

REPORT TO:	Cabinet Member for Economy & Jobs
SUBJECT:	District Centre Prosperity - Purley BID
LEAD OFFICER:	Shifa Mustafa, Executive Director of Place Stephen Tate, Director of Growth, Employment and Regeneration
WARDS:	Purley & Woodcote; Purley Oaks & Riddlesdown

CORPORATE PRIORITY/POLICY CONTEXT/ AMBITIOUS FOR CROYDON

This report sets out the rationale for supporting a second term of the Purley BID and how the Council and Purley Business Improvement District will work together to continue to drive economic growth in this key, ambitious and growing district centre.

The renewal of the Purley BID supports the Corporate Plan for Croydon 2018-2022 in its delivery of the outcomes:

- Business moves here and invests, our existing businesses grow
- Everyone feels safer in their street, neighbourhood and home
- Everybody has the opportunity to work and build their career
- A cleaner and more sustainable environment

It also supports Croydon's Community Strategy 2016-21 by contributing to:

- Outcome One: A great place to learn, work and live
- Priority Three: Support the local economy to grow
- Priority four: Deliver a vibrant cultural offer
- Priority Five: Secure a safer, cleaner and greener borough

FINANCIAL IMPACT

Business Improvement District (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 Electoral Services and Mayor's Office estimates that this will be a one-off cost of approximately £4,000 to the Council in 2020-21 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 for 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 £5,900 p.a.

The Council owns a number of assets within the BID area that will qualify for the levy. If successfully voted in for a second term the levy payable by the Council will be £2,363 per annum out of the predicted £102,085 total annual levy. Over the 5 years of the BID, the total levy due will be £11,815 out of around £510,428

generated across the BID.

FORWARD PLAN KEY DECISION REFERENCE NO.: 5420EJ

The decision is due to be taken under Special Urgency (notice published on 6 October 2020).

The making of this decision is urgent as Covid 19 has had a severe impact on the businesses in this designated area and Purley BID have been an essential part of the emergency response, the area needs have changed and it has never been more important to deliver a proposal that reflects a business led, agile response for renewal. It is this response which has led to the delay of the Purley BID proposal being submitted.

The BID have engaged and responded directly to their levy members concerns and needs and now have a proposal that reflect the want of the businesses. However, this means that in order to meet the needs of the ballot timeline we cannot wait until the Cabinet meeting being held on the 19 October and the decisions requested must be taken outside of the Cabinet – the Leader has delegated the decision to Cllr Manju Shahul-Hameed.

A report will still be taken to Cabinet to note the decisions.

The agreement of the Chair of the Scrutiny & Overview Committee has been obtained.

The Leader of the Council has delegated to the Cabinet Member for Economy & Jobs in consultation with the Cabinet Member for Finance & Resources the power to make the decisions set out in the recommendations below (5420LR) (this will be noted by Cabinet at the Cabinet meeting being held on the 19 October 2020).

1. RECOMMENDATIONS

The Cabinet Member for Economy & Jobs in consultation with the Cabinet Member for Finance & Resources is recommended to:

- 1.1 Consider on behalf of the council as a billing authority, whether the Purley BID 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 approve 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 2020/21 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 Thursday 10th December 2020)
- 1.5 Note that in the event of a 'Yes' vote at ballot:

- 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 the BID Company.
- 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
- 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. Purley continues to face one of the most challenging periods in its economic history. The impact of COVID-19 (coronavirus) has created an economic crisis that needs an immediate coordinated response that reduces the impact on the businesses. Purley Business Improvement District (BID) has been a key player in the emergency response for businesses, working with the Council to ensure that information, advice, guidance and financial support has been delivered to the Purley levy members.
- 2.2. Purley Business Improvement District (BID) have completed their 5 year term and are now due for ballot. This report focuses on the process and impact that a further five year term will have for the businesses, residents and the cost and role the Council will play in the enablement of the BID.
- 2.3. Over the past five years Purley businesses have benefited from the Purley Business Improvement District (BID). The BID has run well over 200 projects including delivering hanging baskets and banners to improve the look and feel of the district centre, activating the high streets with events such as the annual Food and Drink Festival. Purley BID has provided business support, promotions and other initiatives including campaigning and lobbying for policy change to support the business community.
- 2.4. Throughout this time, the Council has been collaborating with the Purley BID to unlock the full potential of the area. This key district centre has been subject to unprecedented change in recent years.
- 2.5. It is now time for the renewal of the Purley BID, which operates on a 5 year term. A successful 'yes' vote at ballot, has the potential to unlock levy income to the value of £510,428 over the next 5 years to support interventions that benefit businesses within the BID area, which in turn will benefit the wider community, in terms of access to employment and skills opportunities.
- 2.6. As a key partner and levy payer, the Council will vote in the ballot and can influence those interventions. The key priorities set out by the BID in its ballot documentation are:

- **Destination Purley** – promoting and supporting Purley as a vibrant high street
- **Access and safety**
- **Business support**

3. **What are Business Improvement Districts (BIDs)?**

- 3.1. A BID is a geographical area where businesses are invited to decide how to improve their trading environment. 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 (5 years). 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. A BID is both business-led and business funded, but is also a partnership with the local authority, in order to build on and provide additionality to (not replace) existing council services. The BID is funded primarily through the levy but can also draw on other public and private funding streams.
- 3.3. 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.
- 3.4. 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.
- 3.5. The regulations require the BID's 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 include 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.
- 3.6. 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.

Purley BID 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.

3.7. The benefits to the Council of supporting the BID proposal are:

- 3.7.1 That it contributes towards our key corporate priorities by ensuring that Croydon residents benefit from economic growth in the borough, that they have the opportunities to develop new or to expand existing local businesses, and that they have the skills to access decently paid jobs.
- 3.7.2 That it also contributes to our corporate priority of community devolution and empowerment, by enabling local decision-making over local resources to directly benefit that neighbourhood and community.
- 3.7.3 That it offers a self-funding dedicated resource to act as a link to the district centre and provides a strategic delivery partner in the council's boroughwide economic renewal initiatives.
- 3.7.4 That it delivers additionality against the Council's priorities of crime and disorder & environmental improvements and sustainability.
- 3.7.5 That it facilitates community cohesion through network and partnership building and delivery of a programme of family-friendly events and arts initiatives.

4. Purley BID – then and now

The Purley BID is Croydon's third BID. The first was the Croydon Town Centre BID, and the second was the New Addington BID both of which are now in their second terms.

- 4.1. The Purley Business Association established the need for change in 2014 by consulting with local stakeholders on the appetite for a Business Improvement District. 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.
- 4.2. Following a successful ballot, Purley BID was established in 2015 with a vision to make Purley better for business. It was set up by local businesses who passionately believed in supporting each other for the benefit of everyone, residents and fellow business owners alike. Purley Business Improvement

District CIC is a not-for-profit Community Interest Company, which was formed to manage the BID in 2016.

- 4.3. The Purley BID area (detailed in Appendix 2 of this report), is focused around Purley High Street and as at September 2020, has approximately 180 hereditaments (properties eligible to pay business rates). Building on the experience of the last 5 years, the levy has been set to continue at 1.5% of the business rate per annum (by rateable value), estimated at around £102,085 per annum. A threshold level is also set, so that individual hereditaments below £ 8,000 per annum will not have to pay the levy. This threshold precludes certain listings such as ATM's, places of worship and schools from being charged.
- 4.4. The Council is a non-domestic rate payer within the Purley Business Improvement District, as it owns 3 assets that meet the levy threshold: Purley multi-storey car park; Russell Place car park and Purley Library. The combined Rateable Value of these assets currently totals £157,500 resulting in an annual levy payment of £2,363.
- 4.5. As Purley BID approaches the end of its first 5 year term, notice of the intention to hold a ballot was given to the Secretary of State on 11 June 2020. Notice of Ballot will be sent to participating businesses by Croydon Council within the required statutory period.
- 4.6. The timeline for the ballot process is therefore as follows.

Pre-Ballot mailing to non-responders	7 October 2020
Deadline for Publication of Notice of Ballot; preparing the list of persons entitled to vote; writing to each person regarding arrangements; sending copy of Notice to Secretary of State	13 October 2020
Last date for posting ballots	12 November 2020
Last date for the appointment of proxies	26 November 2020
First day for re-issuing lost ballots	4 December 2020
Last day for re-issuing lost ballots	7 December 2020
Day of Ballot	10 December 2020
Count of votes and declaration of result	11 December 2020
Deadline for request to Secretary of State to declare ballot void	25 January 2021

5. The Purley BID Proposal

- 5.1. Purley BID carried out a community survey in August and September 2020 to establish what residents and businesses would like to see in their next term. They received 250 responses of which 50 were from local businesses. This work has informed their Proposal 2021-26 (detailed in Appendix 3 of this report) that is now being used for canvassing throughout the ballot period.
- 5.2. The Council continues to work closely with Purley BID and to determine their support for the BID proposal.
- 5.3. Three key themes have emerged from this engagement which form the

focus of their Proposal 2021-26.:

- Destination Purley – promoting and supporting Purley as a vibrant high street
- Access and safety
- Business support

5.3.1 DESTINATION PURLEY – with the wide-ranging challenges for retail and high streets, Purley BID recognises that it needs to promote Purley as a destination, not just a place to do a bit of shopping. Purley BID will be focusing on:

- the visitor experience, for local workers and residents - Purley BID will build on its programme of seasonal events to ensure that the town centre is family friendly, attracts footfall and increases dwell time. Purley BID has successfully established the annual Purley Food and Drink Festival which they seek to build on, as well as promoting 5 bi-monthly campaigns to support mental health. Purley BID also provides training to enable the town to be Dementia Friendly. Other new initiatives include organized busking.
- Improving the look and feel of the area – Purley BID will continue their daily patrols, reporting and removing graffiti and fly tipping, as well as reporting damaged or missing street furniture; the maintenance of foliage on Purley Cross; organized litterpicks and annual free cleaning of shop signage. In addition they will provide additional deep cleaning around the public realm in areas of particular need and renovate the Brighton Road clock.
- Greening the high street – Purley BID invests in summer and winter floral displays including hanging baskets, railing boxes and tiered planters. They plan to launch Purley in Bloom partnering with Network Rail, South East and Southern Rail, provide new planting on Purley Cross and creating wild garden areas on Godstone Road embankment.
- Winter lights – Purley’s Christmas lights are provided by Purley BID and they commit to continuing this provision in their proposal, along with seasonal LED tree lights through winter.
- Promotion – Purley BID is committed to delivering strong branding for Purley through street banners and posters, and keeping the community connected and encouraging ShopLocal through newsletters and social media channels, as well as actively supporting Small Business Saturday and similar campaigns
- Art installations – building on their successful art installations over the last 5 years both temporary (on hoardings) and permanent (e.g. Railway station murals), Purley BID will continue to identify opportunities for innovative artwork in the district centre.

5.3.2 BUSINESS SUPPORT – Purley BID works continuously to support local business and will continue to do so by:

- Campaigning and lobbying for policy change and being a strong voice for local businesses on a range of partnerships and networks, fostering key relationships with councilors, the Mayor of London, the GLA, local MP, Police and Residents' Associations.
- Maintaining the weekly group communication across their network initiated as the country went into lockdown, and ensuring that businesses feel supported and listened to, championing their cause and facilitating access to support.
- Digital training and access for businesses

5.3.3 ACCESS AND SAFETY – Purley BID acknowledges that these are the most common issues facing almost all district centres across the country. They will continue to improve access and safety by:

- Purchasing the services of a private security firm to make daily patrols to manage anti-social behavior and be a visible deterrent.
- Working with the council to deliver a Public Space Protection Order (PSPO) and signing up to the Crime Reduction Partnership.
- Working with the council to improve access to parking and other district centre facilities through signage and systems.
- Promoting Purley's status as a Dementia Friendly town and supporting the PubWatch scheme they established over the last term and their Bar One bar All programme to address ASB.

6. CONSULTATION

- 6.1 Extensive consultation has been undertaken by the Purley BID and their proposal developed in response to the needs of the Purley business community reflecting their needs after the impact of the Covid 19 mitigations which includes lock down.

7. PRE-DECISION SCRUTINY

- 7.1 This item has not been to a Scrutiny meeting for pre-decision debate due to the special urgency measures.

8. FINANCIAL AND RISK ASSESSMENT CONSIDERATIONS

- 8.1. **The effect of the decision** - If successfully voted in:

8.1.1 One off cost to the Council in 2020-21

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

Electoral Services and Mayor's Office estimate that this will be a one-off cost of approximately £4,000 to the Council in 2020-21 for the resources necessary to carry this out in-house, in accordance with the BID regulations. These costs will be absorbed within existing budgets. This cost is repaid to the Council if the BID ballot is unsuccessful and returns a 'no' vote.

8.1.2 Ongoing cost to the Council from 2020-21

The levy liability payable by the Council will be c. £2,363 per annum over the 5 years of the BID out of the predicted £102,085 total levy. The Council has been liable for and has budgeted for this levy over the last 5 years. Whilst there is an annual levy cost associated with supporting the Purley BID, it is considered reasonable in relation to the additional investment that the BID can attract.

