

# SLEAFORD

# B I D

Business Improvement District

## Business Plan

## 2007 - 2012

YOU CAN MAKE IT HAPPEN





# Introduction

After many months of careful research, consultation, planning and preparation, the Pre-BID Working Group presents its business plan for the Sleaford Business Improvement District (BID). As a member of the town's business community, you have had the opportunity over the last year to read and learn about BIDs and Sleaford's unique role as the first market town in the East Midlands to go for BID status.

The following pages explain what the Sleaford BID is all about and how it can benefit you and your business by making Sleaford a better place to live, work, visit and do business.

It is important that you understand how a Business Improvement District works because you are going to play a part in the process by voting in the BID ballot, which gives you the opportunity to contribute towards making a real difference to your town and to your business - so please take a few minutes to read through this business plan.

On 6th June 2007 the ballot papers will be issued and we invite you to give us the go ahead to launch the Sleaford BID and set in motion these projects, which have been suggested by local business people, will be funded by local business people and run by a Board which is elected by and answerable to local business people. This is Sleaford's plan for Sleaford's businesses. It is important that the ballot reflects the wishes of as many local businesses as possible so please read this document carefully and **be sure to vote.**

We are aiming high - for a higher level of security, higher numbers of customers, a higher profile for our town, to create a better business environment and greater profitability for all our businesses. Most importantly, if you vote 'YES' for the Sleaford BID, the preparatory work has been done and so we will be able to swing into action straight away and begin delivering the benefits of the BID before the end of this year.

**We commend this plan to you.**

**You can make it happen.**

**David Brown**  
**Chairman**  
**On behalf of Pre-BID Working Group**



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## EXECUTIVE SUMMARY

This is a brief summary of the main points of the Sleaford BID Business Plan. The full details are set out on the following pages, please take the time to read them because it is important that you understand how a BID works and what a Sleaford BID can do for you.

### The Purpose

To add to the services provided by local authorities by providing additional services and amenities that local businesses want and thereby to improve the Sleaford business environment to the benefit of all local businesses. A BID lasts for five years and can be followed by further BIDs if the local business community wishes to continue or expand its benefits.

### The Projects

We have selected the three areas which were at the forefront of people's concerns during our consultation exercise and which we consider will have the most wide ranging benefit for Sleaford's business community:-

#### Project One - Security

To reduce crime and create a more secure environment for our businesses, employees and customers, which will cut losses caused by theft, vandalism and other antisocial activities, reduce insurance premiums, aid recruitment and encourage customers to visit, stay longer and spend more.

- How?**
- Installing CCTV coverage on the industrial estates and extending it in the town centre.
  - Extending the existing Shopwatch and Pubwatch schemes
  - Setting up security patrols during high risk periods.

#### Project Two – Promotion and Marketing

To promote Sleaford and its businesses over a wide area to give us a competitive edge in the battle for customers, in order to increase footfall, build customer loyalty and increase customer spend. It will also promote the town to prospective new businesses and investors, helping us to build a greater diversity of shops and businesses and provide even better customer facilities.

- How?**
- By funding and organising regular county wide newspaper advertising, with space available for local businesses at a significantly reduced price,
  - plus local radio advertising campaigns for 25 weeks each year.
  - Erection of town promotion boards at Holdingham roundabout sites to attract passing custom.
  - Working with local events organisers to assist with wider promotion and co-ordination.

#### Project Three – Parking and Traffic Management

Sleaford needs more parking spaces, more free parking and reduced long-term charges and less traffic congestion. These are inter-related issues which need a body like a BID Board to co-ordinate action, promote the interests of local businesses to the relevant authorities and exert pressure to get things done. We have seen just recently the difficulties, business losses, frustration, anger and adverse publicity that traffic problems are causing in Boston – we cannot let Sleaford go the same way.

- How?**
- Working with the Town Council to tackle inappropriate on-street parking.
  - Setting up a parking fee refund scheme, available for all businesses.
  - Continuing liaison (which has already begun) with the relevant authorities to make a detailed study of the parking problem and the town's needs.
  - Setting up a cost effective Park and Ride scheme for those who regularly park long term such as employees.



## The Levy

The BID will be funded by an annual levy of just 1p in the £ on rateable value, subject to a minimum of £50.

That means that most Sleaford businesses will pay less than £2 per week. The money will be held locally by the BID Board and can only be spent locally on projects approved by the levy payers. Neither local nor central government can dictate how it is spent. This is Sleaford's money to be spent for the benefit of Sleaford's business community.

