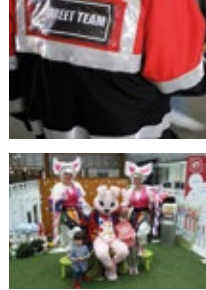
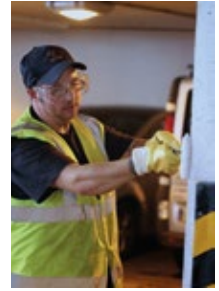
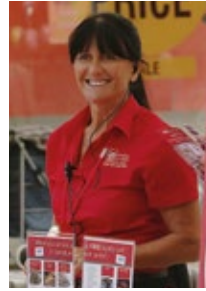


**BUILDING ON  
SUCCESS  
VOTE YES**

Swindon 3rd BID Renewal  
2017-2022



**in Swindon**

Business Improvement District



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Vote Yes | 4<sup>th</sup> January 2017 – 1<sup>st</sup> February 2017

# LET’S BUILD ON SUCCESS

## A message from the BID Chairman

**It’s an exciting time for your business and the town centre. This is your opportunity to keep making the area a great place to live, work, shop and socialise.**

The Business Plan for inSwindon’s third term has been shaped by you; our levy paying businesses. The Business Improvement District (BID) team has been consulting with businesses and this plan reflects your priorities and your ideas.

Over our past 10-year track record, inSwindon has been a major contributor to the success of the town centre and we need your vote to build on our legacy of delivering innovative projects.

When you vote yes in the ballot, you’ll gain another five additional years of the BID.

You’ll benefit from a town centre that attracts more visitors, safeguards everyone and always strives to look its best. Your cross in the box will bring you more of our valuable services, such as promotions, events, the Street Team, cleaning, maintenance, social media, and business support. In short, everything you need to do better business.

I hope that you take the time to consider the new and existing projects that the business community has suggested for the next 5 years. I believe that inSwindon are uniquely placed to continue to help shape a town centre, that everyone can be proud of.

Let’s make it happen!

*Ian Larrard*

Ian Larrard,  
Board Chairman



## Our vision

“To create a vibrant BID area, we can all be proud of, where businesses prosper, our communities thrive and visitors value the Swindon town centre as a destination of choice.”

### inSwindon Team



**Di Powell**  
BID Manager



**Rachael Youd**  
Business Development Manager



**Anthony Purcell**  
Marketing Co-ordinator



**Sarah Clarke**  
Administrator



**Grant Hesketh**  
Street Team Supervisor



**Di Bond**  
Street Team



**Emma Gill**  
Street Team

### inSwindon Board of Directors



**Ian Larrad**  
Board Chairman  
Business West



**Nigel Moorcroft**  
Board Vice Chairman  
Great Western Cameras



**Mark Holmes**  
Board Finance Lead  
Arthur J. Gallagher



**Councillor Garry Perkins**  
Swindon Borough Council



**Angela Overton-Benge**  
Town Centre Chaplaincy



**Kevin Gwilliam**  
The Brunel Shopping Centre



**Steve Bizley**  
The Parade/Regent Circus



**Sam Butler**  
Holiday Inn Express Swindon City Centre



**Deborah Heenan**  
Forward Swindon Ltd

The Board meet on a bi-monthly basis, giving up their time freely to review budgets and performance with operational sub-groups. Chaired by a Director covering specific themes, projects and delivery.

## Building on ten years of success

### Who are we?

We are a democratically elected, business-led organisation which was formed to improve a defined commercial area in Swindon town centre.

First established in 2007, we were one of the earliest BID's to set up and we were successfully renewed in 2012. Led by businesses, we represent 478 hereditaments and since 2007 we have invested more than £5m in Swindon town centre.

We recognise how important working in partnership is to being effective and achieving results. We work in close partnership with various organisations including Swindon Borough Council, Wiltshire Police and Swindon & Wiltshire Local Enterprise Partnership (SWLEP) to shape the town centre.

We are entirely independent, funded by our BID business levy payers and provide 'additionality' to services, not substitution. We drive forward the BID's Business Plan and answer to the BID Board.



## WHY VOTE YES?



- |  |   |  |
|--|---|--|
| <input checked="" type="checkbox"/> Over £2.7 million (over 5 years) of investment for Swindon Town Centre | <input checked="" type="checkbox"/> An exciting Events Programme                          | <input checked="" type="checkbox"/> Car parking promotions for visitors and staff in the town centre                 |
| <input checked="" type="checkbox"/> 478 business having one powerful voice for a greater say               | <input checked="" type="checkbox"/> A more attractive town centre with increased footfall | <input checked="" type="checkbox"/> A coordinated marketing strategy for the town centre                             |
| <input checked="" type="checkbox"/> Reduced business costs through group purchasing initiatives            | <input checked="" type="checkbox"/> Subsidised radio link membership                      | <input checked="" type="checkbox"/> Town Centre performance measurement  |
| <input checked="" type="checkbox"/> A safe and welcoming town centre from BID Ambassadors                  | <input checked="" type="checkbox"/> Co-ordinated town centre management                   | <input checked="" type="checkbox"/> Business networking, intelligence sharing a collective voice for the town centre |



# The last 5 year's summary

## Our achievements in the last five years

Attracting crowds. Safeguarding shoppers. Exciting visitors. inSwindon has achieved a lot over the last five years. Over the last five years we spent over £2.5m of your BID Levy revenue on four key business strands: Better Promoted, Clean & Well Maintained, Safe & Friendly and Business Support.

