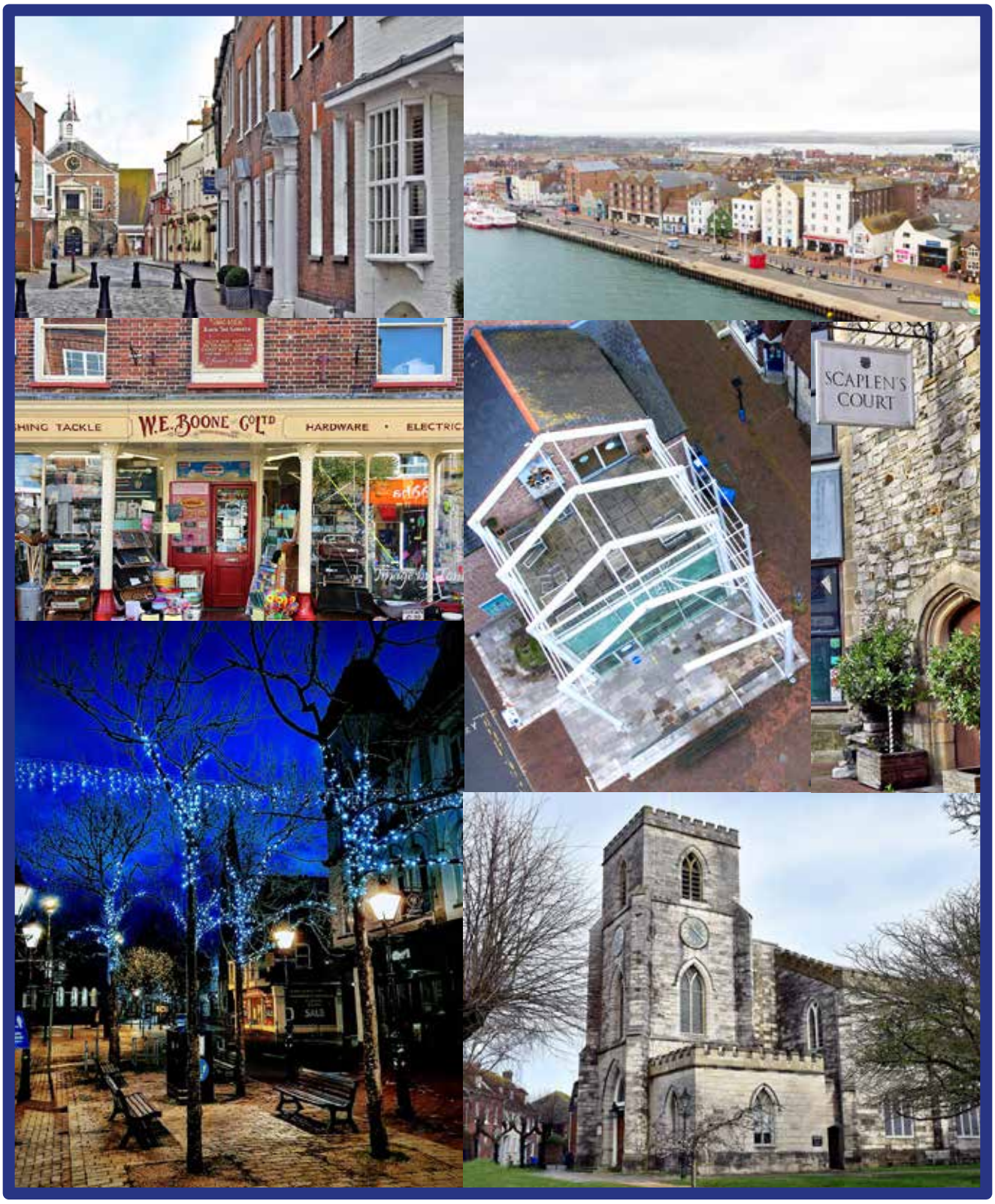
Poolebid

# BUSINESS PLAN 2021 2026

"We are a **powerful voice**
for the business community"




*A selection of images by Tom Scrase*

# Summary

**The Poole BID provides the mechanism for helping Poole fulfil its potential and achieve its ambition. Poole town centre has a huge amount going for it and together we have the drive, determination, innovation and imagination to**

**MAKE IT HAPPEN.**

**The aim of the BID in the next five years with your support, is to present Poole at its outstanding best, attract investment and talent, bring more visitors to experience our destination and persuade residents from across the area to make it their first choice for shopping and leisure.**

# VOTE YES

## in the Poole BID renewal ballot by

## 20th May 2021

# WELCOME AND INTRODUCTION

We have never seen a year like 2020. The pandemic has changed life for everyone and has had a huge impact on our towns, cities and high streets. Many of the changes have been happening for years and COVID-19 has simply accelerated them. The growth in online retail is just one example.