## Delivery

We will set up a BID Management Board, whose members will act in an unpaid, voluntary capacity. The Board will employ a Manager and an Administrator both part time. They will seek out sources of additional funding and make, or co-ordinate relevant applications, in order to extend the projects or introduce new projects, with the prior approval of the levy payers. It is likely that the extra funding will more than cover the administration costs. The board will also monitor progress and report regularly to the local business community.

## What Happens Next?

Early in June ballot papers will be sent out for the vote whether or not to support this BID proposal. Please be sure to read the detailed information on the following pages and to cast your vote by the **closing date of 5th July**. A "Yes" vote will set in motion the implementation of this Plan and you will be asked to nominate and subsequently vote for, candidates for membership of the BID Board. The first levy payment will be due on 1st November.

We need to look to the future and begin strategies now to ensure Sleaford's continuing and growing prosperity in this ever more competitive world of on-line shopping, out of town shopping centres, inward investment into nearby towns and cities and customers who demand higher standards, wider choice and minimum hassle. This BID gives you the chance to see your money spent in your town on projects of your choice.

YOU CAN MAKE IT HAPPEN.



## What is a Business Improvement District (BID)?

A BID is an arrangement under which local businesses plan and deliver additional services and amenities to benefit their own trading activities. **It is not about replacing the local councils' service provision but about adding to it, by using businesses' own money to provide additional services and amenities that local businesses want.** A BID Board can also act as a "voice" for local businesses and can promote and co-ordinate projects and activities which are outside the remit of local authorities.

All organisations paying business rates (subject to some exemptions) have the chance to vote for the BID. If the majority elects to support this Business Plan, all will contribute to the funding through a small levy on the business rates. This money will be collected by the District Council and passed directly to the BID Board. Unlike your business rates, which are paid into a central pot and shared out to local authorities as the Government decrees, the BID levy will be held locally and can only be spent locally on the BID projects. The projects cannot be altered without the prior approval of the levy payers.

The Business Plan will be delivered by a Sleaford BID Company who will also be able to lever in additional funding from other sources such as the Regional Development Agency, EU funds and grants from Government agencies, to add value and increase the benefits of the programme.

## The Sleaford BID

The Sleaford Pre BID Working Group has developed a range of practical initiatives with the aim of improving the local business environment and increasing your business profitability. The projects set out in this plan take account of the major issues and concerns which have been raised by local business people during the consultation period.

Sleaford has changed dramatically over the last 10 years, partly as a result of the Sleaford Pride regeneration scheme, but also through the efforts and investments of local businesses, local Councils, the Sleaford Development Group Partnership and the Chamber of Commerce. This has resulted in a much improved business environment than that of ten years ago.

### SO WHY DO WE NEED A BID?

- As in many market towns, Sleaford's businesses are under pressure.
- There is stiff competition from larger centres such as Lincoln, Grantham, Boston, Newark and Peterborough, many of which have ongoing developments and improvements, and from the internet.
- Visitors and residents complain about the cost of parking and shortage of spaces at peak times.
- Inappropriate on-street parking hampers deliveries and public transport, causing delays and frustration and increasing congestion, all of which deter visitors.
- Theft, vandalism and anti-social behavior are growing problems.
- The prospect of future developments at the Maltings and the Advanta site make it even more important to improve the town centre environment and amenities.
- We need to promote our town as a place to live, work, shop, spend time and do business.

**WE NEED TO KEEP MOVING FORWARD, KEEP IMPROVING.**



## Our five-year plan aims to –

- improve the Sleaford business environment,
- increase security and reduce crime,
- provide better parking facilities and ease traffic congestion,
- extend the promotion of the town and its businesses,
- provide low cost advertising opportunities for local businesses
- attract future inward investment

For this, two thirds of local businesses will pay less than £2 per week. Our proposed levy of 1p in the £ of rateable value will raise approximately £100,000 each year, on current rateable values. As our business community grows, this amount will increase. In addition, the BID Board will aim to increase the budget by at least half as much again, through grants and other sources, potentially making available to Sleaford over £150,000 per year over five years. **THAT'S 3/4 MILLION TO BE RAISED IN SLEAFORD, HELD IN SLEAFORD AND SPENT IN SLEAFORD.**

## How will the Sleaford BID work?

This business plan highlights the additional services we intend to deliver within the Sleaford BID area. A variety of issues and concerns were raised during the consultation process. Progress has already been made on some of these which are now being looked at by the local authorities – such as recycling of trade waste. Some would only be of limited benefit and others would require major investment beyond the scope of this BID, at this stage.

