

REPORT TO:	CABINET 21st September 2015
AGENDA ITEM:	8
SUBJECT:	District Centre Prosperity - Purley BID
LEAD OFFICER:	Jo Negrini Executive Director Place
CABINET MEMBER:	Cllr Toni Letts Cabinet Member for Economy and Jobs
WARDS:	Purley
CORPORATE PRIORITY/POLICY CONTEXT	
<p>This report expands on economic development and regeneration aspects of the recently adopted Growth Plan; The Croydon Promise in its delivery of:</p> <ul style="list-style-type: none"> • The best location in London to start and grow a business • Giving back to the community <p>It also supports the Corporate Plan and Community Plan specifically compete as a place:</p> <ul style="list-style-type: none"> • A place where people choose to live, work, play and invest • A place with a competitive local economy and labour market • A place where town centres flourish 	
AMBITIOUS FOR CROYDON & WHY ARE WE DOING THIS:	
<p>This report explains how the Council and Purley Business Association will work together to drive economic growth in this key, ambitious and growing district centre.</p> <p>This will be achieved through responding to the opportunities presented by a successful BID ballot; working with the private sector, and by using our powers, activity and resources to support local businesses, jobs and housing growth.</p> <p>This paper outline activity that supports a number of priorities for the borough namely:</p>	
JOBS & THE ECONOMY:	
<ol style="list-style-type: none"> 1. We will work to improve development opportunities and investment in Croydon 2. We will encourage businesses to invest in our district centres and to employ local people and we will use business rates to help achieve this 3. We will take steps to encourage owners of empty offices to bring the buildings back into productive use 4. We will support and encourage co-operative solutions to the Croydon economy 	
FINANCIAL IMPACT	
<p>The Business Improvement Districts (England) Regulations 2004 (BID Regulations) makes provision for the creation of a Business Improvement District (BID). BIDs are areas within which projects specified in the BID arrangements are to be carried out for the benefit of that district or those who live, work or carry on any activity in the district. Those</p>	

projects are to be financed (in whole or in part) by a BID levy imposed on the non-domestic ratepayers, or a class of such ratepayers in the district. A BID may only be established where those entitled to vote approve the BID proposals.

If successfully voted in the levy liability payable by the Council will be £2,095 per annum over the 5 years of the BID out of the predicted £165,556 total levy.

The BID regulations currently stipulate that the local authority should bear the cost of the BID Ballot; subject to it being a majority yes vote. The Head of Elections and Civic Services estimate that this will be a one-off cost of approximately £6,500 to the Council in 2015- 2016 for the resources necessary to carry this out in-house, in accordance with the BID regulations. This cost is repaid to the Council if the BID ballot is unsuccessful and returns a 'no' vote.

Under the BID regulations, the cost incurred by the Council as the relevant billing authority of billing and collecting the extra levy from the non-domestic ratepayers within the geographical area of the BID may be charged to the BID. The estimated cost of this service is up to £4,895 p.a. this will be confirmed after a successful "Yes" vote between the Council and Purley Business Association.

FORWARD PLAN KEY DECISION REFERENCE NO.: 7/15/CAB

This is a Key Decision as defined in the Council's Constitution. The decision may be implemented from 1300 hours on the 5th working day after it is made, unless the decision is referred to the Scrutiny & Strategic Overview Committee by the requisite number of Councillors.

Hereby give formal notification that the Council will be managing the ballot process in accordance with the BID regulations through the Council's electoral services team (with the ballot day scheduled for 18 November 2015).

The Leader of the Council has delegated to the Cabinet the power to make the decisions set out in the recommendations below.

1. RECOMMENDATIONS

The Cabinet is recommended to:

1.1 Consider on behalf of the Council as a billing authority, whether the proposal conflicts with any formally adopted policy of the Council and, if it does, give notice of this in accordance with the BID Regulations;

1.2 Determine and agree that the Council should support the BID proposal and vote 'yes' on the BID ballot;

1.3 Determine and agree that the Council can determine the baseline service provision for key services within the Purley BID area for 2016/17 on behalf of Cabinet;

1.4 Agree that the Council formally make arrangements for conducting a BID ballot in accordance with the BID regulations through the Council's electoral services team (with the ballot day scheduled for 18 November 2015);

1.5 Agree that in the event of a 'Yes' vote at ballot:

1.5.1 That the Council manage as the relevant local billing authority, the billing and collection of

the additional levy, and its transfer to the BID Company, with all costs incurred by the council to be paid by the BID Company;

1.5.2 That the Council meet the Council's obligations in paying the extra BID levy, as a non-domestic ratepayer in the BID area, in accordance with the BID regulations over the life of the BID;

1.5.3 That the Council enter into the key legal agreements with the BID Company regarding the operation of the BID and delivery of Council baselines and that the Executive Director – Place in discussion with the Cabinet Member for Economy and Jobs be given delegated authority to approve the final terms of those agreements.

2. EXECUTIVE SUMMARY

2.1 Continuing the momentum that has already been created during the first year of the administration, Croydon is on an exciting journey towards substantial growth, regeneration and reinvestment. Over the next five years' in excess of £5bn will be invested within our metropolitan area, which will feed and sustain further growth within our District Centres. The key priority for the Council is to ensure that Croydon residents benefit from economic growth in the borough, and to ensure they have the opportunities to develop new or to expand existing local businesses, as well as, skills and qualifications to access decently paid jobs. To maximise this opportunity, we are working with businesses and residents to develop individual regeneration plans for each of our District Centres to create high streets that serve their local community, including community facilities, that are safe, with high quality public realm that are easy to navigate. This report identifies economic opportunity created by the Council supporting the establishment of a BID for Purley.

2.2 Over the last eighteen months, the Council has been collaborating with the Purley Business Association (PBA), a private sector led organisation, to unlock the full potential in that area. As part of that approach the PBA and the Council successfully applied to the Greater London Authority (GLA) and British BIDs for seed funding to explore setting up a BID for Purley. A successful 'yes' vote at ballot has the potential to unlock levy income of around £165,556 per annum over a five year term, to support interventions supported by levy payers. As a key partner and levy payer, the Council will vote in the establishment ballot and can influence those interventions. The key priorities set out by the BID in its ballot documentation are:

- Accessibility and Parking
- Image and Marketing
- Clean and Green
- Safer Streets
- Business Engagement

3.0 Detail – Business Improvement Districts

3.1. Part 4 of the Local Government Act 2003 and the Business Improvement Districts (England) Regulations 2004 permits local business communities to set up a BID as part of the borough community strategy. A BID is a geographical area where businesses are invited to decide how to improve their trading environment, although the regulations don't specify how that geographical area is formed. A local mechanism is used to progress the BID where non-domestic ratepayers occupying local business premises (known as hereditaments) pay an extra levy on top of the

annual business rates for a fixed period. This additional funding is ring-fenced and spent at the discretion of the BID Board on a business plan of services and improvements within the BID area.

- 3.2 The statutory regulations allow any local business community to set up a BID district, provided that 51% or more of voting business ratepayers in the proposed area (in terms of both absolute numbers and rateable value) vote in favour. The vote for a BID is carried out by secret postal ballot, which is organised by the local authority. Eligibility to vote is based on one vote per each eligible business premise (hereditament) situated in the defined BID area.
- 3.3 The regulations require the BID business plan ('the BID proposal') to include the range of new or expanded services and works over and above those provided by the local authority. The local authority is in turn required to demonstrate its intention to maintain its existing services to businesses within the geographical area of the BID for the duration of the BID through baseline agreements. The core focus is a programme of additionality, complementing those services provided within the area by the local authority and other statutory services. Typical projects included anti-crime and community security measures; higher levels of street cleaning; marketing initiatives; business development events; environmental improvements; training & networking services; and business support services. Typical key themes within a BID proposal are a strong business voice; safe and secure; clean and attractive; perception and image and accessibility. A BID has the potential to bring significant extra regeneration impact to a town or district centre.
- 3.4 Under the regulations, the Council has a duty to formally approve the BID proposal as part of the process to ballot. By giving its approval the local authority is satisfying itself that the proposal conforms to the regulations. It also needs to satisfy itself that the BID proposal has sufficiently demonstrated:
- The business consultation undertaken;
 - The financial management arrangements for the BID body;
 - The proposed business plan;
 - That a contract is in place between the BID company and the local authority; and
 - That all necessary steps have been taken to ensure the proposal is robust.