Here are just some of the many ways we helped create the right environment for businesses to thrive.

### Better Promoted:

You told us Swindon town centre did not do as much as it could to promote itself to compete with neighbouring towns and that you wanted to see a consistent approach towards events.

#### We delivered:

- The world's in love with the internet, so we improved our online presence. In 2016, we made [www.swindontowncentre.co.uk](http://www.swindontowncentre.co.uk) mobile-friendly, increasing visits by 25%. Over 200,000 people a year now visit to find out more about the town centre.
- Events attract visitors. That's why we've run over 50 in our second term, bringing over 70,000 people to the town centre. Highlights include St. George's Day Celebrations, Easter Eggstravaganza, the Annual Chilli Fiesta and working collaboratively with The Brunel and The Parade shopping centres.

- All our wishes came true when five annual Christmas lights events attracted over 50,000 visitors to see celebrities in the town centre such as Nicole Scherzinger, Jahmene, Union J and Ashleigh and Pudsey.
- Read all about it. More than 40,000 people receive news in print and online about the town centre and its businesses through our quarterly supplement, inSwindon Advertiser.
- Marketing is all about spreading the word. We have secured more than £100K of free promotion in newspapers, magazines, and on the radio, due to inSwindon distributing over 200 press releases in the last five years.
- It pays to tap into the world of social media. Town centre businesses have promoted themselves to over 10,000 social media followers through Facebook, Twitter and LinkedIn.

### Safe & Friendly:

You said you wanted the town centre to be a safe and welcoming place to attract more investors, shoppers, residents and employees.

#### We delivered:

- Relaxed visitors are happy customers. Our Street Team Ambassadors have assisted over 72,000 visitors to the town centre, offering helpful advice, dealing with missing persons and providing a warm welcome.
- Our Street Team Ambassadors work closely with Wiltshire Police to reduce crime levels through the BID's Daysafe, Nightsafe and Pubwatch schemes. The team's supervisor won the Chief Constable Award in 2015, in recognition of this valuable work.

- Radio link with members reaps benefits. The BID run the script radio scheme and currently has 101 active members. The BID subsidises the cost per radio and members pay just £1.44 per week as opposed to £5.77 per week. This represents a cost saving of £22,741 annually to members.
- A successful town centre makes everyone feel welcome. By working closely in partnership with the council and police, street drinking, begging and rough sleeping has been reduced significantly.
- Keeping a keen eye on crime is essential. To better detect criminality, we bought and installed two new CCTV cameras in September 2016. We share the cost of the town centre's CCTV monitoring with the police and council.



### Clean and Well Maintained:

You told us Swindon town centre needs to be a clean, tidy and attractive place for its visitors and people who work in the town.

#### We delivered:

- A good plan is worth sticking to. In 2015, we invested in a GumBuster machine to remove chewing gum from the town centre's pedestrian area. To date, over 20,000 pieces of gum have been removed.
- Lighting up the town. The BID continue to entirely fund the annual Christmas lights display which included over 50 brand new motifs extending to Regent Circus, Faringdon Road and Trees along Canal Walk.

- Keeping the Streets Clean. The Street Team Ambassadors logged over 4,000 cleaning and highways reports with Swindon Borough Council through the BID's data reporting system. They monitor all the issues reported to ensure they were carried out in line with SBC's baseline agreement deadlines.
- Looking through a virtual window. The BID worked in partnership with Swindon Borough Council to obtain funding to transform four vacant units into virtual shop fronts through window dressing.

### Business Support

You told us you wanted to know what's happening in the town centre so that you can plan activities more effectively. You wanted to be part of a definite business community that works together to achieve results.

#### We delivered:

- One powerful voice speaks volumes. The BID attended over 200 meetings, including Influence and Public Realm Task Group, to discuss town centre regeneration, investment and opportunities on behalf of its BID members.
- Communication is key. The BID produced 40 newsletters and 20 BID & Breakfast networking events to keep members up-to-date with BID activities and town centre issues. The BID team also carried out over 5,000 business visits with members to discuss business opportunities.

- It's a great feeling getting a good deal. With over 10,000 subscribers and 100 businesses taking part, our free town centre Loyalty Card is one of most successful schemes of its kind in the UK.
- Shoppers look for bargains, and companies want great deals too. Town centre businesses saved 20% to 45% on their annual utility bills through group buying power.
- The best things in life are free. In October 2015, our successful partnership with the council, saw free parking after 3pm in two of our main car parks. This was part of our Shoptober campaign in which shops opened until 8pm every Thursday.
- It's good knowing we're on the right track. Following a detailed audit, we received British BIDs' accreditation in September 2016 and in June 2016 the BID joined the Business in the Community's Healthy High Street programme.





# Shaping the future – your say

## The BID Consultation Process

In order to deliver a business plan that truly reflects the voice of Swindon town centre businesses it was imperative that the BID undertake a thorough consultation process.