We have decided to concentrate on three areas which were consistently at the forefront of people's concerns during the consultations and which we consider are likely to deliver the greatest overall benefit. **Of course, not every business will benefit from every project but we consider that these projects will deliver the greatest overall benefit to the greatest number of businesses, whilst keeping the administration costs to a minimum – There is something here for everyone.**

The selected projects are:-

> **Security**

> **Promotion and Marketing**

> **Parking**

Details of these projects are set out on the following pages, with projected budget and cash flow on page 17.



# The Sleaford BID Projects

## Project One: Security

### What is it?

At our consultation meetings and in comments made to us directly, security was at the top of the list of concerns expressed by local businesses. We have therefore placed security and crime reduction at the top of the list. Our project comprises three elements:

#### 1. CCTV Cameras

We will install 10 additional CCTV cameras in the BID area, 6 to provide cover to the industrial estates, where there is no CCTV coverage at the moment, and 4 to extend coverage in the town centre. All of the cameras will be linked to the existing CCTV control, so that there will be 24 hour monitoring.

#### 2. Security Patrols

We are confident that the BID Board will be able to attract additional funding towards the cost of CCTV cameras, through grants from relevant agencies. Once such funding is in place, the surplus of funds for this project will be used to set up security patrols on the industrial estates, where evening and weekend crime has been a growing problem. Patrols will initially be overnight at weekends and will be extended as sufficient funding becomes available.

#### 3. Extension of Shopwatch and Pubwatch

Shopwatch and Pubwatch schemes already operate in the town and are very effective. However the cost of the radios or pagers needed to access the schemes has proved to be a deterrent to many smaller businesses.

We will purchase and supply pagers free of charge to all businesses in the BID area who wish to join these schemes. We will also work towards inclusion in the National Business Information System (NBIS) to allow comprehensive information collection and action against business crime and antisocial behaviour. This will allow Sleaford Town Centre to achieve 'Safer Shopping' & 'Safer Business' award status promoted as a key goal by the British Retail Consortium & the Home Office.

### Who is going to do it?

The project will be under the control of the BID Manager who will ensure liaison and co-operation with the Police and the CCTV control team.

### When will it happen?

The installation of CCTV cameras on East Road, to cover the approaches to the industrial estates, will begin immediately after a YES vote and priority will be given to installation of additional cameras on the estates in the first three years. Extension of town centre CCTV coverage will begin in year three.

Extension of the Shopwatch and Pubwatch schemes will begin in year one.

### How much will it cost?

- CCTV Cameras - £16,000 installation cost each, £3000 pa maintenance
- Shopwatch and Pubwatch - £3,600 purchase of pagers (year 1), £1,000 per year thereafter
- Security patrols £15 per hour (to be introduced in later years as funds become available).

### Performance Indicators

- Reported crime statistics
- Improved perception of crime

### How will it benefit my business?

- Crime and the fear of crime cost us all money. The deterrent effect of CCTV cameras and security patrols will reduce theft and criminal damage, with a resulting benefit to your “bottom line”.
- Extended Shopwatch and Pubwatch schemes will help to reduce violence, shop theft and anti-social behaviour.
- Your premises will be better protected against crime, thus reducing losses and possibly resulting in lower insurance premiums
- Creating a more secure and welcoming environment will encourage customers to visit Sleaford and to linger longer and spend more.
- You and your staff will feel safer which will improve the working environment and aid recruitment.



## Project Two - Promotion and Marketing

### What is it?

We will promote the town and its businesses through various media and we will help local businesses to benefit from collective cheaper advertising and promotion at advantageous rates. Improving and extending the town's profile will also attract more inward investment.

This project has a number of different strands:-

1. A monthly, county-wide full page advertisement in local and regional newspapers, which will incorporate a panel of editorial or general promotion, plus space for use by local businesses at less than half the usual cost.
2. Local radio advertising campaigns, four times a day for two days a week over 25 weeks each year. This could be in one continuous block or be divided between, say, the Christmas and the summer holiday periods. Such prolonged blanket coverage is very effective in raising the profile of the town and will help to attract custom into the town from a wide area.
3. We will negotiate for erection of information boards at Holdingham roundabout business sites, to inform "passers by" of the town's amenities and range of businesses and so tempt them to call into the town and spend money.
4. Developing and extending existing activities by working with the promoters and organisers to co-ordinate, promote and extend events such as Sleaford in Bloom, the Christmas Market, Sleaford Arts Event, Sleaford Arts Festival, Historic Car Show, and Sleaford Live.

In addition to the above we have been informed that the increased parking provision on Boston Road will enable Sleaford to qualify for "brown" tourist signs on the trunk roads. This point has already been raised with the County Council. We will do more to persuade passing motorists to come into the town and use our services and facilities.

