable value of less than £5,000, will be exempt from the levy but may choose to benefit from the BID by making a voluntary contribution if they wish
- The levy has been carefully calculated to provide the required funding to deliver the range of improvement projects that businesses have identified for Christchurch
- For the average business, the cost of the BID levy will be less than the price of a cup of coffee per day, but collated together with other businesses, results in a significant fund that means projects can be realised

The ballot

- As required by law, a postal ballot of all eligible listings within the proposed BID area will take place
- Ballot papers will be posted on 2nd September 2021 and voters will have until 5pm on 30th September 2021 to return their vote
- If the ballot is successful, the levy will become mandatory on all eligible businesses within the BID area
- A successful ballot is achieved if more than 50% of votes cast supporting the formation of the BID and these supportive votes also comprising more than 50% of the total rateable value of the votes cast
- In the case of a successful ballot, The BID would then begin to operate from 1st November 2021 for 5 years until 31st October 2026

BID management & operations

- The BID would be run by a Board of Directors, all of whom would represent businesses from the private sector or organisations paying the BID levy. Members of Christchurch BID elect their Board of Directors
- The Board of Directors are responsible for the delivery of projects, ensuring that they are delivered on time, in budget and to the highest standards possible
- The Board would be professionally run and would operate with openness, transparency and inclusivity



“
I am extremely proud of Christchurch and know the challenges of operating an independent business. This is a major opportunity for us all to work together for the combined good of our businesses and of our town.
FI HERBAGE, KIMMERIDGE

The BID Steering Group

The projects within this plan have been developed by the following key group of Christchurch businesses and organisations who have been meeting monthly since October 2019 to develop this plan.



TIM LLOYD
CAPTAIN'S CLUB
HOTEL & SPA



IAN PENNY
CHRISTCHURCH PRIORY



SUE SPITTLE
CHRISTCHURCH TOWN COUNCIL



LUCY FILER
FILER KNAPPER



FIONA KNIGHT
FRETTENS SOLICITORS



ANDREW BARFIELD
GERVIS



FI HERBAGE
KIMMERIDGE



FRAN MATHEWS
MATHEWS SHOES



JOE LI
THE REIGN JEWELLERS



PETE BROWN
WAITROSE & PARTNERS



SUZANNE KADZIOLA
WILLIAMS THOMPSON
SOLICITORS LLP



SIMON NEWPORT
YELLOW BUSES

All of the following have also regularly attended Steering Group meetings:

- Councillor Phil Broadhead, BCP Council
- Nicky Watson, Castles Home Hardware
- Jennie Simpson, Christchurch Library
- Lee Price, Saxon Bar
- Adrian Simmons, Studio 56

Key business feedback

Business feedback has been the bedrock of this plan and has included the following:

Background

During the survey phase, we received 88 responses from businesses and organisations, which exceeded the original target of 75 by 17%. The main findings of the survey are as follows.

Projects

The projects which the survey respondents wish to see enacted are as follows and are listed in priority order.

1

Car parking discounts

2

Improving the appearance of empty shops

3

Marketing & promotion to project the town to a far wider audience

4

Projects to encourage investment into Christchurch

5

Car parking arrangements to provide additional spaces

6

More major town centre events or festivals

7

Schemes to save businesses money on their overheads

8

Social media campaigning

9

Increased floral planting or landscaping

10

New seasonal events, including more Christmas activities

11

Visitor website

12

Business to business communication

13

Street cleansing & washing, including chewing gum removal

14

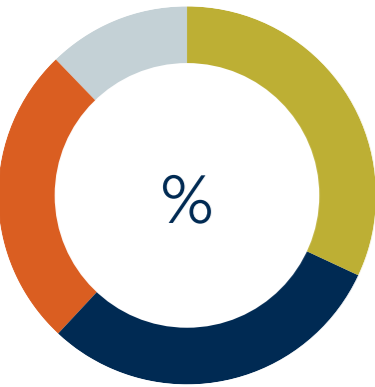
Town centre Wi-Fi for visitors

15

Physical improvements to paving, landscaping or street furniture

Perceived impact of a BID

The respondents consider that a BID would have a significant impact on the town, as indicated by the following responses to the question:

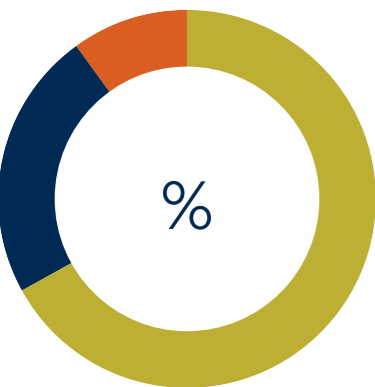


HOW FAR DO YOU THINK THE TOWN MIGHT BENEFIT FROM THE ADDITIONAL SPEND FROM A BID?

