

BUSINESS IMPROVEMENT
DISTRICT BUSINESS PLAN



HEMEL HEMPSTEAD BID

(BUSINESS IMPROVEMENT DISTRICT)

2018-2023



A FOREWORD FROM THE CHAIR

A BID will deliver over **£900,000** in funding to the area over the next five years

There are now over **270** BIDs in the UK

Over **90%** of BIDs receive a **'yes'** vote at renewal

Over the past 18 months, we have consulted extensively with the Hemel Hempstead business community. Thank you to those of you who have helped inform our plans for a Business Improvement District (BID) in our town.

A BID will deliver over £900,000 in funding to the area over the next five years, funded and led by businesses and managed by a dedicated BID Manager, based in the Marlowes, with success measured against a series of KPIs both annually and across the first five year term of the BID.

Not only do we see this as an opportunity to improve Hemel for businesses, residents, visitors and those who work in the town; it will also complement the extensive regeneration work already planned by Capital & Regional, owners of the Marlowes Shopping Centre, and Dacorum Borough Council.

This is an exciting opportunity for the business community of Hemel to take control of the direction in which our town centre will go over the next five years.

Vince Williams
BID Steering Group Chair
Marlowes Shopping
Centre Manager



“ We are proud to present to the businesses of Hemel, the proposed business plan for the Hemel BID. These projects, all based on the wants of businesses in the area, will be delivered by a professional team, under the oversight of a board that can provide strategic direction towards our joint vision: providing a modern experience for customers that combines shopping with leisure, helping to increase both footfall and spend. ”

Vince Williams
BID Steering Group Chair



WHAT IS A BID?

A Business Improvement District (BID) is a business-led and business-funded body formed to improve a defined commercial area. BIDs charge a levy to local businesses in return for providing services over and above the usual council provision.

A BID for Hemel will provide substantially more funding for improving and managing the town centre environment. It will also create a wider business community, engaging members and partners from all sectors.