### Who is going to do it?

The BID management team will co-ordinate these activities and will negotiate favourable rates for advertising space which can then be used by local businesses.

There are already management structures in place for the current events and attractions with which the team will liaise to "add value".

### When will it happen?

Work will begin straight away with the first full marketing campaign within 6 months of a successful 'YES' vote.

### How much will it cost?

- Newspaper advertising - £10,000 per year
- Radio advertising - £5,000 per year
- Information Boards - £1,500 installation in Year One, then £150 per year maintenance.
- Supporting existing events - £4,500 per year.

## Performance indicators

- Information boards at Holdingham roundabout
- Amount of radio and newspaper coverage
- Half/full page adverts in local/regional publications
- Increase in footfall counts
- Consumer surveys

## How will it benefit my business?

Successful marketing and promotion campaigns will increase footfall and customer spend and will promote the town as a good place to live, work, shop and do business.

Raising the town's profile will attract more inward investment and new businesses, leading to an even better business environment and a greater diversity of shops and services to attract more custom



## Project Three: Parking and Traffic Management

### What is it?

The message has come through from you loud and clear - Sleaford needs

- more parking spaces
- more free parking and reduced charges
- long term parking outside the town centre
- less traffic congestion.

These are inter-related problems on which we need to take an integrated approach – it's no good just trying to tackle one of the issues. If we can provide low cost long term parking for employees, that will free up short term parking capacity in the town centre and will reduce the flow of traffic in the town at peak times – but a Park and Ride scheme cannot operate while we have current levels of congestion and inappropriate on-street parking is a major cause of that congestion. Congestion costs money by increasing journey times and by deterring customers from visiting the town. Parking charges are widely cited as a deterrent to shoppers and visitors - by providing more parking at nil or low cost we will attract more customers into the town but only if there are enough spaces to accommodate them. The current levels of short term parking charges and a lack of spaces at various times of day lead to inappropriate on-street parking, which makes traffic congestion worse, creates danger for pedestrians and prevents customers from being able to use loading bays.

What can the BID do to address these issues?

1. The operation of a parking fee refund scheme has proved effective on the Sainsbury's car park. We propose to consult with local businesses and to set up a refund scheme in which all businesses can be included and be reimbursed by the BID. The existence of the scheme can feature in advertising and promotion as an added attraction to the town. If we are able to achieve a significant amount of free parking in the future to the extent that the refund scheme becomes redundant, the funds can be redirected, after consultation with local businesses.
2. We have already begun liaison with relevant local authorities and other providers as part of the pre-BID process and we will continue to do so. It is anticipated that parking will shortly be decriminalised and enforcement of parking laws and regulations will pass to local authorities. The Town Council is investigating the possibility of employing a traffic warden for two hours per day (to be at different times each day!), who would solely be employed in the town, with the principle object of controlling on-street parking. We realise that this is a controversial topic which does not meet with universal approval. After an initial period, the Town Council may consider fully funding a traffic warden - in due course, low cost parking, more spaces and a Park and Ride scheme may negate the need for one – BUT in the meantime something has to be done. We propose to contribute £2000 per year for the first two years towards the cost of a warden. As well as providing some immediate remedial action, as a part of the integrated project, this will enable us and the Town Council to monitor its effectiveness and so make informed future plans which will have the optimum benefit for the town.
3. Preliminary investigations into a Park and Ride scheme indicate that it would be viable but only if traffic congestion is eased, so that a reliable frequent bus service can be maintained. There would also have to be co-ordination of long-term parking charges and availability. It is therefore likely that implementation of a scheme will be in the second half of the five year BID programme. There would be an initial capital cost to set it up and a short period of subsidy may be required while the scheme gets established, but thereafter it should be self-financing. It will provide long stay parking for those who need it, (especially business employees who travel into work by car) at a lower cost than current long-term parking. This will free up more town centre spaces and reduce inappropriate on-street parking and congestion.

## Who is going to do it?

A co-operative approach is needed to achieve these aims. The Working Group has already achieved agreement from both NKDC and STC to carry out a review of existing car park charges. The management team will continue to work with the authorities to promote the interests of local businesses and secure a proactive approach to the town's traffic and parking problems.

## When will it happen?

Investigating a refund scheme will begin immediately with a view to introducing it during Year One. Liaison with authorities is already ongoing. Funding towards a traffic warden will be in the first two years only.

The other issues are more long term and, as already stated, the Park and Ride is dependent upon the co-operation of the local authorities and resolution of other issues.