- 32% Quite a lot
- 30% Somewhat
- 26% Hugely
- 12% Not at all

Willingness to be within a BID boundary

The majority of respondents consider that they would wish to be situated within a BID area, as indicated by the following responses to the question:



DO YOU THINK THAT YOUR AREA OF THE TOWN CENTRE SHOULD BE INCLUDED WITHIN THE BOUNDARY OF A BID IF ONE IS CREATED?

- 67% Yes
- 23% Undecided
- 10% No

Benefits for every business & organisation

Christchurch BID would cover our core town centre, which has a broad mix of businesses which will benefit in different ways with different projects. Here are just a few examples of how a BID would benefit each sector in every location of our town:

Independent and national retailers

- Detailed insights into local trading factors and conditions
- Collaboration over seasonal trading campaigns & initiatives
- Increased customer footfall and longer dwell-time
- A greater sense of place and what Christchurch offers - inviting residents and visitors into town
- Promotional campaigns to highlight the range of specialist retailers in the town
- Reductions in retail crime & stock loss

Leisure and hospitality operators


- Campaigns and initiatives to highlight the breadth of the leisure and hospitality offered by independent and national operators
- Engaging and inviting events to increase footfall into Christchurch
- Projects to improve the evening economy

Professional and corporate sector

- Improved connections between businesses with opportunities to build business relationships through networking
- The opportunity to promote products & services to neighbouring businesses via BID information sheets and other communications
- A cleaner, safer and more vibrant area for both staff and clients
- A greater opportunity to recruit & retain employees as our town is seen as a vibrant, attractive and safe place to work
- A collective voice on key business issues - proven to influence policies with key stakeholders

The community

- A cleaner, safer, more secure town centre, attracting more frequent, longer visits
- More activities and entertainment within Christchurch, increasing our sense of community
- Greater employment prospects delivered through thriving businesses within a thriving town
- An enhanced sense of local pride and connection to our town



“

I am very excited about the prospect of a BID in Christchurch. Having been a member of the Steering Group since the start of the process, I am more convinced than ever that the town simply cannot do without the range of improvements within this Business Plan.

PETE BROWN, Waitrose & Partners

Some of the Christchurch BID supporters



BCP COUNCIL



CAPTAIN'S CLUB
HOTEL & SPA



CHRISTCHURCH CHAMBER
OF TRADE & COMMERCE



CHRISTCHURCH
PRIORY



CHRISTCHURCH
TOWN COUNCIL



FILER KNAPPER
Chartered Accountants
Business Advisers & Tax Consultants



FRETTENS SOLICITORS



GERVIS



KIMMERIDGE



MATHEWS SHOES
footwear specialists
Est. 1957



THE REIGN
JEWELLERS



TWO RIVERS REFILL
ZERO WASTE SHOP



WAITROSE
& PARTNERS



WILLIAMS THOMPSON
SOLICITORS LLP



YELLOW BUSES

The projects

We have deliberately invested much time and energy into detailed research on what businesses want and need and in listening to your feedback. Spending time reviewing the results of this research has directly shaped the plans within this proposal, consisting of prioritised activities which businesses have endorsed as important to Christchurch. Recent feedback from businesses has further reinforced the collective view, as we emerge from the pandemic, that Christchurch needs a robust plan.

We have carefully selected the projects we'd like to deliver over the next five years so that collectively they positively impact on all businesses. The Christchurch Business Plan is a huge opportunity for businesses to take ownership in enhancing the trading conditions in and around Christchurch and, importantly, everything being proposed is in addition to what already takes place – so this plan would improve current services, not subsidise or replace them.





“
Although not a retail business, we believe that the BID is the best way for Christchurch to ensure the future of the town and we also think that the range of improvements would provide a much better place for our staff and clients.
MATTHEW FRETTEN, Frettens Solicitors



“

Christchurch has so much to offer and we are confident that the BID would really help us fulfil our combined potential in the coming months and years.