Multiple methods were used to ensure that a broad range of stakeholders were spoken to (see below).

The feedback obtained by the BID helped to evaluate all aspects of its service delivery and provided recommendations on how performance and impact could be improved and maximised. Furthermore the BID sought to uncover what programmes and services businesses would like to see over the next five years in Term 3.

### Proposed programme areas for 2017-2022:

- A Better promoted town centre
- A Cleaner and more attractive town centre
- A Safer and friendlier town centre
- A support network for businesses in the town centre

## 2016

### JAN – APRIL

#### Street Team visits

Our Street Team carried out 422 business visits to discuss the BID service delivery.

### MAY

#### Rating our services

Our Street Team Ambassadors visited business to rate the BID services they consider to be important – 87 responded.

### JUNE

#### Shaping the plan

The BID manager met our top 25 levy payers to understand what they would like to see in our new business plan.

### AUGUST

#### Focusing on issues

To establish the main issues and suggestions for improvements, we held face-to-face interviews with 140 businesses in the BID area.

### SEPTEMBER

#### Surveying our businesses

Focusing on the main issues, we digitally surveyed 380 members in the retail, leisure, night-time economy and professional service sectors.

### OCTOBER

#### Last-minute opportunity

To give members a last-minute opportunity to comment on our business plan, we invited businesses to visit us during an open afternoon.



# 73%

of you said that the Street Team were vital to the success of the town centre

# 82%

of you said that the continuation of CCTV monitoring was important to the town centre

# 93%

of you said the Christmas lights switch on was important to increase footfall

# 71%

of you said you would like to see your BID Levy spent on improving the appearance of the town centre

**“inSwindon BID provides value for money to small businesses.”**

Vince Ayris  
Vince Ayris Ltd



# Creating a buzz

## A better promoted town centre

More visitors means more revenue. To attract shoppers and increase the time and money they spend in the town centre, we will invest £936,500 in marketing, promotions and events. These are our plans to draw more crowds and raise the town centre's profile over the next five years.

### Staging Big Events

Our regular events attract visitors from across Swindon, nearby towns and villages. We will run at least five major events a year, equating to one per season. These events include Easter Extravaganza, St George's Day, film themed events eg Pirates of the Caribbean and the annual Chilli Festival.

Our main showcase will still be the Christmas Event, which includes festive decorations, celebrity acts, festival of light parade and Christmas Markets.

We're planning much more in the next five years. We will fund memorable and measurable events in the town centre and work closely with stakeholders, including The Brunel and The Parade Shopping Centres and Regent Circus.

### Raising our profile

To raise the profile of the town centre and its benefits, we will run impactful promotional campaigns through local newspapers, magazines and radio stations. The campaigns will follow a consistent and planned approach to maximise results during the five years.

### Never too late

The BID will also help to facilitate late night shopping provided this has been agreed with BID businesses. The aim would be to look at a year-round scheme supported by not only the BID but key stakeholders and offer parking and promotional incentives to shop, eat and drink later in the town centre.

### Bringing in the Business

The BID will work in partnership with Swindon Borough Council to implement and support a new marketing project for attracting new businesses to Swindon town centre.

### At the touch of a button

inSwindon have built and developed a town centre website that houses information such as news, special offers, event information, business directory, job vacancies and BID member information. The website will be continually updated. Funds will be invested in year 1 that will upgrade the functionality and speed at which consumers can navigate the website in a more user friendly way making it easier to access information on the go.

### Sharing the Love

The BID's social media accounts on Facebook, Twitter, Instagram and LinkedIn will continue to be utilised. This new term for the BID will see more money invested into increasing the number of social media followers and advertising on Facebook which will be used to push town centre promotions and events. This is a proven cost effective and measurable advertising method. Members will continue to have the opportunity to promote themselves and their offers to 10,000+ followers free of charge.

### Showing the way

Signage does more than guide visitors through the town centre. The easy navigation of a town centre strongly contributes to perception and experience for their visit to the area. The BID will undertake a signage review in partnership with Swindon Borough Council to improve the signage around the town.



# 50+

promotional activity events will be delivered in the next five years

# OVER £100,000

of free promotion will be sourced through media channels via press releases

# ONE MILLION

visitors to the town centre website in the next five years

**"Having support from inSwindon social media has given our online presence and coverage a great boost, allowing us to reach and engage with new audiences."**

**Laura James**  
Marketing Manager,  
Wyvern Theatre



## Looking our best

### A Clean and Well-presented town centre

A town centre's appearance is essential to its success. That's because an attractive place encourages more people to visit, stay and shop. Over the next five years, we will spend £201,500 on ensuring the town centre is clean and well presented, and measuring the results.

#### Cleaning the town centre

To ensure the local council operates its cleansing service to the highest standards, the BID will establish a measurement process. This will include setting up service level agreements with the council; and investing in an annual benchmarking program to measure cleanliness and compare effectiveness with other towns.

The inSwindon Team will also keep logging and reporting issues using digital technology, and checking progress until they are resolved.

#### Keeping it clean

To support Swindon Borough Council's maintenance programme, we will enhance and add additionality by appointing a part-time BID Caretaker.