The estimated cost that the council incurs is up to £5,900 per annum. These costs arise as Croydon is the relevant billing authority responsible for billing and collecting. Under the BID regulations, these costs are recharged to the BID.

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).

8.2 Risks

8.2.1 The BID process is considered an innovative process of enabling business communities to contribute significantly to the future economic development of their local area and regenerate high streets.

8.2.2 As the nation navigates the uncertainty that the current pandemic presents, the role of our key strategic local partners, including the borough's BIDs has never been more important in working with the council to manage the economic impacts of COVID-19, and facilitate and support recovery through their local networks.

8.2.3 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 economic uncertainty, the council cannot risk losing the opportunity to regenerate its local business communities.

8.2.4 The current uncertainty resulting from the COVID-19 pandemic does present some risks:

- Businesses who have been hugely impacted by the recent lockdown may not feel able to support the additional costs of paying the levy, in spite of the benefits it might afford them, resulting in a 'No' vote in the Ballot
- If the Purley BID secures a second term, further economic restrictions arising as a result of COVID-19 might impact on the ability to continue to collect the BID levy and impact on its viability.

8.2.5 There are also resource implications for the Council in terms of levy payment, and administration of the ballot. However, the effects of the Council not supporting the Purley BID are considered to outweigh these:

- Loss of revenue of approximately £102k per annum to help in the regeneration of the area;
- Damage to business relationships built up in the area over the last 5 years in which Purley BID has operated;
- Dis-engagement of local businesses to work in partnership with each other and with the Council for the betterment of the area;
- Loss of funding and initiatives that can attract footfall to the area and strengthen community engagement.

8.3 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.

8.4 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 continued operation of Purley BID will add value to the wider economy of Purley.

Approved by: Matthew Davis, Head of Finance for and on behalf of Lisa Taylor, Director of Finance, Investment and Risk

9. LEGAL CONSIDERATIONS

9.1 The Head of Corporate Law and Litigation comments on behalf of the Director of Law and Governance 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 Sandra Herbert, Head of Corporate Law and Litigation on behalf of the Director of Law and Governance and Deputy Monitoring Officer.

10. HUMAN RESOURCES IMPACT

- 10.1 The HR impact for this process is additional staff to manage the process. Delivery will require staffing to complete the ballot process, manage the Purley BID relationship and collect the levy. The staff mechanisms to collect the BID levy and the and deliver the ballot is already in place.
- 10.2 If there are any other HR issues that arise these will be managed under the Council's policies and procedures.

Approved by: Jennifer Sankar, Head of HR Place for and behalf of Sue Moorman, HR Director.

11. EQUALITIES IMPACT

- 11.1. A full equality analysis was undertaken in 2016, and has been updated for the renewal proposal, 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.
- 11.2 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 , and age more significantly and need to considered and addressed in the delivery of the BID.
- 11.3 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 to ensure that those of groups that currently face economic inequality (in terms access to employment opportunities) are provided with targeted support.
- 11.4 The BID Board will endeavor to ensure that 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 quality and secure jobs. If appropriate, mitigating action will be planned ensure that those equality groups that currently face economic inequality (in terms of access to employment opportunities) are provided targeted support.
- 11.5 The proposal to continue to support a Purley Business Improvement District will support the Council in delivering on its economic development and regeneration agenda 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 (and in particular disabled people, young people, over 50s and lone parents who are furthest away from the job market) have a pathway into employment, education and training.

Approved by: Yvonne Okiyo, Equalities Manager

12. ENVIRONMENTAL IMPACT

- 12.1 The Council will work with the BID Board to 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.

13. CRIME AND DISORDER REDUCTION IMPACT

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

14. REASONS FOR RECOMMENDATIONS/PROPOSED DECISION

- 14.1 There are no perceived alternative options for the Council. The partnership that the council has developed over the past 5 years with Purley BID has been mutually beneficial, and they are a key partner in securing the economic growth and vitality of Purley District Centre, more now than ever in light of the recent pandemic and the work required to manage lockdown and subsequent recovery for our local economy. 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.

15. OPTIONS CONSIDERED AND REJECTED

- 15.1 The following options were considered:
- To not support the BID – not recommended as the loss of support that the BID offers could have a severe impact on the businesses inside the levy.
 - Support the BID – recommended

16. DATA PROTECTION IMPLICATIONS

16.1 WILL THE SUBJECT OF THE REPORT INVOLVE THE PROCESSING OF 'PERSONAL DATA'?

Business data will be processed and this this will include sensitive financial evidence and banking details and therefore a process that conforms to GDPR and the processing of sensitive data has been implemented.

16.2 HAS A DATA PROTECTION IMPACT ASSESSMENT (DPIA) BEEN COMPLETED?

Yes and a DPIA is attached

Approved by Stephen Tate, Director of Growth, Employment & Regeneration

CONTACT OFFICER:

Carol Squires, Head of Economic Development

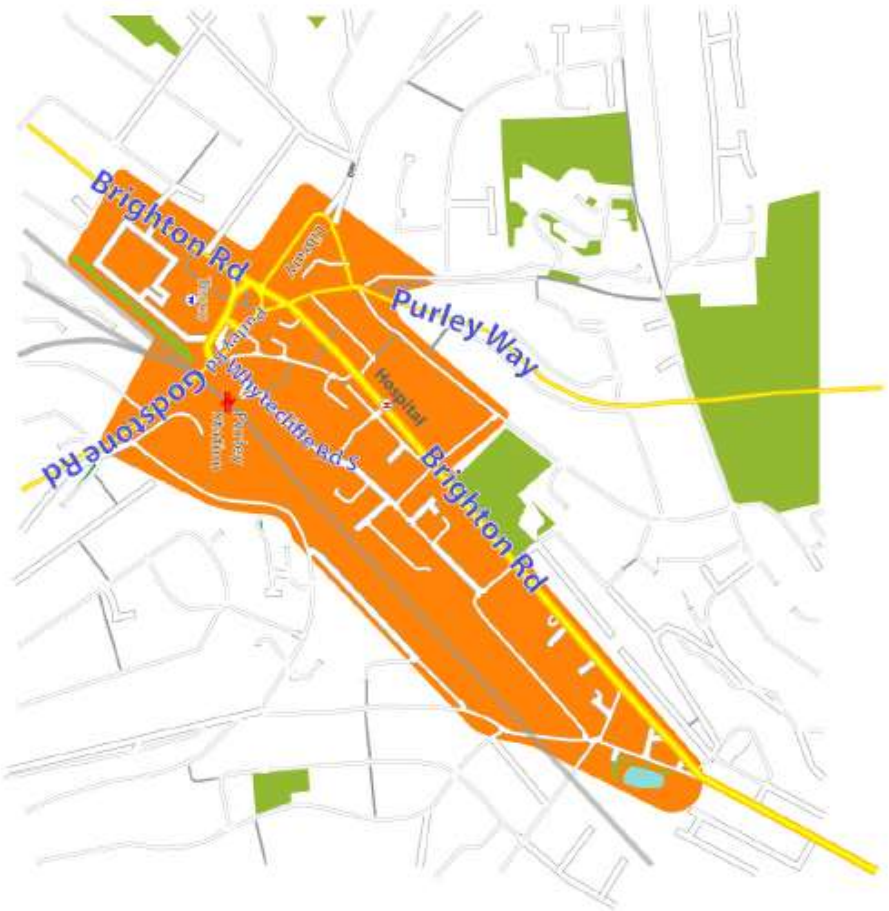
APPENDICES TO THIS REPORT:

Appendix 1: BID area - BID map
Appendix 2: BID Proposal Document

BACKGROUND PAPERS:

Equality Analysis and DPIA

The 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.

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 sides 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 sides 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 sides 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 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
	Whytecliffe Road North
K	Whytecliffe Road South
Kimberly Place	Woburn Avenue

Make Purley the No.1 Local Destination

Purley BID stands on the success of 5 years delivering projects to improving business in Purley. This proposal highlights many of those achievements and plans to make Purley the top local destination.



Life without Purley BID

As well as being the voice representing your business interests, without the BID we would lose hanging baskets, winter lights, banners, art, the food festival and much more. This term, we will be adding extra security and deep cleaning.



@inPurley

info@inpurley.london | www.purleybid.co.uk | 020 3745 3493

Registered Address: Palmerston House, 814 Brighton Road, Purley CR8 2BB
Purley BID Community Interest Company is registered in England and Wales No.09537145

Destination Purley



in **Purley**

A PROPOSAL FOR THE
RENEWAL OF THE PURLEY BUSINESS
IMPROVEMENT DISTRICT

2021-2026



Watch our videos to find out more.

Please visit our website or social media accounts where there are videos, summaries, snapshots and other content that will inform you why and how to vote for the Purley BID.

Choose Twitter, Facebook, YouTube, LinkedIn or visit www.inpurley.london



@inPurley



Better for Business in Purley

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Investment in our future

Over the past five years Purley businesses have benefitted massively from the Purley Business Improvement District (BID).

We have run well over 200 projects including hanging baskets, banners and the annual Food and Drink Festival. The BID has an impressive record in lobbying for Purley, as well as, business support, promotions and other initiatives. The BID runs cleaning and greener projects to improve the environment.

We also enabled extra funding from Croydon Council and the GLA that would otherwise not be available without a BID.

Purley First

Purley BID has represented our members' interests with hard fought campaigns. First of all we secured £200,000 investment into the multi-storey car park and five extra high street parking spaces. The BID was the leading voice in securing the business rates reduction by a third, this benefitted over 80% of Purley businesses saving an average of £2,840 per year in business rates. More recently we single-handedly managed to get £3.5 million of Croydon COVID-19 grants released that were otherwise tied up.

Destination Purley

The value the BID adds to Purley goes much further than just lobbying, as this proposal will highlight. We have on top of what has been mentioned, cost reduction, social media promotion, poppies, art, focused security, extra cleaning and waste removal, as well as all the COVID-19 support, the list goes on and on.

We appreciate that times are tough for everyone and that is why we need a BID now more than ever.

We will continue to be a BID that punches well above its weight with its delivery, support and campaigning.

The BID plans to set the base levy investment rate for the businesses at 1.5%. This is a reduction from 2% applied in our first term.

I strongly urge you to vote YES to renew

Purley BID so we can continue to support the business community. The proposal will demonstrate there is so much to lose without the BID and highlight loads to gain with one.

Welcome



Simon Cripps
Purley BID CEO



Successful Rates Campaign



Regular Litter Picks



Baskets & Flowers

Supporting Our Business District

What is Purley BID?

Purley BID was established in 2015 with a vision to make Purley better for business. Five years of investment in the town has supported our business community through promotion, events and services helping to make the town attractive and to raise the town's profile locally as well as nationally through lobbying. As a result, Purley BID has established itself as an influencer, recognised at local, regional and central government level.

Championing local businesses all the way, a BID enables delivery of projects and services above and beyond the provision by the local authority.

Overview of a BID

A Business Improvement District (BID) is a way of making improvements to the businesses within the town. The BID is both business-led and business funded.

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

The BID is led by a board, whose members are from businesses in the area. It is funded by a levy applied relative to the current business rates. In the case of

Purley BID, this is set at 1.5% and looks to create an income for investment of around £120,000

per year, which is ring-fenced for the exclusive use of the Purley BID area.

History of BIDs

Legislation enabling the formation of BIDs was passed in 2003 in England and Wales and there are now around 300 BIDs set up in the UK. 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.

BIDs are successfully delivering business improvements to towns all-round the UK such as Croydon, New Addington, Streatham, Twickenham and of course Purley.

A Strong Business Voice

BIDs enable localities to have a stronger business voice in determining what happens in their town and that is certainly true of Purley BID.

As well as being in control of our own

budget for services we identify, the BID also creates effective engagement with councils and other bodies.

Purley BID delivers additional services that are not provided by the local council, we do not replace existing services.

As a recognised body we are also able to win extra grants and funding that would otherwise not normally be available.

150

**BUSINESSES
SUPPORTED
WITH RATES
GRANTS AND
LICENCING**



Poppy Displays



Art Projects



Branded Banners



Private Security Patrols in 2nd term

Introduction

What Purley BID is NOT

Purley BID does NOT replace services that the council is accountable for. The BID has engaged with the council to create baseline service level agreement documents for their deliverable services.

The Levy

The levy applied on a successful second term BID will be the equivalent of 1.5% of the business rate. This rate will be applied to properties with a rateable value of £8,000 or above per year.

This amount has reduced from the first term levy amount of 2%. A typical business with a rateable value of £16,000 will have a levy of £240 (equivalent to £20/month).

Voting

The Ballot will take place for a one-month period from 12th November to 10th December 2020. To be successful the vote must meet two criteria:

- Votes cast must be a majority (over 50%).
- 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.

Commencing the BID

Levy collection is expected to start from 1st February 2021. The BID has 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 £8,000 or greater.

The area of the Purley BID is generally, but not exclusively, the CR8 2 postcode. Please check out page 26 to see the boundary map.