IAN PENNY, CHRISTCHURCH PRIORY



THEME ONE

Christchurch ENHANCED

Businesses have prioritised:

- Car parking discounts
- Improving the appearance of empty shops
- Car parking arrangements to provide additional spaces
- Increased floral planting or landscaping
- Street cleansing & washing, including chewing gum removal
- Town centre Wi-Fi for visitors
- Physical improvements to paving, landscaping or street furniture

So Christchurch BID would:

Introduce a number of new and ongoing measures to improve the appearance of the town centre, so creating a much more attractive place to visit. To include:

- Lobbying for reductions in car parking charges during key periods and working to introduce systems for businesses to subsidise customer parking costs
- Introducing window vinyls and other measures to improve the appearance of any long-term vacant units, whilst also working to provide temporary and permanent uses for them
- Working with local and regional partners to encourage the creation of additional visitor car parking capacity
- Funding the introduction of new floral and landscaping features throughout the town centre
- Working with local and regional partners to ensure the efficient flow of vehicle traffic in the town, especially with regard to the Fountain roundabout
- Making much more of the range of heritage features and history of the town – including enacting both physical & electronic heritage trails, walking tours and refurbishing the blue town centre heritage plaques
- Employing or commissioning services to take the cleanliness and appearance of the town centre to the next level and to address any problems as reported by individual businesses
- Introducing improved town centre Wi-Fi
- Working with partners to ensure and fund improvements to the appearance and maintenance of paving & street furniture in prominent town centre locations

Budget £199,522 over five years

THEME TWO

Christchurch ANIMATED

Businesses have prioritised:

- More major town centre events or festivals
- New seasonal events, including more Christmas activities

So Christchurch BID would:

Ensure that new events & street entertainment are developed specifically for the town centre and that businesses benefit more from existing events. To include:

- Creating an annual package of regular additional street entertainment, music and street theatre across all parts of the town so that Christchurch becomes renowned as a vibrant place for visitors to enjoy throughout the year
- Developing strong links to the heritage of the town in curating an annual package of events to attract more visitors
- Creating a focused programme of events & street entertainment to cover the Christmas period
- Working with local partners to ensure that town centre businesses capitalise more on the existing events which take place within the town
- Helping to attract a wider and more varied range of stalls to the existing street markets
- Establishing a series of trails to ensure that visitors are encouraged to explore all areas of the town centre, so spreading footfall more evenly across the town
- Ensuring that promotional activities focus on attracting more visitors to Christchurch events

Budget £94,587 over five years



THEME THREE

Christchurch PROMOTED

Businesses have prioritised:

- Marketing & promotion to project the town to a far wider audience
- Projects to encourage investment into Christchurch
- Social media campaigning
- Visitor website
- Business to business communication

So Christchurch BID would:

Develop a compelling & co-ordinated strategy to take the marketing & promotion of the town to the next level. To include:

- Organising key promotions around the key strengths of Christchurch, particularly focusing on our town centre businesses
- Ensuring that the impact of all BID initiatives is measured, to include new footfall counters and measures to assess the impact of a range of digital marketing activities
- Enacting social media campaigns to promote individual businesses within the town centre and collectively market our fantastic retail, hospitality and leisure offer
- Supporting and holding local partner organisations to account over an improved range of joined-up tourism activities
- Creating specific campaigns to increase footfall during currently quieter trading periods and target areas where we consider that we can generate more incoming visitors
- Establishing and co-ordinating strong social media campaigns to promote the town
- Projects with local, regional & national partners to pool ideas & resources and to avoid conflict or duplication
- Developing a business to business website to significantly increase trade between town centre businesses to retain local spend wherever possible
- Creating a focused Christchurch brand to underpin varied marketing & promotions
- Building a library of quality photos for our businesses and partner organisations to use to promote the town
- Working with partners to collaboratively develop and operate a single town centre website to promote the town in a co-ordinated manner
- Carrying out regular market research to establish how locals & visitors to the town think our image could be improved

Budget £111,366 over five years

THEME FOUR

Christchurch SUPPORTED

Businesses have prioritised:

- Projects to encourage investment into Christchurch
- Schemes to save businesses money on their overheads
- Business to business communication

So Christchurch BID would:

Ensure that everything the BID does is designed to support and develop businesses in Christchurch and create a strong local business community. To include:

- Working with local and regional partners to encourage appropriate investment and development in the town centre
- Providing all businesses with associate membership of the Christchurch Chamber of Trade & Commerce so that they qualify for a range of services, including training, networking and professional support
- Enacting a business crime reduction initiative to ensure that Christchurch businesses are protected from crime and are part of a robust and conurbation-wide system to prevent business crime
- Supporting and holding local partner organisations to account on matters which are important to Christchurch
- Introducing a group purchasing system to save businesses money on the costs of energy, insurance, telecoms and waste disposal
- Producing and distributing regular updates to local businesses, to include information on the economic performance of the town
- Recruiting a BID Manager, who would report to the BID Board, to professionally oversee the work of the BID to the highest possible standards
- Creating the very robust ability to champion and represent Christchurch town centre business views
- Ensuring, wherever possible, that we recycle the local pound by selecting town centre businesses to support BID projects