#### Clearing away gum

We will maintain our comprehensive programme to remove gum from the town centre's pedestrian areas, using our GumBuster machine. The Caretake will perform this task to ensure that the schedule is led by BID levy members.

#### Lighting up the Town

The BID has improved Christmas lights for the last 10 years and has been a major investment in the town centre. The BID will seek new opportunities for Christmas lights in the new BID term with a view to increasing the number around the town extending into areas where currently there are no or few installations.

#### Filling vacant units

To inspire and attract retailers, we will work with key stakeholders to dress vacant units with inspiring shop fronts. We are sourcing funding and partnership opportunities with the local authority and Forward Swindon: a company that drives the town's economic growth and regeneration.

#### Brightening up the town

To bring some colour and life to town centres the BID will work with key stakeholders to source funding/sponsorship opportunities to provide floral displays in the town centre

#### Keeping the area tidy

To keep the town centre clean and improve its appearance, the BID will invest in replacing bins throughout the BID area. We will also review options for recycling.



# 60+

new litter bins will be installed in the BID area in year one of the new BID term

# £191,500

will be spent on enhancing a clean and well-presented town centre in the next five years

# 100 THOUSAND

pieces of chewing gum will be removed from the town centre in the next 5 years

**"The inSwindon Street Team work really hard to help to make the town centre a cleaner and more attractive place to be."**

**Roger Shaklees**  
Owner of Sewcraft,  
located on Havelock Street

# 200 THOUSAND

visitors will be personally welcomed  
by the BID Street Team to the town  
centre over the next five years

# PURPLE FLAG

status will be explored  
in the new BID term

# RADIO MEMBERSHIP

will stay at just £1.44 per week  
for BID Members

**"The streets are  
safer, litter free  
and patrolled  
regularly by the  
Street Team."**

**Liam Stack**  
General Manager,  
The Savoy, JD Wetherspoon



## Keeping you safe

### A safe and friendly town centre



A town centre should be a welcoming place where everyone feels secure. Keeping it safe is good for customers and great for business. We want to ensure everyone can relax and enjoy themselves by investing £714,000 over the next five years. These are our plans.

#### Safety in numbers

The inSwindon Street Team are ambassadors for the town centre, playing a major role in securing the area and businesses. Our BID members know that if they have any issues they can contact the team and trust them to resolve it. In the next five years, the BID will continue to work in partnership with the Police and Swindon Borough Council to reduce street drinking, begging, rough sleeping, crime and theft.

To extend more support into our evening and night economy we will appoint an additional team member in the first year of our new BID term. The Street Team activity will continue to be monitored through the BID accountability Maestro system to ensure they are being effective in the right areas of the town centre.

- Provide a friendly welcome to visitors to the town centre
- Patrol the town centre, reporting, monitoring and reducing criminal activity
- Deliver radio training for all members of the DaySafe, Nightsafe and Pubwatch schemes, helping them use the system, report intelligence, and ensure personal safety
- Identify and solve issues by using mobile software to report incidents straightaway. This will create a 'heat map' of crime in different areas, enabling the team to work with partners to resolve problems
- Manage criminal intelligence using the DaySafe/Pubwatch intranet website
- First aid trained and often first response
- Support businesses every day, for example, assisting with preventing shoplifting, helping lost children, ensuring public safety and managing events
- Protect people by controlling vehicle access and monitoring potential hazards in the public realm.

#### Switching on to technology

The Street Team will continue to promote the Daysafe, Nightsafe and Pubwatch scheme to BID Members. Encouraging them to join the scheme so that we continue to build a bigger network and smarter intelligence in the town centre.

The BID will not be increasing the cost of the radio network scheme in the next 5 year term, keeping the cost at just £1.44 per week to BID members.

To ensure the town centre is kept safe, we will invest in further radio technology to ensure we stay abreast of sharing information and reporting issues efficiently.

#### Empowering your people

Through the DaySafe, Nightsafe and Pubwatch schemes, we will advise and train staff on identifying and dealing with issues, the service will include:

- Monthly meetings for members to attend, to discuss issues and share intelligence
- Twelve training sessions on loss prevention
- Quarterly measurements of operational activities, and 'heat mapping' incidents
- A crime intelligence measurement review highlighting effective ways to deal with issues, such as street drinking and antisocial behaviour.

#### Keeping a watchful eye

CCTV has a crucial role to play in preventing and detecting crime. We will maintain our joint investment with the local authority and police to monitor CCTV coverage in the town centre. Together, we will review the coverage annually to ensure the measures improve safety.

#### Purple Status

The BID will work with key stakeholders such as the Police and the Council to investigate Purple Flag status which is an accreditation scheme that recognises excellence in the management of town and city centres at night entertainment areas that achieve the standard will benefit from an improved night time environment and a reputation that offers 'a better night out' to visitors.

#### Getting home safely

The BID Company will jointly invest with the local authority to provide a Night BID Marshall to provide a safer and more friendly experience for the town centre night venue visitors and offer support to local venues



## Standing strong

### Supporting your business

inSwindon exists to support your business and boost trade. You can call on us for help with everything from saving you money and increasing footfall, to working with public bodies on your behalf. Over the next five years, we will invest £235,500 into reducing your costs and supporting your business.