## How much will it cost?

- Parking fee refund scheme - £12,000 per year
- Traffic warden contribution - £2,000 per year, Years One and Two
- Park and Ride set up - £40,000, possibly in Years Four and/or Five
- Liaison with local authorities and promoting the interests of local businesses in respect of parking provision and charges – NIL cost

## Performance indicators

- Provision of more free and/or low cost parking spaces
- Usage of refund scheme
- Increase in turnover of businesses
- Reduction in inappropriate parking
- Improved traffic flow
- Creation of Park and Ride scheme

## How will it benefit my business?

We need to attract newcomers into town and encourage repeat business from those who pick Sleaford out of the many different visit options. We know that the cost and availability of parking influences people's choice of where to shop and do business.

Traffic congestion deters customers from coming into the town, creates frustration for employees and customers and costs local businesses money in terms of time wasted sitting in traffic queues. The introduction of a Park & Ride to accommodate those who need long term parking will free up extra space in Town for use by shoppers and customers.

Overall, the extra footfall will translate into more revenue for your business.



## Delivery

The Sleaford BID company will be a “not for profit” company limited by guarantee. The company will need to employ staff to co-ordinate and manage the programme. As well as providing co-ordination and project management and acting as a catalyst for improvement, this investment in staff will deliver greater value by enabling the Board to make relevant applications to generate additional funding from other sources in order to maximise the scope and achievements of the BID. **Other BIDs have been able to more than double their initial funding through grants and external funding, and we aim to do the same.**

### Who is going to do it?

There will be a BID Manager and an Administrator, both part time, supervised by a Management Board, (see below for details of the Board). Service on the Board will be voluntary; no remuneration will be paid to the Members.

### How much will it cost?

We are budgeting for a staffing cost of approximately £20,700 in the first year, with year on year increases in line with inflation. We anticipate that it will, in effect, be self financing by virtue of extra investment funds obtained.

### Performance indicators?

- Successful delivery of projects
- Amount of additional funding obtained

## The Sleaford BID Board

The Sleaford BID Board of Directors will comprise 8 members elected by you, the local businesses, and 4 nominated members. Service on the Board will be voluntary, no remuneration will be paid to the Members. The composition of the BID Board will be:

- 8 members from the private business sector in the BID area, elected by the levy payers
- 1 member nominated by the Town Council
- 1 member nominated by the District Council
- 1 member nominated by the County Council
- 1 member nominated by Sleaford and District Chamber of Commerce

The Chairman of the Board will be elected from within the eight elected “business” members of the Board

The Board will enter into a “memorandum of understanding” with Sleaford Town Council, North Kesteven District Council, Lincolnshire County Council and Lincolnshire Police which underpins a close working relationship with the public agencies through their elected representatives and senior officers.

Once the BID is up and running, the BID Board will maintain regular contact and liaison with local businesses and will not be able to alter the Business Plan without first obtaining their approval. There will be regular on-line bulletins to keep you up to date. The Board will hold an Annual General Meeting and will produce an Annual Report and accounts, setting out the progress and achievements for each Project and details of income and expenditure.

The Board will set up a formal Constitution, which will include provision for an extraordinary general meeting to be convened if requested in writing by a specified number of levy payers.

## Exit Strategy

It will be the BID Board’s responsibility to formulate an exit strategy. The BID programme lasts for five years. It is our hope and intention that these projects will prove so successful that you will wish to continue with them and/or set up additional projects through another BID. The Board will consult with you on this and, if there is not to be another BID, will formulate an exit strategy with a view to continuing these projects as far as is possible.



## The Voting and the Levy Arrangements

### The Ballot

Businesses within the Sleaford BID area (see page 16 for a map) will be asked to vote on whether or not they wish Sleaford BID to become operational in accordance with this Business Plan. North Kesteven District Council will carry out the postal ballot. Ballot papers will be sent out to the appropriate person/organisation with any relevant documentation by 7th June 2007, **to be returned no later than 5th July** by 5pm. The result will be announced as soon as possible.

Each hereditament (rateable property) that will be liable for the levy will have one vote, provided that it is listed on the National Non Domestic Rates List (the List) for the defined area on the day the notice of ballot is given by the Council. A proxy vote is available, details of which were sent out with the Draft Business Plan. Where a hereditament is vacant, undergoing refurbishment or being demolished, the property owner will be entitled to vote.

**The vote will have to meet two tests** for Sleaford BID to go ahead. First a majority of those who vote (over 50%) must vote in favour and, secondly, the aggregate rateable value of those who vote 'Yes' must be greater than that for those who vote 'No'.

