



SALISBURY
BUSINESS IMPROVEMENT DISTRICT



SALISBURY
BUSINESS IMPROVEMENT DISTRICT
BUSINESS PLAN
2014-2019

SEE SALISBURY REALISE ITS POTENTIAL THROUGH A
BUSINESS IMPROVEMENT DISTRICT (BID)

WITH AN INVESTMENT OF OVER

£2 MILLION

**TO SHAPE THE FUTURE
OF THE CITY.**

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INTRODUCTION

Over the last few months, city businesses have shown a great deal of enthusiasm for a Business Improvement District (BID) in Salisbury. BIDs invest sustainable resources into an area, allowing for more proactive management of a city with all its complex challenges. Since 2005 over 180 BIDs have been established in the UK, including several in nearby and competing towns and cities such as Winchester, Bath, Bournemouth and Dorchester.

This business plan sets out what a BID could do for Salisbury. The projects and services set out here have been chosen by you through a detailed consultation process that started in January 2013. This plan has been developed by a BID Task Group made up of businesses from throughout the city.

Here is what you've told us you want to achieve with a BID for Salisbury:

- Increase the footfall in the city to enable Salisbury to succeed.
- Promote Salisbury's offer to encourage people to visit and spend.
- Reinvigorate the events calendar, initiating additional events that would be beneficial to Salisbury businesses.
- Develop initiatives to support easy and attractive access in and around the city.
- Create a welcoming and safe place to welcome visitors to Salisbury and all those who live and work in the city.
- Reduce duplication, decrease business costs, and help support and promote Salisbury's independent businesses.

Salisbury is a rural Cathedral city that is home to a wide range of businesses – including a diverse independent retail offer, a charter market, and a growing café culture, as well as quality events that draw locals and visitors alike. Tourism is one of the key drivers of Salisbury's economy, with its magnificent Cathedral, Stonehenge nearby and a host of cultural offerings.

Competition, however, is continually increasing, with other towns and cities looking to take and retain business. Several of our nearby competitor locations already have BIDs in place and are making use of their additional resources to challenge Salisbury.

This is where a BID comes in. It will mean:

- We will be able to carry out exciting projects and events to drive footfall and spend in the city, raise its profile and maintain its position as a vibrant local destination.
- We will give businesses the support they need to flourish by driving down business costs whilst being a powerful voice.
- We make Salisbury a better place for you to do business in and for your customers to enjoy.

This is your opportunity to see Salisbury realise its potential through a Business Improvement District. This is your opportunity to shape the future of Salisbury City.

Winchester BID has been instrumental in developing and maintaining the relationships within both the public and private sectors that have worked together to help the city of Winchester thrive during a very difficult economic climate. Without the BID, Winchester would not have been as successful during this time. Every city should have a BID!

KEN MACARTNEY
MANAGING DIRECTOR, PAVILION CLOTHING LTD.

YOUR BID

YOUR OPPORTUNITY

This is your opportunity to invest over £2 million in Salisbury over the next five years. Through the BID, you can take control of and improve your trading environment with additional investment into the five key areas that you have identified:

1. Events
2. Access and Car Parking
3. Welcoming, Safe and Clean
4. Marketing & Promotion
5. Business Support

YOUR COMPANY

The BID will be managed by the Salisbury BID Company. This will be an independent not-for-profit company and will be answerable to a board of directors elected by you. The board will oversee the delivery of projects outlined in this business plan, and work in the best interests of you and Salisbury. Please see page 14 for the proposed BID Board representation.

YOUR FUNDING

The BID will be funded by a 1.5% levy on each business in the defined area with a rateable value exceeding £10,000. Collectively the total fund will exceed more than £400,000 each year to be spent exclusively in the city. The BID will also generate additional funding through voluntary contributions, grants and sponsorships. Please see page 19 for examples of how much this might cost your business.

YOUR DECISION

You will decide whether Salisbury will become a Business Improvement District by voting in the BID ballot. If you want to promote Salisbury and see all the projects outlined in the business plan become a reality you should make sure you vote YES on the ballot paper.

YOUR VOTE

Ballot papers will be sent to all eligible voters by 16th October 2013 and you will have until 13th November 2013 to vote. Electoral Reform Services (ERS) will carry out the independent ballot via post.

For the ballot to be successful, it must meet the following conditions:

1. More than 50% of businesses that vote must vote YES.
2. Of the businesses who vote, the YES votes must represent more than 50% of the total rateable value of all votes cast.

If the BID ballot is successful, the BID levy will be mandatory for each business located in the BID area with a rateable value of over £10,000.

NOTE FROM THE SALISBURY CITY MANAGEMENT CHAIRMAN

When the whole concept of Business Improvement Districts was introduced, Salisbury City Centre Management (SCCM) knew that this was what was needed in our city. For any place to compete in today's constantly changing market place it requires a business community which seizes new initiatives to help it to continue to be a vital vibrant centre in which business can adapt and flourish. The inward investment which a BID provides will and has been shown to be a deciding factor, the difference between decline or advancement, particularly in the face of strong challenges from our competitor towns and cities around us.

It was SCCM who campaigned the old Salisbury District Council to fund the research as to whether or not a BID could be successful in Salisbury. Having achieved this it was SCCM who then persuaded Wiltshire Council to fund the second and current phase in the creation of a BID. We were on the panel to choose the BID delivery partner, choosing the Mosaic Partnership and then Robin as our BID Manager. Consequently we at SCCM have realized that the BID will provide Salisbury with all that SCCM has longed for, for the business community.