The BID is an essential support network in so many ways; a voice with the Council and TFL on unseen issues that arise, ongoing reporting of graffiti, fly-tipping, broken infrastructure and any anti-social behaviour. We would only notice these things if they weren't dealt with by Purley BID.

Sara Aliano,
AllBikes



Introduction



Regular Litter Picks



Deep Clean and Art



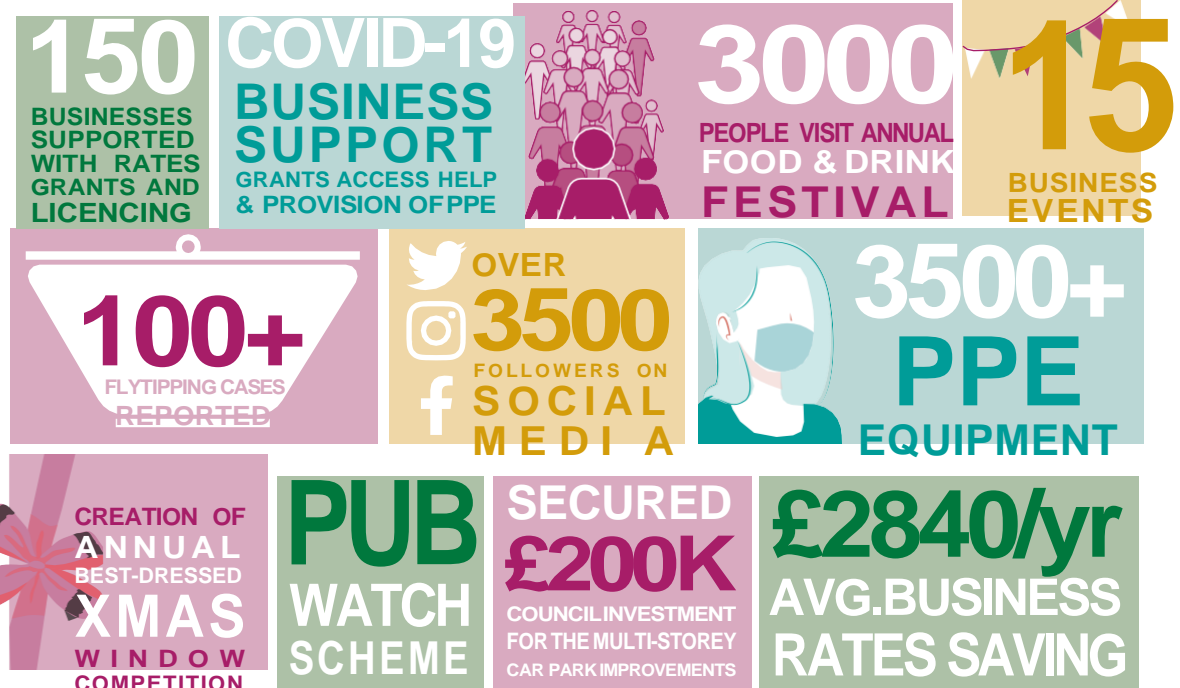
Hanging Baskets



Food & Drink Festival

Making Purley a Destination Highlights from our first term

Here are a some of our achievements and projects delivered from the first five years of the Purley BID and the benefits given to your business.



What Purley BID achieved in the first term is nothing short of incredible. Campaigns saved businesses an average of £2.8k/year in business rates, released £2m COVID-19 funding, received £200k investment for the multi-storey carpark, and delivered on cleaning, food festival and more.

Marlon Johnson,
Chairman Purley BID, Lupita Coffee House



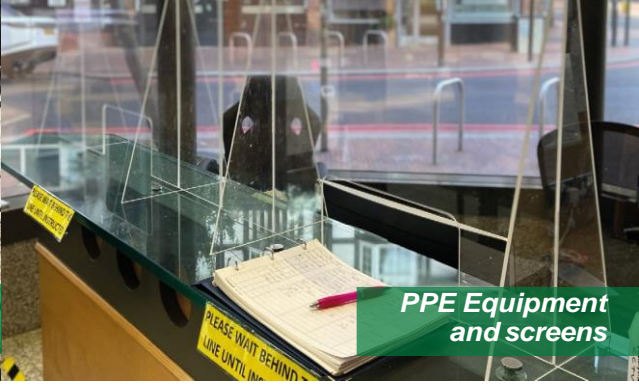
Winter & Christmas Lights



Art Projects



COVID-19 Grant Support



PPE Equipment and screens

Introduction



The next 5-years

The following pages highlight the BID objectives and projects for the next chapter.

We've gathered views to understand where to focus attention as a result of our business consultation survey, liaison with local businesses, board members and general meetings.

Let's take our first term achievements and build on them for the next 5-year term in making Purley a great destination.

Introduction





Over 3,000 people attend the Food & Drink Festival, exclusively for Purley businesses

Introduction

Making Purley a Destination Vote to keep your BID!

Purley BID was set up by local businesses who passionately believed in supporting each other for the benefit of everyone; residents and fellow business owners alike.

The first term was about establishing the BID, creating a Board and delivering core additional services, such as banners, baskets, extra cleaning as well as learning how to best serve the town and our community. The next chapter is about really moving Purley forward and making it a destination to be proud of.

We want the best for Purley and are constantly looking at ways to improve the area. Time is taken to gather ideas and quotes for projects to get the maximum results from our budget. The investments are open and transparent to fellow business owners who are all invited to be part of the decision making process.

The town is changing and times are hard and the BID can support you at these times and ensure that Purley truly is a fantastic destination to work, shop and visit and also that a Purley business is more supported than almost anywhere else in the borough. Much of what the BID does goes unseen,

whether it is campaigning, lobbying, organising, supporting and caring for the businesses. We also promote our businesses through our social media channels to extend reach.

We know that you are busy running your business on a day-to-day basis and it's hard to think about what's going on outside

your door. Purley BID does this for you.

We absolutely agree that it is visible results that will make a difference to the town and we have many projects in progress that will enhance the area and increase footfall.

Additional services for the next term we plan to include extra security, more regular deep cleaning and a focus on making Purley a preferred destination.

Without our Purley BID there would be no Christmas lights, the hanging baskets, flowers and banners would need to come down, graffiti and fly-tipping removal would not be managed anymore. You would not be represented on the various Boards and committees that prove so vital in keeping Purley in the forefront.

We have listened to your concerns and know that you may feel that the BID is just another bill but what you have gained so far and what you would lose with the BID is immeasurable. We have reduced the levy fee to relieve some of this pressure but will still be able to provide

fantastic results.

A YES vote would mean that Purley has a real chance to shine and move forward as a community with support and backing from your Business Improvement District.





Making Purley a Destination

Our Themes

Building on the solid groundwork of the past five years, Purley BID will deliver ambitious projects covering three key themes for its second term. Reflecting how the world is changing, we've refined our focus to ensure maximum support for the town and Purley business. The following pages cover the detail, but in summary our themes are:

Destination Purley

High Streets across the UK are changing, and COVID-19 has significantly sped this up. The internet has had a huge impact on the way we live our lives, an increasing population and more people working from home are all affecting the way we use our local business district. Purley BID will help plan for the future. We will focus on making Purley a go to destination. We realise that visitors will generally need to have an experience when they visit a town centre as many transactional purchases can be done online.

We will make Purley a destination that is the envy of the local business district and be a focus for new businesses to invest in.

This will be achieved by events (where safe), making the place cleaner and greener, safer, through great promotional campaigns and business support into the digital age.

Access and Safety

Being able to access the town centre and know you are safe are crucial to the future success of the area and Purley as a destination.

On top of the current initiatives and close working relationship with the Police, Purley BID will deliver a Business Crime Reduction Partnership, where businesses can share and receive security information as well as providing extra daily security patrols across the town.

Plan for a Public Space Protection Order (PSPO) that will provide more power to the Police, safer neighbourhood team and security patrols to deal with anti-social behaviour and to create a no drinking zone in the district centre.

Business Support

Purley BID's track record on lobbying for business is currently 100%. We will continue to represent your business interests with a strong voice, locally, regionally and nationally. With the current reduction in the business rates coming to an end in 2021, the BID will work to lobby the council, Valuation Office Agency (VOA) and government that a fair and measured rating solution is put in place for Purley.

We will continue to support businesses in these changing times including council and GLA representation – giving Purley a voice, digital marketing training, promotion, issue resolution and improved business environment.

WINTER
LED
LIGHTS
ON TREES



The BID is essential to support the growing population of Purley and to ensure it's a great place to live, work and play.



*Ben Gershon
Frost Estate Agents*

Themes





Making Purley a Destination

Destination Purley

We love Purley and we know you do too. With the ever-changing world we need to promote Purley as a destination.

People are looking for an experience otherwise they can just make their transactions online. We need to make Purley stand out, offer more and be different. Which is why we need a BID to keep working on areas that need improving and celebrate the areas we excel at.

Whether for the family, workers, residents or the night-time economy, let's ensure Purley is a great destination.

So how do we go about making the town a great destination?

We need to make sure that the town is family friendly. Research shows that district centres that are good for the family increase footfall and dwell time; the two key factors that impact the economy of the area.

With a struggling global economy, we must ensure that Purley continues to look pleasant and is also attractive for new businesses to set up here. Research consistently shows that those who invest in promotion during a downturn significantly outperform those who don't. So we plan to invest in promoting Purley.

Purley BID will continue to deliver projects that ensure the town is a preferred destination for local residents and those farther afield.

These projects include:

Cleaner

Purley BID patrol the town daily, reporting and removing graffiti and fly-tipping. It is important that this is done to preserve the town's image and prevent it from decline. The BID has ensured the removal of hundreds of pieces of graffiti and waste, as well as reporting damaged or missing street furniture (such as chairs, railings and road signs).

To deal with the rodent infestation causing problems at Purley Cross, Purley BID arranged for the foliage to be cut and kept back.

As well as organising numerous litter picks, the BID team has also input on the arrangement of street bins at optimum sites.

Provision of free cleaning annually to all businesses for their shop signages.

The BID also provides additional deep cleaning where the results are worthwhile.

For future initiatives, Purley BID is looking at ways to reduce issues caused by the pigeon population.

Reinstating the Flood Defence Committee to help manage flash flooding that Purley is susceptible to.

Procurement of the iconic Purley fountain back into working order.



Purley sign on Godstone Road Bridge commissioned by Purley BID

Greener

To make the town aesthetically pleasing all year round, Purley BID invests in summer and winter floral displays including hanging baskets, boxes on railings and tiered planters.

Purley in Bloom is a new project that the BID plans to run, partnering with Network Rail, South East and Southern Rail, to deliver a greener and brighter town. Current plans are for new flowers to be placed in the islands within Purley Cross, as well as creating wild garden areas on the Godstone Road embankment to brighten it up and reduce littering.

Activities for all

The BID has established the hugely successful family friendly annual Purley Food and Drink Festival, free of charge exclusively for the BID businesses to promote to over 3,000 people. The BID provides for free: stalls, power, promotion, candy floss, face painting, sand art, Mad Hatter's tea party, world blindfolded lemon catching championships, cycle smoothies and live music.

Each year the BID promotes five bi-monthly campaigns to support mental health under the banner of Live Well in Purley. These campaigns encourage people to Be Active, Connect, Give, Learn and Take Notice. This provides an opportunity to promote businesses in the town relevant to each theme.

Other events include the annual Easter egg hunt, the best dressed Christmas window competition, Monster Hunt and the online Advent calendar. These all increase Purley's image as a family friendly town, with the goal to increase, footfall, dwell time and spend.

Winter & Christmas Lights

We provide lights, testing, maintenance, insurance and agreements for the Christmas lights without which there would be none. As well as seasonal Winter LED tree lights keeping Purley bright through the winter months.

“ The Purley BID Food & Drink Festival is a fantastic community event that highlights Purley businesses and brings huge footfall both on the day and beyond.

*Manish Patel,
The Jolly Farmers Pub*



Themes

Destination Purley



Promotion

During the next 5-year BID term, Croydon will be the London Borough of Culture 2023 and the BID will look to make the most of the opportunity to use this awareness to promote Purley to the max.

Bold Purley branded banners on lampposts help to give a sense of identity to the town.

The BID is also a big supporter of the Save Our High Street and Small Business Saturday campaigns, as well as working with the Council and Urban Symbiotics on the Purley Regeneration project.

We constantly promote Purley through our very popular social media channels. Our regular newsletters, leaflet drops and magazine adverts alongside promotional posters on railings, bins and notice board help to keep the community informed of what's happening in town.

The BID is essential in ensuring that Purley businesses are fully supported in meeting the changing economic market.

Lisa Downham
Get Fired



Art

The organisation of art installations has been key for making the town centre attractive for visitors, residents and businesses. This has often involved a considerable level of organisation from inception through to installation. Art projects over the 5-years have included flowers and spinners around Purley Cross. Working with the local school for children to showcase their art around the Mosaic Place hoardings. Working with Network Rail for street art under the bridge and commissioning a local artist to cover the My Old China site with a celebration of Purley. Getting three new murals installed on Platform 6 of the train station as a welcome to the area and recognition of local achievements,

Other projects

Providing training and working towards Purley becoming a Dementia Friendly town.