#### Loyalty should be rewarded

These days, almost everyone has a smartphone. So we will invest in a new free app for mobile devices. The app will be home to the Town Centre Loyalty Card, making it easier for customer to access discounts and find out about new offers. It will also allow the BID to give measurable usage to its member. Additionally, the app will reduce the cost of printing and posting cards.

The Loyalty Card will continue to be used as a method to drive return business to the town centre through members offering special offers. The BID will work with members to increase the number of offers and increase the membership which currently stands at 10,000.

#### Cutting your bills

Good budgeting is a big part of running a business. So it's good to know we will save you time getting the best deals through a scheme that uses group-buying power to secure lower prices. We intend to encourage more businesses to use the scheme; and to include savings on advertising, insurance and supplier services (such as glaziers and couriers).

#### Giving you a voice

It's important to have a say on how the town centre's run. To raise and solve issues that matter to you, we will maintain our involvement in the Influence and Public Realm Task Groups. We will also consult regularly with the Chamber of Commerce Business West, Federation of Small Businesses, and local MPs.

#### Driving visitor numbers

Affordable parking encourages people to visit town centres and shop for longer. We will work with the Council to continue with the £2 for 4 hour scheme and we will continue to lobby for car parking initiatives that attract shoppers at key times.

#### Connecting with new businesses

To attract new businesses to the town centre, we will work with key stakeholders such as the Council, Forward Swindon the SWLEP on opportunities for vacant units and how we might offer new businesses support with marketing, business advice and networking opportunities.

#### Getting to know people

In business, success often comes down to the people you know. We will keep providing businesses with BID and breakfast networking opportunities at least four times a year. Every meeting will feature a guest speaker, and update members on the latest BID and town centre news.

#### Hold the front page

To stay up-to-date, all businesses and stakeholders of inSwindon will continue receiving our bi-monthly newsletter online and in print. The newsletter provides the latest town centre news; information on forthcoming events; and updates on how inSwindon is performing.

#### Feet on the street

The BID will continue to invest in a footfall counting facility that provides comprehensive information against previous week, month, year and against other town centre and areas in the UK.

# 20 THOUSAND

active loyalty card  
holders by 2022

# 100+

networking events will be hosted  
by the BID in the next five years

**"If inSwindon didn't provide the glue, the rest of the town centre partnerships would probably just drift apart."**

Jane Stewart  
Deputy Centre Manager  
The Brunel Shopping Centre

## BID performance & measurement

### How will I know if the BID is doing a good job?

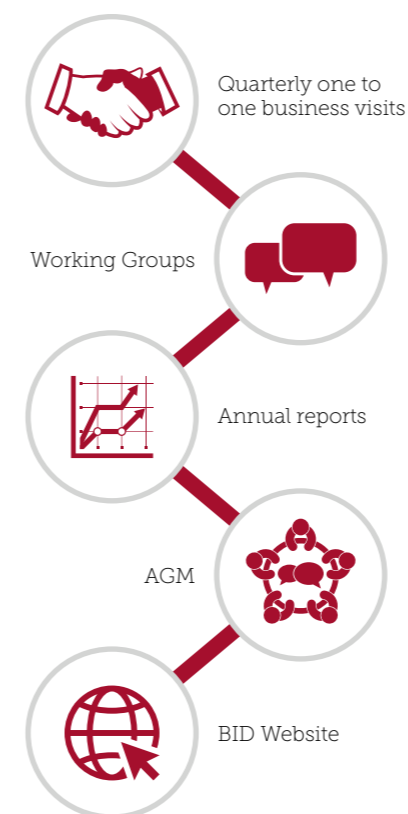
InSwindon is a British BIDs and a ATCM BIDs member. It is also British BIDs accredited, illustrating quality management and return on investment through service delivery.

Achieving and maintaining British BIDs accreditation provides reassurance that the BID is a well-run organisation that businesses should have confidence in. It is the industry recognised standard.

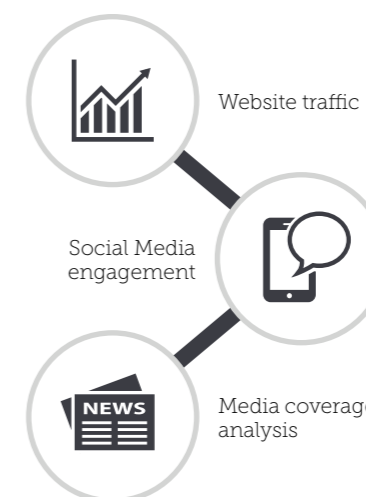


## PERFORMANCE MEASURES:

### Our Members



### Profile measurements



### Other



Go online to see our BID renewal video: [swindontowncentre.co.uk/bidrenewal](http://swindontowncentre.co.uk/bidrenewal)



# The BID levy

We are determined to make Swindon town centre a vibrant BID area we can all be proud of, where businesses prosper, our communities thrive and visitors value the Swindon town centre as a destination of choice.

For the new and 3rd BID term of 2017-2022 we are raising the Levy by 0.25%. The BID Levy will be charged at 1.25% of the rateable value of each hereditament listed in the Rating List with a rateable value of £8,500 or more, using the 1<sup>st</sup> April 2017 Rating List (locked down from January 2017 for the entire term of the BID, 5 years). Apart from those that contribute to a managed environment directly outside its main access point, for example internal-facing tenants in the Brunel Shopping Centre who will pay a 0.94% BID Levy.