It is for this reason that the SCCM Board has seen that the end of the road has come for SCCM and that the future lies with a BID company. We are convinced that the businesses will see all that the BID will bring, and so we are positive that the BID will be voted in, and that it should rightly take the place of SCCM to move the development of Salisbury's business life to the next phase. As we hand the baton on we do so fully supporting the concept of a BID, and happy in the knowledge that it was SCCM who brought the BID idea to Salisbury. Please vote yes for an even brighter future for Salisbury Business.



IAN NEWMAN
CHAIRMAN OF SALISBURY CITY CENTRE MANAGEMENT



NOTE FROM THE SALISBURY BID TASK GROUP CHAIR

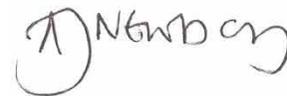
At the end of a busy six months chairing the BID Task Group, I come away with an even stronger sense that Salisbury is at a pivotal point. Whether we are discussing parking or transportation issues, street cleaning or footfall numbers, there is a feeling that our environment is on the change.

The last few difficult years have focussed the minds of business owners that the time has come to help themselves and there is no point in waiting for somebody to come and do it for them. In addition, there seems to be a real political will to stand behind business and let them take the lead. Now is the time for positive action and I believe the BID will pull Salisbury businesses together, armed with a healthy budget and empower them to lead the changes.

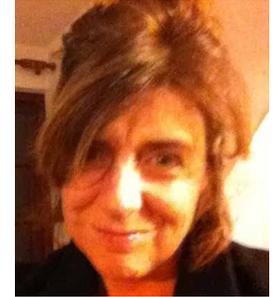
Many businesses have already pledged their support for the BID and especially would like to see reduced duplication in Salisbury. The BID is in talks with VisitWiltshire, Salisbury Chamber of Commerce and the Federation of Small Businesses to ensure that we offer a joined up approach to business membership organisations in Salisbury that will benefit businesses in Salisbury.

Finally, a BID in Salisbury would create sustainable funding and actively involve all businesses in the City. We have an opportunity to raise over £2 million over the next five years which will be ploughed back into Salisbury to make it an even better place to visit and shop.

This is our opportunity to shape how our city moves forward and to make a real difference. I hope that you will read this business plan and vote yes to a BID in Salisbury.



AMANDA NEWBERY
MANAGING DIRECTOR KNIGHTWOOD LEISURE
AND CHAIR OF BID TASK GROUP



1

EVENTS
£200,000

2

ACCESS AND CAR PARKING
£500,000

THE PROJECTS

After months of stakeholder consultation, these are the projects you want to see delivered. To make these projects a reality, vote **YES** to a Business Improvement District that will generate **£2 MILLION** over five years to fund these exciting initiatives for Salisbury City.

3

**WELCOMING,
SAFE AND CLEAN**
£300,000

5

BUSINESS SUPPORT
£100,000

4

**MARKETING
& PROMOTION**
£740,000

1

EVENTS

OVER 5 YEARS: £200,000

YOU SAID...

Events raise the profile of the city – good events raise its reputation.

Salisbury already has some very good events such as the Salisbury International Arts Festival, the Food & Drink Festival, the Christmas lights switch on and the Christmas Market. Many of you agree these bring an increased footfall into the city every year and that more events throughout the year will encourage visitors.