PBA will continue working in partnership with Council officers to ensure all aspects of the BID proposal are in place to assist the Council in fulfilling its regulatory duties in respect of approving the BID proposal.

- 3.5 The benefits to the Council of supporting the BID proposal are:
- Contribute towards our key priority for the Council to ensure that Croydon residents benefit from economic growth in the borough, and to ensure they have the opportunities to develop new or to expand existing local businesses, as well as, skills and qualifications to access decently paid jobs.
 - Long term savings of a dedicated resource to act as a link to the district centre.
 - A focus on economic regeneration within the district.
 - Deliver additionality against the Council's priorities of crime and disorder & environmental improvements and sustainability.
 - Better community cohesion from the events schedule planned by the BID to encourage footfall.

4.0 Purley BID

- 4.1 The Purley BID, if successful, will be Croydon's third BID. The first was the Croydon Town Centre BID, which achieved a successful yes ballot for a second term in

November 2011 and the New Addington BID which is now in its third year. Most importantly the PBA actively support the BID mechanism as a way of ensuring local traders 'buy- in' to the business partnership and their local community.

- 4.2 Current composition of the BID shadow Board is detailed in Appendix 1 of this report. It is anticipated that subject to a 'yes' vote, PBA will be the Company responsible for managing and delivering the BID.
- 4.3 The Purley BID area (detailed in Appendix 2 of this report), is focused around Purley High Street and as at June 2015, has approximately 186 hereditaments (properties eligible to pay business rates). As part of the modelling exercise, the levy has been set at 2% of the business rate per annum (by rateable value), estimated at c.£165,556 per annum. A threshold level has also been suggested, so that individual hereditaments below £ 8,000 per annum will not have to pay the levy. This threshold is expected to preclude certain listings such as ATM's, places of worship and schools.
- 4.4 The first work on a Purley BID proposal began in 2014. In autumn 2014 the Council formally gave its in-principle support to the Purley BID by supporting its application to the GLA BIDs programme and by offering match funding (in kind) in order to take to ballot.
- 4.5 It is the PBA's intention that, subject to a yes vote at ballot; the BID will commence in February 2016 and that its first term will run for 5 years (2016–21). PBA is on track to go through the business ballot process.
- 4.6 The timeline from ballot to start of the BID, if successful is therefore as follows.

Voting starts	15 th October 2015
Voting closes	15 th November 2015
The results are announced	18 th November 2015
If a Yes vote Purley BID would start	1 st February 2016

5.0 PBA's engagement

- 5.1 The PBA has been engaging and consulting with businesses within the proposed boundary and initial feedback from hereditaments has been favourable. Consultation on the key proposed BID themes and activities continued through to the production of the formal BID proposal document (detailed in Appendix 3 of this report) that is now being used for canvassing throughout the ballot period in October 2015. In order to research the business needs the following steps have being undertaken:
 - A visioning session with representatives from key sectors in the BID area;
 - In-depth qualitative interviews with a representative sample of non-domestic ratepayers within the BID area;
 - A quantitative survey of key non-domestic ratepayers within the BID area to determine the focus of the deliverables within the BID proposal (in process).
- 5.2 The Council continues to work closely with PBA and to determine their support for the BID proposal.
- 5.3 Five key themes have emerged from the business engagement:
 - **ACCESSIBILITY AND PARKING** - To work with the Council to consider options for improving the availability of parking for shoppers and visitors to the town centre both in the short-term and long-term, including improvements to the multi-storey car park. Use of online service to support visitors' accessibility, showing parking charges and associated times. Consider options for improving signage in the town, particularly to

the parking areas, to enhance parking compliance and the visitors' experience.

- **IMAGE & MARKETING** – To work with the Council to develop the Purley Festival and other celebratory opportunities to build footfall and community spirit. Improve seasonal marketing of the area with banners, improved Christmas lights, summer seasonal festive lighting, and encourage a pleasant atmosphere all year-round for shoppers, clients, diners and pub goers. Put up prominent permanent signage - to identify Purley to welcome visitors and improve return rates. Engage more custom with a Purley Town Website and Social Media facilities to inform about Purley shops, events and attractions. Publish a Newsletter as a source of information for businesses about the BID activity. Improve cosmetic appeal of empty shops to get better appeal of the streets in general. Try a Purley Loyalty Card and consider options for a regular open-air street market.
- **CLEAN & GREEN** - Work with the Council to improve street cleaning, waste facilities and pest control; cleaning and maintenance of the multi- storey car park align to future development of the site; consider solutions for procuring recycling, waste disposal, energy and telecoms services for the area to achieve better value for money; the business community and the council to work more closely to act upon all cases of flytipping through the enforcement powers that it has; looking at enhancements to monitor streets and rear-of-store areas possibly by CCTV or area radio networks and also improved security gating.
- **SAFER STREETS** - Joining or creating a Business Crime Reduction Partnership Scheme to track antisocial behaviour across the town, hand in hand with Croydon and neighbouring areas. Consider options for car park lighting in the multi-Storey where the improved lighting could be of benefit to the public. Pub watch, and Retail security, to help prevent trouble around shops, pubs and dining. Improved surveillance and communication channels between local businesses; and acquire additional policing.
- **BUSINESS ENGAGEMENT** - Employing town centre management resources. Creating more networking opportunities to maximise internal cross links between businesses and use our own local resources as priority. Holding an annual Business Exhibition, bringing benefits in public relations and stimulation of business opportunity. Engaging landlords and agents to improve property occupancy and understanding how Purley can attract appropriate new tenants to add retail diversity and widen available services and shops. Evolving the area towards a small set of clear 'identities' to become what Purley is 'famous for' by providing a business support hub with information, encouragement and advice for businesses entering the area and current businesses.

6. FINANCIAL AND RISK ASSESSMENT CONSIDERATIONS

6.1 The effect of the decision - If successfully voted in:

One off cost to the Council in 2015-16

The BID regulations currently stipulate that the local authority should bear the cost of the BID Ballot; subject to it being a majority yes vote. The Head of Elections and Civic Services estimate that this will be a one-off cost of approximately £6,500 to the Council in 2015- 2016 for the resources necessary to carry this out in-house, in accordance with the BID regulations. This cost is repaid to the Council if the BID ballot is unsuccessful and returns a 'no' vote.

Ongoing cost to the Council from 2016 – 17

The levy liability payable by the Council will be c. £2,095 per annum over the 5 years of the BID out of the predicted £165,556 total levy. Given it's a new initiative, there is no existing budget for the Purley levy and no room for it to be accommodated within any existing BID budget as it will carry its own costs. Going forward, the Council

would therefore need to identify funding for this and it is likely to be treated as per other BIDS' levy as a top up to business rates.

Ongoing income to the Council from 2016-17

Under the BID regulations, the cost incurred by the Council as the relevant billing authority of billing and collecting the extra levy from the non-domestic ratepayers within the geographical area of the BID may be charged to the BID. The estimated cost of this service is up to £4,895p.a., this will be confirmed after a successful "Yes" vote between the council and Purley Business Association.

In light of current financial pressures the Council will not be in a position to contribute a further annual voluntary contribution in addition to the levy (subject to a 'yes' vote).