The new BID Levy rate will not change through the duration of the BID term.

Swindon Borough Council will collect the amount annually from 1<sup>st</sup> April 2017.

This income is ring fenced and used only to fund the projects outline in this business plan. The table below shows examples of what you will pay.

The inSwindon BID will raise approximately £2.7m over the next 5 years plus any additional income generated.

Rateable value of business	Annual Cost @ 1.25%	Monthly Cost	Weekly Cost	Daily Cost
Under £8,500		Not liable for BID levy		
£10,000	£125.00	£10.42	£2.40	£0.34
£15,000	£187.50	£15.63	£3.61	£0.51
£25,000	£312.50	£26.04	£6.00	£0.86
£40,000	£500.00	£41.67	£9.62	£1.37
£60,000	£750.00	£62.50	£14.42	£2.05
£100,000	£1,250.00	£104.17	£24.01	£3.42
£150,000	£1,875.00	£156.25	£36.06	£5.14
£200,000	£2,500.00	£208.33	£48.08	£6.85
£250,000	£3,125.00	£260.42	£60.10	£8.56
£500,000	£6,250.00	£520.83	£120.19	£17.12
£750,000	£9,375.00	£781.25	£180.29	£25.68
£1,000,000	£12,500.00	£1,041.67	£240.38	£34.25

# 2017-2022 Financial projections

BID levy at 1.25% of Rateable Value. (Rating List April 2017)

This five-year budget shows just how far your contribution to the town centre BID will go in making a real difference. The BID offers a unique funding opportunity that will provide additional services beyond the capacity of any single business.

The BID team anticipate securing additional contributions over and above the levy contributions boosting the project spend even further.

Income	2017/18	2018/19	2019/20	2020/21	2021/22	Total
BID Levy <sup>1</sup>	£397,800	£397,800	£397,800	£397,800	£397,800	£1,989,000
Other Income including sponsorship, event space & radio membership <sup>2</sup>	£121,800	£123,800	£125,800	£125,800	£125,800	£623,000
Accrued from 2016-2017 <sup>3</sup>	£105,000	£0	£0	£0	£0	£105,000
Totals	£624,600	£521,600	£523,600	£523,600	£523,600	£2,717,000

Expenditure	2017/18	2018/19	2019/20	2020/21	2021/22	Total
Better Promoted	£215,300	£180,300	£180,300	£180,300	£180,300	£936,500
Safe & Friendly	£142,800	£142,800	£142,800	£142,800	£142,800	£714,000
Clean & Well Presented	£80,300	£30,300	£30,300	£30,300	£30,300	£201,500
Business Support	£63,100	£43,100	£43,100	£43,100	£43,100	£235,500
Total Support	£501,500	£396,500	£396,500	£396,500	£396,500	£2,087,500
BID Delivery Costs	£103,800	£105,800	£107,800	£107,800	£107,800	£533,000
Levy Collections Fees	£9,300	£9,300	£9,300	£9,300	£9,300	£46,500
Contingency <sup>4</sup>	£10,000	£10,000	£10,000	£10,000	£10,000	£50,000
Totals	£624,600	£521,600	£523,600	£523,600	£523,600	£2,717,000