### The Levy

The BID levy will be charged on all hereditaments in the BID Area which are listed in the Local Non-Domestic Rating List, except those declared exempt (see below).

The annual BID levy will be 1% of the Rateable Value shown in the List as at the 1st October of each year, subject to a minimum levy of £50 per year (less than £1 per week). **The levy will be payable for the whole year by the liable party as at 1st October in each year. There will be no adjustments during the year to reflect changes in the liable party.**

The annual amount payable for a chargeable period will be due in one payment by 1st Nov, or 14 days after the issue of the demand notice, whichever date is later.

The billing and collection will be conducted by NKDC on behalf of the Sleaford BID company

The commencement date of the BID arrangements is 1st October 2007 and the duration of the BID arrangements is for 5 years ending on 30th September 2010.

### Exemptions

Bearing in mind that this is a Business Improvement scheme, the following will be exempt from the levy:-

- Hereditaments occupied by non trading charities (e.g. Scout huts, church halls, ATC and AFC huts etc.)
- the Cemetery,
- the Library,
- Public Toilets,
- Magistrates Court,
- Radio Masts,
- Schools,
- Police, Fire & Ambulance Stations,

St George's College of Technology has already made a commitment to a voluntary contribution each year and we are discussing similar arrangements with the other schools. A vibrant local economy with improved prospects for future prosperity and a wide range of industry and commerce will create greater training and employment opportunities for school leavers and more opportunities for schools to work with local businesses, as they have in the past, to enhance the curriculum through work experience, mentoring, careers and industry events and practical input into vocational training. Schools are a vital ingredient in the town's future and need to be involved.

Exemptions, relief or discounts prescribed in the Non-Domestic Rating (Collection and Enforcement) (Local Lists) Regulations 1989 made under the Local Government Finance Act 1988, will not apply. Those responsible for unoccupied and part-occupied hereditaments, will be liable for the full BID levy.



## Key performance indicators (KPIs)

It will be important to monitor the progress of Sleaford BID. Hard performance data will give you, as investors in Sleaford BID, evidence that we are delivering the targets in this Business Plan. Setting performance targets will motivate BID staff and give you reliable information about progress and achievements.

As well as evaluating the projects regularly, there are some additional KPIs which will be monitored to verify that we are delivering the projects approved by you and delivering value for money. These KPIs are:

- Recorded footfall patterns
- Customer/visitor opinions of the town centre via market research
- Car parking performance data
- Changes in the occupancy rates on the industrial estates and in the shopping centre
- Reported crime figures
- Changes in the business mix within the BID area

We will be watching closely what happens to the important customer trends over time, including user profile shifts, dwell time and brand recognition.

We will also be keeping a watchful eye on our competitors to ensure that we keep ahead of them. We plan to benchmark other towns of a similar size and profile to confirm that our BID is generating the benefits that we expect.

## Baseline services

A BID is not intended to pay for services that are already covered by your existing Business Rates. It is therefore important that the existing baseline services against which we have drawn up the BID projects remain constant and consistent. Working with the providers of those services, we will define baseline services agreements that clearly define the scale, extent and frequency of their activities, covering the following areas:

Car Parking	CCTV	Markets Festivals & Events
Street Furniture	Town Centre Planting	Town Centre Management
Policing		

The precise details of these Baseline Agreements & associated Memorandum of Understanding will be available to be viewed in the Sleaford BID offices or on-line on our website. Their existence will allow the Sleaford BID Company to monitor service effectiveness on your behalf to ensure consistency and compliance.

## Contact Details:

Should you have any questions or comments on this plan please contact either;

Don Reeve or Barbara Jones on 01529 306173 or email: [secretary@sleaford-chamber.co.uk](mailto:secretary@sleaford-chamber.co.uk)

c/o Sleaford Chamber of Commerce, The Advice Centre, Money's Yard, Sleaford NG34 7TW



## WHY YOU SHOULD VOTE “YES”

It is inevitable with an undertaking as significant as this (we are talking about the commercial heart of Sleaford with thousands of jobs and customers at stake) that we should spend some time thinking about the challenge to the town, to you and to the BID over the years ahead.

Current business trends indicate a gradual decline of commercial profitability in town centres, including ours. Competition in our own catchment population is already strong and recent investment decisions in Lincoln, Grantham, Boston, Newark and Peterborough will increase the appeal of these locations at Sleaford's expense. We need to take action now to promote growth, improve our business environment and ensure the future viability of Sleaford and its businesses.