- 6.2 **Risks** - The BID process is seen by the government as an innovative process of enabling business communities to contribute significantly to the future economic development of their local area and regenerate high streets. The risk of an area not embracing this potential is that investment needed to retain businesses, increased footfall and attract inward investment in a local district centre may not be forthcoming, compared with neighbouring areas where this opportunity is being exploited. At a time of austerity, Croydon, a significant commercial centre in South London, cannot risk losing the opportunity to regenerate its local business communities.

The effects of the Council not supporting the Purley BID could be:

- Loss of revenue of approximately £165k per annum to help in the regeneration of the area;
- Damage to business relationships built up in the area through various ongoing & past initiatives;
- Dis-engagement of local businesses to work in partnership with each other and with the Council for the betterment of the area resulting in dissolution of the PBA;
- Loss of initiatives that attract footfall to the area and community engagement.

- 6.3 **Options** - There are no perceived alternative options for the Council. If the business community chooses to pursue the legislative BIDS route and vote 'yes', then the Council is obliged to play its part in the process. It is also obliged to fund the ballot process unless the ballot is unsuccessful.

- 6.4 **Future savings/efficiencies** - As a private sector initiative, the BID has no impact on the future savings or efficiencies of the Council. Any reduction of ownership of property in the Purley BID area will have a direct impact on the levy payment due. The BID when operational, will add value to the wider economy of Purley.

(Approved by: *Dianne Ellender*, Head of Finance and Deputy S151 Officer)

7. COMMENTS OF THE COUNCIL SOLICITOR AND MONITORING OFFICER

- 7.1 The Council Solicitor comments that the Business Improvement Districts (England) Regulations 2004 (BID Regulations) in conjunction with Part 4 of the Local Government Act 2003 makes provision for establishing a Business Improvement District within a specific geographical area in the borough. The BID Regulations provides (amongst other things) for the Council as the billing authority to arrange the BID ballot and also provide for the imposition, administration, collection, recovery and application of the BID levy. The BID Regulations also provides that the local authority is entitled to vote during the BID ballot.

(Approved by: *James Derby*, Corporate Solicitor on behalf of the Council Solicitor and Monitoring Officer)

8. HUMAN RESOURCES IMPACT

- 8.1 As the BID is being led by PBA, the management and operations of the BID Company will not be the responsibility of the Council and will have no additional human resources impact. The impact of the ballot and billing / collection / transfer of the BID levy need to be factored into the Council's current human resources within Electoral Services and Finance and Resources for 2016-21.

(Approved by *Adrian Prescod*, HR Business Partner, for and on behalf of Interim Director of Human Resources, Chief Executive Department)

9. EQUALITIES IMPACT

- 9.1 A full equality analysis was undertaken to assess whether the Purley Business Improvement District is likely have any adverse impact on residents and businesses groups that share a "protected characteristic". The analysis concluded that the proposed change is likely to help the Council in advancing equality of opportunity and fairness and that all Croydon residents are likely to benefit from economic growth in the BID area.
- 9.2 The equality analysis also identified that economic inequality such as unemployment is an issue that affects some groups that share a "protected characteristic" on the basis of disability, race / ethnicity, age more significantly and needs to be considered and addressed in the delivery of the BID.
- 9.3 The equality analysis recommends that the Purley BID Board continues to monitor and regularly review the impact of proposals to ensure the benefits (including opportunities for employment) are delivered to all residents and businesses. If appropriate, mitigating action will be planned ensure that those equality groups that currently face economic inequality (in terms access to employment opportunities) are provided targeted support.

The BID Board will endeavor to ensure that all Croydon residents benefit from economic growth in the area have access to opportunities to develop new or to expand existing local businesses, as well as, skills and qualifications to access decently paid jobs. If appropriate, mitigating action will be planned ensure that those equality groups that currently face economic inequality (in terms access to employment opportunities) are provided targeted support.

- 9.4 The proposal to develop a Purley Business Improvement District will support the

Council in delivering on the economic development and regeneration aspects of the recently adopted Growth Plan and the Council's Equality and Inclusion objective to work in partnership to lift people out of poverty by increasing employment opportunities across the borough and ensuring local people have a pathway into employment, education and training.

10. ENVIRONMENTAL IMPACT

- 10.1 The Council will ensure that all environmental considerations are given appropriate assessment at all levels of the delivery of projects which deliver more employment opportunities for the borough's residents.

11. CRIME AND DISORDER REDUCTION IMPACT

- 11.1 A key focus of the BID proposal will be additional local safety and security initiatives to add to the Council's on going commitment. In this way, the Purley BID will play a part in orchestrating business led solutions to criminal and anti-social behaviour.

12. REASONS FOR RECOMMENDATIONS/PROPOSED DECISION

- 12.1 There are no perceived alternative options for the Council. If the business community chooses to pursue the legislative BIDS route and vote 'yes', then the Council is obliged to play its part in the process. It is also obliged to fund the ballot process unless the ballot is unsuccessful.

13. OPTIONS CONSIDERED AND REJECTED

- 13.1 The following options were considered:

- A. Do nothing – rejected
- B. Deliver the BID - recommended

CONTACT OFFICER: Karen Fiagbe, Economic Delivery Manager ext. 65741.

BACKGROUND DOCUMENTS: Equality Analysis

APPENDICES ATTACHED:

Appendix 1: The BID Proposer: PBA & Purley BID Boards

Appendix 2: BID area - BID map

Appendix 3: BID Proposal Document

Appendix 1

Purley Business Association Board & Purley BID Board

On the Board of the Purley Business Association are:

Simon Cripps (Chair)
Lisa Downham
John Newburry
Nicola Glover

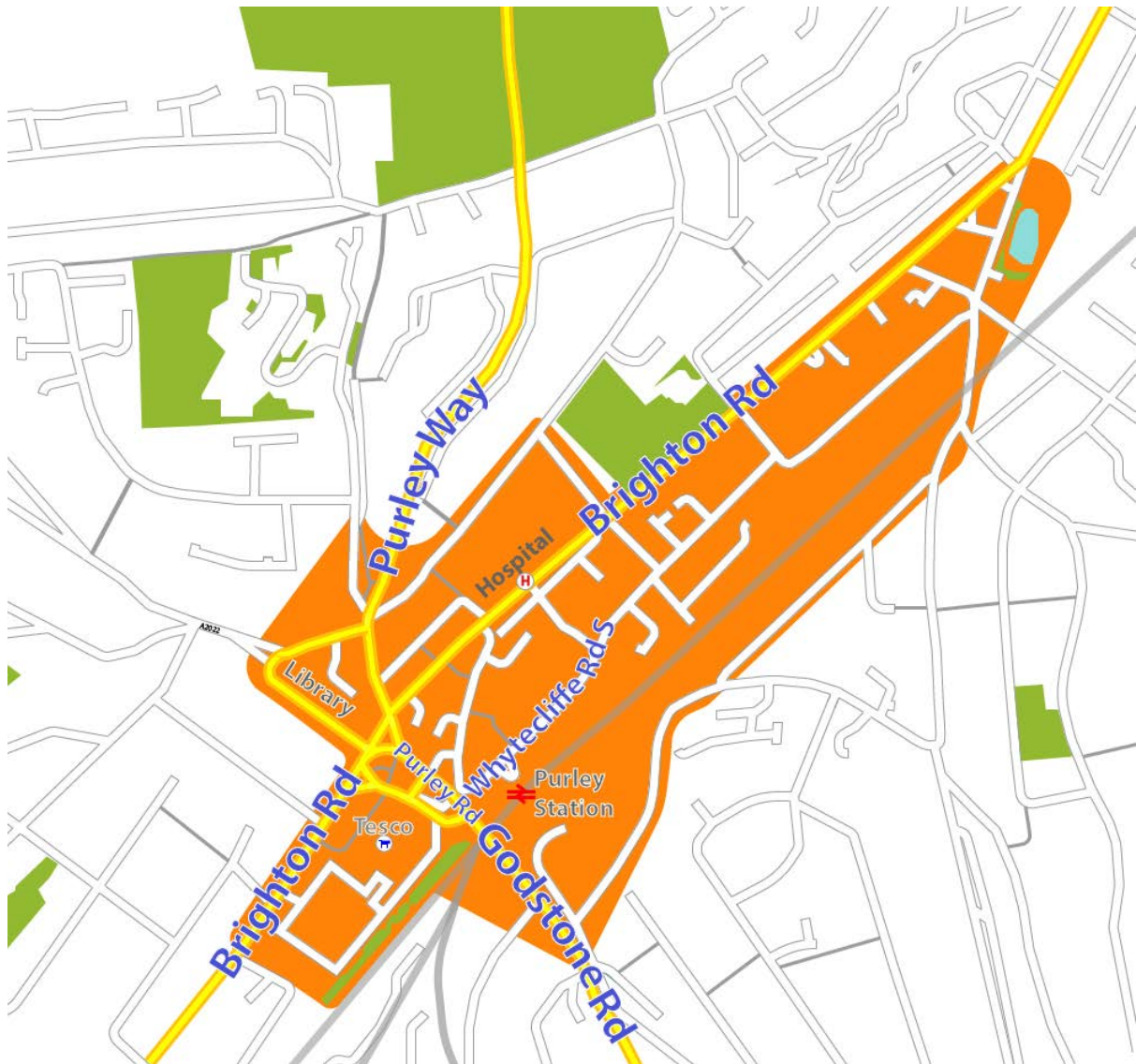
On the Board for the Purley BID are:

Simon Cripps (Chair)
John Leventhal
Nicola Glover
Marlon Johnson
Ian Harris
Ben Greshon
Kevin Moss
Emma Carpenter
Simon Brew - Representing Croydon Council
Steve O'Connell – Representing both Croydon Council and Greater London Authority.
Charles Trefusis
Kirsty Durrant
John Newburry
Peter Nodding
Lisa Downham
Richard Frear

Purley BID - The Current Registered directors/ secretary for the CIC are:

Simon Cripps,
John Leventhall
Kevin Moss

Appendix 2 Purley BID Area



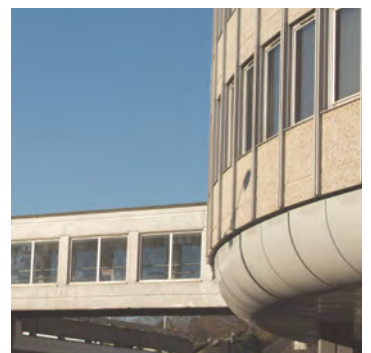
The Purley BID area comprises of the business hereditaments that are enclosed in the orange area of the map above.

The majority of the area is within the CR8 2 Postcode, however not all of the CR8 2 postcode area is included and a few extra businesses are included. This is to ensure that the businesses included can be fairly represented by the BID.

Let's Make Purley Better for Business



A PROPOSAL FOR A BUSINESS IMPROVEMENT DISTRICT



Contents

04	06
Welcome	What is Purley BID
Your chance to do something positive to improve the economic climate of Purley business	What is a Business Improvement District? The scheme explained.
08	10
Why Vote YES for PurleyBID	Visions for Purley
What benefits does the BID bring?	What issues and opportunities are before us? What the BID can do.
13	15
Parking & Accessibility	Business Engagement
How we plan on improving the access to the town and awareness for existing car parks.	How we can work together to further our common interests
16	17
Cleaner & Greener	Image & Marketing
How we can make Purley a nicer place to work, meet and shop	How we can promote our town harder and smarter
19	20
Safer Streets	The Purley BID Area
How we can make shoppers and clients comfortable and secure whilst they are with us	The businesses and streets that make up our town and the BID
22	25
Operating the BID	What will the BID cost my Business
Everything you need to know about how the BID will work	Understand and calculate the cost the BID will be to your business
30	31
Examples of BIDs	Purley BID Budget
Additional understanding of this exciting new venture for Purley	Proposal for how the investments will be spent over the 5 year term

Making Purley Better

Purley Businesses have a real opportunity to make a difference .

Between October 15 and November 18, 2015 business owners in the Purley CR8 2 postal district and some streets alongside will vote on the future of Purley. A **YES** vote will create a **BID** - a Business Improvement District with the one aim of making business in Purley better.

As chair of the Purley Business Association, I have seen how the recent poor economic climate has made business in Purley decline and face tough times. Purley has changed and will change drastically in future years, with developments both in Purley and around it in Croydon and Coulsdon.

A BETTER PURLEY

We must act together to create a better economic climate and capitalise on those changes.

What we certainly must not do is let others take revenue away from the town by failing to take action ourselves.

The **BID** is a very special opportunity for the future – and the opportunity to do it is **NOW!**

By putting together a **BID scheme for Purley we, the businesses of Purley, can take into our own hands the creation of better business for every business in Purley.**

That's why I and a few others are stepping up to the challenge of championing the **BID** and with your help, fellow business owners and managers, we can get started on Purley's future economic growth.

If you, the business owners of Purley, want to improve and promote Purley town together then

VOTE YES ON October 15th.

FUTURE IN OUR HANDS

In this guide we will explain the work that has already been going on for several months and we will make clear what the **BID** can do for Purley business; why your contribution will pay off in improving Purley as a place to live, shop and work, increase trade and benefit **YOUR** business.

The time is right for all businesses and the public sector to come together in order to provide a busier and more attractive town for Purley. The **YES** vote is supported by Croydon Council for all of the 5-year BID period.

We are on the verge of a great opportunity that I hope Purley businesses will collectively embrace and support as a key tool in ensuring the town's competitiveness in coming years.

I strongly urge you to vote yes in favour of the Business Improvement District in order to make Purley, a great place to work, shop and above all, to do business.




Simon Cripps
Purley BID Chairman



A New Start for Purley

Welcome

Purley Business Improvement District (BID) is an optimistic new initiative for the businesses of Purley to seize the opportunity **NOW** to come together and form a co-operative company to get Purley business growing again!



BIDs are springing up across the country! Many retail and commerce groups are helping themselves to improve their locality and the revenues for their businesses.

Purley Business – your chance has arrived to achieve what around 200 towns and high streets are already achieving! This prospectus shows how your **YES** vote will lead to new investment in Purley that **YOU OWN** and **YOU CONTROL!**



What is

Purley BID?

Purley Business Improvement District (BID) is a way of planning to improve the Business within the town.

Overview of a BID

A BID is formed to improve the business interest of a specific area by investing in services, projects and events. The BID is both business-led and business funded.

The BID is led by a board, whose members are

predominantly from businesses in the area. It is funded by a levy applied to the current business rates, In the case of Purley BID this is set at 2% and looks to create an income for investment of **£161,000** per year which would be ring-fenced for the exclusive use of the Purley BID area.

Examples

There are now around 200 BIDs set up in the UK. These are successfully delivering Business Improvements to towns such as Croydon, New Addington, Streatham, Twickenham and all round the UK.

A Strong Business Voice

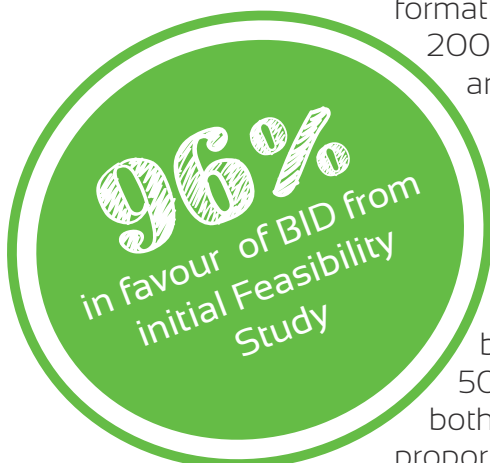
BIDs enable localities to have a stronger business voice in determining what happens in their town.

As well as being in control of their own budget for services they identify, BIDs also create effective engagement with councils and other bodies.

By ensuring agreed baseline deliverable services, the BID areas can ensure they get accountable service from their councils.



