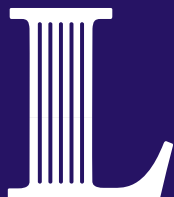


Supporting Royal  
Leamington Spa



BID  
Leamington

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*BID Leamington*  
***Business Plan***

Together we can  
help Leamington  
Town Centre *flourish*

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*In February 2008 businesses will be asked to vote on whether they want a Business Improvement District (BID) in Leamington Spa Town Centre.*

*Following consultation with businesses, this proposal forms the foundation of BID Leamington, and aims to inform businesses about the benefits that can be expected from a BID in Leamington Spa, and how it would be managed.*

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### *Executive Summary*

Your opportunity to invest £1.5 million over 5 years to increase footfall, improve sales, make Leamington Spa brighter, more attractive and better managed. At the end of the 5 year period, you can assess the impact and decide whether the BID is renewed for a second term.

Funded by a 1.5% levy on business rates, for businesses who offer a retail or leisure proposition with a rateable value of £7,500 or over plus additional contributions.

Run by an independent limited company led by the private sector with up to 15 elected Board members and employing a BID manager accountable to you through BID Leamington.

You decide whether BID Leamington should go ahead by voting in the BID ballot – voting papers will be sent to you at the end of February and you will have until 27th March 2008 to vote.

If the ballot is successful, with a majority of businesses voting in favour by number and rateable value, the levy will be mandatory.

---

*It would be great if...*

*...Leamington Spa was promoted more effectively*

*...we had an annual events programme*

*...independent businesses really thrived*

*...the Christmas lights were better*

*...there was better signage*

*...shoppers could find their way around more easily*

*...we could target specific groups of shoppers*

*...there were more hanging baskets*

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*Leamington Spa can have all of these things  
and more if you want them.*

*Your Business. Your Town. Your Investment.*

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Switch on to a  
BID in Royal  
Leamington Spa

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Vote **YES** for  
BID Leamington





### ***Leamington Spa Town Centre Management Initiative***

Leamington Spa Town Centre Management Initiative was formed in 1997. This followed an approach from an alliance of private sector businesses (including the Leamington Chamber of Trade), to Warwick District Council and Warwickshire County Council which resulted in the appointment of a jointly funded Town Centre Manager in September 1998.

Since then some £20,000 of private sector money has been invested every year in support of the scheme together with over £40,000 of Warwick District Council funding. The scheme has been managed by the Leamington Spa TCMI made up of both public and private sector partners.

Whilst much has been achieved by the TCMI so much more could have been delivered if more money was available to fund projects. So when the opportunity of BID's came along the Leamington Spa TCMI took the decision to investigate this option.

As a result the TCMI voted money from the TCMI budget towards a feasibility study into BID's and that has now led to the BID Working Group producing a business plan which will be voted on in early 2008.

The TCMI believes that the opportunity of delivering a working budget of £250,000, controlled by the private sector, against the current level of around £20,000, will allow the BID to deliver a wide ranging set of projects which are aimed at increasing Leamington Spa's competitiveness as a sub-regional destination.

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*“The Town Centre Management Initiative see BID Leamington as an important way forward to improve the trading environment of the Town Centre by providing a way of getting more investment to sustain the Town's future. It is imperative that the ‘Yes’ vote is achieved to provide an additional £1.5 million over the term.”*



**Norman Stephens**  
Chairman Town Centre Management Initiative

## ***BID Leamington explained***

A Business Improvement District (BID) is a business led initiative which gives local organisations the power to 'raise funds locally to be spent locally' with the aim of improving their own trading environment. It is an investment scheme where local businesses have the opportunity to say how their money should be invested to benefit themselves, their employees, customers and clients.

BIDs are good news for Town Centres. Fifty seven Business Improvement District schemes are already successfully operating in places like Truro, Bristol, Bedford, Keswick, Rugby, Coventry and Birmingham and are making positive differences for businesses trading in those areas. Leamington Spa now has an exciting opportunity to create a BID and change the face of trading in Warwickshire's premier shopping destination.

## ***BIDs really work!***

During the past year, you have told us what you feel are your priorities for Leamington Spa and your comments have shaped this final proposal. However, the BID will only go ahead if it is approved through a secret ballot. For the BID to proceed, two conditions must be met; firstly, over 50% of businesses who vote must vote in favour

and secondly, those businesses voting 'yes' must represent more than 50% of the total rateable value of all votes cast.