Poole is not immune to big challenges faced by other towns and cities across the UK. But as we all know, with challenge comes opportunity. And 2021 will be a year for opportunity and optimism as the vaccine programme continues to take us towards life as we used to know it.

Poole has an enormous amount to offer as an attractive, vibrant, flourishing and colourful town. We have a fantastic Old Town, an historic and hugely popular Quay, a beautiful natural harbour and the largest indoor shopping centre in the region. We have great retailers, with national brands and brilliant independent traders and hospitality venues.

Poole is steeped in history, heritage and culture. It is the home of the world-famous Bournemouth Symphony Orchestra who play at our wonderful Lighthouse, Poole's Centre for the Arts.

**" The Poole BID plays an absolutely central role in the economic life of the town. "**

The BID is due for renewal in May 2021 and if successful the renewal term will begin in July 2021.

In this business plan we put forward our vision of a bright and sustainable future, working in partnership with BCP Council and other organisations but most importantly the business community, which is the lifeblood of Poole's success.

We have learned a lot in our first five years, and we are ambitious for our town and its future. I ask you to support the Poole BID and vote Yes.

**James Croker**
**Chairman**

# WHAT IS THE POOLE BID AND HOW DOES IT WORK?

The Poole Business Improvement District was established in 2016 as a five-year term through a ballot of local businesses. Within a defined area a levy is charged on all business rate payers in addition to the business rates. The Poole BID's activities are funded by this small levy paid by individual businesses based on the rateable value of the premises.

Smaller businesses pay less, and larger businesses pay more but each contributes the same percentage. Together a fund is created which has the power to make a difference and improve this defined area.

There are over 300 BID's across the country. Through the BID and in consultation with the business community, this money is invested in the BID area of the Town Centre and Quay on collectively agreed projects and initiatives to improve the trading environment.

The only requirement is that it should be in addition to services provided by local authorities.

Lobbying and campaigning are also a key part of BID's role as well as working in partnership with organisations such as BCP Council, Dorset Police and Community organisations.

The Poole BID is coming to the end of its five-year term and requires a renewal ballot to enable a second term to continue in its work to improve the area.

You will find more detail on the ballot process on page 22.

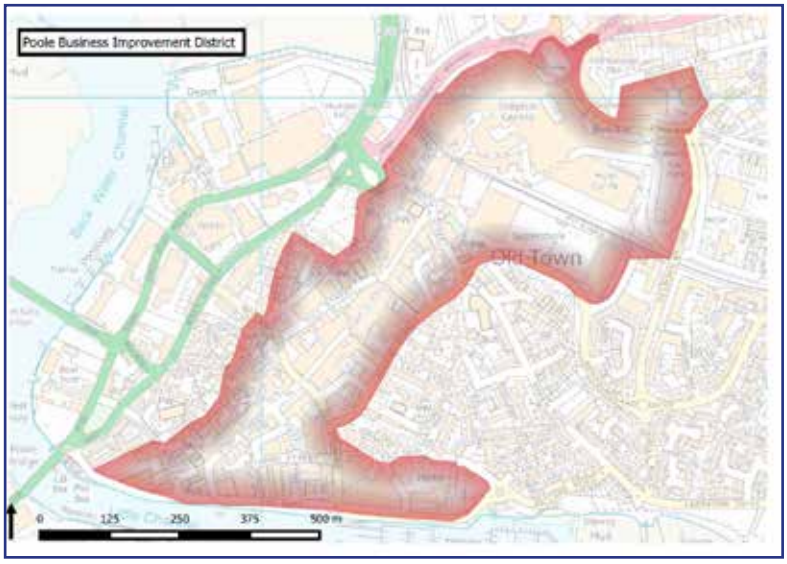
**" There is no limit on what projects or services can be provided through a BID. "**

# POOLE BID AREA

Poole BID includes almost 500 businesses and covers the core areas the Quay, the High Street, Dolphin Shopping Centre, the Bus Station and Lighthouse Arts Centre. It is small enough that it will have a real impact on those businesses within the area but sufficiently large to generate enough levy income to make a real difference.
The Poole BID area contains business addresses with a rateable value of £5,000 or above and an aggregated rateable value circa £18million. The BID levy at 1.5% will generate around £265,000 per annum totalling circa £1.325 million over 5 years.

### *The streets within the BID area include:*

*Castle Street*
*Chapel Lane*
*Dear Hay Lane*
*Dolphin Centre*
*Falkland Square*
*Globe Lane*
*Grand Parade*
*High Street*
*High Street Mews*
*High Street North*
*Hill Street*
*Hosiers Way*
*Kingland Crescent*
*Kingland Road*
*Lagland Street*
*Market Close*
*Market Street*
*New Orchard*
*New Street*
*North Street*
*Old Orchard*
*Pitwines Close*
*Poole Quay*
*Sarum Street*
*Strand Street*
*Thames Street*
*Towngate Shopping Centre*




# What is OUR MISSION?

To work with businesses in making Poole the destination of choice to work, shop, relax and enjoy. We want to put our business community at the very heart of the renewal and revitalisation of the town centre.