Legislation enabling the formation of BIDs was passed in 2003 in England and Wales and there are now around 200 in the country. BIDs run for 5 years and are voted in by the business ratepayers in the specified area. The mandate must be endorsed by over 50% of the businesses in both individual votes and proportion of rateable value.



I strongly believe that this is the best opportunity to improve Business in Purley.

Paul Barnett
ICUK.net, Pampisford Road

BIDs deliver funding for investment and services that are not supported by the local council.

They also win extra grants and funding that would not normally be available to individual businesses.

The Purley BID will give our local businesses a stronger, collective voice in determining planning and development within our town and across greater London and the South East.

What the BID is NOT

A BID does NOT replace services that the council are accountable for. The BID will engage with the council to create baseline agreements for deliverable services.

The Levy

The levy applied on a successful BID will be 2% of the Business rate. This rate will be applied to properties with a rateable value of £8000 or above per year.

Voting

The Ballot will take place for a one month period from 15th October 2015. To be successful the vote must meet two tests :

Votes cast must be a majority (over 50%)

and

Votes cast must represent a majority of the total rateable value in the BID area .

If successful the decision of the vote for the BID makes the levy mandatory for business ratepayers.



Lisa Downham Get Fired, Brighton Road

“We see a BID as essential to ensure that Purley Businesses are fully supported in meeting the changing economic market”

Commencing the BID

Levy collection is expected to start in February 2016. The BID will have a 5 year term, after which a new ballot will take place.

Who is included ?

The levy will apply to all properties (hereditaments) with a rateable value of £8000 or greater. The area is shown on pages 20-21.

The area of the BID is generally, but not exclusively, the CR8 2 post code.

almost **50 BIDs** in London
over **200 BIDs** in UK
£161,000 investment to Purley
Improves & provides additional services &
does **NOT** replace Council spending
83% of BIDs gain additional investment

Why Vote **YES** for Purley BID ?

From your investment in the levy, Purley BID will deliver improvements, services and events to the town with the aim of improving business in the BID area.

We all know that times have been tough for businesses. Cuts from both government funding and peoples' personal budgets have made trading difficult.

Purley has been greatly affected in past years, with profits decreasing and businesses closing.

Individually we can find it difficult to make a difference, however together we can make a real change and have a strong voice for improvements and promoting our town.

//
Purley needs the BID to ensure that it is a great place to work, live and shop. We fully support the BID.

Mark Youll
Mark Youll Estate Agent

Purley BID will work under the guidance of businesses to :

Represent them on issues affecting the area

Increase footfall

Improve staff retention

Identify business cost reduction

Promote the area

Facilitate networking opportunities

Assist in dealing with the Council, Police and other public bodies.

Voting **YES for Purley BID will provide you with a return on investment.**

For your investment of a levy of 2% of your business rates, you will gain dedicated marketing opportunities for Purley.

The BID will be able to represent you to gain greater investment in the town.

As with every BID across the UK, Purley BID will work for you for the greatest return on your investment.

Most BIDs attract additional funding opportunities to their area and matched funds are often available from Government, Police, EU etc.

New Addington has raised additional funding some 20-30 times their levy!



Kevin Moss

Palmerston Accountants

"We fully support the Bid and believe that it will bring more business to Purley."

Palmerston

Accountants and Consultants

www.palmerston.co.uk

Business

* B



Levy equal to **2%** of Business Rates
will bring

£161,000 investment to Purley
Managed by Purley Business owners to improve:

Marketing & Image 

 Business Engagement

 Safer Streets

Parking & Access 

 Cleaner and Greener



Visions for Purley

In 2014, Purley Business Association polled around 60% of businesses in Purley through visits, meetings or surveys.

All businesses said that improvement was needed, leading the Association to identify more clearly several key areas for improvement. Five clear visions emerged for how businesses wanted to invest the £161,000 generated from the BID Levy:

Parking & Accessibility

Image & Marketing

Cleaner & Greener

Safer Streets

Business Engagement

We aim to have a stronger partnership working between the business community and the Council on key elements of regeneration of the BID area. This will allow us to better consider the options and actions available to achieve our Visions for Purley.





Marlon Johnson

Lupita Cofee House, High Sreet

"We see a yes vote for Purley BID essential in addressing the parking and access issues to the town"





Parking & Accessibility

All of the businesses interviewed in the feasibility stage identified the availability and position of parking to be an issue affecting trade and visits to the town.

The businesses came up with suggested improvements to look into:

Change to the amount, location and type of parking currently offered.

To work with the Council to consider options for improving the availability of parking for shoppers and visitors to the town centre both in the short-term and long-term, including improvements to the multi-storey car park.

Consider options for improving signage in the town, particularly to the parking areas, to reduce parking infringements and enhance the visitors' experience.

To have a visitor centre facility - to support both business and town centre visitors.

Use of online services to support visitors' accessibility, showing parking charges and associated times.

To develop more sustainable alternatives to car travel





Ben Gershon

Frost Estate Agents, Purley Road

“BIDs have constantly proven to be very successful in regenerating towns across the UK. We look forward to seeing Purley BID bring benefits to our town.”

“ The BID harnessed not just money, but also the skills, energy and enthusiasm of senior local business leaders.

**Mary Portas, Portas Review
(West End BID)**

Business Engagement

There isn't enough cooperation and communication between businesses.

We need strength in numbers so we are persuasive when we act collectively. The BID can respond to your concerns and aspirations by:

Employing town centre management resources.

Creating more networking opportunities to maximise internal cross links between businesses and use our own local resources as priority.

Holding an annual Business Exhibition, bringing benefits in public relations and stimulation of business opportunity.

Engaging landlords and agents to improve property occupancy and understanding how Purley can attract appropriate new tenants to add retail diversity and widen available services and shops.

Evolving the area towards a small set of clear 'identities' to

become what Purley is 'famous for' by providing a business support hub with information, encouragement and advice for businesses entering the area and our current colleagues.



Alex Gaw

Explore Learning, Brighton Road

“Having a BID in Purley will be great news in making the town a more pleasant place to visit, work and shop. ”



Cleaner & Greener

Purley suffers from fly tipping and other issues around cleanliness. Many minor improvements can add up to a big change for the better, such as:



Working with the council to improve street cleaning, waste facilities and pest control.

Cleaning and maintenance of the Multi-Storey car park acknowledging the proposed development of the site in the future.

Consider solutions for procuring recycling, waste disposal, and energy and telecoms services for the area to achieve better value for money.

The business community and the Council to work more closely to act upon all cases of fly-tipping through the enforcement powers that it has.

Looking at enhancements to monitor streets and rear-of-store areas possibly by CCTV or area radio networks and also improved security gating.

Image & Marketing

Purley has many challenges – a high number of vacant properties, a lack of marketing of the town and finding persuasive reasons to shop and use services in the town.

Marketing harder and smarter is a key role of the BID team and the businesses working together. No single business can achieve this, but through organised activity we can do much more:

Develop the Purley Festival and other celebratory opportunities to build footfall and community spirit.

Improve seasonal marketing of the area with banners, improved Christmas lights, summer seasonal festive lighting, and encourage a pleasant atmosphere all year-round for shoppers, clients, diners and pub-goers.

Put up prominent permanent signage - to identify Purley to welcome visitors and improve return rates

Engage more custom with a Purley Town Website and Social Media facilities to inform about Purley shops, events and attractions.

Publish a Newsletter as a source of information for businesses about our BID activity.

Improve cosmetic appeal of empty shops to get better appeal of the streets in general.



Mary Coughlan

Lucindas, Russell Hill

“We back the BID to put Purley back on the map ”



Try a Purley Loyalty Card which many BID locations have adopted.