Plans for the new term also include investigating licensing of busking in the underpass, a CR8 2Late promotion for the night-time economy and launching a Purley raffle competition to promote the use of Purley businesses, where the number of entries relate to the times you visit a business in the town. As well as, the renovation of the Brighton Road clock.

Making Purley a Destination

Purley BID will assist in providing information to residents and potential new business owners of the benefit of why they should use Purley. We will be the voice to promote the town, a service which other nearby district centres lack.



What we've delivered...

Events

- Easter Egg Hunt
- Monster Hunt
- Summer BBQ
- Beer Festival

Free Kids Activities

- Face painting
- Sand art
- Candy floss
- Games

Food & Drink Festival

- Free stalls
- Lemon catching comp.
- Mad Hatter's tea party
- Smoothie bike

Promotions

- Purley Pages
- Social media posting on Facebook, Twitter, Instagram, Nextdoor
- Banners, notice board & bin posters, Ad boards for railings
- Leaflet drops
- Poppies on lampposts
- Better Green & Better Food Hubs support
- School magazine adverts
- National celebrations

Art

- My Old China hoarding
- Iron Horse installation

- Mosaic Place hoarding
- Railway station murals

Projects

- Brighton Road Clock investigation
- Live Well event
- Croydon Report it
- Deep cleaning shop signage and underpasses
- Love Clean Streets app
- Perception & Image Audit
- Cleaner & Greener Audit
- Cut back foliage to deter rodent problem
- Reporting dumped cars
- Rotary clock cleaned

What we will do...

- Much of the above and...
- Promote Purley as the 1st local destination
- Purley in Bloom
- Continue events and activities where possible
- Extra deep cleaning
- Store sign cleaning choice
- Art and culture projects

What you will lose...

Along with everything listed above, the great community supported by The Purley BID initiative will suffer from not having access to the following:

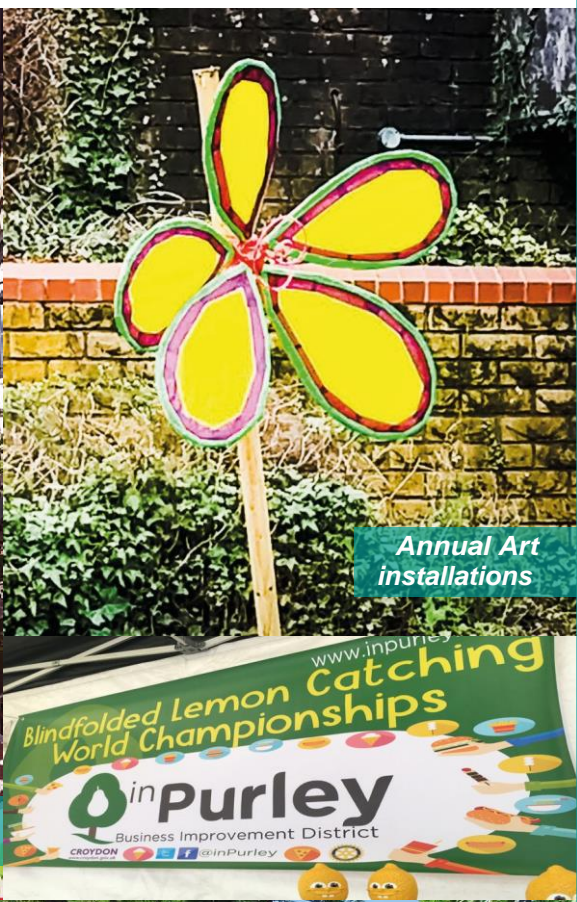
- A voice to promote business in Purley
- Extra cleaning throughout the town
- Flower, baskets and green projects

Themes

Destination Purley

“The BID is a great success and is the glue that keeps the night-time economy together. With the Pub Watch and Bar One, Bar All campaigns the town is a safer and better place to visit.”

*Cameron Munnery,
The Pear Tree*



Year round hanging baskets

Annual Art installations



Purley Food and Drink Festival



Dementia Friendly Training and Town



State of the Art "Rainbow boy"



Welcome to Purley Signs

REMOVAL OF
500+
 PIECES OF
 GRAFFITI



Destination Purley Themes



Making Purley a Destination Business Support

A lot of what Purley BID does to support businesses goes on behind the scenes. We have an incredibly successful track record of campaigns and lobbying to benefit and support the business community.

This is a voice that is the envy of many local business districts who do not receive this representation and support. With the inevitable tough economic times ahead, it is crucial that we continue and increase the support to our businesses.

To ensure that Purley is seen as the preferred local destination we will be providing ongoing business support. Here's an overview of the campaigns we've worked on to give insight into the type of activity we will provide on your behalf.

Campaigns & Lobbying

Immediately at the start of our first term we fought to make improvements to the untended multi-storey car park, in disrepair and without a plan

for improvement. Our campaign lobbied the council who met with the BID and agreed to inject over £200,000 in improvements including painting the walls and fixing the lights, doors and lifts.

Next came the 2017 rates review. Purley BID analysed

these rates and noticed an anomaly that Purley was treated far more harshly than any other business district. Where the rates review nationally

should have made a net 0% change and London to increase by 10% on average, Purley BID calculated that Purley businesses had a massive average 49% increase. This led to an 18-month campaign with the Purley BID team taking our figures to Chris Philp, MP Croydon South, who lobbied the Chancellor of the Exchequer directly. In the 2018 Autumn budget statement, the Chancellor specifically referenced our campaign as being a contributing factor to the government deciding to reduce the rates by a third. This policy change campaign led by Purley BID made a nationwide reduction of £450m and notably in Purley the third reduction in rates meant a net increase of 0% which was the goal.

However, the fight is not over as these changes are only in place until 2021 and we need to ensure Purley has a voice when the time comes.

Currently, Purley BID has a 100% success rate on lobbying, whether that be for Purley, Croydon or nationally.

We are the mouse that roared.

COVID-19 Support

As the country went into lockdown due to COVID-19, the Purley BID team went full-throttle into action to provide support for our businesses. Not only did we set up group communication, weekly

task force meetings for all businesses offering support as well as organise PPE, most notably Purley BID single-handedly lobbied Croydon Council regarding its

LOWERED
BUSINESS
RATES
BY A 1/3



Business Support Themes

interpretation of the confusing rules surrounding the Government Grants for small businesses.

This meant numerous Purley businesses that were initially excluded from receiving the £10,000 grant were now able to apply for it. This campaign affected many businesses borough wide and the release of up to £2m unclaimed grants prevented the loss of several of our small businesses.

Throughout the pandemic Purley BID supported our businesses helping them to get back on their feet and work safely as soon as possible. We were key in ensuring many businesses were able to access their grants as well as receive PPE equipment.

Purley BID supported with:

- BID Resilience fund
- Croydon BID taskforce
- Croydon webinars
- Discretionary grant
- Eat Out to Help Out campaign
- Grant campaign
- Organising Zoom meetings
- Pay it Forward
- Raise the Bar campaign
- Withheld grants campaign
- PPE supplies including:
 - Distance markers
 - Floor tape
 - Face guards & masks
 - Sanitiser
 - Sneeze shields
 - Information posters



During the COVID-19 pandemic, Purley BID was invaluable with its support, advice and provision of PPE at a time when we needed consistent guidance and to bring the business community together.

*Mary Coughlan
Lucinda's Fashion Boutique*



Themes

Business Support



Community Development

Purley BID provides numerous networking opportunities including organisation of our business convention.

We support and help businesses grow by directing business owners to the right support at Croydon Council, business growth hubs, access to training, loans, grants and providers of cost reduction services.

Our ongoing engagement and representation help provide a voice for Purley businesses. Communicating and fostering key relationships with Councillors, the Mayor, the GLA, the MP, Rotary, Police and Residents' associations. We gather support from memberships of British BIDs, Association of Town and City Management, liaising with other business districts and BIDs. We also represent Purley on numerous boards, such as the Night-time Economy Forum, Future Place, Meanwhile Use and several more.

We give Purley a voice that many of our neighbouring district centres fail to have.

Training

Did you know that 97% of people learn more about a local company online than any other medium? In fact, 88% of mobile online searches for local businesses result in either a call or business visit within one day.

The BID will help ensure that Purley is benefitting from online searches and the businesses are able to adopt and make the most of digital technology.

We are also able to provide, training and support and access to further help from outside the BID.



Our town has a superb Business Engagement Manager who patrols the area daily to report any issues. This relationship is a powerful tool for connecting the businesses, the local community and local authorities, enabling them to work together to improve Purley district centre.

Deva Ponnonnamsi
Tulsi Dining





What we've delivered...

Events

- Business rates campaign
- Business of the month
- Business development resources
- Charity of the year
- Annual surveys
- Board meetings
- Business Engagement Audit
- Cost reduction support

Recognition

- Best local champion
- Commitment to community

Engagement

- Council & Councillors
- GLA
- London Mayor
- MPs
- Press and media
- Relations
- ATCM
- British BIDs

Promotion

- Newsletters
- Network meetings
- Shop Local campaign
- Spring Conference
- Website & blog
- Social & business

Representation

- European Croydon Conference
- Meanwhile use board
- Future place board
- BIDs High street conference - Keynote speaker
- Make time economy board
- Residents association
- Rotary Club
- Schools
- Churches Together
- Networking events

What we will do...

- Much of the above and...
- Business Rates campaign
- COVID-19 Support
- E-Commerce support
- Lobbying and representation
- Cost reduction
- Increased business communication

What you will lose...

Along with everything listed above, the great community supported by The Purley BID initiative will suffer from not having access to the following:

- Representation
- Engagement
- Training
- Lobbying
- Access to funding
- Support

Themes

Business Support



Purley BID led a Cross Party national campaign to reduce Business Rates



Purley BIDs campaign and figures were taken direct to the Chancellor of the Exchequer



Purley BIDs campaign is acknowledged in the 2018 budget with regards to the reduction of a third of business rates



Campaign recognised in 2018 budget



Our campaign reduced business rates by a third



Purley BID was the leading voice



Figures used in Budget

“ Purley BID played an instrumental part in successfully lobbying to get a business rates reduction by a third for shops nationwide. The BID’s research and work helped me put forward the case directly to the Chancellor which was acknowledged as a key influence during the 2018 Autumn Budget.”

Chris Philp
MP Croydon South



Business Support
Themes

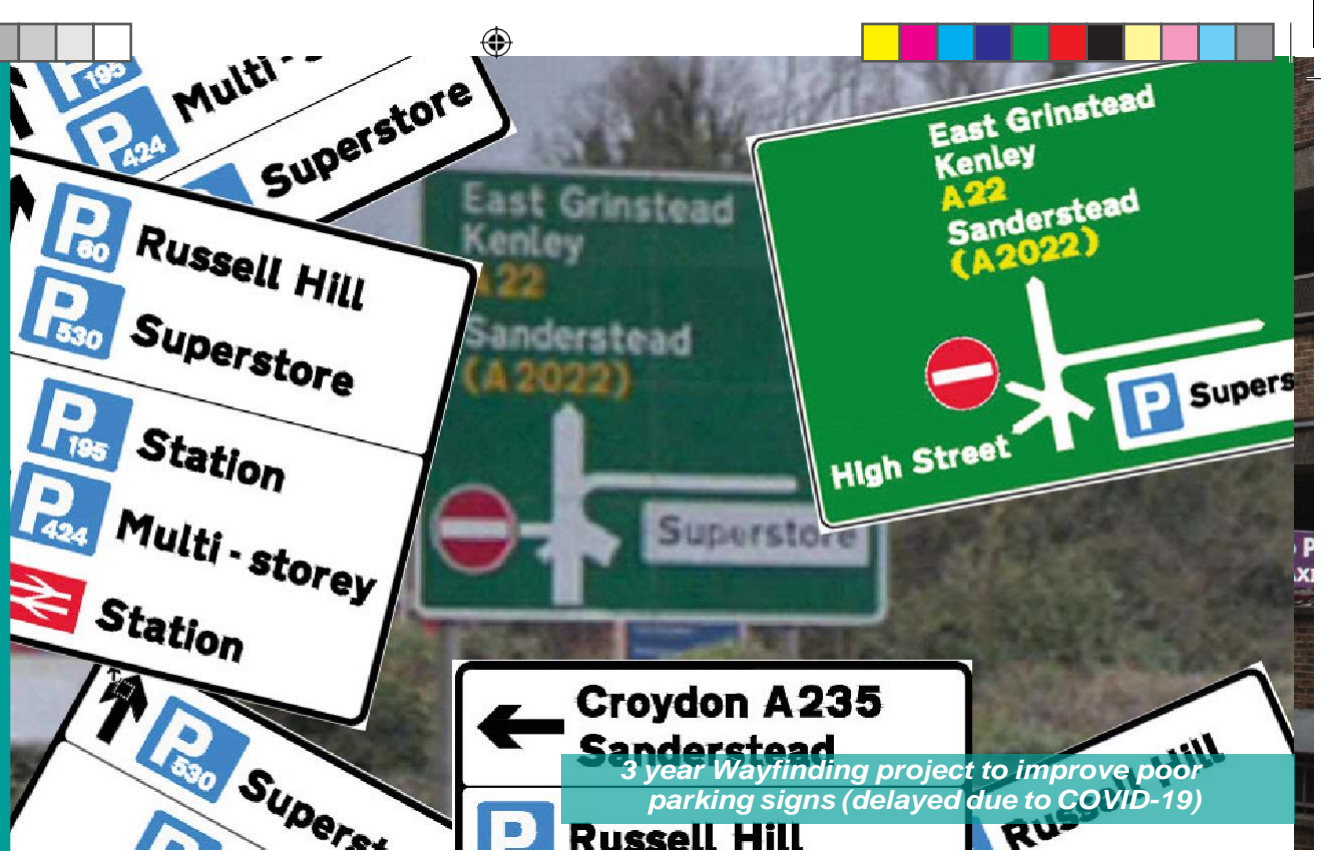


£220,000 saved for Purley Businesses

3/4 of Businesses Benefitted

Campaign against average 48% business rates rise

Average Saving £2,840 per year



Making Purley a Destination

Access & Safety

We've found that the biggest and most common issues facing almost all district centres across the UK is access and safety. With an increasing population it is almost inevitable that more issues will arise. A key focus will be to make sure that Purley is a safe place to visit and ease of access for all.