If both these conditions are met, all eligible businesses in Leamington Spa, regardless of how they voted will have to pay 1.5% of their rateable value every year for five years, the duration of the BID Leamington programme. After five years, businesses will have the opportunity to review how the BID has performed and decide whether it will continue for a second term.

Voting papers will be sent to you in February 2008.



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***“Marks and Spencer are keen supporters of the BID principle and are active participants in more than 20 locations across England and Wales. As a long-term contributor to Town Centre management projects, Marks and Spencer recognises the value that can be realised through this type of cross-sector team working and it is our hope that Leamington Spa becomes another location that benefits from a BID.”***



**Morton Edwards**  
Marks and Spencer

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BIDs are not a way for local authorities to get more money. The BID company, BID Leamington is independent from local authorities and will be accountable to a private sector dominated Board. Warwick District Council will collect the money and hand it directly to the BID company to manage and deliver services.

BID funds will support additional activities – it will not replace activities currently carried out by the local authorities and other statutory agencies e.g. £32,000 spend on Christmas Lights.

Much is already being achieved through the activities and resources of Warwick District Council, Warwickshire County Council and Warwickshire Police. To ensure the BID resources are directed towards delivering real added value, baseline agreements have been prepared to establish the ongoing commitment of these authorities and define the baseline service specification and performance monitoring arrangements. BID Leamington will not only be committed to monitoring these baseline services but also to pursuing higher standards where possible.

The agreement will in practice, provide an essential input into the annual BID business planning process.

The baseline services cover the following categories:

- Town Centre Management
- Police
- CCTV
- Radio Link
- Street Cleansing
- Highways
- Street Furniture Maintenance
- Events and Marketing

A BID is not a new tax, it is an investment. Unlike your business rates, the money doesn't go to the Government; it all remains in Leamington Spa to be spent on things that matter to you.

For more information click on [www.bidleamington.com](http://www.bidleamington.com)  
[www.ukbids.org](http://www.ukbids.org)  
[www.retailbids.org.uk](http://www.retailbids.org.uk)  
[www.britishtbids.co.uk](http://www.britishtbids.co.uk)

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*“The BID is about retailers having their say. Completely autonomous of the local authority, for the first time in Leamington Spa the retailers have the opportunity to be in control of how the monies are spent and the future of the Town.”*



**Kate Thacker**  
Driftwood

## *Why do we need a BID in Leamington Spa?*

Leamington Spa is a great place to do business.

Through BID Leamington we aim to create a business led programme of investment to tackle issues identified by businesses with the aim of increasing the number of people that visit Royal Leamington Spa.

Leamington Spa is one of the most attractive towns in the country.

Its retail centre includes a selection of leading national retailers offering a very comprehensive range of merchandise. However, unlike many competing Town Centres, Leamington Spa has retained a large selection of independent niche retailers that combined with the multiples give the town its unique character. It also has a fantastic leisure offer including cafes, clubs, library, museum, art galleries, parks and gardens.

A Business Improvement District for Leamington Spa will represent a major step forward for the town.

With a significantly enhanced centre, Leamington Spa will be able to maintain and build upon its position as the preferred shopping location within the area. It will also retain a competitive advantage over the new developments that are taking place in towns throughout the region.

## *A BID will help because*

Leamington Spa is a great Town but not enough people know that. We want to shout about Leamington Spa's assets. With a BID, we can take action.

Competition from other towns and cities in the Midlands could threaten Leamington Spa's ability to retain and attract new custom.

Every year, Leamington Spa struggles to find voluntary funding to enhance initiatives such as the Christmas lights, hanging baskets and The Town Centre Management Initiative.

Events bring in more visitors, but to organise effectively they take resources we don't currently have – time, people and money

Leamington Spa can do more to market itself and encourage people to visit.

The signage around Leamington Spa Town Centre is inadequate and does little to promote businesses located away from The Parade.



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*“Royal Leamington Spa must surely be one of the Midlands most attractive locations for a day shopping and leisure experience.*

*Leamington Spa offers a fantastic range of large, medium and small retail outlets, together with an excellent selection of cafés and restaurants, the majority of which are located in attractive historic buildings. Other benefits include easy access and car parking, wide, safe streets and pavements, and beautiful award-winning parks and gardens.*

*The BID Leamington scheme will provide adequate funding to promote and market Royal Leamington Spa across a large area of the central Midlands, with the potential to substantially increase footfall throughout the Town Centre.”*



**Brian Wall**  
*Chairman  
Royal Leamington Spa Chamber of Trade*

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We need bags of support to give Royal Leamington Spa a brighter future

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Vote YES for  
BID Leamington



### *Why should I vote yes?*

Leamington Spa's profile as a great place to shop cannot be taken for granted.