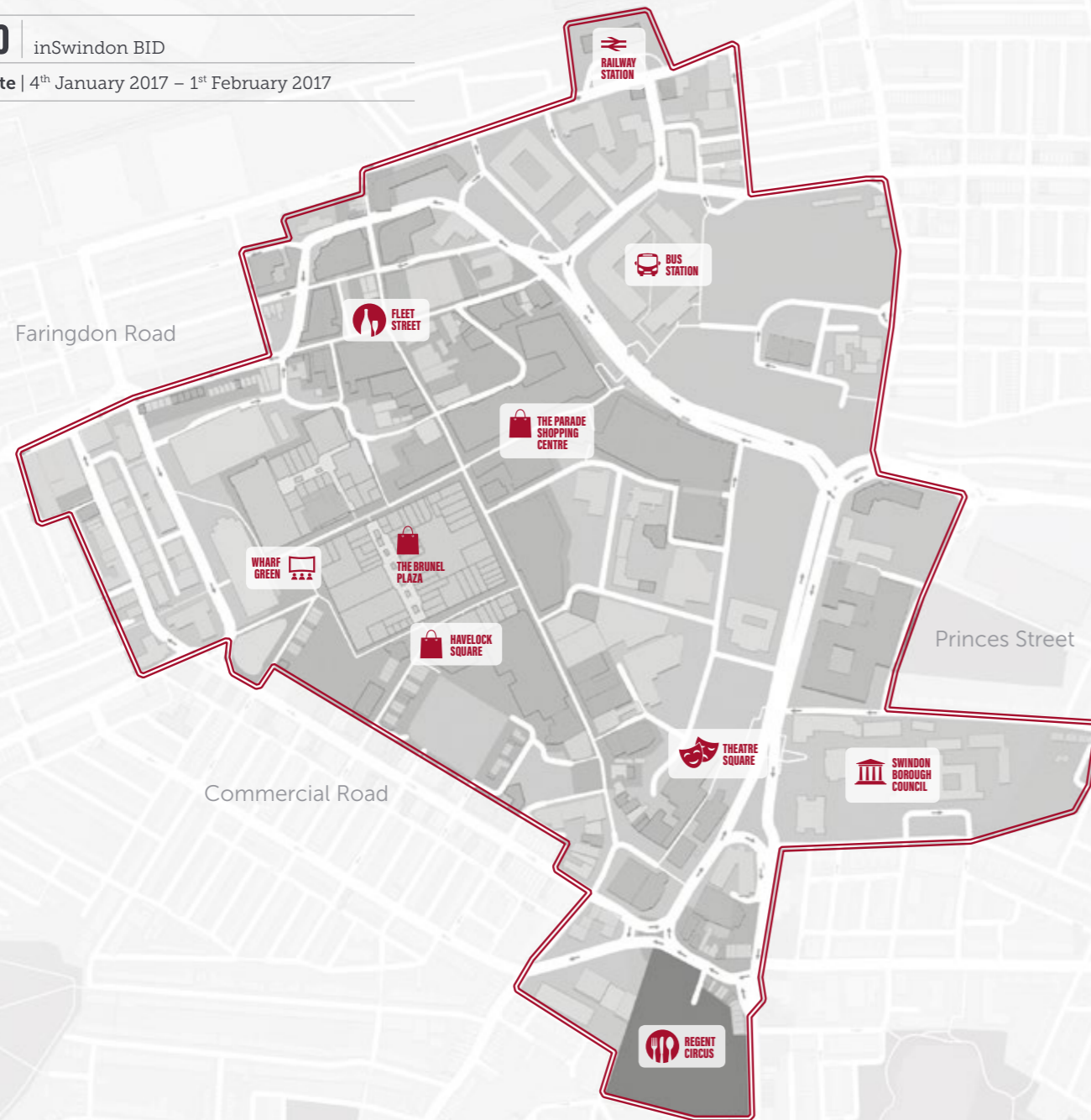
<sup>1</sup> BID levy collection rate is based upon 96% as attained in BID term 2.

<sup>2</sup> Projected income based upon ten years of historical income generation.

<sup>3</sup> Accrued monies are for projects commissioned in the current BID term that will come to fruition in the new BID term.

<sup>4</sup> The BID set aside a sum per annum from its budget to act as a contingency margin to support business as required. If, at the end of the financial year there has been no call on the contingency fund, then it will be invested in the 4th quarter of each year into the other four main objectives (either as lump sum or shared) and will be a decision made by the board. Contingency set at below 5% industry guidance.

Year-end financial accounts will be available to levy payers.



## THE BID AREA

Aylesbury Street  
Beales Close

Beckhampton Street  
*(from Princes Street to Civic Offices Boundary)*

Bridge Street  
Brunel Centre

Brunel Plaza  
Byron Street

Canal Walk  
Carfax Street

Catherine Street  
Cheltenham Street  
Clarence Street

College Court  
College Street

Commercial Road  
*(from Commercial Road leading on to Milton Road)*

Commercial Road  
*(from Unit No. 128-128 leading on to Regent Circus)*

Corporation Street  
*(from Whale Bridge to Manchester Road)*

Crombey Street  
*(from Regent Circus to Edmund Street)*

Davis Place  
Eastcott Hill

*(from Regent Circus to Edmund Street)*

Edgeware Road  
Edmund Street

Euclid Street  
*(from Princes Street to SBC Boundary)*

Faringdon Road  
Farnsby Street

Fleet Street  
Fleming Way

*(from Spring Gardens to Edmund Street)*  
Gloucester Street  
Gordon Road

Granville Street  
Harding Street

Havelock Square  
Havelock Street

Haydon Street  
*(from Aylesbury Street to Wellington Street)*

Henry Street  
Holbrook Way

Islington Street  
John Street

King Street  
Market Street

Manchester Road  
*(from Corporation Street to Milford Street)*

Merton Street  
Milford Street

Milton Road  
Morley Street

Newbridge Square  
Princes Street

Queen Street  
Regent Circus

Regent Street  
Rolleston Street  
Sandford Street

Spring Gardens  
Spring Close

Station Forecourt  
Station Road

*(from Aylesbury Street to Sheppard Street)*  
Temple Square

The Parade  
Theatre Square

Turl Street  
Victoria Road

Vilett Street  
Wellington Street



## The BID ballot

### What happens next?

In Mid December 2016, Swindon Borough Council will send a ballot paper to those responsible for properties or hereditaments which are subject to the new BID.

Each property or hereditament subject to the BID will be entitled to one vote in respect of the proposal, in a 28-day postal ballot. This ballot will start on 4<sup>th</sup> January 2017 and close at 5pm on 1<sup>st</sup> February 2017. Ballot papers received after 5pm on 1<sup>st</sup> February 2017 will not be counted.

The ballot will be conducted by the designated Ballot Holder ie The Returning Officer for Swindon Borough Council.