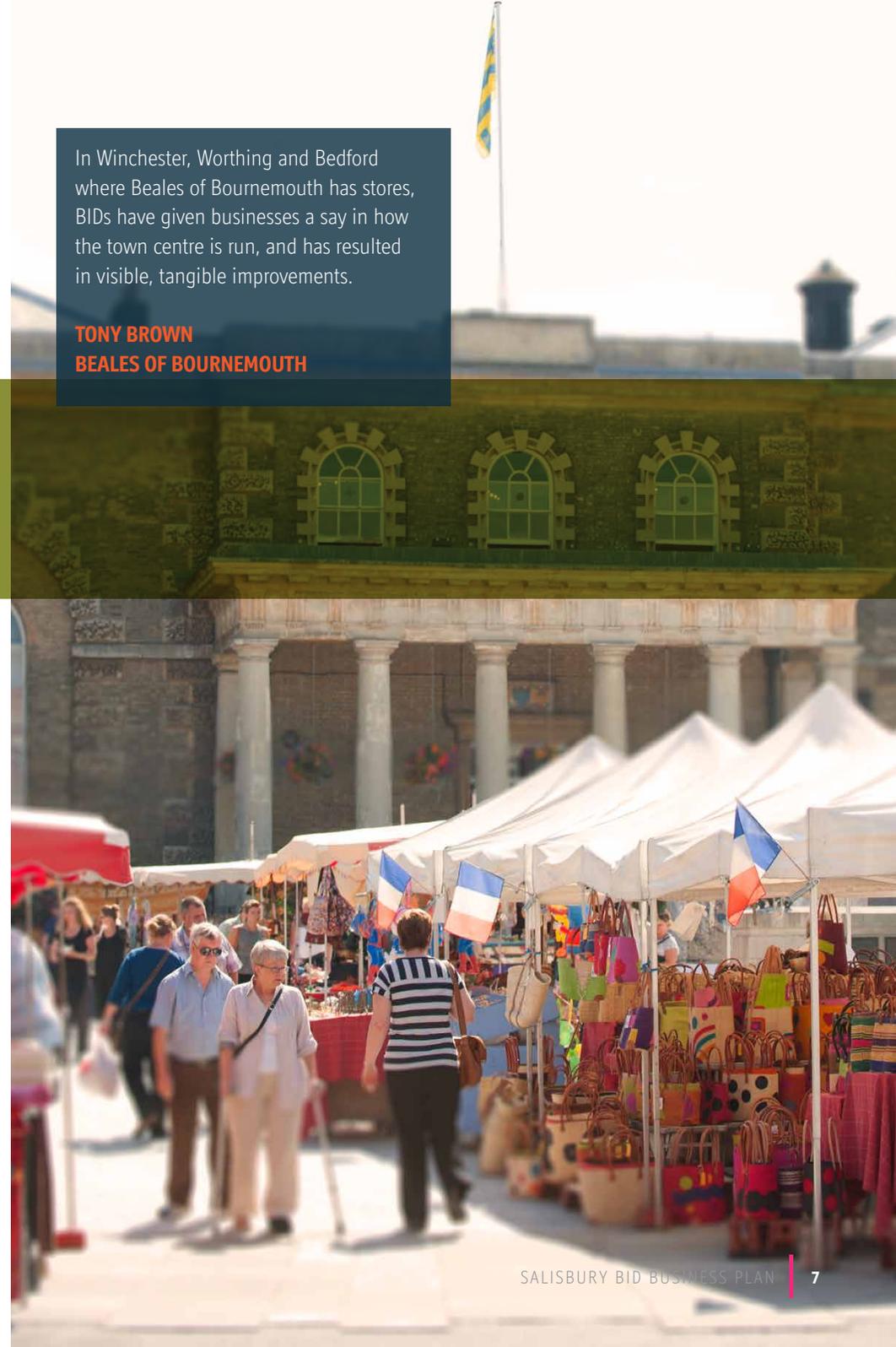
THE SOLUTION...

The BID will enhance the existing offering by reviewing the current events calendar and targeting resources at reinvigorating existing events and identifying additional events that would be considered beneficial to Salisbury businesses. This will include looking at who best to deliver projects as well as how best to deliver them. The BID would also make sure that benefits from events are felt city-wide, especially in those streets that offer specialist individual retailers in the BID area.

The BID will also collate an inclusive events guide to serve as the definitive promotional tool for Salisbury events. The existing events programme will benefit from more targeted support and promotion.

In Winchester, Worthing and Bedford where Beales of Bournemouth has stores, BIDs have given businesses a say in how the town centre is run, and has resulted in visible, tangible improvements.

TONY BROWN
BEALES OF BOURNEMOUTH



2

ACCESS & CAR-PARKING

OVER 5 YEARS: £500,000

YOU SAID...

Easy access and well-managed parking are important to creating a competitive environment which both locals and visitors want to visit.

Many businesses would like to see car parking incentives introduced to make the city more accessible and affordable to visitors, employees and shoppers. Businesses also stated that there needs to be improved signage and maps for visitors to find shops.

THE SOLUTION...

HELPING EMPLOYEES

The BID will work with the local authority to develop improved transport promotions for employees and commuters working in Salisbury.

HELPING VISITORS

The BID will explore car parking options to support incentives and deals to reduce parking costs and improve people's experience. Initiatives such as free car parking after 4 PM will be investigated in order to help boost the late afternoon and early evening economy. We will also explore other car parking initiatives that will encourage customers old and new to come back to Salisbury to shop and experience what our city has to offer. The BID will also look at how it can improve the cashless parking experience offered through the current provider MiPermit.

The BID will also work with public transport providers to ensure better service provision especially around special events, peak seasonal periods and business operating hours.

FINDING YOUR WAY

The BID will work with partner organisations to develop improved on-street signage and a single map that links up the whole city, making it easier for people to find their way around Salisbury and discover its unique independent offer.



As an independent retailer in a secondary location in the City I felt it was important to represent businesses such as mine within the BID discussions so that our voice is heard. I feel really strongly that working together we can make improvements actually happen rather than just endless discussions with very little outcome.

DEBORAH FOX
FISHERTON MILL

3

WELCOMING, SAFE AND CLEAN

OVER 5 YEARS: £300,000

YOU SAID...

The general appearance of Salisbury can be enhanced for both the local users and tourists. We need a cleaner, safer and friendlier environment and an improved evening economy to make Salisbury a place people not only visit, but stay.

These issues are not helping businesses in the city and don't give people a good first impression or the desire to return to Salisbury when there are inviting towns and cities nearby.



THE SOLUTION...

WELCOMING

The BID will work with existing partnerships – including Visit Wiltshire – to look at additional tourism support to welcome people to our city. Together we will explore how we can help tourists arriving by coach or rail to fully appreciate and explore all that Salisbury has to offer, and improve their visitor experience while they are here.

SAFE

The BID will look to promote a safe and enjoyable experience in Salisbury in the evening and would introduce an Evening Economy Manager who would work with a number of partnerships including Wiltshire Council, Purple Flag, Salisbury Pubwatch scheme, retail radio schemes, and CCTV among others. This role will link up with the daytime economy and proposed City Ranger around safety, security and street cleansing issues to provide a seamless transition from the daytime into the early evening to encourage customers to stay in the city.