BID funds will invest in the activities that will help to attract these customers and help prevent trade being lost to competing centres.

BID Leamington is fair, with every business paying a modest amount but together those contributions create a sound and powerful investment. There will be no freeloaders. If you are a regular contributor to initiatives like Christmas lights and hanging baskets you may even save money.

If you vote 'yes' then the funds generated from the levy will top £1.5 million over 5 years but it doesn't end there. The money accumulated through the levy will be used to lever in more funding with additional income from public sector agencies, grant bodies and landlords during the 5 year lifetime of the BID. This is funding that will only be available if the BID proceeds.

Warwick District Council, Leamington Spa Town Council and Warwickshire County Council are committed to the principle of BID Leamington and are also BID levy payers.

What's more, they have already put considerable resources into its development and are committed to working in partnership with BID Leamington Spa, where appropriate, to help and support the programme.

You have invested your time, energy and hard-earned cash in operating your business in Leamington Spa. We want you to make the most of this investment. A BID in Leamington Spa will give you direct influence over your trading environment.

A BID in Leamington Spa puts you in control – you have already told us what Leamington Spa needs and when. If the BID succeeds you will have a voice through the BID Leamington Board, an independent limited company responsible for delivering the programme. Once appointed, the BID manager will be working in Leamington Spa and easily accessible to all businesses.

*There's no such thing as standing still. that's just going backwards.*

---

*"I am certain we need a BID Leamington to fulfil our role as a sub regional shopping destination and attract more customers. We have a fantastic, unique Town Centre. A BID will help us shout this from the roof tops and finally reward those businesses who have invested in the Town"*



**Paul Haynes**  
Manager Regent Court



*....and what if I vote no?*

Well, let's be honest, if the BID doesn't proceed Leamington Spa won't fall apart, but it won't realise its full potential either. That's a great pity and a missed opportunity.

Leamington Spa may struggle to sustain its current level of business given competition from other centres and from other shopping trends such as the internet. Without a concerted marketing campaign, Leamington Spa is unlikely to attract new custom.

Nothing will be done to promote specialist shops; an asset that all businesses have told us is a big draw for Leamington Spa and one of the aspects most liked about the Town.

Improvements such as new lighting, signage or planting will not happen with the opportunity to make a great visual impact lost.

And finally, existing agencies will continue to run Leamington Spa for you but you will not have a strong 'voice' through a private sector led organisation set up solely to represent your interests, or the additional £1.5m funding which will be generated by BID Leamington.



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*“I firmly believe that a BID Leamington is right for our town and that businesses should vote **Yes** as we are for once ahead of competing towns and cities. If we don't vote ‘**Yes**’ now we will only have to go through the BID process again albeit 3 years down the line but then we will be playing catch up with the towns and cities that are already eating away at our customer base”*



**Gerry McManus**  
Manager Royal Priors

## *How will the BID be delivered?*

Driving forward the BID in Leamington Spa is a not for profit limited company, which will be led by business people like yourself who are trading in the Town; people who are passionate about Leamington Spa and equally passionate about its future. The BID vision is to 'create a well promoted, safe, vibrant, attractive and well managed Town Centre for customers, employees, businesses and investors.'

During the last 12 months, you have told us what you like about Leamington Spa, what lets the town down and how it can be improved. In return, we have listened and shortlisted three project themes which will increase footfall, improve the vibrancy of Leamington Spa and make it a more attractive place to trade.

These projects will not happen unless there are people to deliver them. The BID will employ a dedicated full time BID manager whose sole responsibility will be to ensure the programme is delivered effectively, on time and to budget.

As well, as ensuring that your money is wisely spent, the BID manager will be there to represent your interests, paid for you and managed by you, through the BID Leamington Board. The Board will comprise of up to 15 directors elected by you and representing all the business sectors within the boundary. BID Leamington will be run by, and for, local businesses and as a levy payer, you will have a stake in the Company. If you are interested, you could be a Director on the Board.