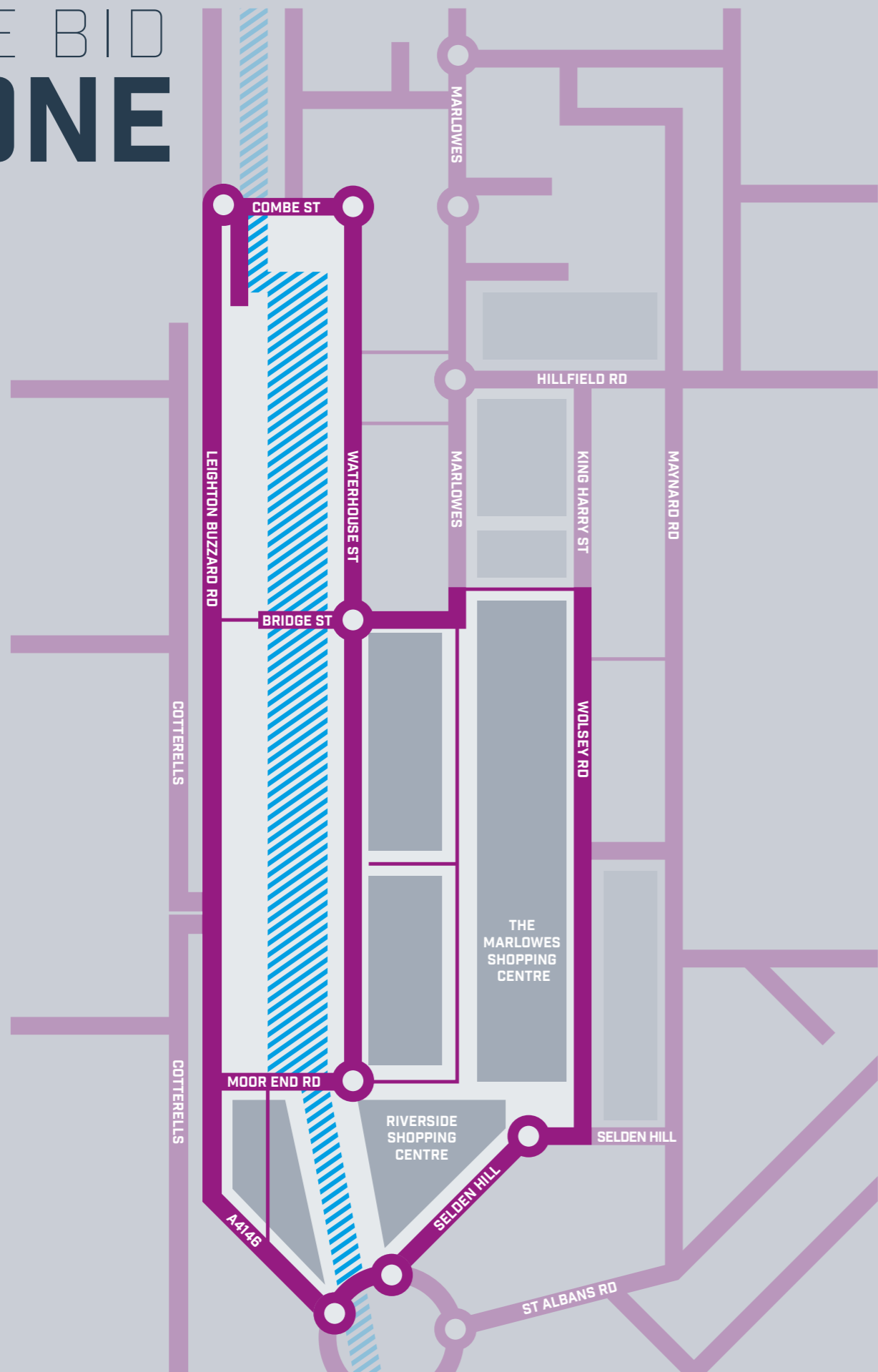
The BID focuses on a defined commercial area. There are now over 270 BIDs in the UK and the BID concept has become a well-established model for town and city centre regeneration. A BID can only be formed following consultation and a ballot in which businesses vote on a proposal or business plan for the area.

BIDs must go through a renewal ballot process to secure another term of up to five years. Over 90% of BIDs receive a 'yes' vote at renewal, providing a strong endorsement of the benefits from BID members.

WHAT TO EXPECT FROM A BID

- A business led and business focused organisation, led by a board of directors from the local business community
- A professional BID team delivering the projects that businesses of Hemel have told the BID that they need
- Regular communication from your BID team about the opportunities available to you, in the form of email and printed communications
- The chance to be involved in the shaping of the BID's ongoing delivery through the BID advisory group
- A central point for enquires when you may not know who can resolve an issue for you. The BID may not be the best organisation to answer your queries but it will be able to help connect you if not.

THE BID ZONE



THE BID STEERING GROUP

The BID proposal is being driven by a team of business leaders and other key stakeholders. If the BID is approved, they will take the process forward and be responsible for ensuring the business plan is implemented.

Mark Gaynor
Dacorum Borough Council

Ian Pulis
M&S

Adam Geraghty
Toni & Guy

David Robinson
Riverside Shopping Centre

Bonnie Haigh
Perfume Shop

Gary Saunders
Saunders Markets

Tony Hurley
Debenhams

Hayden Tottingham
Wilko

Graham Jones
Town resident

Phil Walker
Brasier Freeth LLP

Amy Michie
Tiki's Café

Paul Wiley
Superdrug

Michael Paris
Premier Inn

Vince Williams
Marlowes Shopping Centre



“ This business plan is the culmination of detailed research and great efforts on the part of the steering group. This business led organisation will provide the voice businesses need and will always put the interests of the business community first. ”