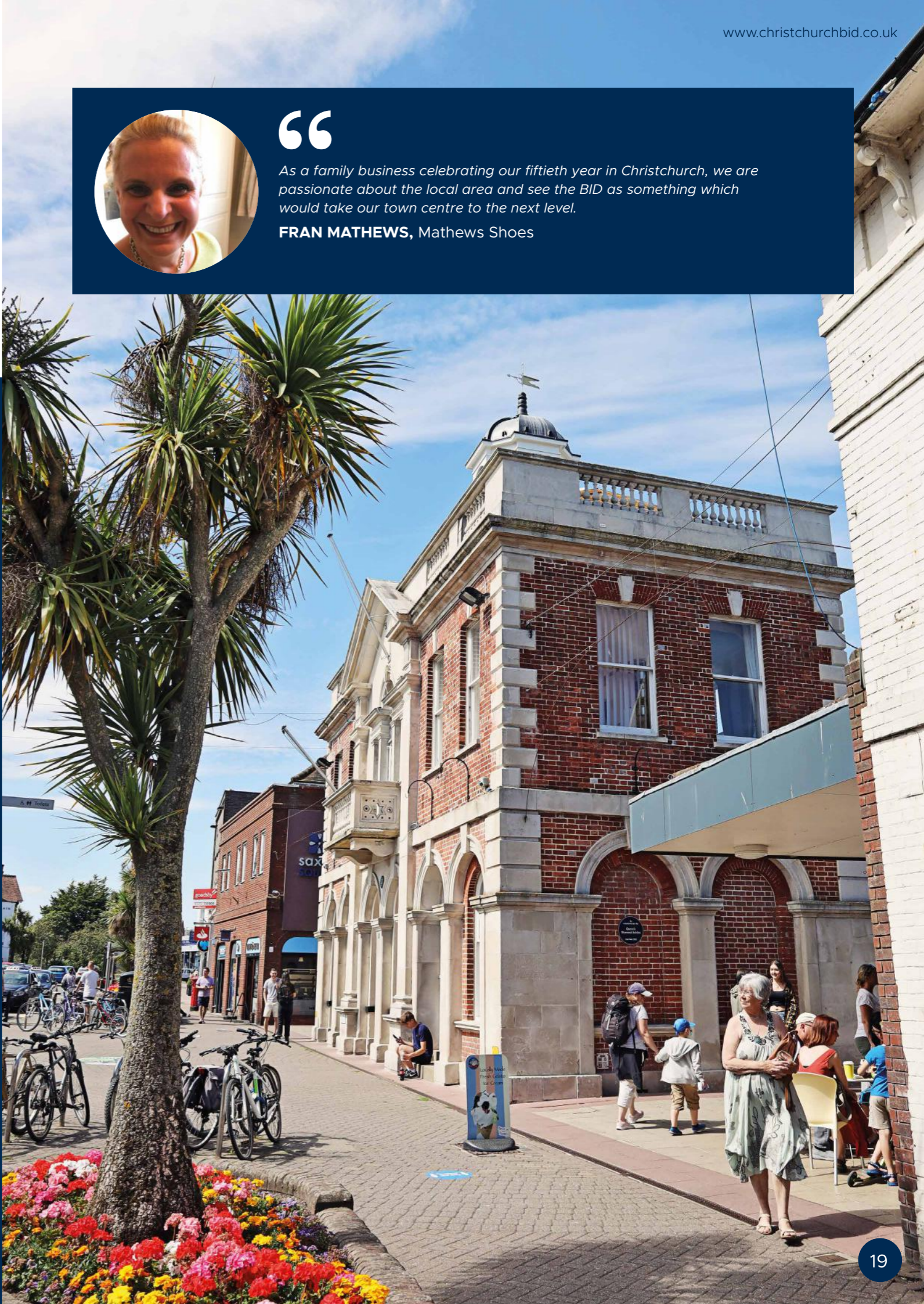
Budget £94,587 over five years



“

As a family business celebrating our fiftieth year in Christchurch, we are passionate about the local area and see the BID as something which would take our town centre to the next level.

FRAN MATHEWS, Mathews Shoes



The budget

The following table summarises the proposed BID budget for the next 5-years and this has been developed to reflect all industry guidelines and national best-practice.