Administration costs will be kept to a minimum. It will also be the BID manager's responsibility to increase the value of the BID through securing grant funding and sponsorship for the programme and by working in partnership with appropriate organisations to maximise the amount and quality of projects delivered.

BID Leamington will not be allowed to make a profit. The money you give us and the additional income generated through the lifetime of the BID will all be invested in projects that will make a positive difference to trading in Leamington Spa.

If the BID is approved, this exciting initiative will start on 1st July 2008.

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It's clear that Royal Leamington Spa needs a BID.

---

Vote YES for  
BID Leamington



BID Leamington will have up to 15 Directors elected from BID levy payers. The Board will aim to represent the following skills;

**Sector**

**Retail**

**Leisure**

**Property Owners**

**Local Authorities**

**Finance**

**Marketing**

**Tourism**

**Number of representatives**

6 (2 Nationals, 4 Independents)

2

2

2

1

1

1

After the first year, a formal ballot will be held in which all levy payers will have the opportunity to stand for election.



## *Where will the BID operate?*

The following streets are included either in whole or in part. Businesses in these areas offering a Retail or Leisure proposition with a rateable value of £7,500 or over will contribute if the BID is approved. If you are unsure whether your business falls within the boundary or want to know how much you will pay, please contact us.

## *Why this area?*

The Business Improvement District for Leamington Spa covers the heart of the centre and contains the main retail and leisure areas.

The area was defined through consultation with businesses to ascertain the commonality of the issues that affect their environment.

## *The BID will operate in all or part of these streets*

Augusta Place	Newbold Terrace	Guy Place East	Russell Street
Bedford Street	Oxford Street	Guy Street	Satchwell Court
Chandos Street	Parade	Hamilton Terrace	Tavistock Street
Clarendon Avenue	Park Street	Kenilworth Street	Warwick Street
Clarendon Street	Portland Place	Livery Street	Whiteheads Court
Dormer Place	Regent Grove	Royal Priors Shopping Centre	Windsor Place
Euston Place	Regent Street	Newbold Street	Windsor Street



### *How much will I pay?*

If a majority of businesses vote in favour of the BID Leamington proposal by 27th March 2008, 462 properties in Leamington will be billed for 1.5% of their rateable value each year for a period of 5 years.

60% of businesses will pay less than £10 per week with the single largest charge being £9,000 per year and the lowest being £100 per year. The chart opposite shows some typical contributions.

The 1.5% levy will bring in an additional income of £1.5 million across the 5 year BID term.

Businesses with a rateable value of less than £7,500 are exempt from paying the levy and will not be entitled to a vote in the ballot. However, if the BID is approved, businesses under this threshold can opt to voluntarily pay the Levy (minimum amount of £100 per year) to become a member of the BID and receive the same benefits as ordinary levy payers.

The levy will be collected by Warwick District Council on behalf of BID Leamington and then transferred to BID Leamington basis to manage and spend in accordance with the business proposal.

Full details can be found in The BID Levy Operating Agreement which forms part of the Business Plan

<b>Sample Rateable Value of Property</b>	<b>Annual BID Levy</b>	<b>Monthly Cost</b>	<b>Daily Cost</b>
£10,000.00	£150.00	£12.50	£0.41
£25,000.00	£375.00	£31.25	£1.02
£50,000.00	£750.00	£62.50	£2.05
£100,000.00	£1,500.00	£125.00	£4.10
£400,000.00	£6,000.00	£500.00	£16.43

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*“BID Leamington is a great mechanism to get everybody working together to improve Leamington Spa as a whole. A co-operative approach will always give better results than somebody struggling on their own to achieve change. From that point of view the BID Leamington is a great opportunity for all businesses to work together for the overall improvement of Leamington Spa”*



**Sally Rees**  
Esque

## *How has this programme been drawn up?*

Since 2006, BID Leamington has sought your views on a BID for the Town. Consultation has included:

### **June 2006**

Feasibility study conducted to look at the viability of a BID in Leamington.

Presentation attended by business leaders from the Town who gave an enthusiastic response to the principle of a BID in Leamington and giving their mandate to develop the proposals further.

### **May 2007**

Survey circulated to 1300 businesses asking them to indicate their priorities for the Town. Full analysis of this survey can be found at [www.bidleamington.com](http://www.bidleamington.com).