Consider options for a regular open-air street market, a feature of many high streets, providing increase footfall and diversity of trading opportunities





● SOUTH LONDON'S BEST LOVED
LIVE MUSIC VENUE! - GREAT JAM NIGHTS!
● FRESHLY PREPARED FOOD
● MEETING ROOM AVAILABLE FOR HIRE
● PRIVATE PARTIES CATERED FOR
● CAR PARKING AT REAR
● TEL: 020 8660 2076
● WWW.JOLLYFARMERS-PURLEY.CO.UK

JF
Open
ALL
Day



Alan Manley

Purley Sports / Rep Apparel, Brighton Road

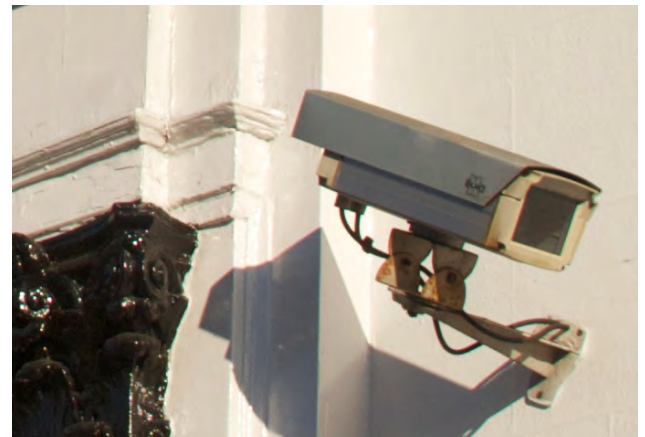
"Purley Needs a BID to bring life and business diversity back to the High Street ."

Safer Streets

Purley is not considered a particularly unsafe or violent area but we have our instances of antisocial behaviour, homelessness and theft.

The residents of Purley require a high level of safety, both during daytime but particularly at night, to attract their shopping spend and use of service providers such as Estate Agents.

Visitors should see that the business community cares and is making Purley a pleasant place, with some key initiatives:



Joining or creating a Business Crime Reduction Partnership Scheme to track antisocial behaviour across the town, hand in hand with Croydon and neighbouring areas.

Consider options for car park lighting in the Multi-Storey where the improved lighting could be of benefit to the public.

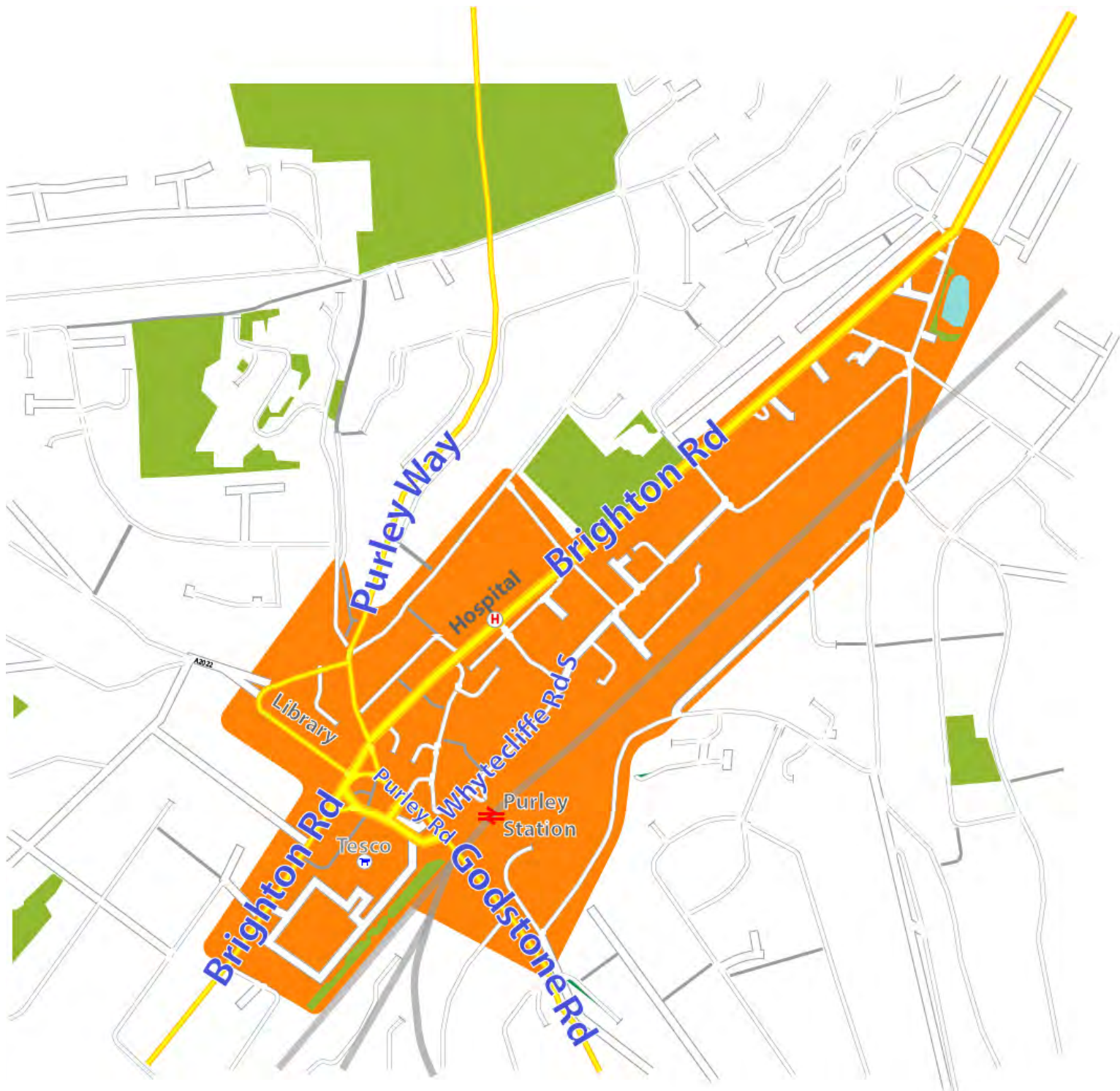
Pub watch, and Retail security, to help prevent trouble around shops, pubs and dining.

Improved surveillance and communication channels between local businesses.

Acquire our own Policing – always in the town - focused on being there when most needed and being easily visible.



The BID Area



The Purley BID area comprises of the business hereditaments that are enclosed in the orange area of the map on the opposing page. The majority of the area is within the CR8 2 Postcode, however not all of the CR8 2 postcode area is included and a few extra businesses are included. This is to ensure that the businesses included can be fairly represented by the BID.

The BID boundary runs along and includes both sides the Brighton Road (A23) from the south, starting at the Junction of Lansdowne Road (11 Brighton Road) on the South/East side and opposite the entrance of Lansdowne Road on the North/West side including and down from 48 Brighton Road. This runs along both side of the (A23) Brighton Road and (A235) Brighton Road and up to and including Capella Court and the junction of Biddulph Road.

The South East Boundary of the BID runs both sides of the road southwards from Capella Court along Riddlesdown Road to Grasmere Road and including both sides of Grasmere Road. The boundary continues from the end of Grasmere Road with the junction of Warren Road towards and including both side of Approach Road all the way to the Junction of the Godstone Road.

The Purley BID boundary starts on the Godstone Road on both sides North West from the Junction with Downs Court Road in to Purley Centre. Heading North West up both sides of Purley Road and both side of Banstead Road up to 37 Banstead Road. It includes the other side of the Banstead road along A2022 Foxley Lane down from 20 Foxley Lane and heading round Purley Library onto the A23. The BID area also includes Russell Hill Road up to the junction with Russell Hill. The Bid boundary crosses the Purley way at and including 922 Purley Way . The area covers both sides of the Pampisford Road from the start up to the Junction of Christchurch Road on the South and up to and including 39 Pampisford Road on the North. Both sides of Christchurch road are included joining to the (A235) Brighton Road.