On-line transactions continue to escalate with more than 30,000 families adopting high-speed technology every week. This burgeoning market becomes a powerful draw when compared with the obvious negative effects that most towns and cities have to battle with –congestion, pollution, parking charges and the weather. Pressure on limited public sector resources will mean slow but steady erosion of services and rising costs.

With solid business support and guaranteed cash-flow, we can control expenditure, manage the public/private sector interface and deliver our promise of quality service and amenities that add to the bottom line of all our local businesses.

Any new business moving in to the BID area during the 5 year operation will become liable for the levy which will increase the revenue to reflect the success and development of Sleaford

We enjoy strong support from our public sector partners, endorsed by an emphatic political will to see the BID work successfully. Their commitment to the town has been amply demonstrated in the past, for example by the investment in the Sleaford Pride project. With such backing, we have no doubt that the BID will achieve its goals.

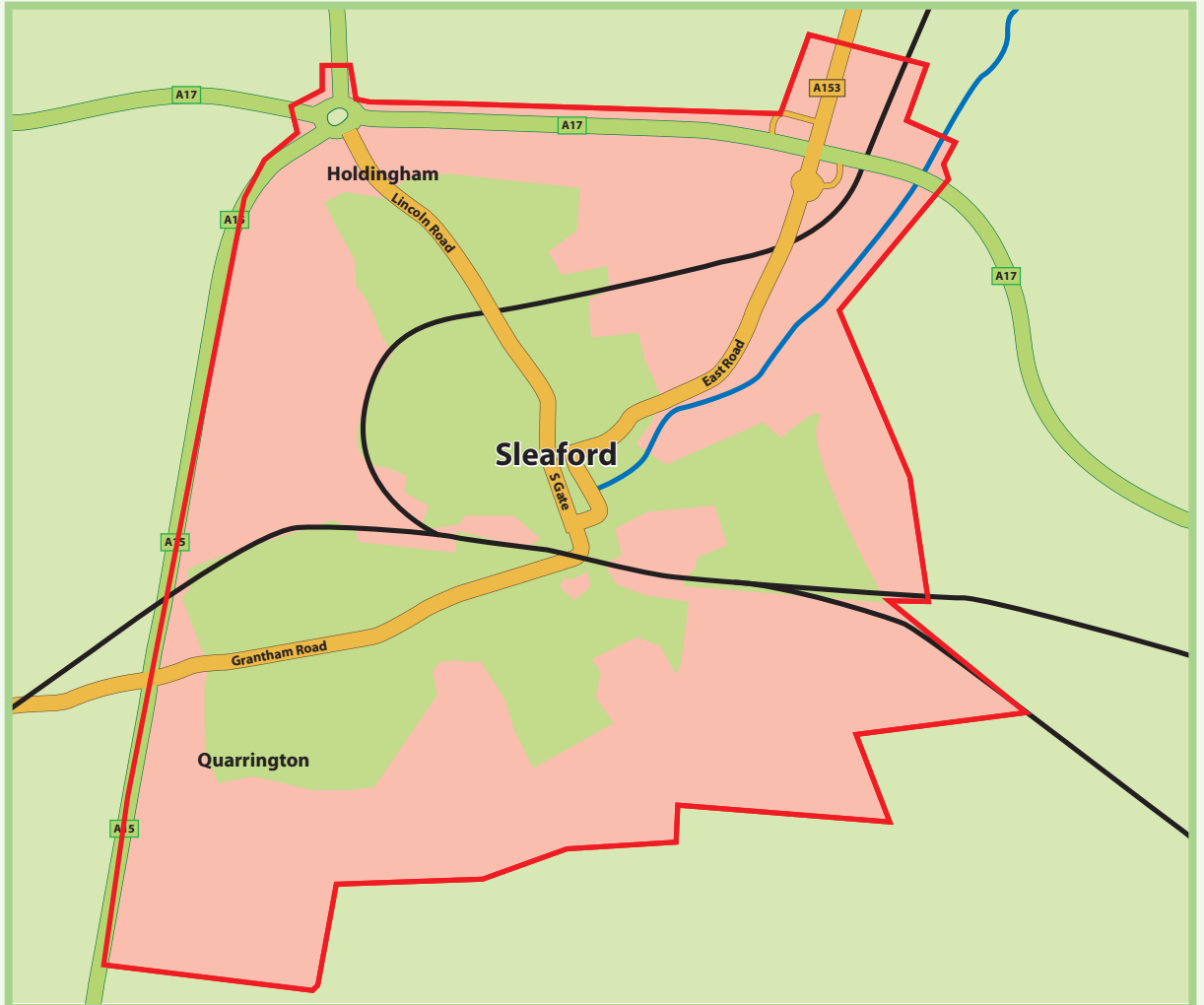
In the race for future prosperity, standing still is not an option. You can take positive steps now to protect Sleaford's future through this BID programme.