### **October 2007**

Street Meetings held over two weeks to which all potential levy paying businesses were invited. These were attended by over 100 individual businesses who told us what projects they wanted and how much they were prepared to pay.

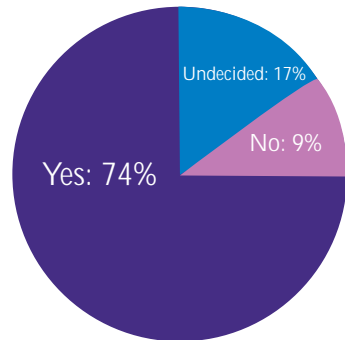
### **November 2007**

Group workshop event to help develop and prioritise specific projects within the key themes.

### **Other**

Consultations have also taken place face to face and by telephone with individual ratepayers, business leaders at the headquarters of national retailers, local authorities and the Chamber of Trade.

Businesses attending the Street Meetings were asked, based on what they had heard so far, and after being told how much they would have to pay, whether they would vote yes or no to BID Leamington.



*What will I get for my money?*

### **Projects**

3 key project themes have been identified following extensive consultation during 2007.

If the BID is successful, these are the projects that BID Leamington aims to deliver during the 5 year programme.



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*“For Leamington Spa to be more successful, the Town needs better publicity. Competition is strong and people in surrounding towns need to be made aware of what we have to offer. The breadth of the offer in Leamington Spa is excellent and I think that the BID is the right solution to deliver and control this message.”*



**Paul Grundy**  
Polished

## *Project One – Marketing*

Who knows how fantastic Royal Leamington Spa is?

### **The Issue:**

Other towns and cities in the Midlands are investing in marketing to promote their centres locally, regionally and nationally; Royal Leamington Spa does not. Royal Leamington Spa may be doing well now but if we are complacent, potential trade will go to competing centres who are working hard to attract it.

### **The Proposal**

BID Leamington will build on the existing pride and spirit of Royal Leamington Spa's great retail and leisure environment and develop both a local and regional strategy targeting 'ABC1' visitors.

### **Projects**

The BID will seek to deliver marketing campaigns combined with creative public relations targeting key centres of population.

Sales promotion activity including consumer competitions to raise awareness and drive footfall.

Develop the brand image of Royal Leamington Spa as a contemporary, vibrant location for retail and leisure.

The above will be achieved using a selection of the following: press, radio, TV, bill boards, leaflets, promotions, branding, banners, guides, and newsletters

### **Web Site**

A much improved Town Centre web site, branded and regularly updated with a page for every BID business and updates on shopping, transport, events etc.

### **Footfall Counters**

A number of footfall counters placed strategically around the town to measure the impact of promotions and events and to provide data on the Town Centre.

### **Spend per annum**

£160,000

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*“Richard Gee from In-toto Kitchens, Park Street, supports the BID Leamington initiative for our town and would encourage the Town Centre retailers to rally behind efforts being made by the organisers to achieve BID status. Retailers need to realise that other local towns and retail parks are aggressively marketing their services to our customers and we need to raise the level of Leamington Spa’s retail excellence. Go for Gold and launch Leamington Spa into the Olympic era before 2012.”*



**Richard Gee**  
In-toto Kitchens

---

## *Project Two – Events*

### **The Issue**

Royal Leamington Spa already has an annual programme of events but with adequate funding they could be so much more of a success.

### **The Proposal**

Using the current calendar of events in the Town Centre, BID Leamington will focus on four seasonal events investing to make them bigger, better and brighter. We shall also make sure that the Town looks as fantastic as it can with more hanging baskets and better Christmas lights.

### **Projects**

Annual programme of seasonal events over weekends in Spring, Summer, Autumn and Winter aimed at bringing Royal Leamington Spa to life with street entertainment, markets, festivals etc

### **Spend per Annum**

£45,000 (after year 1)

### **Christmas lights**

Dressing the town at times like Christmas is important. The BID will contribute additional funding to the current scheme to improve the lights.

### **Spend per annum**

£15,000 (in addition to what is already spent by Warwick District Council and Leamington Spa Town Council)

### **Hanging Baskets**

From 2009 onwards, BID Leamington will fund hanging baskets within the BID area.

### **Spend per annum**

£20,000



## *Project Three – Better Street Signs*

### **The Issue**

Many people visiting Royal Leamington Spa find it difficult to locate many of the great specialist retailers the town has to offer.