INCOME							
Outline budget 2021-26	1st November 2021-31st March 2022	1st April 2022-31st March 2023	1st April 2023-31st March 2024	1st April 2024-31st March 2025	1st April 2025-31st March 2026	1st April 2026-31st October 2026	Total
BID levy income	£51,875	£124,500	£124,500	£124,500	£124,500	£72,625	£622,500
Confirmed additional contributions	£2,100	£5,000	£5,000	£5,000	£5,000	£2,900	£25,000
Total income	£53,975	£129,500	£129,500	£129,500	£129,500	£75,525	£647,500

EXPENDITURE							
Christchurch ENHANCED	£15,438	£39,087	£39,191	£39,296	£42,500	£24,010	£199,522
Christchurch ANIMATED	£7,334	£18,566	£18,616	£18,665	£20,000	£11,406	£94,587
Christchurch PROMOTED	£8,492	£21,498	£21,555	£21,613	£25,000	£13,208	£111,366
Christchurch SUPPORTED	£7,334	£18,566	£18,616	£18,665	£20,000	£11,406	£94,587
Levy collection costs	£8,872	£6,387	£6,387	£6,387	£6,387	£6,387	£40,807
Central operational costs	£4,005	£9,613	£9,613	£9,613	£9,613	£5,608	£48,065
Development loan repayments	£0	£9,783	£9,522	£9,261	£0	£0	£28,566
Contingency & reserves	£2,500	£6,000	£6,000	£6,000	£6,000	£3,500	£30,000
Total expenditure	£53,975	£129,500	£129,500	£129,500	£129,500	£75,525	£647,500

- Notes**
- 1. Annual levy collection costs have been calculated at £30.12 per unit which is within the industry maximum guide of £35 per unit.
 - 2. Central operational costs include administration, office and central overhead costs.
 - 3. Management costs, calculated at £35,000 per year, have been applied equally across all four project headings.
 - 4. Contingency has been set to account for a predicted 95% levy-collection rate.

Potential additional revenue

The bulk of BID income is derived from the business levy, with a prudent anticipated collection rate of 95%, however, in addition to this:

- 1. We consider that the Christchurch BID would generate at least an additional 10% of income to that stated above by the end of its first 5-year term, so creating an additional 10 pence for every pound invested by businesses.
- 2. To account for inflation, and at the discretion of the BID Board, the annual levy may be increased each year from year two, by a maximum rate of no more than the prevailing Consumer Price Index.

We have adopted a prudent financial approach to both of the above and have not accounted for them, although estimate that they would provide a combined additional income to that shown of approximately £87,500 over the life of the BID.

Management & governance

If the ballot is successful, it is proposed that we establish an elected Board of approximately 14 volunteer company Directors, drawn from levy-paying organisations to create a representative, business-led group. This Board would oversee the financial, managerial and operational activities of the BID.

The majority of members of the Board would come from private-sector organisations. In order to retain a strong business focus, and to ensure Christchurch BID is always business focused, the Chair would always be a private-sector member. Christchurch BID, as a company, would be limited by guarantee, which limits the liability of Directors and member businesses.

We anticipate that the proposed board composition would be as follows



Meeting six times a year to review management and financial reports, the Board of Directors would be fully accountable to BID levy payers. Key issues, along with progress towards the Christchurch Business Plan targets would be communicated regularly to levy-payers by the Board.

All BID levy payers would be entitled and welcome to attend meetings of the Board to raise any matter.

Following industry best practice is important to Christchurch BID and as such the Board would:

- Be subject to independent, accredited, external scrutiny which would lead to the production and submission of an Annual Report, annual accounts and the submission of statutory financial and legal returns
- Produce regular updates to BID levy payers, including publishing an Annual Report
- Facilitate the rotation of Board representatives as required, with a proportion of the Board standing down each year and elections to replace the vacant positions

The BID ballot

Legally all BIDs need to be established via a ballot of eligible business and the vote is conducted entirely by post over a 28 day period.

The ballot papers will be sent to either the tenant of the business or the landlord (in the case of vacant units), within the BID boundary and Civica Election Services will be carrying out the following voting process.

2nd September 2021	Ballot papers issued
30th September 2021	Ballot day – the last day by which votes must be received
1st October 2021	Result announced

For the BID proposal to be successful, there are two requirements which must be met:

1. A majority of those who vote must have voted in favour
2. The total rateable values of those who vote yes must exceed that of those who voted no.

The BID levy

The cost of the levy for each business is a percentage of its rateable value and so is based on the size and location of your business premises. The proposed cost of the levy should be considered by all businesses as an investment that will drive value collectively to all BID members. As an individual investment, it is a relatively small sum, but when it's combined with all the other contributions from BID members, the total provides a considerable budget that is spent entirely in the centre of Christchurch over five years.