Here's an overview of just some of the projects we delivered and future plans.

Improved parking

The first two projects Purley BID delivered were to increase parking on the High Street by five spaces through redesign. We also successfully lobbied for the council to invest £200,000 into making improvements to the multi-storey car park.

The BID has liaised with both GLA and the council on how the enforcement of parking is managed as well as dealing with disputes where enforcement officers cannot resolve.

Purley BID sees one resolution to the on-road parking issue is to have ticket machines that require registration numbers to be input to prevent people from 'feeding the meters' throughout the day. We plan to take this on as a project following a successful renewal.

Wayfinding

Purley is affected by access and parking by being on the junction of two major A roads leading from the M25 to London. Following an audit from Purley BID, the report showed that wayfinding signs for parking in Purley were substandard. The BID commissioned

a project to deliver better parking signs across Purley. This has involved a wayfinding strategy survey and report and has created the solution to provide the appropriate signage for parking in the town that is woefully short. This project was in the very final stages of delivery with all signs and routes finalised when COVID-19 put it on hold. Purley BID plans to complete this project in our second term.

Purley BID is working closely with all parties to ensure that the 'pinch point' at Purley Cross traffic lights from Russell Hill Road will be resolved. In discussions with the GLA, TFL and the developers, Purley BID has pushed for the option to straighten this junction as Mosaic Place is developed. We are currently the only body lobbying to ensure the developer lives up to the promise of straightening this problematic junction and see it as an important issue to resolve.

Partnerships

The BID works closely with many partners to provide a safe environment for businesses and visitors to the town.

Regular visits from the community Croydon Drop-in Centre Talk Bus provide a safe place for young people to look for support.

With a high percentage of elderly population in Purley, the BID has worked hard for Purley to become a dementia friendly town by providing dementia awareness training for businesses ensuring those affected are looked after when they use services in the town, providing reassurance to relatives.



Access & Safety Themes

Night-time economy

Purley BID has also established a Pub Watch scheme so licenced premises can share information. We also run a Bar One Bar All program to act as a deterrent for anti-social behaviour. With Purley BID working with the Croydon Night-time Economy Forum, Purley can be proud that it has one of the more thriving evening district centres in the borough.

Security

One of the BID's key roles has been to find and work with partners to bring better security and access to the town.

Upon renewal, Purley BID is looking to take on the services of a private security firm to make daily patrols to manage anti-social behaviour and to be a visible deterrent for crime.

Purley BID is also signing up to the Crime Reduction Partnership for businesses to securely gather and share information on crimes and anti-social behaviour as well as get access to a wider database of local activity.

The BID has a good and active relationship with the Police Safer Neighbourhood Team (SNT) ensuring the focus is placed in the right areas in the town.

Purley BID is also currently working to deliver a Public Space Protection Order (PSPO). This will assist the Police, safer neighbourhood team and security patrols to manage anti-social behaviour and create a no drink zone in the town. This project will be delivered on the BID renewal.

“ We were so grateful, on behalf of our clients, for the successful campaign launched to make improvements to the multi-storey car park, making it brighter, cleaner and fixing the lifts. It has made the town more accessible and convenient.

Sophie Clarke,
Rowland Brothers Funeral Directors



Themes

Access & Safety



Multi-Storey Car Park Investment



Banners



Landlord Engagement



TFL Engagement & Dementia Friendly Town Training



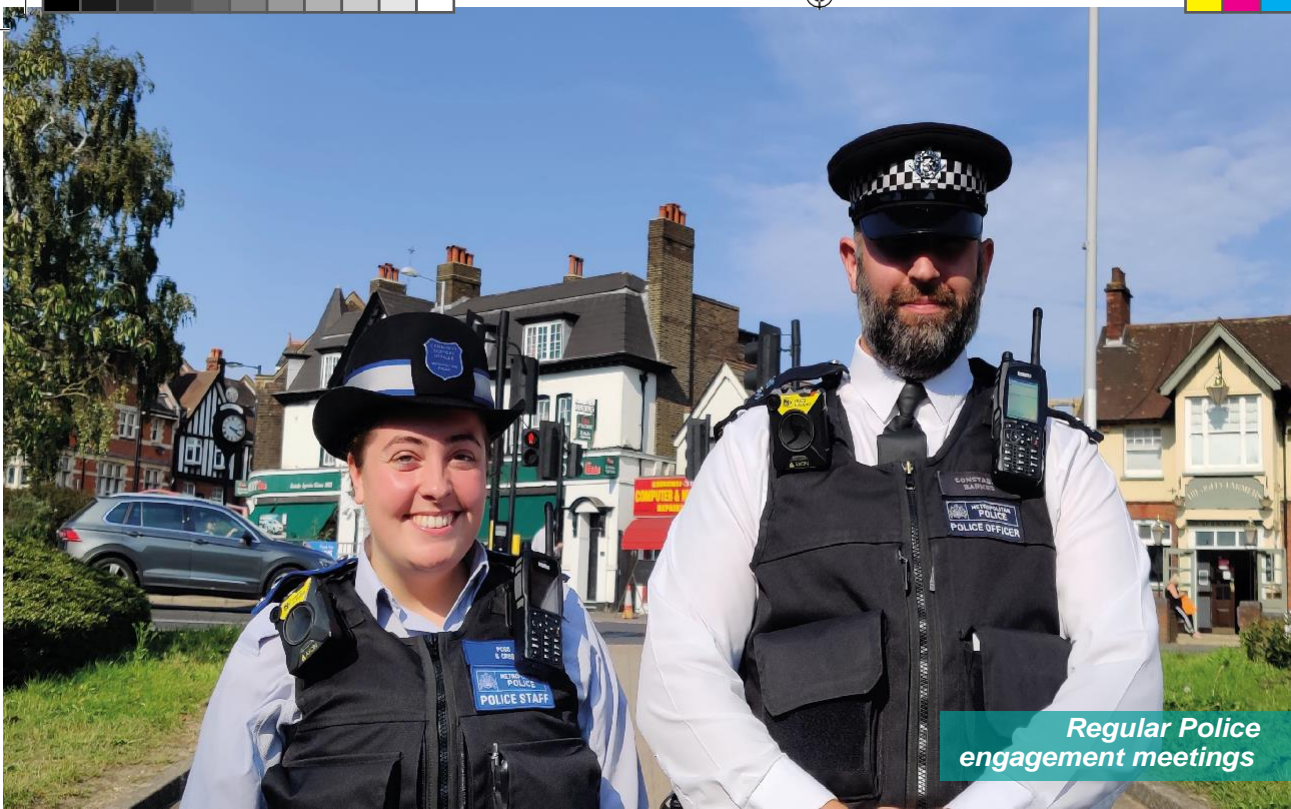
Daily private security patrols budgeted for in second term of Purley BID



3000 pieces of PPE delivered including hand sanitiser, shop counter sneeze shields, masks, distance tape and signs



Underpass deep cleaning carried out



Regular Police engagement meetings

What we've delivered...

- Access & Parking Audit
- Campaign - closing Godstone Road for SES water works (COVID-19)
- Multi-storey car park
 - Cleaning
 - Fixing lifts and doors
 - Lights upgrade
 - Painting
- More parking spaces on High Street
- Parking enforcement support High Street
- Parking campaign Russell Hill
- Resolving parking issues
- Replacement road signs
- Anti-social behaviour management
- Bar One Bar All
- Pub Watch
- Community engagement
- Fire brigade engagement
- Police engagement
- Lamppost testing
- Night-time economy support
- TFL engagement
- Croydon Dementia alliance
- Mosaic Place engagement
- Safer neighbourhood team meetings
- Safer Streets Audit
- Talk Bus

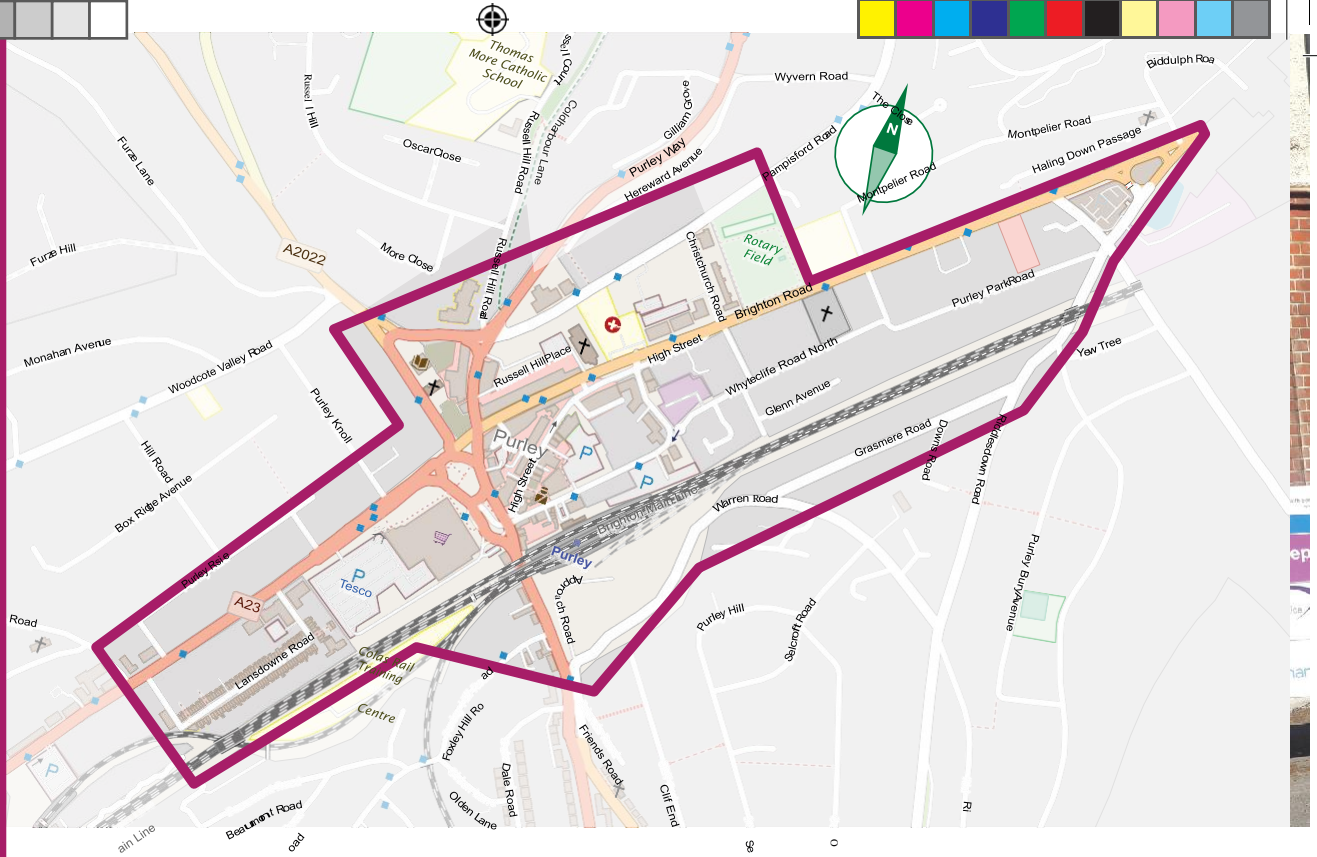
What we will do...

- Extra daily private security patrols
- Town entry and parking signs
- Wayfinding project
- Night-time economy support
- TFL engagement
- Anti-social behaviour management
- Crime reduction partnership

What you will lose...

Along with everything listed above, the great community supported by The Purley BID initiative will suffer from not having access to the following:

- Increased security
- Engagement with traffic management



Making Purley a Destination The Purley BID Boundary

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

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

The BID boundary runs along and includes both sides of 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 sides 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 sides of Approach Road, all the way to the junction of Godstone Road.