**“ With a colourful history and heritage, it has great retail and hospitality opportunities ”**

...ensuring Poole has a vibrant feel, encompassing the largest indoor shopping centre in the region, a superb arts centre and of course, an unrivalled location.

## WHAT IS OUR VISION?

To have a town centre which is welcoming and where businesses thrive and prosper.
A competitive and dynamic experiential destination town and a place that is attractive to locals, visitors, business and investment.

*thrive and prosper*

## WHAT HAVE WE ACHIEVED SO FAR?

During the first term Poole BID has established itself as a key player in successfully supporting businesses in Poole Town Centre. The team have worked on delivering key BID objectives to make improvements to the town centre and drive footfall to support town centre businesses.
It is important to understand that BID levy is not just another tax. Instead, YOU - our members - influence what it is spent on. To understand a little more, we have outlined below what we have been up to on your behalf.

*"I am excited to work alongside our members across Poole's BID levy district. Despite the challenging circumstances associated with COVID-19, social events, animated markets, street music and much more will welcome you back, whilst attracting more visitors to our beautiful town too!*
*There is so much more to do though and with the result of a successful ballot in May 2021, my aim is to continue to build on relationships, partnerships and have open and transparent communication channels so that our members are kept fully informed and ensure that Poole has a platform to have its say, along with our neighbouring BID's in Bournemouth and Poole."* **JACQUI ROCK, POOLE BID LEAD**

### Brilliant Basics

- We provide extra resources to help keep our streets safer and cleaner.
- We provide our BID levy district with street dressing improvements.
- We provide free COVID-19 safe measures.
- We work closely with BCP Council and other key stakeholders on future plans for Poole town centre and Quay, to ensure our businesses have a voice.
- We help attract other external investment as a direct result of our activity.
- We are a powerful voice for the business community to raise collective issues with BCP Council to ensure Poole gets a fair and consistent contribution.
- We look to bring together people in different sectors to work on projects, including the local Police and Poole Quays Forum, to help coordinate collaborative ideas for the area.
- We work with BCP Council to help communicate and access grants.
- We can agree on preferential rates for selective services with items such as waste, advertising and media.
- We provide free promotional activities that our retailers and visitors alike can benefit from
- We are integral in bringing new events and initiatives to Poole Town Centre and the Quay.

# COVID - 19

Poole BID reacted quickly to the ever-changing needs of local businesses during lockdown, including tangible differences with the distribution of free floor vinyl's, including CSAS Officers safeguarding Poole Town & Quay to safely reopen alongside important updates through our social media and newsletter channels ensuring town centre businesses were continually supported to access essential grants.

## Our strategic objectives

- To increase the number of residents and visitors to our town.
- To help our businesses to grow and prosper.
- To reduce the number of empty shop units
- To improve and develop Poole's image and promote its unique identity.

From the outset the success of Poole BID so far has been entirely down to the support from you – the businesses - who pay the BID levy, after you voted **YES TO A BID** in 2016.
As we come to the end of the current five-year term, we are now asking you to VOTE YES again to ensure we can continue to build on this work to help Poole Town Centre to be a great place to visit, live, work and do business.

## Improving Services

- To continue to provide services to consistently remove gum and graffiti, antisocial mess, algae and bird droppings and deliver high levels of cleaning and weeding.
- Improve aesthetics to street furniture, public messaging boards, bins, and lighting improvements.
- Greater connectivity between the different areas of our BID levy district and BCP Council
- We are working together with other neighbouring BID's to share resources and future proof the reduction of costs associated with supporting our BCP High Streets.

*"City Cruises Poole really value our relationship with Poole BID. Their initiatives and planning of events to attract more visitors to the area is a great value to us as a business especially in this current climate. We certainly feel that the service they provide benefits not only our business but also the visitors and residents of Poole. Since the BID started it has made a noticeable difference to Poole and we think is excellent value for the levy we pay each year." –*
**CAROL SCOTT, GENERAL MANAGER, City Cruises Poole**

# CONSULTATION

**Throughout the last 5 years the BID team have engaged with businesses to hear their thoughts and suggestions for BID activities. In January 2020 consultants were used to prepare a report and this included feedback from businesses.**

A survey of businesses across the town centre was conducted before lockdown to ensure key priorities were correctly identified. The survey highlighted that improving the area by making further physical improvements to make the town more attractive and developing a safer environment, remains the top priority.