Businesses in Christchurch have indicated that they would support a levy of 1.75% and this means that the BID would only cost your businesses the following amount:

Small business with a rateable value of £10,000. Daily cost 48 pence

Medium business with a rateable value of £45,000. Daily cost £2.16

Large business with a rateable value of £90,000. Daily cost £4.32

Please note that any tenant of a managed centre who are subject to a service charge would pay a reduced rate of 1.3% to reflect the fact that their service charge covers some of the services which would be provided by the BID. This would be the case for tenants of Saxon Square Shopping Centre, for whom the following amounts would apply:

Small business with a rateable value of £10,000. Daily cost 36 pence

Medium business with a rateable value of £45,000. Daily cost £1.60

Large business with a rateable value of £90,000. Daily cost £3.21

You can calculate your proposed annual levy by simply multiplying your rateable value by 1.75% (or 1.3% if you are a tenant of a managed centre and subject to a service charge). If you're not sure what your current rateable value is, please contact the Valuation Office on 03000 501501 or visit www.gov.uk/correct-your-business-rates

We understand that for small businesses, this contribution is an additional investment in your business, but remember that any property with a rateable value of £5,000 or less would be exempted from paying the BID levy. Even if you are exempt from paying the levy, you would be able to join the BID as a voluntary member if you wish to do so, and if you did, you'd be able to participate fully in all BID initiatives. Landlords, property owners and institutions would also be invited to join the BID via voluntary contributions, which would then be spent on projects in the heart of Christchurch.

OVER 60% OF BUSINESSES WOULD PAY LESS THAN A POUND A DAY FOR THE BID

Keeping you informed and involved

Based on the Business Plan, Christchurch BID would establish a number of key performance indicators to measure the impact of our projects including:

- Measuring and reporting on a suite of town centre indicators, including sales performance, pedestrian footfall and vacant unit levels
- Sampling business opinion through surveys with a fixed percentage of BID businesses each year so that we can seek detailed feedback on your perception of the performance of the town and the BID
- Tracking how the perception of Christchurch is changing in the eyes of our visitors through conducting regular customer surveys
- Keeping members of the BID informed on both our progress and activities by producing and distributing an Annual Report
- Commissioning an independent mid-term review of all aspects the BID. Levy payers would then receive a report based on the findings

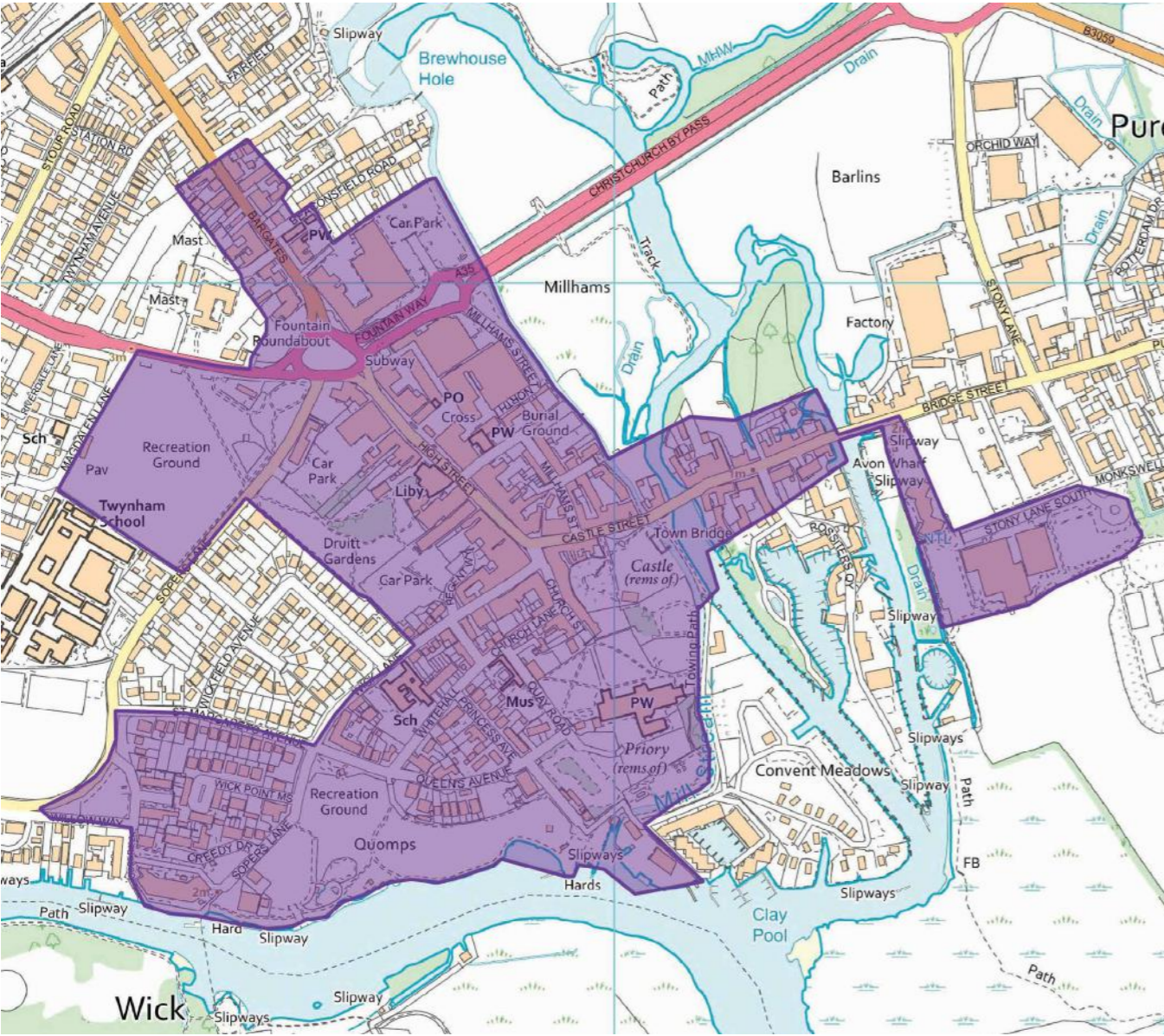
In addition to this, the BID would also communicate to all Christchurch BID businesses regularly through email bulletins, newsletters, social media, our website and frequent stakeholder meetings. At any time, one to one meetings could also be requested by BID members.