YOU CAN MAKE IT HAPPEN – VOTE ‘YES’.



## Sleaford BID Area

This business improvement district boundary incorporates the retail areas, industrial estates and the proposed major development sites.





## Sleaford BID financial facts and figures

### Income and Expenditure Accounts - 2007 - 2012

#### Assumptions

Year on year inflation not included but will be met by increase in levy raised as new properties become rateable.

<b>INCOME</b>	07/08 £	08/09 £	09/10 £	10/11 £	11/12 £	5 Year £
Bid Levy & Contributions	104,000	104,000	104,000	104,000	104,000	520,000
Advertising Income	4,200	4,200	4,200	4,200	4,200	21,000
<b>TOTAL INCOME</b>	<b>108,200</b>	<b>108,200</b>	<b>108,200</b>	<b>108,200</b>	<b>108,200</b>	<b>541,000</b>

#### EXPENDITURE

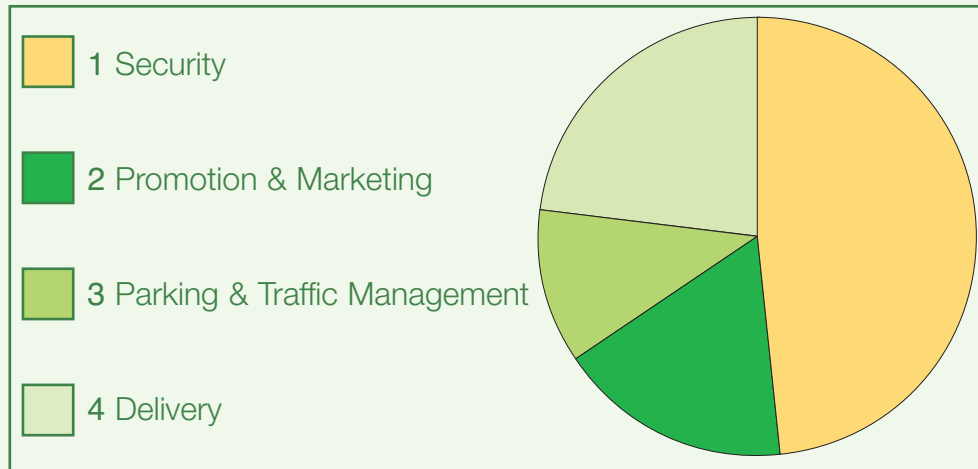
Project: - Improved Security	42,600	45,000	51,000	57,000	63,000	258,600
Marketing & Promotion	20,174	18,674	18,674	18,674	18,674	94,870
Parking	14,000	14,000	12,000	12,000	12,000	64,000
Delivery: Staffing	20,700	20,700	20,700	20,700	20,700	103,500
Running Costs	2,000	2,000	2,000	2,000	2,000	10,000
Baseline Monitoring, etc.	2,000	2,000	2,000	2,000	2,000	10,000
<b>TOTAL EXPENDITURE</b>	<b>101,474</b>	<b>102,374</b>	<b>106,374</b>	<b>112,374</b>	<b>118,374</b>	<b>540,970</b>

<b>NET SURPLUS</b>	6,724	5,826	1,826	-4,174	-10,174	28
<b>RUNNING BALANCE</b>	6,724	5,826	1,826	-4,174	-10,174	28

Note: No expenditure shown for "Park & Ride" or "Security Patrols" which will be paid for out of additional funds raised



## Sleaford BID - Expenditure



### Other

Applications for other sources of funding will be made to appropriate sources and any funds raised will be used either to add value to the core projects, as previously, indicated or to consider additional projects for approval by the levy payers.

**The expenditure shown above is the absolute minimum** that we can promise to deliver with the funds already earmarked. We are confident that we will be able to achieve much more than this.

### The Sleaford BID timetable

Launch of Final Business Plan	May 2007
Vote Campaign	June/July 2007
Notice of Ballot Published	24th May 2007
Ballot Papers Sent Out	7th June 2007
Ballot Close Date	5th July 2007
Establishment of Sleaford BID Company	Sept 2007
Election of Board	Sept 2007
BID set-up period	July/Oct 2007
Official Launch of Sleaford BID	1st Oct 2007

- Monthly On-Line Newsletter
- Regular events such as newsletters, board elections, AGM and any market research will take place at the same intervals each year