In January and February 2021, online surveys were sent out and meetings were arranged to gather further views. We have also considered ongoing feedback to the BID office. The effect of COVID-19 and the need to plan for recovery has also been taken into consideration and we have tailored the plan accordingly.

## YOU TOLD US YOUR PRIORITIES FOR POOLE

### BUSINESS SURVEY RESPONSES

*WHERE SHOULD POOLE BID FOCUS IT'S EFFORTS MOST GOING FORWARDS?*

This question was asked to provide a broad indication of where the BIDS's next five year plan should focus.

The results of this align with conversations that *The Means* had with staff and board members, who broadly acknowledge a need to to focus on ASB and safety, aswell as the perception of Poole. Events, the activity on which the BID spends most resource comes at the bottom of the list.

# WHAT ARE OUR JOINT AIMS AND AMBITIONS FOR THE NEXT TERM?

# ENHANCE

## ENHANCE
## 28% OF THE BUDGET (£73K/YR)

*The 'Enhance' theme is broken into these two parts*:

**Town Security**

Helping people feel safe and secure is crucial for any area. The BID has therefore prioritised safety and security.

***• CSAS Officers***

The BID is the majority funder of three Community Safety Accredited Scheme (CSAS) officers for Poole town centre. Their main duties include ensuring that any unregulated activity such as buskers, rough sleepers, antisocial behaviour, illegal trading, infringement of the licensing laws etc is dealt with by the appropriate enforcement authority. Their presence in town centres has been proven to lower levels of anti-social behaviour and increase public confidence, with Poole BID continuing to build strong relationships with Dorset Police and other stakeholders including businesses and BCP Council.

***• Radio Link***

The BID has facilitated this scheme offering radios to retailers and hospitality venues which are connected directly to our new CSAS Officers and the Police and levy payers continue to obtain radios at a considerably subsidised monthly rate.

***NEW***

***• Business Crime Reduction Partnership***

The introduction of a Business Crime Reduction Partnership (BCRP) scheme for the area will use the Database and Intranet for Safer Communities (DISC) system, which is an online information sharing system that will help businesses to self-manage low level crime and ASB and enable joined up working with our local Police. The DISC scheme is recognised and used by major retailers and Poole BID are members of National Business Crime Solutions (NBCS) and will be working to accreditation for the Business Crime Reduction Partnership (BCRP) scheme.

Over 100 BIDs currently use DISC to share vital information about local crime and ASB, the offenders responsible and essential current awareness as well as to manage exclusion schemes.

## Town Cleansing and Street Dressing

### • *Street Scene*

During the first term Poole BID has managed additional cleaning and supported public realm enhancements including a series of 'Big Clean' events, painting and fixing of street furniture and jet washing areas of the Quay and removal of weeds and litter from the High Street.
The BID plan is to continue and expand this work to ensure the town centre is always presented in its most positive light.
'Street Cleaning Hit Squad" - pressure washing, regular deep cleaning, graffiti removal.

### • *Poole In Bloom*

New planting in flower beds and seasonal hanging baskets.

### • *Train station to town centre*

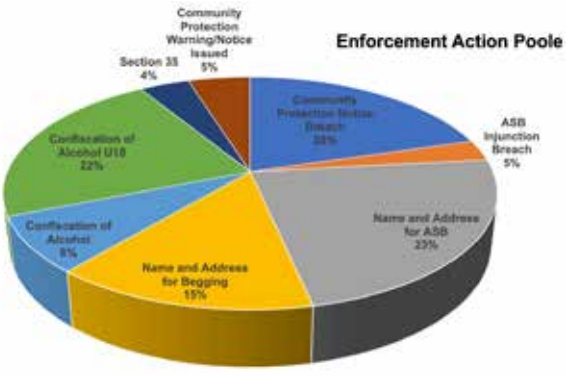
Carry out street dressing improvements to enhance the area and encourage visitors who travel by train.

### • *Empty shops*

Work with landlords to dress empty units with window vinyl's and encourage 'Pop Up' temporary uses.

### • *"High Street Tidy"*

Starting in public realm then offering support to businesses and landlords to enhance their shopfronts.



# PROMOTION

## PLACE PROMOTION
## 38% OF THE BUDGET (£100K/YR)

Events attract visitors to the town and add to the sense of community. Poole BID wants to create pride in the Town Centre. We will continue to work closely with BCP Council and other key stakeholders, including the University, to position Poole as a leading destination for leisure, culture and business. With several regeneration projects on the horizon including the Heritage Action Zone - it is an exciting time for Poole.

Our programme will continue and include larger events during the key trading times of Christmas, Easter and the summer tourist season, as well as seeking opportunities to drive footfall at quieter times.
We are integral in bringing new events and initiatives to Poole Town Centre and Quay:

### The Poole BID funded events...

We invest in and support events and campaigns in partnership with others to deliver targeted footfall growth:

**Light Up Poole**
Is a unique digital Light Art Festival. Poole BID's funding helped transform Poole's Town Centre and Quay after dark during February.