Proposed BID area

Following detailed consideration, it is proposed that the BID boundary should cover the area shown within the boundary line on the following plan.

The following streets therefore fall within the defined BID boundary for the purposes of the ballot and any subsequent levy process:

- BANK CLOSE
 - BARGATES
 - BARRACK ROAD
 - BEACONSFIELD ROAD
 - BRIDGE STREET
 - CASTLE STREET
 - CHURCH LANE
 - CHURCH STREET
 - CREEDY DRIVE
 - DUCKING STOOL LANE
- FOUNTAIN WAY
 - HIGH STREET
 - MILLHAMS STREET
 - MILLHAMS STREET NORTH
 - POUND LANE
 - PRINCESS AVENUE
 - QUAY ROAD
 - QUEENS AVENUE
 - REGENT WAY
 - SAXON SQUARE
- SILVER STREET
 - SOPERS LANE
 - ST MARGARET’S AVENUE
 - STONY LANE SOUTH
 - THE QUAY
 - WHITEHALL
 - WICK LANE
 - WICK POINT MEWS
 - WILLOW WAY



Council agreements

Not only have we consulted with local businesses, but in developing our BID proposal, we have carried out extensive consultation with BCP Council regarding our plans and they have consistently voiced their support for the BID project.

Specifically, we know that the cleanliness and appearance of our streets are important. We have worked with the Council in assessing the service levels that are currently provided by the public sector in the town and they have agreed that, as far as possible given the current national economic circumstances, they will maintain these throughout the five-year term of the BID.

We have also agreed a draft Operating Agreement, detailing the proposed arrangements for BID levy collection and this is available for viewing by any potential BID levy payer at www.christchurchbid.co.uk



“As both a town centre business and President of the Chamber, I fully support Christchurch BID. I know many businesses that have gained so much from BIDS in other areas such as Wimborne, Poole and Bournemouth over the last five years and I cannot wait to see the improvements that the Christchurch BID will bring to the local economy and consumer experience in the town.

ANDREW BARFIELD, GERVIS

Proposed levy rules

- 1. This is a first BID proposal to cover the period 1st November 2021 to 31st October 2026 inclusive and the BID would deliver services in addition to any public or private sector organisation.
- 2. All National Non-Domestic Ratepayers within the proposed boundary, as outlined within this Business Plan, would be liable to pay the BID levy, with the exception of 1) Any hereditament with a rateable value below £5,000, 2) Any School or 3) Any Day Nursery, all three of which categories will be exempt. In the event of any queries regarding exempted status, the BID Board would make the decision.
- 3. The annual BID levy is proposed at 1.75% of applicable rateable value payable in advance using the 2017 rateable value list, as updated on 1st October 2021 in year 1 and on 1st March in each subsequent year of the BID term. In the event of government revaluation, then the prevailing rating list would be used. The proposed billing periods are therefore as follows:

BID year	Billing period
1 (5 months)	1st November 2021-31st March 2022
1 & 2 (12 months)	1st April 2022-31st March 2023
2 & 3 (12 months)	1st April 2023-31st March 2024
3 & 4 (12 months)	1st April 2024-31st March 2025
4 & 5 (12 months)	1st April 2025-31st March 2026
5 (7 months)	1st April 2026-31st October 2026