CLEAN

The BID will look to employ a City Ranger to work closely with the businesses in the BID area and the local authority contractors to ensure performance standards are maintained with regards to cleanliness and maintenance. The ranger would also be a quick response facility to businesses and customers and would be able to welcome and provide information to visitors in Salisbury.



Salisbury City Centre Management is supporting a BID for Salisbury as an effective and tested method of managing our city to meet the needs of the business community as agreed by the business community.

LINDSEY BROWN
SALISBURY CITY CENTRE MANAGEMENT

4

MARKETING & PROMOTION

OVER 5 YEARS: £740,000

YOU SAID...

Salisbury is a well-kept secret – but why?"

Salisbury is facing huge competition as a retail and leisure destination. Neighbouring cities are investing in marketing to promote themselves; therefore Salisbury must do more self-promotion and actively tell people where we are, and what we have to offer.

Without a comprehensive targeted marketing strategy focused on promoting the mix of retail, commercial and leisure in Salisbury, we stand to lose impetus and visitor numbers. Doing nothing is not an option.



Peartree Apartments support the BID because we feel Salisbury has so much more to offer visitors and residents alike. The BID allows us to raise money for "in-house" projects that – as a community – we decide, directing our resources towards what we want, how we want to achieve it, and when.

MARY WEBB
PEARTREE APARTMENTS

THE SOLUTION...

ENHANCED MARKETING AND PROMOTION OF SALISBURY

The BID will create a joined-up destination strategy for Salisbury that will reduce existing duplication, align marketing campaigns with consistent branding and improve Salisbury's competitive position. The BID will work for Salisbury to become one of the top destinations in the south for day visitors and staying visitors.

The BID will fund and promote new marketing and public relations campaigns that recapture market share from the local, regional and national area through increased footfall and spend in Salisbury. The BID will ensure that Salisbury is effectively marketed through these campaigns with a particular emphasis on the unique richness that Salisbury offers. A sustained marketing and communications campaign will be developed which will raise awareness of Salisbury and encourage people to visit us, making it easier for them to do so as well as providing practical reasons to spend time and money in Salisbury.

INTERNET AND SOCIAL MEDIA

We will develop a single comprehensive website to market Salisbury that complements existing destination marketing websites without creating duplication. We will ensure that our online marketing will be professional, customer focused, lively and engaging, and will be enhanced with interactive social media in order to target the people who should be choosing Salisbury, whether this be to shop, spend time in our cafés, pubs and restaurants or enjoy our varied cultural offer. Most importantly of all, we want these people to continually use the wide range of local services Salisbury offers.

Promotions will include campaigns and special offers and we will utilise Facebook and Twitter to directly target the people we want to talk to, including visitors and workers. Information on transport, shop opening hours, car park locations and easy to read FAQ's on the city will also be included with the aim to make this a central hub for information on what's going on in Salisbury.

5

BUSINESS SUPPORT

OVER 5 YEARS: £100,000

YOU SAID...

We want the BID to save us money and support our businesses.

Businesses want to see a return on investment in the BID and want to ensure that this approach is targeted at efforts that help each business survive and thrive.



THE SOLUTION...

CENTRALISED PROCUREMENT

The BID will look at various cost saving initiatives for businesses, including streamlining waste collection services for businesses to offer a daily collection where required which in turn will offer a cleaner, greener and tidier city. This will also minimise the number of waste collection vehicles on streets and ultimately give cost savings for businesses.

REDUCE DUPLICATION

The BID will work to reduce duplication of work done by business organisations in Salisbury as well as improving the overall business support offering by looking at more effective partnerships with existing organisations. The BID is in discussions with VisitWiltshire, Federation of Small Businesses and Salisbury Chamber to consider more efficient ways to work together for BID members.

The BID will look at coordinating the business events calendar and promoting business-to-business networking to support existing businesses and to encourage new businesses into Salisbury.

INDEPENDENT BUSINESSES

The BID will support and promote Salisbury's independent businesses by supporting existing initiatives such as 'The Salisbury Independents Group' and 'Independents Day'. The BID will also provide assistance to smaller businesses with support and advice on running a business in Salisbury and inform businesses on what other support may be available. It will also look to offer discounts for business services such as marketing, promotion, advertising, utilities etc through partnerships with local providers.

WORKING FOR YOU

The BID will act as a powerful lobbying group, working on behalf of the city businesses to ensure that your views are heard and represented at the highest level before all relevant agencies. This will be your BID, and it will work in your best interest where you need it. With over 500 members the BID will always try and use local suppliers wherever possible.