### **The Proposal**

With better street signs and directories shoppers and visitors will be able to find what they are looking for and discover the unique blend of retailers which make Royal Leamington Spa so special.

### **Projects**

Install a number of new street signs and directories around the Town to help shoppers and highlight that Royal Leamington Spa has so much more to offer.

Position corner boards strategically around the town to direct shoppers to specific areas and businesses.

### **Spend in year 1**

£45,000



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*“People come to Leamington Spa for its individuality and great mix of specialist retailers which tend to be located around the periphery of the Parade. BID Leamington with added investment in extra signage will help to guide shoppers and increase footfall in these areas.”*



**Lindsey Burgess**  
Bratz

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## *BID budget and costs*

<b>Item</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>
Levy Income	£306,000	£306,000	£306,000	£306,000	£306,000
<b>Total Income</b>	<b>£306,000</b>	<b>£306,000</b>	<b>£306,000</b>	<b>£306,000</b>	<b>£306,000</b>
<u>Overheads</u>					
Staff	£40,000	£41,000	£42,025	£43,075	£44,152
Premises, collection cost etc	£12,000	£10,000	£10,000	£10,000	£10,000
<u>Marketing</u>					
Complete programme e.g. Press, Radio, Promotions, Branding, Website, Banners, Guides, Newsletters	£150,000	£150,000	£150,000	£150,000	£150,000
Footfall Counters	£10,000	£10,000	£10,000	£10,000	£10,000
<u>Events</u>					
4 Events per year (2 in year 1)	£15,000	£45,000	£45,000	£45,000	£45,000
Hanging Baskets - Summer		£20,000	£20,000	£20,000	£20,000
Christmas Lights	£15,000	£15,000	£15,000	£15,000	£15,000
<u>Way Finding</u>					
Better Street Signs	£45,000	£5,000	£5,000	£5,000	£5,000
Reserve	£10,000	£10,000	£10,000	£10,000	£10,000
<b>Total Expenditure</b>	<b>£297,000</b>	<b>£306,000</b>	<b>£307,025</b>	<b>£308,075</b>	<b>£309,152</b>
Surplus/Loss	£9,000	£0	-£1,025	-£2,075	-£3,152
Cumulative	£9,000	£9,000	£7,975	£5,900	£2,748

Additional income may be generated through interest on levy and voluntary contributions

## *How will I know it's working?*

Well, firstly, we'd hope you will notice an upturn in business and a renewed optimism amongst everyone trading in the Town Centre. You will see physical improvements such as new signs and directories. Events and publicity literature will also be visible evidence of BID activity.

However, we will be formally measuring performance through the following key performance indicators (KPIs):

Footfall research – BID Leamington aims to measure footfall within the Town Centre over the lifetime of the BID and will be undertaking regular footfall counts to monitor progress.

Customer satisfaction surveys – regular research will be undertaken with visitors to Leamington Spa to find out how satisfied they are with the Town and how/if the BID projects have affected their shopping patterns.

Annual survey of all BID levy payers – with your participation, we will find out your views on how the BID is performing.

Sales performance – research will be carried out with a cross section of national and independent retailers to assess the impact, where possible, of the BID on sales figures.

Tenant Mix – analysis will be conducted on the types of businesses within the BID area.

Car Park Data – we can use data supplied by Leamington Spa car parks to measure visitors to the Town.

The British Retail Consortium recognises that in the right circumstances, properly developed and implemented, BIDs can provide retailers with an important tool to co-ordinate collective investment to improve their trading environment.



### *What benefits can I expect?*

- Increased footfall in the Town Centre leading to more sales
- Increased profile of Leamington Spa providing PR opportunities and helping with staff recruitment and retention
- More attractive and vibrant trading environment
- Greater involvement in your Town together with a 'voice' and collective budget to make things happen
- Improved management of the Town Centre through a BID's manager working for you
- Reduced costs - for instance through collaborative marketing
- Business to business marketing and networking opportunities
- Sustained investment over a 5 year period
- More cohesive Town Centre with all sectors represented and promoted
- A more welcoming and positive experience for your customers



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Be an important part of Royal Leamington Spa's structure by giving us your support

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Vote YES for  
BID Leamington

## *Frequently asked BID questions*

### **What do business rates cover?**

Business rates are a national tax that is collected by the Council and then redistributed at a national level. The Council's income is spent throughout the district on statutory and discretionary services for residents and businesses. Businesses have very little say in the way the funds are spent.