- 4. Any tenant of a managed centre who are subject to a service charge would pay a reduced rate of 1.3% to reflect the fact that their service charge covers some of the services which would be provided by the BID. In the event of any queries regarding this status, the BID Board would make the decision.
- 5. The BID levy would be charged on a daily basis and invoices would be issued to the BID levy payer as liability arises.
- 6. In the event of a change of occupation within part of a year, or billing period, liability would be calculated and, if there is an overpayment, it would be refunded and the new occupier, or liable party, would be charged for the remainder of the year, or billing period, with immediate effect. No refunds would be given in respect of rateable value changes which affect past billing periods.
- 7. Any new hereditament entered in the rating list, within the BID boundary during a billing period, not exempt under the BID rules would be subject to the BID levy.
- 8. In year one of the operation of the BID, invoices would be issued on a pro-rata basis for 5 months to cover the period 1st November 2021 up to and including 31st March 2022. For the four subsequent years, invoices would be issued to cover the period 1st April up to and including 31st March. Final invoices would then be issued on a pro-rata basis for 7 months to cover the period 1st April 2026 up to and including 31st October 2026.
- 9. The liability for the BID levy on any eligible vacant premises, or premises undergoing refurbishment, would revert to the liable party as defined under prevailing Non-Domestic Rates legislation, with no void period.
- 10. The BID Board may exercise the ability to raise the BID levy on an annual basis for the duration of the BID, with such increases limited to the increase in the Consumer Price Index of the preceding year.
- 12. Non-Domestic Rate regulations would be used to collect any outstanding BID levy and any write-offs would be submitted to the BID Board for approval.
- 13. Voluntary BID contributors would be welcomed, although will not be entitled to vote in the BID ballot. Such voluntary contributions would be paid by separate agreement with the BID company.
- 14. It is proposed that £28,565 of the costs of developing this BID proposal would be recovered from levy receipts as full repayment of the BID loan funding which was awarded to develop this proposal.

More detailed information on the BID proposals is available at www.christchurchbid.co.uk

What if you vote no?

If the BID fails to gain the required level of support at the ballot, then the crucially important projects being proposed simply would not happen. Competition across our region is already strong and BIDs operating in locations such as Poole, Bournemouth (Town Centre & Coastal), Wimborne, Dorchester and, slightly further afield, Weymouth will continue to increase their appeal. If we fail to gain a vote in favour of forming a BID, the results will inevitably be a decline in sales and overall profitability for many of the companies trading in the BID area. Importantly, we would also lose the opportunity to emerge positively from the effects of the recent pandemic and would simply punch below our economic weight.

Specifically, Christchurch would fail to benefit from the following additional activities:



LOBBYING FOR REDUCTIONS IN CAR PARKING CHARGES DURING KEY PERIODS



FUNDING THE INTRODUCTION OF NEW FLORAL AND LANDSCAPING FEATURES THROUGHOUT THE TOWN CENTRE



MAKING MUCH MORE OF THE RANGE OF HERITAGE FEATURES AND HISTORY OF THE TOWN



DEVELOPING STRONG LINKS TO THE HERITAGE OF THE TOWN IN CURATING AN ANNUAL PACKAGE OF EVENTS TO ATTRACT MORE VISITORS



HELPING TO ATTRACT A WIDER AND MORE VARIED RANGE OF STALLS TO THE EXISTING STREET MARKETS



ENSURING THAT PROMOTIONAL ACTIVITIES FOCUS ON ATTRACTING MORE VISITORS TO CHRISTCHURCH EVENTS



ENSURING THE IMPACT OF ALL BID INITIATIVES IS MEASURED, TO INCLUDE NEW FOOTFALL COUNTERS & MEASURES TO ASSESS THE IMPACT OF A RANGE OF DIGITAL MARKETING ACTIVITIES



PROJECTS WITH LOCAL, REGIONAL & NATIONAL PARTNERS TO POOL IDEAS & RESOURCES AND TO AVOID CONFLICT OR DUPLICATION



WORKING WITH PARTNERS TO COLLABORATIVELY DEVELOP AND OPERATE A SINGLE TOWN CENTRE WEBSITE TO PROMOTE THE TOWN IN A CO-ORDINATED MANNER



WORKING WITH LOCAL AND REGIONAL PARTNERS TO ENCOURAGE APPROPRIATE INVESTMENT AND DEVELOPMENT IN THE TOWN CENTRE



INTRODUCING A GROUP PURCHASING SYSTEM TO SAVE BUSINESSES MONEY ON THE COSTS OF ENERGY, INSURANCE, TELECOMS AND WASTE DISPOSAL



RECRUITING A BID MANAGER TO PROFESSIONALLY OVERSEE THE WORK OF THE BID TO THE HIGHEST POSSIBLE STANDARDS



Contact us

For any further information on any aspect of this proposal, please contact:

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