THE BID AREA

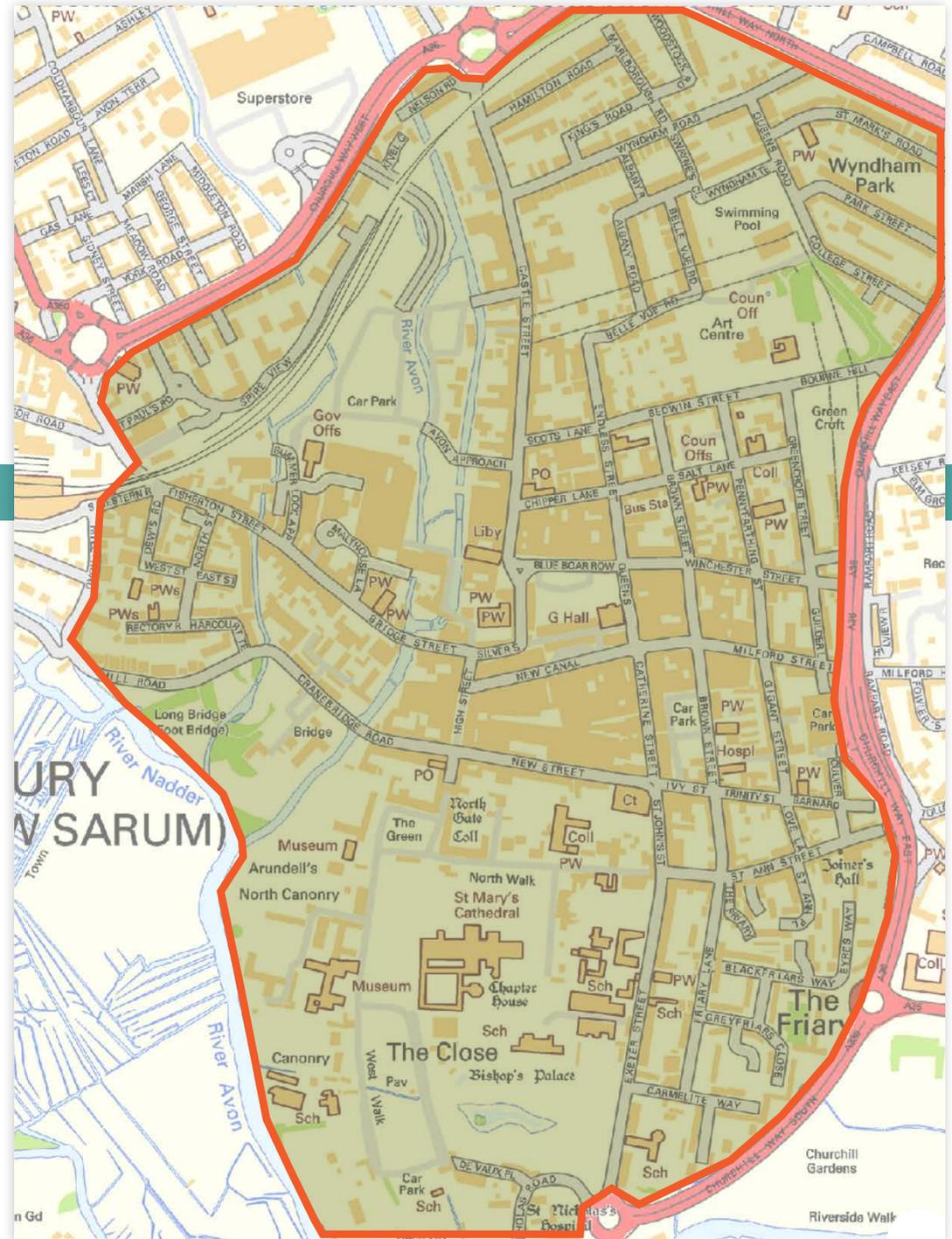
The BID area has been carefully defined and shaped through the months of consultation carried out by the BID team. The projects that you told us you wanted have been outlined to benefit these businesses.

The BID area is small enough so that it will have a significant impact on the businesses within it, but large enough to make it worthwhile for all those involved. The £2 million generated by the BID over the next five years will be spent only on projects and programmes to benefit the businesses within the area, as guided by BID regulations. The businesses within the boundary will fund and control the BID.

Streets in the BID area include:

Avon Approach	Greencroft Street	Priory Square
Bedwin Street	Guilder Lane	Queen Street
Blue Boar Row	High Street	Rollestone Street
Bridge Street	Ivy Street	Salt Lane
Brown Street	Malthouse Lane	Scots Lane
Butcher Row	Market Place	Silver Street
Castle Street	Milford Street	South Western Road
Catherine Street	Mill Road	St Anns Street
Chipper Lane	Mill Stream Approach	St Edmunds Church Street
Crane Street	Minster Street	St Johns Street
Crane Bridge Road	Nelson Road	St Thomas' Square
Culver Street	New Canal	Summerlock Approach
Endless Street	New Street	The Close
Exeter Street	Oatmeal Row	The Maltings
Fish Row	Old George Mall	Trinity Street
Fisherton Street	Ox Row	Water Lane
Gigant Street	Pennyfarthing Street	Winchester Street

If you are unsure whether your business falls within the BID boundary please get in touch with a member of the BID team.



SALISBURY BID BUDGET 2014-2019

This five-year BID budget shows just how far your contribution to the BID will go in making a real difference. The BID offers a unique funding opportunity that will provide additional services beyond the capacity of any single business. The BID task group anticipates securing additional voluntary contributions over and above the levy contributions boosting the project spend even further.