STREETS	
A	P
Approach Road	Pampisford Place
B	Purley Downs Road
Banstead Road	Purley Park Road
Brighton Road(A23)	Purley Road
Brighton Road(A235)	Purley Way
C	R
Christchurch Road	Riddlesdown Road
F	Russell Hill Place
Foxley Hill	Russell Hill Road
G	S
Godstone Road	Station Approach
Grasmere Road	
H	W
High Street	Warren Road
K	Whytecliffe Road North
Kimberly Place	Whytecliffe Road South
	Woburn Avenue



Operating the BID

Establishing the Visions

Stage 1 - Autumn '14

The Purley Business Association established the need for change in 2014 by consulting with individual Purley businesses and key groups such as the Croydon Council Economic Development Department, local residents groups, faith groups and establishments,

GLA member, Steve O'Connell and ward councillors Simon Brew and Donald Speakman.





Research, Feasibility & Opinion Gathering

Stage 2 - August '14–January '15

Face to face interviews with 40% of the businesses in the BID area to establish the top issues, to get suggestions for improvements and gauge support for the bid and its levy on each business.

The support was overwhelmingly positive at this stage and around 90% of those responses were in support and positively in favour of doing something collective and active for Purley businesses.

We applied for a grant and a loan to get the BID off the ground from the GLA and British BIDs, respectively and our case was strong enough to be awarded £35,000 to get the BID communicated to the Purley Businesses, discussed further and

put to the vote in Autumn 2015. We identified the 5 key visions detailed in this prospectus and did further work to find out about what could be done to improve Purley's prospects, how important each issue was, what it might cost to address and how each area of benefit might be achieved.

This was forged into a Purley BID budget and an action plan which was approved by the GLA, Croydon and British BIDs.

A company was formed to run the BID development activity and later on the BID itself and volunteer directors formed a management board.

The Website www.purleybid.co.uk was created to talk about the BID and make the background documents for the full business plan available to all.

Council Engagement & baseline agreement

Stage 3 – January '15–March '15

To ensure that the BID levy delivers extra services and is not used to bolster shortfalls in Council spending, the BID is engaging with Croydon Council to confirm exactly what the Council is committed and targeted to deliver.

This will become the minimum service level that Purley expects from the Council and the BID will ensure that the Croydon council is held accountable for meeting those target levels.

Services beyond those agreed can be negotiated or purchased separately by the BID, either from the Council or independently, where cost savings to Purley businesses can be made by procuring competitive commercial service providers in future.

The end result will be benefit to the BID area businesses which can often reduce the net cost of supporting the BID for each levy payer.





Consultation and Campaign Preparation

Stage 4 – April-August '15

The communications to involve all the businesses in Purley commences with meetings, networking opportunities, the availability of this prospectus as well as information leaflets, the Website

www.PurleyBID.co.uk

and many more opportunities to understand the BID and decide to vote **YES** in October.

Throughout this stage the BID volunteers will be working with Croydon Council to gain their cooperation for the future and seeing to the smooth running of the BID Ballot.

Establishment of the BID

Stage 5 - Oct 2015–Jan 2016

For the Ballot stage, you will be sent a ballot paper and asked to vote on the content of the final BID Prospectus and the bid levy.

The BID will go ahead if over 50% of the businesses vote **YES** and over 50% of the rateable value is represented in those that voted **YES**.

We will not run the Ballot unless we are sure that the Purley Business community is in favour! So far 93% of those consulted (about half the businesses) are in favour in principle.

Then the hard work begins to deliver the benefits and improvements that are summarised in this Prospectus !



What Will The BID Cost My Business?

Once the vote of **YES** is received, you, the business rate payers in the BID area, will be required to pay one annual payment towards the BID each year for five years. This payment will be calculated at 2% of the rateable value for your individual property known as a hereditament.

So if you own a business that has rateable value of £15,000 you will pay £300 to the BID for 2016/17.

We have introduced a lower threshold so that a business with a rateable value lower than £8,000 will not be asked to contribute financially to the BID.

The payment will be collected via an invoice from Croydon Council around February or March 2016.

If your business rates are

£10,000

You will pay **2%**



£200 per year



£16.60 per month



£3.85 per week



55p per day

The BID Mechanism

The Ballot Process

1. Croydon Council will canvass to identify the eligible voters, by sending out 'named voter forms'. If a form is not completed and returned, the ballot paper will be sent to the name provided by the local authority's business rates department.

2. The Council, at its own cost, will send a ballot paper to the eligible voter at each property.

3. Each property in the BID will be entitled to one vote in respect of this BID proposal. This will be a postal ballot which will start on 15th Oct 2015, and close at 5pm on 18th Nov 2015. Ballot papers received after 5pm on 18th Nov 2015 will not be counted.

4. In order for the proposal to be successful at ballot the result will need to meet, as a minimum, two independent criteria which are:

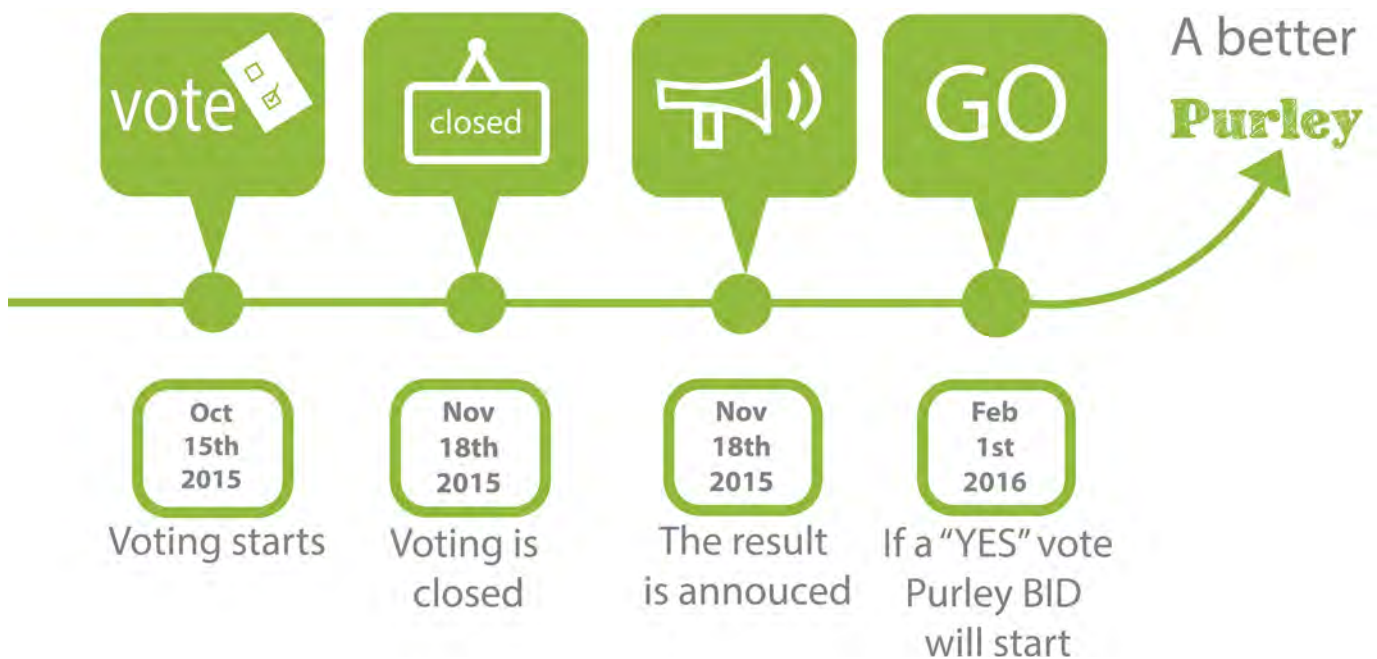
(a) of those ballots returned by the close, those voting in favour of the BID proposal must exceed those voting against it, and

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

5. The ballot will be counted by Croydon Council who will announce the result as soon as practically possible after the close of ballot.