**Marvellous Markets, Street Music & Entertainment**
A brand-new concept to Poole. These animated markets and street music during April and May and funded by Poole BID, gave retailers the opportunity to host a stall to be part of the market and have another platform to sell their products and services, alongside entertainment throughout the day, with photos taken for extra publicity.

## Folk on the Quay

Bringing you the best national and local folk music, plus more Morris Dancing. Along with funding, Poole BID is co-presenter for this festival held on the last Saturday in June.

## Circus Spectacle

Is jointly organised by Poole BID and Thirty 12 Events. This free fun-filled circus-themed event sees all manner of clowning around throughout Poole High Street and along the Quay in September. Visitors tried their hand at some of the skills on show from a host of performers including jugglers, stilt walkers and pirate-themed acrobats wowed the audience.

## Christmas in Poole

Co-presented by Poole BID and Love Poole over a 5-day period. Twinkling Christmas lights and Christmas trees across Poole Town Centre and the Quay saw face painters and snow machines, Santa parades, choirs with Christmas classics and sing-a-long music, finishing with a family friendly Christmas movie day on the big screen.

## Inside Out Festival

A free outdoor physical Art performance focused on producing large scale outdoor performing arts and creating an infrastructure to support the wider dance and theatre sectors. Working in collaboration with Poole BID, this bi-annual festival in September, is spectacular.

## NEW

- Introduction of a **'Café Culture'** which includes a street dining initiative for bars, pubs, restaurants and other food and drink outlets across the Poole BID levy district, with contactless table ordering, click & collect and delivery options.

- Introduce rainy day attractions and **Poole Seafood Festival.**

# SUPPORT

## PARTNERSHIP WORKING & SUPPORT – 2% OF BUDGET (£6K/YR)

The BID represents circa 500 businesses which means we have a strong voice in all matters relating to the Town Centre. The business community is central to the process of regeneration and we will continue to represent your interests included in our 'Brilliant Basics' and "Improving Services" to ensure the voice of Poole is heard.

### New Projects

- DISC reporting (part of the Business Crime Reduction Scheme) is ready to be rolled out to support our other crime prevention measures and will form a coordinated approach for retailers, CSAS Officers, Police and CCTV to report crime as it happens... to make Poole a safer place to live, work and shop.
- Quarterly 'Meet the Board' events to provide updates on BID activities and to hear your feedback and suggestions.
- Provide regular levy payer networking groups, including guest speakers on specific topics such as Crime, Regeneration, Grants, HR, Finance and Law with our 'Poole BID-ding for further change' events.
- Official Training/Workshops for members – subsidised First Aid, H&S, COSHH, Customer Service, Window Dressing & Refurbishment and Digital Marketing.

**ENSURE THE VOICE OF POOLE IS HEARD**

# THE BID RULES

## The BID ballot must meet TWO TESTS to succeed.

1

**A simple majority (over 50%) of those voting must vote in favour.**

**Those voting in favour must represent a majority of the total rateable value of all the businesses voting.**

2

Each person entitled to vote in the BID ballot will have one vote in respect of each business premises regardless of size or turnover. The BID postal ballot will be conducted by Civica on behalf of BCP Council. The ballot papers will be sent to all those eligible to vote on or before

**22 April 2021**.

They must be returned by 5pm on 20 May 2021 (Ballot Day).

**The result will be announced on**

**21 May 2021**

If the BID proposal is approved by ballot it will operate for five years from the

**1st July 2021**.

Invoices will be sent to businesses within 3 months of this date. For the scheme to continue beyond 2026 a renewal ballot will have to be held to mandate a third term.

# TERMS AND CONDITIONS

The BID levy will raise approximately £265,000 for each year of the BID period which will equal £1.325m over 5 years. A fixed levy of 1.5% of the 2017 rateable value will be charged on all business-rated premises (hereditaments) with a rateable value of £5,000 and above, as listed on the Non-Domestic Rating List (as at 1 April 2017) that are located within the BID area. This percentage cannot be varied without a specific Alteration Ballot of all businesses within the BID area.

The BID levy will be payable by the liable party. In the case of vacant premises, the liability rests with the landlord or ratepayer. The current set up means those vacating will be refunded the pro rata amount and the new occupier will take over the liability. Where a property is taken out of rating, the BID levy will be due up to the day before the effective date of the removal of the premises from the Rating List. In the case of new businesses opening in the BID area, the BID levy will become payable by the occupier when the premises are entered onto the Non-Domestic Rating list.