For the proposal to be successful, the result needs to meet a minimum of two independent criteria. These are:

a) Of those ballot papers returned by the close, those voting in favour must exceed those voting against it;

AND

b) Of those ballot papers returned by the close, the total rateable value of those properties or hereditaments which vote in favour must exceed the total of those voting against.

The result of the ballot will be announced on Thursday 2<sup>nd</sup> February 2017.

If successful at ballot, the new BID will start delivering services on 1<sup>st</sup> April 2017, and will continue for five calendar years to 31<sup>st</sup> March 2022.

### Say yes in just three steps

## STEP 1

You will receive your ballot paper in the post in mid December asking you to vote on the BID and the town centre's future from 4<sup>th</sup> **January 2017**.

## STEP 2

Voting YES means you want to see five more years of inSwindon creating the right environment for your business to thrive. To make your vote count, we must receive your ballot paper by 5pm on 1<sup>st</sup> **February 2017**.

## STEP 3

If most businesses in the BID area vote YES, we guarantee to deliver your services and promise to fulfil our commitments. The new BID term would start on 1<sup>st</sup> **April 2017**.

## Ballot Rules

inSwindon BID Company will ask Swindon Borough Council to raise an annual charge for the levy, this will be controlled via a legally-binding Operating Agreement which compels the Council to hand over all the money collected apart from any fee to cover the cost of the collection and enforcement process.

Under the same agreement, inSwindon BID will provide Swindon Borough Council with regular updates detailing expenditure under the BID and the cash flow. Naturally this information will also be shared with the businesses paying the levy, upon request.

Generally, 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 rateable properties, and BID levy payers who are charities or non-profit-making organisations, will be liable for the full BID levy.

The BID levy will not be affected by the Small Business Rate Relief Scheme. Where a property is vacant, undergoing refurbishment or being demolished, the property owner will be entitled to vote and also be obliged to pay the levy with no void period.

Collection of the BID levy carries the same enforcement weight as collection of the non-domestic rates.

The BID levy will be applied to all eligible business ratepayers within the defined area of the inSwindon BID with a rateable value of £8500 or more.

A 1.25% levy will be charged to each qualifying ratepayer using the non-domestic ratings list as calculated using the 2017 NNDR Ratings List. Subsequent years will use the same 2017 RV tables for the life of the BID.

The BID levy is reduced by 25% to 0.94% where a business already contributes to a managed environment directly outside of your main point of access, for instance internal facing tenants at the Brunel.

The first BID levy due will be payable for a 12-month period (calculated on a daily basis) in one lump sum from 1<sup>st</sup> April 2017. The levy will then be due each year with the last payment due on 1<sup>st</sup> April 2021. The BID programme will finish on 31<sup>st</sup> March 2022

VAT will not be charged on the BID levy.

The BID levy must be paid by any new ratepayer occupying an existing rateable property within the BID area up until the end of the five-year term on 31<sup>st</sup> March 2022, even if they did not vote on the initial proposal. Likewise, any new rateable property created during the lifetime of the BID will be obliged to pay the levy for the remaining period of the BID.

The inSwindon BID Company will endeavour to secure additional voluntary contributions to supplement the levy throughout the five-year lifetime of the BID. However, these contributions cannot be guaranteed and may be less, or more, than the indicative amounts given in the budget table provided.

Swindon Borough Council will collect the BID Levy and be responsible for collecting the levy through its shared-service arrangement. Collection costs amount to £19.42 per unit, which is well below the acceptable industry criteria of £35 per unit.

The BID area and the BID Levy percentage cannot be altered without an Alteration Ballot. The BID projects, headings, costs and timescales can be altered by the Board, within the constraints of BID income – providing that the BIDs aims/focus are adhered to. The BID Board management committee and any sub-groups will manage budgets within their areas of speciality

Day of ballot to the day of commencement (1st April 2017) is 58 days.

The BID process is governed by the 'Local Governance Act 2003' and 'The Business Improvement District (England) Regulations 2004'. As such, once a majority vote has been achieved, the BID levy becomes mandatory for all defined ratepayers.

## Vote Yes to build on success

4<sup>th</sup> January 2017 – 1<sup>st</sup> February 2017



Vote Yes | 4<sup>th</sup> January 2017 – 1<sup>st</sup> February 2017

# LET'S DO THIS

A message from the BID Manager

**“To create a vibrant BID area we can all be proud of, where businesses prosper, our communities thrive and visitors value the Swindon town centre as a destination of choice”**

So this is a pivotal moment in the development of our town centre. It's a moment we've worked hard to get to and your 'YES' vote is one that will help us build on our strong foundations.

This is our opportunity to maintain the momentum, as the BID nears the end of its second term. We have many more plans to attract shoppers and keep them coming back for more. I hope you have read this business plan and agree with our ambitions and what they mean for your business.

Over the next five years we will be investing £2.7 million of your BID Levy into the Swindon town centre to help realise our shared vision for the town centre.

It's important that you have your say, don't forget to vote in the BID ballot – the BID is a vote for the future prosperity of Swindon town centre.

Keep up to date on all the BID renewal activity and see our testimonial videos by going to [www.swindontowncentre.co.uk/bidrenewal](http://www.swindontowncentre.co.uk/bidrenewal)

Best wishes

Di Powell,  
inSwindon BID Manager