6. If successful at ballot, the BID will start delivery of services in February 2016 and will continue for a period of 5 years to January 2021.

7. At the end of the 5 year term eligible voters will be asked to vote on a BID renewal proposal.



Finances

1. The budgeted income from levy collection in the first year is £161,000.

2. Expenditure for each year is budgeted at £152,200 leaving a provision of 3% of expenditure providing for an anticipated surplus of £25,000 by the end of the 5-year term.

3. Core running cost is forecast to be around 14% of total expenditure for staff, administration, accounting etc.

4. Income in addition to the levy is expected to be generated to assist the BID with achieving its objectives. Additional income may come from public sector, local government, central government and European funding as well as private sector

investments and income generating activities

A key strand of BID activity will be to utilise the availability of the levy and the activities of the BID to apply for additional grant income, project support, match-funding and sponsorship.



Richard Frear

Manager, Tesco Extra

“We realise the importance that a Business Improvement District will have in supporting all shops and Businesses in Purley.”



The Levy

1. The annual levy rate to be paid by each property is to be calculated as 2% of its rateable value as at the 'chargeable day' (1st February annually).
2. Properties with a rateable value of £8,000 or more will be liable for payment of a levy.
3. The number of properties or hereditaments liable for the levy is estimated at 294.
4. The levy will be increased by the fixed rate of inflation of 3% per annum.
5. The levy will be charged as one amount annually in advance, with the chargeable period being February to January each year. No refunds will be available on the levy charged.
6. The owners of untenanted properties and charity shops will be liable for payment of the levy.

7. Applications for exemptions, reductions and capping of the levy rate can be applied to individual properties in exceptional circumstances. This will be the subject of review and approval by the BID company.

8. The rateable value is defined as the rateable value within the current council ratings list.

9. Where there is a change of use or a physical change to a property including inter alia; new construction, merger, subdivision, extension and refurbishment, an estimated levy will be applied.

10. If, during the term, the rateable value assigned to a property falls below £8,000 for whatever reason (either through physical change, change of use, or revaluation arising from the adoption of a revised Rating List), the property will be exempt from the levy from the next chargeable period.

11. If, during the term, a property or hereditament with a rateable value which had previously been below £8,000 threshold is assigned a new rateable value which is above £8,000, the property will be liable for the levy from the next chargeable period.

12. Croydon Council will be responsible for collection of the levy.

Governance

1. A new not-for-profit Community Interest Company has been formed to manage the BID.

2. Following a **YES** vote an interim BID Steering Committee will be nominated to represent levy paying businesses within the BID area and such other businesses and stakeholders as required until the BID becomes formally operational in February 2016. The Chair of this interim Committee will be Simon Cripps, Chair of Purley Business Association to ensure continuity through this phase from the current BID Steering Board.

3. Within the interim period this Committee shall agree the procedure for electing the on-going Board and suitable rotation policies for membership. Additional members may be co-opted, as required. Nominated representatives from the Council and the Police will not be subject to the election process.

4. Other matters of governance are standard and laid out in the Articles of Association of the Purley BID Community Interest Company Limited, available on the website

www.purleybid.co.uk/articles

5. The team that has been responsible for developing the BID proposal will be responsible for initial planning and initial implementation in the interim period from ballot to February 2016. During this period, the BID Steering Committee will be responsible for the appointment of the operational delivery team for the BID.

6. The Board shall have the ability to vary service delivery and expenditure according to the changing demands of levy payers. However, any change to the BID boundary or levy rate would require an alteration ballot.

7. Businesses within the BID area whose rateable value is under £8,000, and those outside the area, will be encouraged to support the work of the BID.

8. An agreement in principle, subject to a successful **YES** vote has been reached with Croydon Council for an Operating Agreement of the Council's baseline service commitments. A copy can be found at:

www.purleybid.co.uk

9. Notice of the intention to hold a ballot will be given to the Secretary of State prior to 23rd July 2015. Notice of Ballot will be sent to participating businesses by Croydon Council within the required statutory period.





Lincoln BID

- Lincoln Festival
 - Farmers' Market
 - Shop Lincoln initiative
 - Lasting support - anti social behaviour campaign
 - Cycle Safe Scheme
 - £385,000 investment
 - 84-96% approval
- www.lincolnbig.co.uk

Examples of BIDs

Croydon BID

- Funding Extra Police
 - Croydon Business Crime Reduction Partnership
 - Best Bar None
 - Destination Croydon
 - Check Out Croydon
 - £1,000,000 investment
 - 63-70% approval
- www.croydonbid.com

Twickenham BID

- Try Twickenham identity
 - Christmas lights
 - Alfresco dining event
 - Hot spot cleaning
 - Part-time Ambassador
 - Support Pop-up Shop
 - Free after 3 parking
 - £280,000 investment
 - 81-85% approval
- www.trytwickenham.com

Other BID Links

- www.purleybid.co.uk
- www.britishbids.info
- www.gov.uk/business-improvement-districts
- www.london.gov.uk/priorities/business-economy/vision-and-strategy/focus-areas/business-improvement-districts
- http://en.wikipedia.org/wiki/Business_improvement_district

Orpington BID

- Opportunity Orpington Business Show
 - City Car Club
 - Orpington's Finest
 - Easter Funday
 - Orpington Wedding Fair
 - £172,000 investment
 - 54-60% approval
- www.orpington1st.co.uk

East Ealing BID

- Make it Ealing Loyalty card
 - Gum Removal Group
 - Business Networking with secretary of state
 - £310,000 investment
 - 60-68% approval
- www.makeitealing.co.uk



Purley BID Budget*

		Annual Investment	
		Total	Components
Accessibility & Parking	9%	£14,000	
Signage			£4000
Traffic updates			£2000
'Destination Purley' Marketing			£4000
Office			£4000
Business Engagement	8%	£13,600	
Business Communications			£5000
Surveys			£3000
Landlord Engagement			£2600
Business Promotion			£3000
Cleaner and Greener	8%	£12,600	
Cleaning			£7000
Greening			£5600
Image & Marketing	27%	£44,000	
Marketing Material Offline			£12000
Marketing Manager			£13000
Online Marketing Costs			£13000
Adverts			£6000
Safer Streets	14%	£23,000	
Police			£12000
Crime Reduction Initiatives			£4000
Street Pastor			£2000
Night-time			£3000
Training			£2000
Visions Resource	14%	£22,000	
Project Management 2 days / week			£16000
Project Administration 2 days / week			£6000
Core Running Costs	14%	£23,000	
Core BID Management 1 day / week			£8000
Core Administration 2 days / week			£6000
Loan (first 2 years only)			£5000
Insurance			£1000
Accounts			£1000
Calls, Stationery, Audit etc..			£2000
Contingency	5%	£8,800	
Projects			£5000
Non Payment			£3800
Estimated Total Income	100%	£161,000	

*These figures are indicative of expected investments and will be approved against priorities as they arise by the established BID board over the 5 year term.
 Excludes incomes from grant initiatives generated by the BID
 Includes £10,000 BID loan repayment to be made in years 1 and 2 of term



What is Purley BID ?

Purley Business Improvement District (BID) is a geographical area of mainly the CR8 2 postcode, in which the local businesses will vote to invest collectively the equivalent of 2% of their business rates to improve the business environment.

BIDs provide additional or improved services, identified and requested by local businesses.



What's in it for me?

BIDs are run by Business for Business

BIDs create a real voice for business to influence positive change

BIDs enable investment to achieve savings for business big and small

BIDs can attract matched funding to make your money go further

BIDs allow us to plan with certainty for a five year term

BIDs are independent, democratic and accountable

info@purleybid.co.uk

www.purleybid.co.uk

facebook: PurleyBID

twitter: @purleybid

tel: 0203 137 1826

Purley BID Community Interest Company is registered in England and Wales No.09537145

Registered Address: Palmerston House, 814 Brighton Road, Purley CR8 2BB