There will be no reduction to the BID levy for Exemptions' Relief or discounts prescribed in the Non-Domestic Rating (Collections and Enforcement) Regulations 1989 made under the Local Government Finance Act (1989). Unoccupied and part-occupied premises, charities or not-for-profit organisations in the BID area will be liable for the full levy. The annual amount payable for a chargeable period (BID year) will be due in one payment within the payment period specified on the invoice.

# ARRANGEMENTS FOR THE COLLECTION OF THE BID LEVY

Following a positive vote, within 3 months of 1st July 2021, all business premises within the BID area will be sent an annual invoice (separate to their rates bill) equivalent to 1.5% of the rateable value and each year thereafter on or around 5th April for the duration of the BID (5 years). BCP Council will be responsible for invoicing and collecting the BID levy from every BID levy payer in the Poole BID area. The proceeds will be ring-fenced. The balance of the monies will be passed to the Poole BID Company for the exclusive use of delivering the Poole BID plan.

BCP Council is obliged to use the same powers of enforcement to recover the BID levy as for Business Rates payment. Non-payment could result in court action being taken. The BID levy will be payable by the liable party.

The Poole BID Company and BCP Council will sign an Operations Agreement, which will set out in detail the obligations on each party for the collection and management of this fund. This agreement will be available on request.

Poolebid

# BASELINE SERVICES

The BID Body will continue to be Poole BID Ltd a not for profit organisation, limited by guarantee. Poole BID projects will be additional to any services delivered by BCP Council as of February 2021. Baseline Agreements for each of these services setting out current service delivery will be available on www.poolebid.com.

The Poole BID Company will regularly monitor, and review services currently delivered by the public sector in the BID area. Once the BID is established, BCP Council (and its agencies or contractors), will not be permitted to use the services or funds of the BID to replace or subsidise the current standards of performance for their existing services including: -

- Regulatory Services
- Grounds Maintenance
- Cleansing
- Car Parking
- CCTV
- Borough Operations Centre
- Tourism and Events
- CSAS Officers

# PERFORMANCE MEASURES

The BID will be fully transparent and accountable to those who pay.
Once the BID plan is agreed it becomes a legal document and all businesses will contribute. Each year the BID Company will publish an audit reviewing its delivery against the plan's targets. Currently there are over 300 BIDs in operation throughout the UK. Neighbouring BIDs often work together to support one another and support the town's strategic aims. Over 90% of BIDs have been approved for a second term by an increased majority.

**We will measure the performance of the BID through:**

- Customer satisfaction surveys
- Media coverage
- Website hits & social media tracking
- Footfall trends
- Car park statistics

The Management of the BID will be held to account through:
- Annual Business surveys
- The BID Annual Review, Report and accounts
(Available to all BID levy payers on www.poolebid.com)
- An AGM - open to all BID levy payers

**We will work to the industry standards developed by the Institute of Place Management (IPM).**

# THE TBF INDUSTRY STANDARDS

**The TBF Industry Standards state that the following information must be easily accessible through a BIDs website:**

- The contact details for the CEO/ BID Manager and all other staff funded through the BID.
- The current BID business plan.
- The most recent BID ballot result by percentage for number and Rateable Value, including percentage turnout and total number of eligible voters.
- The names of BID Board Directors and the name of their business and/or the sector they represent.
- Details of the BID's governance structure - these must cover rules for the election of Directors and Terms of Reference for the Board.
- A mechanism or contact details for levy payers to request minutes of Board meetings.
- An explanation on how levy payers can provide feedback to the BID. For example, details of an AGM and/or other regular meetings and/or specified contact route
- A published procurement policy and minutes of all decisions made at Board meetings regarding expenditure of the BID levy.
- A register of all pecuniary and personal interests updated at every Board meeting (to be made available upon request).
- The annual billing leaflet sent to levy payers detailing how funds have been spent and the income received.
- An annual report detailing the BID's achievements and its value to levy payers including annual accounts.

# ACCOUNTABILITY AND TRANSPARENCY

1. The BID Body will continue to be Poole BID Ltd a not for profit organisation limited by guarantee.

2. The Directors of the BID (the 'Board'), will meet every two months. The Board will have responsibility for governance matters such as financial arrangements, contractual obligations, human resources, standards and compliance.

3. The Board shall appoint a Chair.

4. Project sub-groups will be formed on an as needed basis, and will comprise of Directors and interested levy payers.

5.Provided that the BID is meeting its overall objectives, subject to consultation it shall have the ability to vary service delivery and expenditure allocation according to the changing demands of levy payers. However, in accordance with the BID regulations, changes to the BID boundary or to the levy rate proposals may require an Alteration Ballot.

6. The Company shall meet with the Council, as the Billing Authority, quarterly to monitor service delivery, levy collection and financial management issues.