Gary Saunders
Saunders Markets

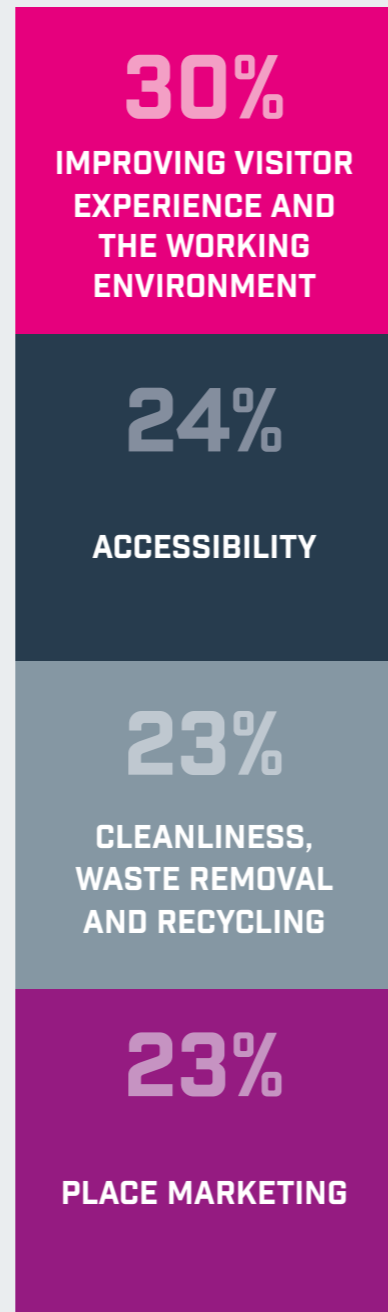
MAKING THE BID WORK FOR YOU

We want to make sure that Hemel BID delivers projects that meet the needs of the business community. That's why we've carried out extensive research to help shape the content of the BID business plan.

- An initial feasibility study was carried out in October 2016 which gathered feedback from 15% of local businesses.
- An in-depth questionnaire was distributed to local businesses in February 2017 and achieved a 45% response rate.
- Sector-specific workshops were carried out in July 2017, presenting a 'Have Your Say' consultation document setting out the likely projects a BID would deliver. Over 50% of businesses have responded to the consultation.

CORE PRIORITIES

The 'Have Your Say' consultation document indicated that the **core priorities** for businesses were...

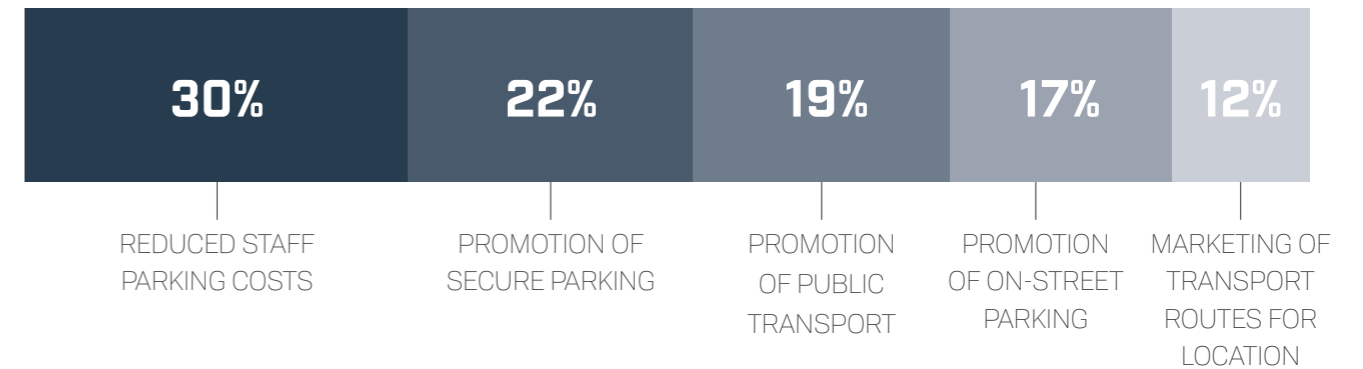


Within these areas the following were identified as key areas of focus:

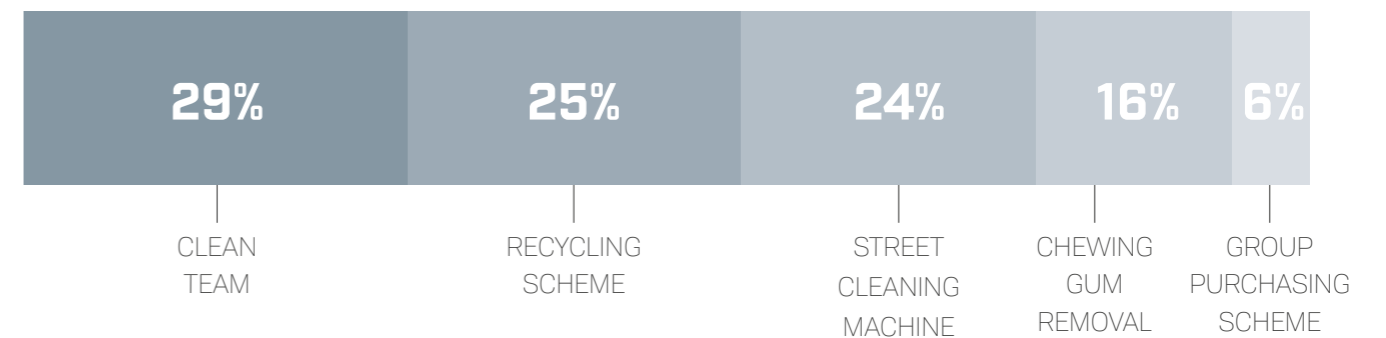
IMPROVING VISITOR EXPERIENCE AND THE WORKING ENVIRONMENT



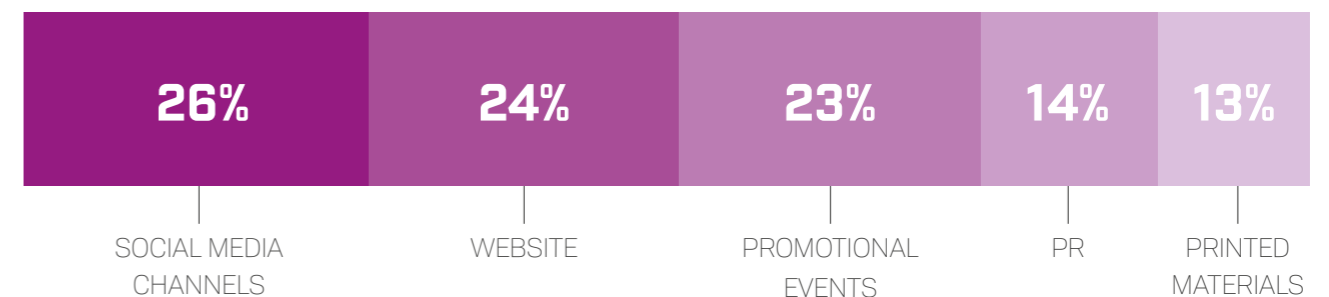
ACCESSIBILITY



CLEANLINESS, WASTE REMOVAL AND RECYCLING



PLACE MARKETING



“By providing events to Hemel and increasing the online presence of our town, the BID will make a real difference to our business. That is why we will be voting yes for the BID and encouraging fellow businesses to do the same.”

David Robinson
Riverside Shopping Centre

WHAT YOUR BID WILL DELIVER:

SELLING THE HEMEL HEMPSTEAD EXPERIENCE

Place marketing is a key part of the BID. The BID will deliver online media and a calendar of exciting events to raise the town's family-friendly profile to a wider audience and attract more visitors. These will be measured against a strong and specific set of KPIs, defined by the BID steering group to ensure that real value is delivered for businesses.

GETTING SOCIAL

The BID will promote Hemel via social media channels such as Facebook, Instagram and Twitter. All BID business will be able to supply content and messages, which the BID will amplify via these channels to ensure we reach our target family demographic.