The great thing about a BID is that the level of investment via the BID levy has been set by businesses, through a series of consultations. The money is kept locally, and spent locally, for the benefit of the local area. The BID levy is nothing to do with business rates. It is based on 1.5% of the rateable value of the business unit (hereditament) and is an investment in the Town centre.

The funds collected through the BID levy will be kept in a separate BID bank account, held by the BID Company. The income from the levy, and from extra funds attracted, will be used to fund local activities and services, as decided by businesses.

### **Will rents & rates increase?**

Rents and rates are a private issue between tenants, landlords and the local authority. BID Leamington will aim to increase footfall and spend to make your rents and rates more affordable.

### **What other benefits will shop tenants receive?**

We firmly believe that BID Leamington will benefit all leisure and retail sectors and this is reflected in the projects that we aim to deliver. Visitors arrive from the stations and car parks and walk through the streets to get to the shopping centres. Better signage will mean that they enjoy their experience of Leamington Spa much more. The BID will be able to promote the whole Town Centre and will work towards ensuring it has a better image.

### **Why are businesses under £7,500 exempt?**

We recognise the impact of the levy on the smallest businesses. The cost of collecting the levy from these outweighs the income generated from them. Businesses that do not pay do not get a vote, although they can make voluntary contributions if they wish.



## *What's in it for me?*

### **Independent Retailer**

'My business is already being squeezed through high overheads. The rents aren't exactly low in Leamington Spa. Why should I pay out more?'

In many ways, you have the most to gain from the BID. Everyone recognises that part of Leamington Spa's appeal is attributable to its specialist shops and this is one of the elements of Leamington Spa that we want to promote. You can expect professional marketing of specialist retailers, better signage to encourage more people past your shop and a strong 'voice' through the BID Leamington Board. We appreciate that in the past you may have felt ignored but in the future, a BID can ensure you feel part of the action.

### **Multiple Retailers**

'We have premises all over the UK. Why should we support BID Leamington?'

BID Leamington will spend the majority of its budget on marketing and events, areas that the local authorities do not have any statutory obligation to fund. We're leaving the 'clean and secure' agenda to the agencies that currently do it, and do it well. Without new investment, the outlook for Leamington Spa looks bleak but with BIDs, the Town could secure additional sales for all retailers. We aim to work with agencies to promote Leamington Spa to the many tourists who visit the county every year. This is an audience whose primary motive may not be shopping but who have high levels of disposable income and could be persuaded to part with it in Leamington Spa, if they were aware of the vibrant Town Centre offer.

### **Catering and Leisure**

'I run a bar and restaurant so what can BID Leamington do for me?'

Eating and drinking is already an important part of a visit to Leamington Spa but it could become an integral part. Proposals to develop and promote the evening economy, keeping visitors in Leamington Spa after the shops close, could provide new opportunities for additional trade from audiences such as families. The money spent on marketing will benefit you and additional events and festivals will also increase footfall helping restaurants, bars and coffee shops to trade.



## *Postal ballot and how it will work*

Under BID legislation, all qualifying business will be asked to vote on whether they want a BID in Leamington Spa to go ahead. To date, there are 57 approved BID schemes operating across the UK, generating in excess of £100m new funding.

In February 2008, the person with the authority to vote in your organisation will receive a ballot paper and statement – all votes will need to be received by 5pm on Thursday 27th March by Electoral Reform Services, the organisation who will independently conduct the ballot.

Each business within the boundary with a rateable value of £7,500 or more offering a Retail or Leisure proposition will be eligible to vote. This means that some organisations occupying more than one premises, will have more than one vote.

For the BID to go ahead, two conditions must be met:

- 1) More than 50% of businesses who vote must vote in favour
- 2) Of the businesses that vote, the 'yes' votes must represent more than 50% of the total rateable value of all votes cast.

Under the legislation, if the BID is approved, all businesses regardless of how they voted will be under an obligation to pay the 1.5% levy each year for five years until 2013. Collection of the BID levy carries the same enforcement weight as collection of the non-domestic rates.

The results of the ballot will be publicly announced by 28th March 2008. A 'yes' vote for Leamington Spa will mean that great things will start happening on the ground from 1 July 2008 with funds to deliver a comprehensive programme of benefits for five years from that date.