7. Levy paying businesses will be eligible to become Members of the BID Company.

8. The BID will file annual accounts compiled by independent accountants with Companies House. The accounts will be available to all levy payers. An annual report on activities, including finances, will be published. An Annual Meeting for Members and levy payers will be held.

9. An Operating Agreement, which includes the Council's Baseline service commitments, has been agreed with BCP Council. A copy can be found at www.poolebid.com.

10. Notification of the intention to hold a ballot was sent to the Secretary of State on 09 October 2020.

*"I am the Chief Executive of Dorset Chamber, the county Chamber of Commerce, accredited by the British Chambers of Commerce, with over 600 members across Dorset. We deliver a range of services and benefits for our members as well as working with partners such as BCP Council and Dorset LEP in the delivery of programmes that benefit the wider business community. We also provide a vital role in lobbying for business at a local, regional and national level. As a resident of Poole for the last 27 years, I am incredibly passionate about our town and actively support Poole BID."*

**IAN GIRLING Chief Executive of Dorset Chamber**

Representation during the second term of Poole BID will concentrate on influencing stakeholders within the local council and key partnerships. There are currently 12 Board Directors representing the diverse interests of our town centre businesses.

## THE BID TEAM >

**JACQUI ROCK**
POOLE BID MANAGER

**JAMES CROKER**
FORTITUDO LTD & CHAIR, POOLE BiD

**GABI NAISH**
VICE CHAIR, THE LOOKOUT CAFE /THE PROJECT CLIMBING CENTRE

**DAN HURLEY**
BRANCH MANAGER A-PLAN INSURANCE

**JEANETTE WALSH**
TRULY SCRUMPTIOUS (DORSET) LTD

**DAVID HECKLES**
GENERAL MANAGER FOR MORE BUS

**CHRISTINA PENGELLY**
POOLE BID OPERATIONS MANAGER

**JOHN GRINNELL**
CENTRE MANAGER, DOLPHIN CENTRE

**IAN GIRLING**
DORSET CHAMBER OF COMMERCE

**MARK KITELEY**
SOLICITOR, RAWLINS DAVY

**STEVE BARON**
COUNCILLOR, LEAD MEMBER FOR ECOLOGY, BIODIVERSITY AND POOLE REGENERATION ECONOMY

**TONY O'NEILL**
COUNCILLOR, POOLE BID & WARD COUNCILLOR FOR PENN HILL

**ADRIAN TREVETT**
ECONOMIC DEVELOPMENT MANAGER FOR POOLE

# IF NO BID, WHAT NEXT?

If most town centre businesses (by number or rateable value) vote No, **Poole BID would cease operation and all benefits to town centre businesses will be lost.**

# VOTE YES ON THE 20TH MAY FOR...

- BID funding for initiatives to tackle crime to continually achieve a safer environment.
- A Business Crime Reduction Partnership - increasing the collective effectiveness of towns and cities to lobby for greater resources and influence.
- A repository of information to reduce acquisitive and violent crime, disorder and anti-social behaviour against businesses, their premises, staff and customers.
- BID funding for CSAS Officers dedicated to working in our district to combat anti-social behaviour, street drinkers and rough sleeping.
- Continued collaboration with the Police and other partners.
- Discounted RadioLink radios for our retailers to report crime as it's happening.
- **COVID -19 Response and recovery initiatives.**
- **Free COVID- 19 testing kit co-ordination.**
- **Free Social Distancing floor vinyls.**
- Targeted deep cleans improving the physical appearance of our town.
- A discounted waste collection scheme.
- BID funding for train station through to Town Centre and Quay street dressing improvements, including street furniture and lamp post cleansing and removal of weeds.
- BID funding for unoccupied vinyl shop front dressings.
- BID funding for floral displays.
- Flags and bunting in our Old Town.
- BID funding for Christmas lights
- A dedicated BID team committed to the prosperity of our Town Centre and Quay.
- Championing business interests in Poole locally, with our other BID's within BCP and nationally.
- Poole business led engagement to work with key stakeholders to shape local developments, regeneration and improvements.
- Innovative, dynamic initiatives which aid economic recovery and future growth.
- Heritage led regeneration initiatives on behalf of the community to create economic growth and improve the quality of life in our historic High Street.
- A BID team to offer support and advice regarding grants.
- Industry insights into best practice occurring in 300+ BID's/towns across the UK.
- Relevant information sharing with businesses regarding local news and COVID-19 updates.
- Free dedicated website, social media, newsletter and digital magazine promotional activity via our newsletters, Shop Local Poole and Total Guide Poole dedicated to targeted consumer marketing.
- Free social media support.
- Free wifi.
- BID funding for events.
- Animated markets and street music.