The Purley BID boundary starts on Godstone Road on both sides north west from the junction with Downs Court Road to Purley town centre. Heading north west up both sides of Purley Road and both sides of Banstead Road up to 37 Banstead Road. It includes the other side of 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 922 Purley Way. The area covers both sides of 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 at (A235) Brighton Road.

SECURED
£200K
COUNCIL INVESTMENT
FOR THE MULTI-STORY
CAR PARK
IMPROVEMENTS



Making Purley a Destination BID Ballot 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 12th Nov 2020, and close at 5pm on 10th Dec 2020. Ballot papers received after 5pm on 10th Dec 2020 will not be counted.
4. In order for the proposal to be successful at ballot, the result will need to meet, as a minimum, by 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 continue delivery of services in

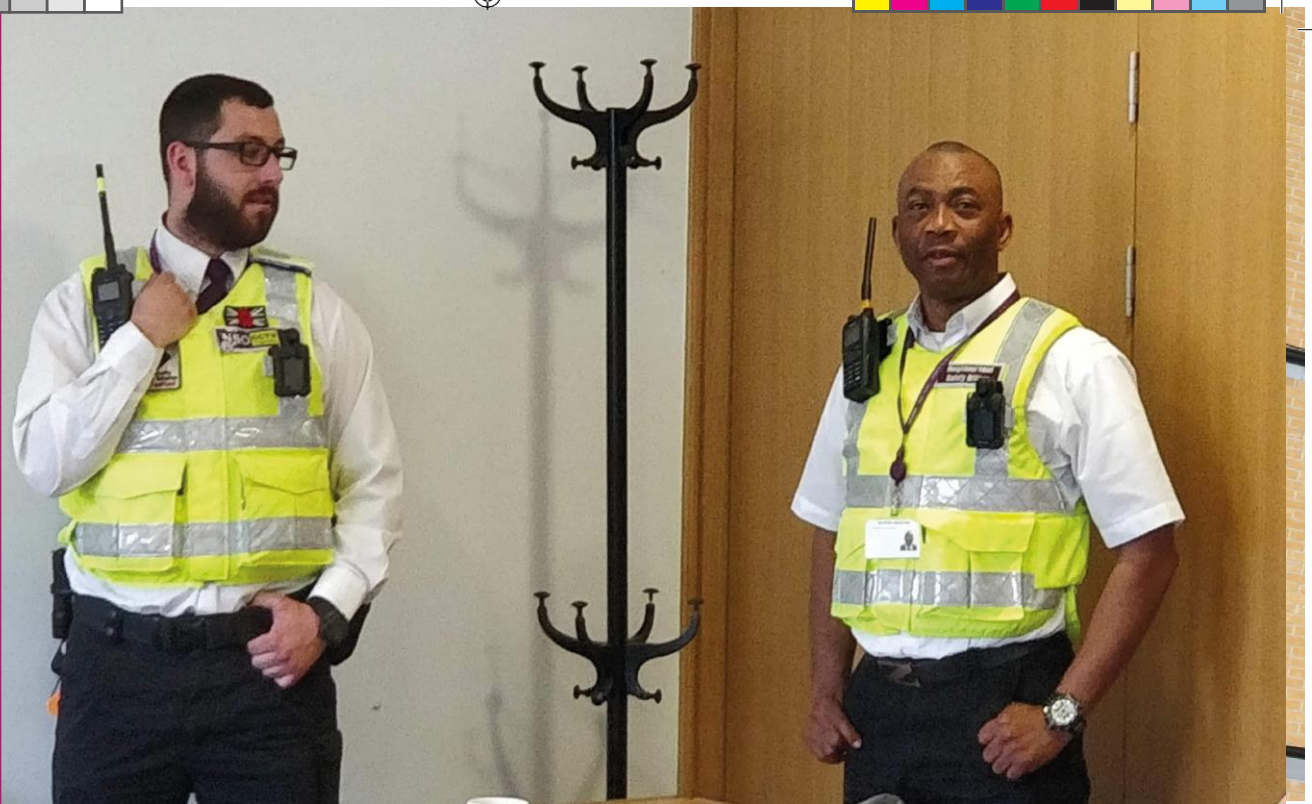
February 2021 and will continue for a period of 5 years to January 2026.

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 of renewal is estimated at £102,085.
2. Expenditure for each year is budgeted at £ 112,085 leaving a provision of 2% of expenditure providing for an anticipated surplus of £18,240 by the end of the 5-year term.
3. Core running cost is forecast to be around 20% 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 and central government 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.





Making Purley a Destination

The Levy Rules

1. The annual levy rate to be paid by each property is to be calculated as 1.5% 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 181.
4. 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.
5. The owners of untenanted properties and charity shops will be liable for payment of the levy.
6. 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.
7. The rateable value is defined as the rateable value within the current council ratings list.
8. 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.
9. 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.
10. 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.
11. The Levy amount will be capped at £25,000
12. Croydon Council will be responsible for collection of the levy.

I've been delighted to work with Purley BID ever since it was created, and the partnership between us has been beneficial in many different areas.

**Councillor Simon Brew,
Purley and Woodcote Ward**





Governance

Making Purley a Destination

1. The not-for-profit Community Interest Company will continue to manage the BID.
2. Following a YES vote, the BID Board will continue to represent levy paying businesses within the BID area and such other businesses and stakeholders from February 2021. The Chair of Board will be Marlon Johnson.
3. The Board members will continue to create 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/about/board-meetings
5. The team that has been responsible for developing the BID proposal will be responsible 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.
9. Notice of the intention to hold a ballot was given to the Secretary of State on 11 June 2020. Notice of Ballot will be sent to participating businesses by Croydon Council within the required statutory period.



Purley BID is an essential link with Croydon Council and the work it does is invaluable to businesses and the future regeneration of Purley.

Councillor Manju Shahul-Hameed
Cabinet Member for
Economy & Jobs





Making Purley a Destination Purley BID Budget

Here are the indicative figures for the BID delivery projects for the next 5 years.

The annual BID levy has been reduced to 1.5% for the vast majority of businesses and so a lower levy collection than previous years.

Efficiencies have been made regarding the running of established projects that recur each year. Which means less hours are required delivering some services and therefore lower cost.

The operating costs are kept to 17% which is lower than industry standards.

The levy collection costs are operated at a fixed fee by Croydon Council which charges the BID £35 per hereditament.

It is estimated that the BID will secure a further £10,000 a year through extra funding of grants or ward budgets.

First year costs differ from subsequent years due to the expectation that there will not be the annual Food and Drink Festival in the first year. This budget is planned to be invested in completing the wayfinding project.



With the economic uncertainty ahead following the COVID-19 pandemic, Purley BID is pivotal in looking after the best interests of the businesses as it has shown a consistent approach to delivery.

Kevin Moss,
Accountant,
Palmerston Accountants





Purley BID Budget*

Annual Investment

	Year 1	Years 2-5	5 Year Total
Total Income	£112,085	£112,085	£560,425
Grants & Donations	£10,000	£10,000	£50,000
Income	£102,085	£102,085	£510,045
Access & Safety	£24,416	£14,468	£822,288
Destination Purley	£32,240	£42,240	£201,200
Business Support	£29,178	£29,178	£142,866
Operational Costs	£22,551	£22,551	£112,755
Contingency	£2,400	£2,400	£12,000
Total BID Expenditure	£112,084	£112,084	£560,420

*These figures are indicative of expected investment they arise from and will be approved again as a priority as per the BID board over the 5 year term.

What Happens Next in Purley



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 and ward councillors.

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. In 2015, a company was formed to run the BID development activity and later the BID itself with the formation of a management board.

The website www.purleybid.co.uk soon followed, to talk about the BID and make the background documents for the full business plan available to all.

Purley BID Board

The Purley BID Board is now well established and its members all have businesses in Purley. The Board is open to all Purley business owners to join and meetings are held regularly to agree spending and future projects.

Engagement & Baseline Agreements

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

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

Agreement documents have been updated for the second term. 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.

Consultation & Preparation

The communications to involve all the businesses in Purley commence with a business and residents survey, networking opportunities and the availability of this prospectus to provide opportunities to understand the BID and decide to vote YES to continue a second term.

The BID Ballot

For the Ballot stage, you will be sent a ballot paper and asked to vote on the content of this BID proposal with the reduced 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.

What Will it 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 a new reduced rate of 1.5% of the rateable value for your individual property, known as a hereditament. So, if you own a business that has a rateable value of £15,000 you will pay £225 to the BID for 2021/22. The payment will be collected via an invoice from Croydon Council around February 2021.



And there is more...

Please visit our social media accounts where there are videos, summaries, snapshots and other content that will inform you why and how to vote for the Purley BID.

Choose Twitter, Facebook, YouTube, LinkedIn and www.purleybid.co.uk

@inPurley



Equality Analysis Form

Delivering for Croydon

CROYDON
www.croydon.gov.uk

1. Introduction

1.1 Purpose of Equality Analysis

The council has an important role in creating a fair society through the services we provide, the people we employ and the money we spend. Equality is integral to everything the council does. We are committed to making Croydon a stronger, fairer borough where no community or individual is held back.

Undertaking an Equality Analysis helps to determine whether a proposed change will have a positive, negative, or no impact on groups that share a protected characteristic. Conclusions drawn from Equality Analyses helps us to better understand the needs of all our communities, enable us to target services and budgets more effectively and also helps us to comply with the Equality Act 2010.

An equality analysis must be completed as early as possible during the planning stages of any proposed change to ensure information gained from the process is incorporated in any decisions made.

In practice, the term '**proposed change**' broadly covers the following:-

- Policies, strategies and plans;
- Projects and programmes;
- Commissioning (including re-commissioning and de-commissioning);
- Service review;
- Budget allocation/analysis;
- Staff restructures (including outsourcing);
- Business transformation programmes;
- Organisational change programmes;
- Processes (for example thresholds, eligibility, entitlements, and access criteria).

2. Proposed change

Directorate	Growth, Employment and Regeneration
Title of proposed change	Continuation of Purley BID – Nov/Dec 2020
Name of Officer carrying out Equality Analysis	Diana Phiri-Witty

2.1 Purpose of proposed change (see 1.1 above for examples of proposed changes)

The Purley BID is led by the Purley Business Association who has set-up a BID board with Council and Local Councillors representatives. By working together they aim to drive economic growth in this key, ambitious and growing district centre. The Purley BID is elected every 5 years and they are up for renewal. A ballot will take place in November 2020.

The BID supports the Corporate Plan 2018-2022 in its delivery of the outcomes:

- Business moves here and invests, our existing businesses grow
- Everyone feels safer in their street, neighbourhood and home
- A cleaner and more sustainable environment

It also supports Croydon's Community Strategy 2016-21 by contributing to:

- Outcome One: A great place to learn, work and live
- Priority Three: Support the local economy to grow
- Priority four: Deliver a vibrant cultural offer
- Priority Five: Secure a safer, cleaner and greener borough
- Outcome Three: A place with a vibrant and connected community and voluntary sector
- Priority One: Connecting our residents, groups and community organisations

A successful 'yes' vote at BID ballot has the potential to unlock levy income predicted at approximately £123, 735 per annum over a five year term, to support interventions supported by levy payers and public.

The BID business plan ('the BID proposal') includes a range of new or expanded services and works over and above those provided by the local authority. 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 includes 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.

The benefits to the Council of supporting the BID proposal are:

- Contribute towards our key priority for the Council to ensure that Croydon all residents benefit from economic growth in the borough and 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

As the BID is a non for-profit company, limited by levy payments, they do not intend to grow, however, any employment opportunities that do arise within their organization are shared openly and are assessed equally without discrimination. Purley BID have a track record of employing more women than men. But this is through the quality of candidate rather than any positive discrimination. Their Board has broad ethnic diversity and so would ensure employment

and support also follows that makeup. Purley BID supports initiatives that promote education, training and apprenticeships, promoting on our social media when they arise.

3. Impact of the proposed change

Important Note: It is necessary to determine how each of the protected groups could be impacted by the proposed change. Who benefits and how (and who, therefore doesn't and why?) Summarise any positive impacts or benefits, any negative impacts and any neutral impacts and the evidence you have taken into account to reach this conclusion. Be aware that there may be positive, negative and neutral impacts within each characteristic.

Where an impact is unknown, state so. If there is insufficient information or evidence to reach a decision you will need to gather appropriate quantitative and qualitative information from a range of sources e.g. Croydon Observatory a useful source of information such as Borough Strategies and Plans, Borough and Ward Profiles, Joint Strategic Health Needs Assessments <http://www.croydonobservatory.org/> Other sources include performance monitoring reports, complaints, survey data, audit reports, inspection reports, national research and feedback gained through engagement with service users, voluntary and community organisations and contractors.

3.1 Deciding whether the potential impact is positive or negative

Table 1 – Positive/Negative impact

For each protected characteristic group show whether the impact of the proposed change on service users and/or staff is positive or negative by briefly outlining the nature of the impact in the appropriate column. . If it is decided that analysis is not relevant to some groups, this should be recorded and explained. In all circumstances you should list the source of the evidence used to make this judgement where possible.