## *BID levy rules and management*

Each business ratepayer will have a vote provided they are listed on the National Non Domestic Ratings List (NNDR) for the boundary defined on the map in this document, on the day the notice of ballot is given by Warwick District Council.

BID Leamington will be applying exemptions to the following:

- Businesses with a rateable value below £7,500
- Businesses not offering a Retail or Leisure proposition
- Charities in receipt of Warwick District Council's discretionary relief (except for those with a retail operation)

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. The BID levy will also not be affected by the small business rate relief scheme and businesses who already pay service charges to landlords will not receive any discount.

Where a property is vacant, undergoing refurbishment or being demolished, the ratepayer will be entitled to vote and also obliged to pay the levy with no void period.

Collection and enforcement arrangements will be similar to those for the collection and enforcement of non domestic business rates with the BID company responsible for any debt write off.

Each person entitled to vote will have one vote in respect of each hereditament within the Leamington Spa boundary. A proxy vote is available and details will be sent out with ballot papers.

A 1.5% levy will be charged to each qualifying ratepayer using the 2005 NNDR to calculate the amount payable. The BID levy will be set on 1st April each year. It will be updated for any changes in ratepayer, appeals, additions or removals.

The BID levy will have to be paid by any new ratepayer occupying an existing hereditament within the BID area up until the end of the five year term on 30th June 2013 even though they did not vote on the initial proposal. Likewise, any new rateable property created during the lifetime of the BID will be obliged to pay the levy.

If a business ratepayer occupies premises for less than one year, the amount of BID levy payable will be calculated on a daily basis.

The BID will start on 1st July 2008 and last for a period of 5 years ending on 30th June 2013.

BID Leamington will endeavour to secure additional voluntary contributions to supplement the levy throughout the five year lifetime of the BID.

Under the BID regulations 2004, Warwick District Council will be responsible for collection of the levy on behalf of BID Leamington. The levy income will be kept in a separate ring fenced account and transferred to BID Leamington on an agreed basis.

Once elected, the Board of BID Leamington will meet monthly. Every levy paying business will be eligible to be a member of BID Leamington and vote at Annual General Meetings. The BID manager will work with appropriate agencies to deliver the programme of projects.

The BID area and the levy percentage cannot be altered without an alteration ballot. However, the BID projects, costs and timescales can be altered subject to Board approval providing the changes fall within the income of the BID.

## *Contacts*

You can contact BID Leamington with comments or questions via phone or email



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BID Leamington Manager

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## **Key Dates**

26th February 2008  
Distribution of Ballot papers

27th February  
1st day of the 28 day  
ballot period

27th March  
Ballot Day – last day of the  
ballot period

28th March  
Ballot result announced

1st July  
Formal BID start date

BID Leamington would like to thank the following:

Morley Fund Management  
(Owners of Royal Priors Shopping Centre)

Threadneedle (Owners of Regent Court Shopping Centre)

Warwick District Council

Warwickshire County Council

Warwickshire Police

Leamington Chamber of Trade

Leamington Old Town Business Association

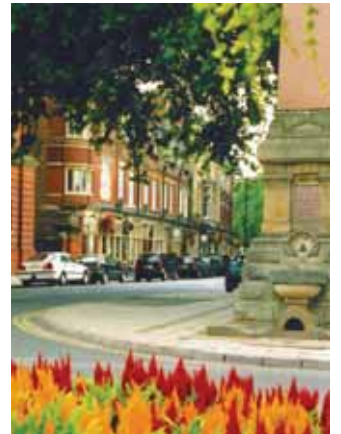
Mosaic Consulting

Thanks also to the following businesses, who supplied their product for the photoshoot:

Flower was from Sarah Horne

Bread was from Berties

Ring was from Fabulous



*Business Improvement  
District Legislation and  
Regulations*

Part 4 of the Local Government  
Act 2003 and Statutory  
Instrument 2004 No. 2443 –  
Business Improvement  
Districts Regulations.

The full document on  
Legislation and Regulations,  
as approved by Parliament can  
be found on:

[www.ukbids.org/legislation.php](http://www.ukbids.org/legislation.php)

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Support us in our  
BID to make Royal  
Leamington Spa-kle

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Vote YES for  
BID Leamington





*Supporting Royal  
Leamington Spa*



**BID**  
Leamington

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A large print, Braille copy, translation or audio transcript can be made available. Please contact Helen Smith on **01926 833917**