# ALL THIS AND AT LEAST HALF OUR MEMBERS WILL PAY NO MORE THAN £6 PER WEEK, 20% LESS THAN OUR FIRST TERM.

## What's in it for me?

- BID's are run by business for business
- BID's create a real voice for business to influence change
- BID's enable collective investment to achieve cost savings for businesses big or small.
- BID's can attract match funding to make your investment go further
- BID's allow us to plan ahead with certainty for the five-year BID term
- BID's are democratic and accountable - they are agreed by independent ballot

## The Budget - *detailed*

| | 2021/22 | 2022/23 | 2023/24 | 2024/25 | 2025/26 | 5-year total |
|---|---|---|---|---|---|---|
| Income | | | | | | |
| BID levy at 1.5% | £265,000.00 | £265,000.00 | £265,000.00 | £265,000.00 | £265,000.00 | £1,325,000.00 |
| **Total Income** | £265,000.00 | £265,000.00 | £265,000.00 | £265,000.00 | £265,000.00 | £1,325,000.00 |
| **Expenditure** | | | | | | |
| Place | £100,000.00 | £100,000.00 | £100,000.00 | £100,000.00 | £100,000.00 | £500,000.00 |
| Enhance | £73,000.00 | £73,000.00 | £73,000.00 | £73,000.00 | £73,000.00 | £365,000.00 |
| Partnership | £6,325.00 | £6,325.00 | £6,325.00 | £6,325.00 | £6,325.00 | £31,625.00 |
| **Operating Costs** | | | | | | |
| 22% operating | £58,300.00 | £58,300.00 | £58,300.00 | £58,300.00 | £58,300.00 | £291,500.00 |
| BiD LEVY collection fees | £7,500.00 | £7,500.00 | £7,500.00 | £7,500.00 | £7,500.00 | £37,500.00 |
| Contingency (7.5%) | £19,875.00 | £19,875.00 | £19,875.00 | £19,875.00 | £19,875.00 | £99,375.00 |
| Total Expenditure | £265,000.00 | £265,000.00 | £265,000.00 | £265,000.00 | £265,000.00 | £1,325,000. |

## The BID levy

Based on the Rating List for the BID area, over half of all businesses will pay no more than £6 per week and many will pay much less.

The chart below indicates how much this will cost you using the latest (01 April 2017) Rateable Values (RV).

| Rateable value | £'s per annum | £'s per week | £'s per day |
|---|---|---|---|
| £5,000.00 | £75.00 | £1.44 | £0.21 |
| £10,000.00 | £150.00 | £2.88 | £0.41 |
| £15,000.00 | £225.00 | £4.33 | £0.62 |
| £20,000.00 | £300.00 | £5.77 | £0.82 |
| £50,000.00 | £750.00 | £14.42 | £2.06 |
| £75,000.00 | £1,125.00 | £21.63 | £3.09 |
| £100,000.00 | £1,500.00 | £28.85 | £4.12 |
| £150,000.00 | £2,250.00 | £43.27 | £6.18 |
| £200,000.00 | £3,000.00 | £57.69 | £8.24 |
| £1,000,000.00 | £15,000.00 | £288.46 | £41.21 |

The BID will also receive further funding through sponsorship, match funding and grants. For example, in 2020 the BID received funding from the Dorset Police Crime Commissioner (PCC) for support with Anti-social Behaviour schemes.

## HOW MUCH WILL IT COST?

To calculate your BID levy, simply multiply your rateable value by 0.015. If you are not sure what your rateable value is, then visit the Valuation Office website at www.voa.gov.uk.

If the BID ballot is successful, every business premises in the BID area with a Rateable Value of £5000 or more will contribute 1.5% of their rateable value as a levy.

# WHAT'S NEXT...

## THE BALLOT PROCESS

### *HOW TO VOTE:*

1. You should receive **one ballot paper for each property** that you are eligible to vote for by post.
If you do not receive your ballot paper, please email **info@poolebid.com** as a matter of urgency.

2. **Please check** that each ballot paper has **its own return envelope.**

3. Complete the ballot paper by **putting an X beside your choice to retain** Poole BID for a further five years.

4. In block capitals, **write your name and position in your business and sign your ballot paper.**
(Your vote will remain anonymous and your details are used merely for validating the vote)

5. Each ballot paper must be **returned in its own envelope.**

6. **Return your completed ballot paper(s) by post,** in the pre-paid envelope(s) provided.

*VOTING PAPERS WILL BE SENT OUT TO ALL LEVY PAYING BUSINESSES IN **MID-APRIL.***

*THE BALLOT PROCESS WILL CLOSE ON **THURSDAY 20 MAY 2021.***

*THE RESULT WILL BE ANNOUNCED BY 5PM ON **FRIDAY 21 MAY 2021.***

# VOTE YES

**in the Poole BID renewal ballot by**

**20th May 2021**

## CONTACT US

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