Protected characteristic group(s)	Positive impact	Negative impact	Source of evidence
Age	<ul style="list-style-type: none"> The BID runs events including the Purley Food Festival, Purley Livewell (health and wellbeing event) and they collaborate with the local churches to pay for the installation of the Christmas Lights and organise family focused events. These activities ensure they are delivering activities for all ages and encouraging footfall to the high street which in turn promotes economic activity. Croydon residents will benefit from economic growth in the BID area 	There are no negative equalities impacts expected from this decision.	Based on last 5 years of the BID and the activities and events they have delivered and aim to deliver.

	<ul style="list-style-type: none"> • A focus on economic regeneration within the district will increase footfall/trade for all traders and the These economic benefits may lead to employment opportunities and financial stability for business owners • The BID prioritises the mitigation of crime and disorder and environmental improvements and sustainability thus working towards making Purley a safer place for all in this protected characteristic • Better community cohesion from the events schedule planned by the BID to encourage footfall. 		
Disability	<ul style="list-style-type: none"> • The BID has a focus on improving the high street to make is accessible for all. The BID regularly works with local charities and has a focus on making Purley Dementia friendly. The BID has previously provided training to residents and businesses to support vulnerable residents and in the future they are working with Croydon Council, developers and the local community and businesses to encourage the pedestrianisation of the High Street in order to encourage people to feel safe away from the traffic and to offer more opportunities for people to sit and have opportunities to rest. • Croydon residents will benefit from economic growth in the BID area • A focus on economic regeneration within the district will increase footfall/trade for all traders and the These economic benefits may lead to employment opportunities and financial stability for business owners • The BID prioritises the mitigation of crime and disorder and environmental improvements and sustainability thus 	<p>There are no negative equalities impacts expected from this decision. It is important to note however that pedestrianisation does not necessarily mean the implementation of shared surfacing. Shared surfacing can have a negative impact on those who are partially sighted or blind and if this project is to progress parties involved must be aware of this potential impact.</p>	<p>Based on last 5 years of the BID and the activities and events they have delivered and aim to deliver.</p>

	<p>working towards making Purley a safer place for all in this protected characteristic</p> <ul style="list-style-type: none"> • Better community cohesion from the events schedule planned by the BID to encourage footfall. 		
Gender	<ul style="list-style-type: none"> • Croydon residents will benefit from economic growth in the BID area • A focus on economic regeneration within the district will increase footfall/trade for all traders and the These economic benefits may lead to employment opportunities and financial stability for business owners • The BID prioritises the mitigation of crime and disorder and environmental improvements and sustainability thus working towards making Purley a safer place for all in this protected characteristic • Better community cohesion from the events schedule planned by the BID to encourage footfall. 		Based on last 5 years of the BID and the activities and events they have delivered and aim to deliver
Gender Reassignment	<ul style="list-style-type: none"> • Croydon residents will benefit from economic growth in the BID area • A focus on economic regeneration within the district will increase footfall/trade for all traders and the These economic benefits may lead to employment opportunities and financial stability for business owners • The BID prioritises the mitigation of crime and disorder and environmental improvements and sustainability thus working towards making Purley a safer place for all in this protected characteristic • Better community cohesion from the events schedule planned by the BID to encourage footfall. 		Based on last 5 years of the BID and the activities and events they have delivered and aim to deliver
Marriage or Civil Partnership	<ul style="list-style-type: none"> • Croydon residents will benefit from economic growth in the BID area 		Based on last 5 years of the BID and the activities and

	<ul style="list-style-type: none"> • A focus on economic regeneration within the district will increase footfall/trade for all traders and the These economic benefits may lead to employment opportunities and financial stability for business owners • The BID prioritises the mitigation of crime and disorder and environmental improvements and sustainability thus working towards making Purley a safer place for all in this protected characteristic • Better community cohesion from the events schedule planned by the BID to encourage footfall. 		events they have delivered and aim to deliver
Religion or belief	<ul style="list-style-type: none"> • Croydon residents will benefit from economic growth in the BID area • A focus on economic regeneration within the district will increase footfall/trade for all traders and the These economic benefits may lead to employment opportunities and financial stability for business owners • The BID prioritises the mitigation of crime and disorder and environmental improvements and sustainability thus working towards making Purley a safer place for all in this protected characteristic • Better community cohesion from the events schedule planned by the BID to encourage footfall. 		Based on last 5 years of the BID and the activities and events they have delivered and aim to deliver
Race	<ul style="list-style-type: none"> • Croydon residents will benefit from economic growth in the BID area • A focus on economic regeneration within the district will increase footfall/trade for all traders and the These economic benefits may lead to employment opportunities and financial stability for business owners • The BID prioritises the mitigation of crime and disorder and environmental 		Based on last 5 years of the BID and the activities and events they have delivered and aim to deliver

	<p>improvements and sustainability thus working towards making Purley a safer place for all in this protected characteristic</p> <ul style="list-style-type: none"> • Better community cohesion from the events schedule planned by the BID to encourage footfall. 		
Sexual Orientation	<ul style="list-style-type: none"> • Croydon residents will benefit from economic growth in the BID area • A focus on economic regeneration within the district will increase footfall/trade for all traders and the These economic benefits may lead to employment opportunities and financial stability for business owners • The BID prioritises the mitigation of crime and disorder and environmental improvements and sustainability thus working towards making Purley a safer place for all in this protected characteristic • Better community cohesion from the events schedule planned by the BID to encourage footfall. 		Based on last 5 years of the BID and the activities and events they have delivered and aim to deliver
Pregnancy or Maternity	<ul style="list-style-type: none"> • Croydon residents will benefit from economic growth in the BID area • A focus on economic regeneration within the district will increase footfall/trade for all traders and the These economic benefits may lead to employment opportunities and financial stability for business owners • The BID prioritises the mitigation of crime and disorder and environmental improvements and sustainability thus working towards making Purley a safer place for all in this protected characteristic • Better community cohesion from the events schedule planned by the BID to encourage footfall. 		Based on last 5 years of the BID and the activities and events they have delivered and aim to deliver

Important note: You must act to eliminate any potential negative impact which, if it occurred would breach the Equality Act 2010. In some situations this could mean abandoning your proposed change as you may not be able to take action to mitigate all negative impacts.

When you act to reduce any negative impact or maximise any positive impact, you must ensure that this does not create a negative impact on service users and/or staff belonging to groups that share protected characteristics. **Please use table 4 to record actions that will be taken to remove or minimise any potential negative impact**

3.2 Additional information needed to determine impact of proposed change

Table 2 – Additional information needed to determine impact of proposed change

If you need to undertake further research and data gathering to help determine the likely impact of the proposed change, outline the information needed in this table. Please use the table below to describe any consultation with stakeholders and summarise how it has influenced the proposed change. Please attach evidence or provide link to appropriate data or reports:

Additional information needed and or Consultation Findings	Information source	Date for completion
<p>The Purley BID did a community survey to establish what residents and businesses would like to see in their next term. They Around 250 responses of which 50 were from the business community. The main areas identified were the need for :</p> <ul style="list-style-type: none"> • Increased security • Making the environment cleaner • Continued Business support 	<p>They distributed physically by dropping them off to the local businesses, and they had follow up visits to collect the forms</p>	<p>This was undertaken last week of August and first 2 weeks of September. Completed by 13th Sept 2020.</p>

For guidance and support with consultation and engagement visit <https://intranet.croydon.gov.uk/working-croydon/communications/consultation-and-engagement/starting-engagement-or-consultation>

3.3 Impact scores

Example

If we are going to reduce parking provision in a particular location, officers will need to assess the equality impact as follows;

1. Determine the Likelihood of impact. You can do this by using the key in table 5 as a guide, for the purpose of this example, the likelihood of impact score is 2 (likely to impact)
2. Determine the Severity of impact. You can do this by using the key in table 5 as a guide, for the purpose of this example, the Severity of impact score is also 2 (likely to impact)
3. Calculate the equality impact score using table 4 below and the formula **Likelihood x Severity** and record it in table 5, for the purpose of this example - **Likelihood (2) x Severity (2) = 4**

Table 4 – Equality Impact Score

Severity of Impact	3	3	6	9
	2	2	4	6
	1	1	2	3
		1	2	3
	Likelihood of Impact			

Key

Risk Index	Risk Magnitude
6 – 9	High
3 – 5	Medium
1 – 3	Low

Equality Analysis

Table 3 – Impact scores

<p>Column 1</p> <p>PROTECTED GROUP</p>	<p>Column 2</p> <p>LIKELIHOOD OF IMPACT SCORE</p> <p>Use the key below to score the likelihood of the proposed change impacting each of the protected groups, by inserting either 1, 2, or 3 against each protected group.</p> <p>1 = Unlikely to impact 2 = Likely to impact 3 = Certain to impact</p>	<p>Column 3</p> <p>SEVERITY OF IMPACT SCORE</p> <p>Use the key below to score the severity of impact of the proposed change on each of the protected groups, by inserting either 1, 2, or 3 against each protected group.</p> <p>1 = Unlikely to impact 2 = Likely to impact 3 = Certain to impact</p>	<p>Column 4</p> <p>EQUALITY IMPACT SCORE</p> <p>Calculate the equality impact score for each protected group by multiplying scores in column 2 by scores in column 3. Enter the results below against each protected group.</p> <p>Equality impact score = likelihood of impact score x severity of impact score.</p>
Age	1	1	1
Disability	2	2	4
Gender	1	1	1
Gender reassignment	1	1	1
Marriage / Civil Partnership	1	1	1
Race	1	1	1
Religion or belief	1	1	1
Sexual Orientation	1	1	1
Pregnancy or Maternity	1	1	1

4. Statutory duties

4.1 Public Sector Duties

Tick the relevant box(es) to indicate whether the proposed change will adversely impact the Council's ability to meet any of the Public Sector Duties in the Equality Act 2010 set out below.

Advancing equality of opportunity between people who belong to protected groups

Eliminating unlawful discrimination, harassment and victimisation

Fostering good relations between people who belong to protected characteristic groups

Important note: If the proposed change adversely impacts the Council's ability to meet any of the Public Sector Duties set out above, mitigating actions must be outlined in the Action Plan in section 5 below.

5. Action Plan to mitigate negative impacts of proposed change

Important note: Describe what alternatives have been considered and/or what actions will be taken to remove or minimise any potential negative impact identified in Table 1. Attach evidence or provide link to appropriate data, reports, etc:

Table 4 – Action Plan to mitigate negative impacts

Complete this table to show any negative impacts identified for service users and/or staff from protected groups, and planned actions mitigate them.				
Protected characteristic	Negative impact	Mitigating action(s)	Action owner	Date for completion
Disability	As discussed above the goal of the BID to work towards pedestrianising High Street could impact the visually impaired however a project of such a scale would be undertaken in conjunction with the council and	Low risk at this stage and would be part of a larger project. It is important to highlight it as this point to ensure it is considered at a later date if required.	Purley BID and Croydon Council	N/A at this time

Equality Analysis

	<p>other stakeholders to ensure the surfacing is compliant.</p>			
Race	<p>The previous equality analysis of the Purley BID from 2016 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.</p>	<p>The recommendation was and still stands 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 to ensure that those equality groups that currently face economic inequality (in terms of access to employment opportunities) are provided targeted support.</p>	Purley BID	Ongoing
Sex (gender)	<p>The previous equality analysis of the Purley BID from 2016 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.</p> <p>In addition to previous recommendations, Covid-19 has resulted in economic downturn</p>	<p>The recommendation was and still stands 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 to ensure that those equality groups that currently face economic inequality (in terms of access to employment opportunities) are provided targeted support.</p>		

Equality Analysis

	<p>that may result in a significant amount of job losses. News publications are showing data that women have had to take on more housework, homeschooling and childcare responsibilities and have also been more likely to lose their jobs during the pandemic and understanding the impact on sex groups needs to be addressed in the delivery of the BID and in the board membership.</p>			
<p>Gender reassignment</p>	<p>The previous equality analysis of the Purley BID from 2016 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.</p> <p>In addition to previous recommendations Covid-19 has resulted in economic downturn that may result in a significant amount of job losses. News publications are showing data</p>	<p>The recommendation was and still stands 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.</p>		

Equality Analysis

	<p>that women have had to take on more housework, homeschooling and childcare responsibilities and have also been more likely to lose their jobs during the pandemic and understanding the impact on sex groups needs to be addressed in the delivery of the BID and in the board membership.</p>			
Sexual orientation				
Age	<p>The previous equality analysis of the Purley BID from 2016 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.</p> <p>In addition to previous recommendations Covid-19 has resulted in economic downturn that may result in a significant amount of job losses. A large proportion of job losses are amongst young people or at entry level jobs. The impact on various age groups needs to be</p>	<p>The recommendation was and still stands 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.</p>		

Equality Analysis

	addressed in the delivery of the BID and in the board membership.			
Religion or belief				
Pregnancy or maternity				
Marriage/civil partnership				

6. Decision on the proposed change

Based on the information outlined in this Equality Analysis enter X in column 3 (Conclusion) alongside the relevant statement to show your conclusion.		
Decision	Definition	Conclusion - Mark 'X' below
No major change	Our analysis demonstrates that the policy is robust. The evidence shows no potential for discrimination and we have taken all opportunities to advance equality and foster good relations, subject to continuing monitoring and review. If you reach this conclusion, state your reasons and briefly outline the evidence used to support your decision.	
Adjust the proposed change	We will take steps to lessen the impact of the proposed change should it adversely impact the Council's ability to meet any of the Public Sector Duties set out under section 4 above, remove barriers or better promote equality. We are going to take action to ensure these opportunities are realised. If you reach this conclusion, you must outline the actions you will take in Action Plan in section 5 of the Equality Analysis form	X
Continue the proposed change	We will adopt or continue with the change, despite potential for adverse impact or opportunities to lessen the impact of discrimination, harassment or victimisation and better advance equality and foster good relations between groups through the change. However, we are not planning to implement them as we are satisfied that our project will not lead to unlawful discrimination and there are justifiable reasons to continue as planned. If you reach this conclusion, you should clearly set out the justifications for doing this and it must be in line with the duty to have due regard and how you reached this decision.	
Stop or amend the proposed change	Our change would have adverse effects on one or more protected groups that are not justified and cannot be mitigated. Our proposed change must be stopped or amended.	