	2014/2015	2015/2016	2016/2017	2017/2018	2018/2019	TOTALS
INCOME						
Bid Levy	£404,139	£404,139	£404,139	£404,139	£404,139	£2,020,695
Additional Income*	£32,780	£32,780	£32,780	£32,780	£32,780	£163,900
TOTAL INCOME	£436,919	£436,919	£436,919	£436,919	£436,919	£2,184,595
EXPENDITURE						
Projects:						
Marketing & Promotion	£140,569	£150,569	£150,569	£150,569	£150,569	£742,845
Events	£40,000	£40,000	£40,000	£40,000	£40,000	£200,000
Access & Car Parking	£100,000	£100,000	£100,000	£100,000	£100,000	£500,000
Welcoming, Safe & Clean	£60,000	£60,000	£60,000	£60,000	£60,000	£300,000
Business Support	£20,000	£20,000	£20,000	£20,000	£20,000	£100,000
Staff	£42,000	£42,000	£42,000	£42,000	£42,000	£210,000
Training	£500	£500	£500	£500	£500	£2,500
Office costs	£6,000	£6,000	£6,000	£6,000	£6,000	£30,000
Insurance	£1,000	£1,000	£1,000	£1,000	£1,000	£5,000
Legal/Professional	£1,150	£1,150	£1,150	£1,150	£1,150	£5,750
Levy Collection Fees	£6,500	£6,500	£6,500	£6,500	£6,500	£32,500
Collection Software**	£12,500	£2,500	£2,500	£2,500	£2,500	£22,500
Bank Charges	£200	£200	£200	£200	£200	£1,000
Contingency/Reserve	£6,500	£6,500	£6,500	£6,500	£6,500	£32,500
TOTAL EXPENDITURE	£436,919	£436,919	£436,919	£436,919	£436,919	£2,184,595
Net Surplus	0	0	0	0	0	

* SCC Contribution for Years 4 & 5 subject to further agreement.

**Figure for Collection Software is high in Year 1 because of the need to purchase the system. Subsequent annual costs are lower because they are purely for maintenance.

SALISBURY CHRISTMAS MARKET

With regards to additional income Salisbury BID is negotiating to take over the running of the Christmas Market. This will have a turnover of approximately £200,000 this year with a net surplus of £40,000 to be reinvested back into the City Centre. (These figures are expected to increase each year and generate around £300,000 surplus over the next 5 years.)

THE BID COMPANY

The BID Task Group, which has worked to hard to develop this plan, will form the interim board of directors in year one. At the end of year one, a formal board election will be held in which any levy paying business or eligible financial contributor can stand.

The board makeup will be representative of the city mix and will be as follows:

PROPOSED SALISBURY BID BOARD (17 MEMBERS)

TYPE OF REPRESENTATIVE	NUMBER
National Retail/Landlord	3 places
Independent Retail	3 places
Office Sector	2 places
Food and Drink	2 places
Leisure	1 place
Arts Representative	1 place
Accommodation Provider	1 place
Cathedral Close Representative	1 place
Business Under £10k Representative	1 place
Salisbury City Council Representative	1 place
Wiltshire Council Representative	1 place

An independent not-for-profit Company Limited by Guarantee will manage the BID. The BID will also employ its own staff to ensure the projects outlined in the business plan are delivered effectively and efficiently.

As a levy payer, you will have a stake in the BID Company and you will have the ability to hold the BID Company accountable throughout the duration of the five years. The BID company will not be able to make a profit – any surplus must be spent on projects and services agreed by you and the Board of Directors.



THE BID CONSULTATION PROCESS

Over the last year the Salisbury BID Task Group have sought your views on what issues you have and what projects you would like the BID to deliver. The consultation has included:

FEASIBILITY STUDY

This has included research on the impact of BIDs in other comparable towns and cities, engagement with Salisbury business owners and stakeholders to better understand the main problems they are facing and how a BID could help, and the development of a conceptual approach to creating a BID in Salisbury.

BUSINESS SURVEY

A short survey was sent out to all businesses within the proposed BID area to build upon the foundations of the feasibility study. The survey generated a high-level response rate of 27% with an excellent response from the retail sector to help us understand what they think of Salisbury and what they'd like to see done differently.

FACE-TO-FACE MEETINGS

The BID Task Group and the BID Project Manager met with numerous business owners and business organisations throughout the year to inform them of the BID, share emerging ideas, and receive feedback. This allowed us to understand which projects are important to businesses and should be included for consideration in the BID business plan.

BUSINESS MEETINGS

Open meetings were held in May 2013 for different business sectors to give them an opportunity to provide input into the proposed BID plan, along with an understanding of how much businesses were willing to pay for improvements. An additional open meeting was also held at the Guildhall in June 2013, which all businesses were invited to. These meetings were well attended and enthusiasm for a BID grew and the business plan started to take shape.

SUMMARY BUSINESS PLAN

A summary version of this business plan was distributed to organisations to allow them to feedback any suggestions prior to creation of this full plan. This also included two days of drop in meetings in September to allow for further feedback which all businesses were invited to.

NEWSLETTERS

Throughout the BID consultation and planning process, newsletters have been distributed via post, delivered in person, and made available online.

We have also engaged with (and attended meetings with) many other organisations in Salisbury, including City Centre Management, Chamber of Commerce, Federation of Small Businesses, VisitWiltshire, Purple Flag group, Pubwatch and various arts groups, to ensure that they are aware of the proposals and that they can keep their members updated on the Salisbury BID.

IN ADDITION:

- Representatives from the three shopping centres in Salisbury sit on the task group and have liaised with their tenants about the BID.
- We have written and spoken to the business leaders at the headquarters of the national businesses in Salisbury.
- We have been talking with and visiting successful BIDs around the country to see what projects work well and how they are set up. These include site visits to Bath, Bournemouth, Guildford, Winchester and Lincoln as well as attending local group BID meetings of other nearby established BIDs.
- The Salisbury Journal and Spire FM have published details of the BID and promoted the various consultation meetings.
- Other means of informing people about the BID have included BID newsletters sent to all business in the BID area, circulation of emails and the **salisburybid.co.uk** website.