ON THE NET

The BID will develop an engaging and informative consumer-facing website, which will work alongside the social media channels. It will provide a strong platform for promoting what Hemel and local businesses have to offer, from markets and events to news and special offers.

FAMILY FUN

The message from local businesses is clear: to drive footfall we should be targeting a family audience. The BID will provide a series of events focused around the school holidays to encourage families to come and spend more time in the town.

MAKING CONNECTIONS

The BID will provide a 'Travel to Hemel' awareness campaign, targeting those within a 30-minute drive time. The aim will be to ensure that this core customer base is aware of the quickest, cheapest and most efficient ways of visiting the town.

WHAT YOUR BID WILL DELIVER:

CARING FOR OUR TOWN

Improving the presentation of the town's public spaces is a major part of creating a brilliant experience for residents, visitors and local workers.

CLEAN TEAM

The BID will fund additional cleaning of public spaces within the town, enhancing rather than replacing the work already carried out by the council. Businesses will be provided with a dedicated hotline to call to report spot issues including graffiti, spillages and chewing gum. This will ensure that the town looks its very best, particularly at key times of the year.

RECYCLING SCHEME

The BID will work with the major shopping centres to expand the recycling schemes already available to tenants. This will help to reduce the cost for businesses and benefit the whole town.

STREET CLEANING

Working in partnership with the council, the BID will ensure that businesses across the town are satisfied with the current street cleaning schedule. Our aim will be to ensure that cleaning is targeted at times when it is most needed, such as key shopping weekends.

“ The clean team and additional street cleaning will provide a real shine to the town centre. First impressions for users of Hemel are key and this additional cleaning will help to ensure they have the best possible experience. That is why we will be voting yes. ”

Philip Walker Brasier Freeth



WHAT YOUR BID WILL DELIVER:

CREATING A SAFE, WELCOMING ENVIRONMENT

If we want to attract more families to Hemel, it's vital that we reassure them that the town is not only friendly and welcoming, but also safe and secure.

STREET AMBASSADORS

A team of uniformed Street Ambassadors will welcome visitors, providing information about what events are taking place and answering any questions they may have. The Ambassadors will also liaise with businesses to ensure that any concerns can be resolved as quickly as possible, with a focus on the reduction of anti-social behaviour and cleaning issues.

CHILD SAFE

The BID will operate a Child Safe scheme, with designated stores in the town used as safe spaces for any lost children to go to. This will provide visiting families with the peace of mind of knowing that everything is being done to make Hemel an even safer town to visit.

SHARING INFORMATION

The BID will provide an online information sharing system, allowing businesses to report and share information on anti-social behaviour and shop theft.



GOVERNANCE

THE LEVY RULES

1. The levy rate to be paid by each property or hereditament is to be calculated at 1.5% of its rateable value as at the 'chargeable day' (notionally 1st February each year).
2. Only properties or hereditaments with a rateable value of £5,000 or more will be liable for the levy.
3. The number of properties or hereditaments liable for the levy is estimated at 200.
4. The levy rate will be increased by the fixed rate of inflation of 2% per annum.
5. The levy will be charged annually in full for each chargeable period to be February to January each year, first payable in February 2018, and then annually each February (until 30 January 2022). No refunds will be available on the levy charged. The levy must be paid in one payment.
6. The owners of untenanted properties or hereditaments will be liable for payment of the levy.
7. Occupiers within managed shopping centres that are subject to a service charge for management and marketing services will pay 75% of the levy that would otherwise apply.
8. If, during the term, the rateable value assigned to a property or hereditament falls below £5,000 for whatever reason (either through physical change, change of use, or revaluation) the property or hereditament will be exempt from the next chargeable period.
9. If, during the term, a property or hereditament with a rateable value which had previously been below the £5,000 threshold is assigned a new rateable value which is above £5,000, the property will not be liable for the levy unless the increase results from a change of use or physical change, as previously described.
10. Dacorum Borough Council will be responsible for collection of the levy and will charge an annual fee not in excess of £35 per hereditament to do so.
11. Revaluation will be defined as the rateable value within the current ratings list on the day prior to the revaluation.
12. The BID will commence 1st February 2018 and will have a five year term till January 30th 2023.