Equality Analysis

Will this decision be considered at a scheduled meeting? e.g. Contracts and Commissioning Board (CCB) / Cabinet	Meeting title: Date:
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7. Sign-Off

Officers that must approve this decision	
Equalities Lead	Name: _____ Date: _____ Position: _____
Director	Name: _____ Date: _____ Position: _____

Data Protection Impact Assessment (DPIA)

Project Name:	Purley Business Improvement District – Ballot Renewal
Project Manager or Sponsor (PM):	Carol Squires
Name of person completing the DPIA if different to (PM):	Diana Phiri-Witty
Service Team and Department:	Economic Development; Place
Relevant Director and Executive Director:	Stephen Tate Shifa Mustafa
Information Management Champion(s) for service area:	
Date DPIA received by the IMT:	
Date approved by DPO:	
Date approved by IMT :	

1 Project Scope

Include the projects aims, potential impact, all individuals involved in the project and those that may be affected by it. The stakeholders should be as broad as possible so that the list can be edited down after consultation)

The Purley BID is led by the Purley Business Association. They aim to drive economic growth in this key, ambitious and growing district centre. The Purely BID is elected very 5 years and they are up for renewal this year. A ballot will take place in November 2020.

The Purley BID are a separate entity to the council, they are a not for profit CIC with a board represented by Purley business owners, the council and councillors.

2 Data Description

Answer the questions below so that there is a clear understanding about how the information will be used, who will use it etc. Remember that it's personal information (i.e. information about individuals) that you need to be concerned with. If you do not have answers to all the questions at this time, simply record what you do know.

<p>Whose information is being used?</p> <ul style="list-style-type: none"> - Are there additional concerns that need to be considered due to individuals sensitive/ complex circumstances? i.e. vulnerable person 	<p>Non-domestic rate payer Information for the businesses within the defined BID area, containing business name, business address, rateable value, Liable Party Primary contact address. Additional names of persons appointed as voter on behalf of the business.</p>
<p>What information is being used?</p> <ul style="list-style-type: none"> - Consider the nature of this information E.g. Child's social care file 	<p>Business name and business address and Liable Party Primary addresses are used for initial pre-ballot mailing to identify person to be appointed as voter. Appointed voter name and address used to send Notice of Ballot and Ballot Paper mailing. Updated lists of businesses and appointed voters shared with BID proposer. Rateable value of each business used as part of the Counting and weighting of votes. This information is therefore used over 5 years to collect the BID levy.</p>
<p>Does it include special category or criminal offence data?</p>	<p>No</p>
<p>Can an individual be identified easily from the information?</p>	<p>Yes – where Liable Party is an individual or an individual has been appointed as a voter for an address</p>
<p>What is the potential impact on privacy of this information?</p> <ul style="list-style-type: none"> - What are the risks/ impact to an individual if this information was lost, stolen or manipulated? - E.g. could it be sold? 	<p>Minimal</p>
<p>Will this change the manner in which we handle, use or protect this information? e.g. should it be encrypted?</p>	<p>Data will be stored by Croydon Council and will be encrypted using Egress when sent to the BID proposer – Purley BID.</p>

3 Consultation process

Consider how to consult with relevant stakeholders.

When did you consult individuals?	No council led consultation to be undertaken. All current BID members are already in direct contact with the Purley BID and have been informed by them of the forthcoming ballot. Businesses to be contacted initially by the council as administrator of the ballot to identify named people to receive the ballot and then the council prepare the list of persons entitled to vote and write to each person regarding arrangements for voting
How did you consult individuals?	Croydon council to contact businesses via their address to conduct the ballot
If not explain why it is not appropriate.	This is a ballot and if the BID are successful, a levy collection. Purley BID have undertaken a separate consultation exercise with their businesses as part of their renewal campaign. A BID have a legal obligation in the run up to a BID renewal which takes place every five years, to have undertaken engagement with their members to inform their proposals which they publish as a business plan. It is the duty of the local authority to conduct the ballot and follow due process to demonstrate a fair and transparent process
Who else within the organisation have you consulted with?	NA
Do you need to speak with your processor to assist?	NA
Do you plan to consult information security experts or any other experts?	No

4 Assessment of necessity and proportionality of data usage

What is your lawful basis for processing?	Article 6 of GDPR 'Legitimate Interests' To identify Non-domestic rate payer Information for the businesses within the defined BID so they can vote for the Business Improvement District.
Is consent being relied upon to share the information? Has explicit consent been obtained? Are data subjects able to opt out from giving consent?	It is Purley BID's legal duty to communicate with all the businesses in the BID area giving them an opportunity to shape the business plan via consultation, a notice of ballot and the ballot paper. The ballot and ballot paper are distributed by the council and the council collect the BID levy on behalf of the BID. The BID regulations 2004 state that on receiving a request (made in accordance with paragraph (2)) from any person who is developing BID proposals, the relevant billing authority shall provide them with the name of each non-domestic ratepayer and the address and rateable value of each hereditament which is occupied, or (if unoccupied) owned, by him in the geographical area of the BID proposals to be developed. They state that on receipt of an instruction under regulation 5, the ballot holder shall make arrangements for conducting a BID ballot (including a renewal ballot as in this case), in accordance with Schedule 2.
Does the processing actually achieve your purpose?	Yes
How will the information be collected? Verbally, forms, intranet, interview, 3 rd party, anonymous)	Forms
Is there another way to achieve the same outcome?	No
How will the information be used? <i>e.g. to write a report</i>	Administering the Purley Business Improvement District renewal Ballot
Do the individuals know and understand how their information will be used? If there are changes to their information does the privacy notice need to be amended?	Privacy Notice to be included on communications to businesses.
How will it be stored, kept up to date and disposed of when no longer required? <i>e.g. stored in locked cabinet/securely shredded</i>	Updated database of businesses and voters, and a count spreadsheet incorporating this information will be

	saved in the Electoral Services folders on network – access to which is restricted to Electoral Services staff
How will you ensure data quality and data minimisation?	Data collected and used to update an existing data set. Future use of the data will be restricted to updating names and addresses and business rates value therefore a minimal requirement.
Who will have access to the information within LBC? - <i>Include approximate number of users</i>	Electoral Services, Mayor's Office (only if staff assist with delivery of ballot), Economic Development.
Are there new or significant changes to the way we manage, use, handle or collect this information? - <i>Include any identified concerns for the individuals, would these changes heighten risks involved</i>	No
Will individuals within an existing database be subject to new or changed handling? - <i>If yes amendments need to be made to the privacy notice and these individuals need to be informed.</i>	No
What are the internal arrangements for processing this information? <i>e.g. number of staff who will have access</i>	5 Members of the Electoral Services team plus temporary staff brought in to assist at busy periods.
How will the information be updated? <i>e.g. monthly check</i>	Through contacts with businesses and only up to the ballot period(Nov 2020). Following that the council will collect BID Levy annually or as agreed with Purley BID where new business rates information may be updated.
Does the project involve the exchange of information outside of the UK and are there set standards for how the information will be treated? How will you safeguard international transfers?	No
How will you prevent function creep?	The information collected is for two specific functions- a ballot in November 2020 and levy collection over the 5 years the BID is in place.

5 Assessment of the risks to the rights and freedoms of data subjects

You must describe the source of risk and the nature of potential impact upon individuals and identify any additional measures to mitigate those risks.

5a Security

Who will be responsible for the control for this information?	Head of Electoral Services
How will the access to this information be controlled?	Access to information limited to those individuals administering the ballot Economic Development, the business rates team and the BID Proposer – Purley BID.
Is the data correctly managed to reduce the risk of collateral intrusion to the data subject?	Yes
Are there adequate provisions in place to protect the information? If so what are they? <i>e.g. Process, security</i>	Data will be stored securely by the Council in the Electoral Services Network folder and in the Business Rates folder.

5b Sharing

Who is the information shared with, why are we sharing the information with this organisation?	The information will be shared with the BID proposer Purley BID. The Purley BID is elected every 5 years and is governed by a board made up of local businesses. The ballot process being described in this assessment is for their purpose and function and therefore they will have access to the information about the businesses they represent.
What purpose does the information we are sharing have to the third party? - <i>Ensure that we only share relevant information and not excessively</i>	For canvassing for the BID Ballot. Transparency of the BID Ballot process.
Who will have access to the information, externally? - <i>Include approximate number of users</i> - <i>Describe any sharing arrangements and what the level of access is. It may help to produce a diagram to show the data flows.</i>	BID Proposer – Purley BID. Their privacy policy attached here . Their data is secured by password access and not shared externally and reviewed annually. They are also registered with the ICO. In summary, Purley BID use the following secure applications to hold data: <ul style="list-style-type: none"> • BID Base • Microsoft Sharepoint • HubSpot
How will it be transmitted to third parties and when? How often?	Emailed using Egress. Regular updates as and when information is updated. To be agreed with BID proposer
Is there a data sharing agreement in place?	No

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At what stage will the information be transferred?	Prior to the Notice of Ballot and updated as information updated. Schedule to be agreed with the BID proposer
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5c Identified Risks and assessment:

You should take into account the sensitivity of the information and potential harm that inappropriate disclosure or use of the information could cause to any individuals concerned. You should also consider the reputational loss to the Council and the potential for financial penalties being imposed by the ICO.

To assess the level of risk you must consider both the **likelihood** and the **severity** of any impact on individuals. A high risk could result from either a high probability of some harm or a lower possibility of serious harm.

The severity impact level and likelihood should be scored on a scale of 1 to 10 with 1 being low severity and 10 high. The two scores should be **added** together. The RAG status is derived from the following scale:

Score:

- 15 to 20 = Red (High)
- 8 to 14 = Amber (Medium)
- Below 8 = Green (Low)

To be completed by Project Sponsor

Risk Identified	Severity of Impact	Likelihood of harm	Overall RAG rating
Ballot data infiltrated by an unconsented third party	8	4	12
Name and email address data infiltrated by third party	8	2	10

6 Identify measures put in place to reduce risk.

You must now identify additional measures you could take to reduce or eliminate any risk identified as medium or high risk in step 5.

To be completed by the Project Sponsor

Risk Identified	Options to reduce or eliminate risk	Effect on risk	Residual risk	Measure approved
		Eliminated / reduced / accepted	Low / medium / high	Yes / No
Ballot data infiltrated by an unconsented third party	The ballot information will be accessed by Council staff and stored on council networks. Data will be shared with only one other organisation thus limiting infiltration opportunities	Reduced	Low	Yes
Name and email address data infiltrated by third party	See above. Data stored by Croydon Council will be in a secure Sharepoint files with access restricted to those directly linked to the ballot process	Reduced	Low	Yes

<p>information is going to be used by the Council. The DPIA mentions that there are systems in place to ensure information is kept up to date.</p> <p>I also note that the content of the consultation responses is being handled by Purley BID, a separate organisation who is registered with the ICO.</p> <p>The lawful basis for processing the personal information is Article 6(1)(c) – <i>that the processing is necessary for compliance with a legal obligation to which the controller is subject</i>. In this case the Council are fulfilling requirements as set out in the BID Regulations 2004.</p> <p>The Council plan to re-use information already held by the Council to conduct a Ballot and if successful collect the BID Levy. This is in accordance with fulfilling its duties under the BID Regulations 2004.</p> <p>If you would like any assistance drafting the Privacy Notice please contact me.</p>		
<p>Consultation responses reviewed by:</p>		<p>If your decision departs from individuals views you must explain your reasons.</p>
<p>DPIA to be keep under review by:</p>		

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If you require further guidance to complete this DPIA please contact:

Information Management Team (IMT)

Ext: 47777

Email: information.management@croydon.gov.uk

Data Protection Officer

Email: DPO@croydon.gov.uk