All of the information we've collected has been made available online at **salisburybid.co.uk** throughout the consultation.

"I am fully supportive of a BID in Salisbury. The process should really identify what businesses in Salisbury need and it is an opportunity for us to work together and help each other to achieve just that. In the meantime, I am really enjoying working with other businesses and doing my best to ensure that we get everyone's input into the process."

AMANDA NEWBERY
THE CHAPEL NIGHTCLUB



BUSINESS IMPROVEMENT DISTRICTS EXPLAINED

A Business Improvement District (BID) is where businesses come together and decide what additional improvements they would like to make to their town or city. They determine what it will cost them, and how these improvements will be managed and delivered. BIDs are funded by the businesses that benefit from them, and the money is ring-fenced so that it can only be spent within the BID area on projects that they have agreed to in a formal business plan.

A BID is a legal body that can only come into being following a successful ballot in which all eligible businesses have a vote on whether proposals, as contained in this document, should go ahead.

For a BID ballot to be successful, it must be won on two counts:

1. A straight majority by the number of those voting; and
2. By a majority in the Rateable Value of those voting

BIDs were first introduced in the UK as part of a pilot scheme in 2005. Since then, more than 180 BIDs have successfully been established, pumping £300 million of funding back into their respective towns and cities. BIDs can last a maximum of five years, after which time another ballot must be held to see if the businesses wish the BID to continue. Of the 73 BIDs that have thus far gone to re-ballot, 94% have done so successfully, demonstrating their value and success.

BIDs can carry out any projects or improvements that are additional to those already provided by the local authority. This means the funding cannot be pulled from services that are already provided in your business rates. Every penny of BID funding is allocated and accounted for, and all current services provided by the local authority have been outlined in baseline statements collected by the BID team. These baseline statements are available to be viewed on the salisburybid.co.uk website.

FOR A BID BALLOT TO BE SUCCESSFUL,
IT MUST BE WON ON TWO COUNTS:

1

A STRAIGHT MAJORITY BY THE
NUMBER OF THOSE VOTING

2

BY A MAJORITY IN THE RATEABLE
VALUE OF THOSE VOTING



YOUR QUESTIONS ANSWERED

Q: AM I ELIGIBLE TO VOTE?

A: All eligible businesses within the BID boundary with a rateable value exceeding £10,000 will be able to vote. Remember the BID can only happen if you vote YES.

Q: ISN'T THIS WHAT I PAY MY BUSINESS RATES FOR?

A: No. Business rates are collected by Wiltshire Council and then redistributed at a national level. The council spends the allocated funding on services that are both statutory and discretionary, and businesses have very little say on what these services are. BIDs differ from this as the money is collected locally, ring-fenced and controlled and managed by you. It can then only be spent on projects detailed in this business plan that you have agreed to. The BID levy does not pay for anything covered by your business rates.

Q: DOES THIS MEAN THAT THE LOCAL AUTHORITY WILL STOP PROVIDING SERVICES?

A: No. We have established a baseline service provision from the local authority. Baseline statements have been procured for the following areas and can be viewed on the BID website:

- Policing
- Highway Maintenance
- Street Lighting
- Events
- Markets
- Street Cleansing
- Public Conveniences
- Planting and Grounds Maintenance
- Car Parking
- Tourism
- Street Furniture

BIDs can only carry out services or improvements that are additional to that which is already provided. The local authority will also contribute to the BID, as they own property in the BID area and will therefore be treated as any other levy payer.

Q: HOW MUCH WILL THIS COST ME?

A: The levy is based upon 1.5% of the rateable value of each eligible property for businesses with a rateable value exceeding £10,000. This will be collected once a year for each of the five years of the BID and will contribute to the £2 million in funding to be spent on the projects agreed by you. Below is a table that provides a guide of what individual businesses will pay. Most businesses in Salisbury will be paying no more than £1 per day.

RATEABLE VALUE	MAXIMUM ANNUAL LEVY	MAXIMUM DAILY EQUIVALENT COST
£10,000	£150	41p
£25,000	£375	£1.02
£50,000	£750	£2.05
£100,000	£1,500	£4.10
£200,000	£3,000	£8.21

Q: HOW LONG WILL THE BID LAST AND HOW WILL I KNOW IF IT'S WORKING?

A: The BID will last for five years. This means that there will be guaranteed funding for city projects and improvements until 2019. Each year the BID will produce an annual performance report detailing what the BID is delivering.

Q. WHERE ELSE ARE BIDS IN PLACE?

A. Since the BID pilot scheme in 2005, over 180 BIDs have been established in the UK. The closest BIDs to Salisbury are in Winchester, Bath, Dorchester, Bournemouth and Newbury, and new BIDs are continually being established across the country as the benefits are seen by businesses.

Q: WHY SHOULD I VOTE YES?

A: Voting YES to a BID in Salisbury means that you will be contributing to the £2 million BID Company that will work to improve Salisbury over the next five years. You can expect a better marketed, maintained and managed city. The BID will only go ahead if it receives more YES votes than no votes, by number and by rateable value. If the ballot fails to meet these requirements then you will not be asked to pay and the BID will not go ahead. If the ballot passes, the BID levy will become mandatory for all businesses which are able to vote in the BID ballot.