ACCOUNTABILITY AND TRANSPARENCY


1. The number of Directors (the Board) will not exceed 5. This may include some non-levy payers, although always in a minority. The Board will be subject to annual re-election with confirmation at the AGM.
2. The Board shall appoint a Chair. Their Chair will also act as Chair of the BID advisory group.
3. The BID will establish an advisory group to advise on operational and service delivery issues, oversee performance measurement, and more generally act as the primary consultative and advisory body on BID services. It will meet quarterly, prior to Board meetings. Minutes from each BID advisory group meeting will form part of the information provided to the Board ahead of their meetings. In turn, minutes of Board meetings will be circulated to the BID advisory group.
4. Provided that the BID is meeting its overall objectives and subject to full consultation with the BID advisory group, it shall have the ability to vary service delivery and expenditure allocation according to the changing demands of levy payers. However, any change to the BID boundary or to the headline levy rate would require an alteration ballot.
5. The BID advisory group will to be made up of representatives of levy paying businesses and non-levy payers and will be elected periodically. Additional members may be co-opted, including representatives from partner organisations. The nominated representatives of Dacorum Borough Council will not be subject to re-election processes.
6. Amongst the BID advisory group will be the Directors of the BID Company. Between BID advisory group meetings, they will act as a 'management group' and take specific responsibility for governance matters such as financial arrangements, contractual obligations, human resources, standards and compliance. The Board will be required to report activities and decisions to the advisory group, who act as representatives on behalf of levy payers.
7. Levy paying businesses will be eligible to become members of the BID advisory group and the board as spaces become available.
8. The BID will file annual accounts compiled by independent accountants, audited as necessary, with Companies House. The accounts will be available to all levy payers. An annual report on activities, including finances, will be published. An Annual Meeting for members and levy payers will be held.
9. An Operating Agreement, which includes the Council's Baseline service commitments, has been agreed with Dacorum Borough Council. A copy can be found at: www.hemelhempsteadbid.com
10. Notification of the intention to hold a ballot was sent to the Secretary of State on 13th June 2017.
11. Notice of ballot sent to levy payers on September 14th.

BID BUDGET

Income	Year 1	Year 2	Year 3	Year 4	Year 5	Total
BID Levy	£169,517	£172,907	£176,365	£179,892	£183,489	£882,170
Additional Income	£0	£5,000	£10,000	£15,000	£15,000	£45,000
Total income	£169,517	£177,907	£186,365	£194,892	£198,489	£927,170

Expenditure	Year 1	Year 2	Year 3	Year 4	Year 5	Total
BID Management Costs	£33,903	£34,920	£35,968	£37,047	£38,158	£179,996
Selling the Hemel Experience	£25,000	£25,750	£26,522	£27,318	£28,137	£132,727
Caring for our town	£20,000	£27,600	£30,000	£40,000	£35,000	£152,600
Creating a safe welcoming environment	£80,000	£81,600	£83,232	£84,896	£86,594	£416,322
Total expenditure	£158,903	£169,870	£175,722	£189,261	£187,889	£881,645

Surplus	£10,614	£8,037	£10,643	£5,631	£10,600	£45,525
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THE BID IS AN OPPORTUNITY
TO HELP TRANSFORM AND
REVITALISE HEMEL HEMPSTEAD
OVER THE NEXT FIVE YEARS.

VOTE
YES

NOW TO MAKE OUR TOWN
AN EVEN BETTER PLACE TO
**LIVE, WORK,
EXPLORE AND RELAX**

30TH SEPT TO 27TH OCT

HELLO@HEMELHEMPSTEADBID.CO.UK
WWW.HEMELHEMPSTEADBID.COM