Q: WHAT HAPPENS IF I VOTE NO?

A. If you vote no to a BID in Salisbury you are saying no to additional sustainable funding to support the city. Without this investment we will be unable to offer a quality programme of projects, services and events, and you will lose your opportunity to make a difference to the city.

BIDs are becoming more prominent in towns and cities across the UK. The competition is tough; doing nothing is no longer an option. We need to harness this opportunity to take control and invest in the future of our city.



Salisbury is facing ever increasing competition from neighbouring towns and cities. Great efforts are made by Salisbury businesses and others such as the Wiltshire Council and City Centre Management to enhance what Salisbury has to offer to both local people and tourists. The BID process will allow all the city centre businesses to go further, to shape the future of the city, to evaluate and put into practise their aspirations and ideas, and to make sure we are ready to face the challenges ahead with optimism and renewed vigour.

JON OSGOOD
OLD GEORGE MALL SHOPPING CENTRE

WHY DO WE NEED A BID AND WHAT BENEFITS CAN I EXPECT TO SEE?

In recent years footfall figures in Salisbury have seen a decline due to competition. In the first quarter of 2013 visitor numbers were down 12% on the same period in 2012. Challenges from competing areas and offers are part of the challenge... creating a more strategic approach to managing our city can help. In other areas, BIDs have had a great track record of increasing footfall, and retail sales within an area, making the place better to visit. The time has come to take control of our trading environment and offer our customers something really special in order to secure our future.



BID RULES EXPLAINED

The BID legislation of 2004 sets out the rules and regulation under which the BID ballot must be carried out, and the framework under which the BID must operate. Key points are:

BID CREATION AND THE BID BALLOT

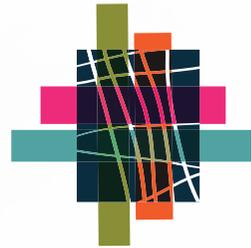
- Each eligible business ratepayer within the defined area will have one vote, provided they are listed on the National Non-Domestic Rates list as provided by Wiltshire Council on 3rd September 2013.
- None of the costs incurred through the development of the BID, before the formal ballot, will be recovered through the BID levy.

THE BID LEVY AND WHO CONTRIBUTES

- The BID levy rate will be fixed for the full term of the BID (five years) and will not be subject to inflation or alterations.
- The BID levy will be applied to all businesses within the defined area with a rateable value exceeding £10,000, provided they are listed on the National Non-Domestic rates list as provided by Wiltshire Council.
- Non-retail charities with no trading income, arm or facilities, not-for-profit subscription and volunteer-based organisations will be exempt from paying the BID levy.
- New businesses will be charged from the point of occupation based upon the rateable value at the time they enter the rating list.
- If a business ratepayer occupies the premises for less than one year, the levy paid will be on a daily basis.
- Vacant properties, or those undergoing refurbishment or being demolished will be liable to pay the BID levy by the property owner or registered business ratepayer.
- The BID levy will not be affected by the small business rate relief scheme, service charges paid to landlords, exemption relief or discount periods in the non-domestic rate regulations 1989 made under the Local Government Finance Act 1988.
- VAT will not be charged on the BID levy.

BID OPERATIONS AND MANAGEMENT

- Wiltshire Council is the only authorised body able to collect the BID levy on behalf of the BID Company.
- Collection and enforcement regulations will be in line with those applied to non-domestic business rates, with the BID Board of Directors responsible for any debt write-off.
- The BID funding will be kept in a separate BID account and transferred to the BID Company.
- BID projects, costs and timescales may be altered by the BID Board of Directors, provided they remain in line with the overall BID objectives.
- The BID Board of Directors will meet at least six times a year. Every levy paying business will be eligible to be a member of the BID Company and to vote at general annual general meetings.
- The BID Company will produce a set of annual accounts made available to all company members.
- BID staff will be appointed and work with the appropriate agencies to deliver the programme of projects.
- The BID will last five years. At the end of the five years, a ballot must be held if businesses wish to continue with the BID.



SALISBURY
BUSINESS IMPROVEMENT DISTRICT

FINAL THOUGHTS

Throughout the last few months, each business has had the opportunity to tell us what really matters to them and how they would like to see Salisbury improved. We have listened, and have developed a business plan that will achieve these things, whilst offering you value for money.

BIDs have a fantastic track record of improving cities and putting control into the hands of businesses. This is a unique opportunity to put funding directly back into the city, to be spent exclusively on projects that matter to you.

We cannot afford to let this opportunity pass us by.

Salisbury is a great place to live, shop and relax, and by investing a small amount individually, we can stand together and create something really special for years to come.

THE BALLOT

The BID ballot will take place from 16th October 2013 and you will have until 5 PM on 13th November 2013 to vote. Electoral Reform Services will carry out the ballot independently of the BID team. The ballot will be carried out via post, and voting by proxy is available. Full details will be sent out with the ballot notice.

To request a visit from a member of the BID team, please contact **Robin McGowan, BID Project Manager** on **07879 778376** or via email at **robin@salisburybid.co.uk**.





British Heart Foundation

SALISBURY & SOUTH WILTSHIRE
www.salisburymuseum.org.uk

REX WHISTLER
A TALENT CUT SHORT

EXHIBITION
24 MAY UNTIL
29 SEPTEMBER

W
Warehouse

BTP
Boston Tea Party

CAFE ROUGE

DPD

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