

Bognor Regis Business Improvement District: Frequently Asked Questions

What is a BID?

A BID is simply an arrangement whereby businesses get together, decide what additional improvements they want to make, how they are going to manage and deliver those improvements and what it will cost them. This all goes into a Business Plan, which is voted on by all those who would have to pay. The BID can last for a maximum of 5 years and must be able to demonstrate how it has benefited businesses who have funded it.

There are over 250 successful BIDs in the UK including neighbouring towns such as Chichester, Worthing and Brighton all working to promote their town centres to our residents.

In July 2017, businesses in Bognor Regis voted overwhelmingly to establish a Business Improvement District to help improve the town centre. Businesses came together to develop a detailed BID Business Plan and Proposal to generate and spend an investment of more than £700,000 over 5 years by creating a Business Improvement District (BID).

The aim is to make Bognor Regis a better place to do business. The full Business Plan and Proposal can be found at www.brbid.co.uk. These documents provide the key facts about the BID and what it means for you.

How was a BID established in Bognor Regis?

The vote was carried out according to the Local Government ACT 2003, Business Improvement District (England) Regulations 2004. The vote was carried out by independent scrutineer, Electoral Reform Services. The BID Proposer was Bognor Regis Town Centre Management. The results were:

- Total Number of Votes cast (excluding any votes given on rejected ballot papers): 179 (Out of 293 voters 60% Turnout)
- Aggregate rateable value of hereditaments of votes cast: £7,041,150 (% of total RV)
- Total number of votes cast in favour of proposal: 143 (80% in favour)
- Aggregate rateable value of hereditaments of votes cast in favour of proposal: £5,571,000 (80% of in favour)
- Total number of ballot papers rejected: 6

What are the objectives of the BID?

The key objectives are:

1. A well-known town centre: To help improve the perception and image of Bognor Regis:
2. A welcoming town centre: To help reduce crime and anti-social behaviour:
3. An active town centre at night: To help stimulate the evening and night time economy:
4. Better parking: To make it easier for visitors and staff to park in town and improve access:

How is the BID Levy Bill calculated?

The objectives and projects will be delivered through a 1.5% levy on the Rateable Value of business premises within the BID Boundary area with a Rateable Value over £6000. This will raise more than £700,000 over five years to invest in the town centre.

If you are one of these businesses and you will be receiving your BID Levy Bill in early March 2018 for the period 1st April 2018 to 31st March 2019. The bills will be coming from the Bognor Regis BID Company via the billing authority, Arun District Council. The funds are then transferred to the Bognor Regis BID Company to deliver the business plan. Please look out for this in the post, which will be sent to your registered billing address.

This was decided on via consultation with businesses. Businesses with a rateable value below £6,000 will not be charged. In the Bognor Regis BID, most businesses will pay less than £250 per year. The table below provides an example of what your BID Levy could be.

Rateable Value	Levy Rate	Annual	This equates to: Weekly
0-£5,999	1.5%	Zero	Zero
£6,000	1.5%	£90	£1.70
£12,000	1.5%	£180	£3.40
£25,000	1.5%	£375	£7.20
£50,000	1.5%	£750	£14.40
£100,000	1.5%	£1500	£28.80
£200,000	1.5%	£3000	£57.70
£500,000	1.5%	£7500	£144.20
£1,000,000	1.5%	£15000	£288.50
£2,000,000	1.5%	£30000	£577.00

How do I pay?

Payments are collected by the Billing Authority, which is Arun District Council.

Online: www.arun.gov.uk/pay

Telephone: 01903737752

Online banking or at bank: Sort Code: 30-80-12 Account No. 14615968

Always quote your account reference number. Payments can also be made at the Post Office and Pay Point.

Bognor Regis BID Ltd



Billing queries: revenues.benefits@arun.gov.uk , 01903 737752

What is the Bognor Regis BID Company?

A company has been set up to manage the delivery of the business plan. The company number is 11198321. The registered address is Place St. Maur, Belmont Street, Bognor Regis, PO21 1BJ.

Can I be a member of the BID Company?

Yes, you are also eligible to become a member of the Bognor Regis BID Company. You will be eligible to vote at Annual General Meetings and stand to become a Director of the company. You can also become involved in many ways to ensure that your funds are spent on the things that will help make Bognor Regis better for business. Membership forms can be found at www.brbid.co.uk or contact the BID directly.

Why did you develop a BID?

To establish a BID was a key part of the work programme when the Bognor Regis Town Centre Management initiative was established in 2014. The post of Town Centre Manager is funded until autumn 2018. This was a response to what businesses in the town centre wanted.

The first few years were used to understand what businesses wanted and needed in the town centre, and to start to deliver this. A lot has been achieved in that time, but there is a lot more to do, but it has certainly demonstrated the value of having a dedicated person working on behalf of the town centre businesses.

As the BID vote was successful, the Town Centre Manager role will continue via a BID Manager. Given the progress made in the town since the post came into existence, it is great that the role is to continue and champion business in Bognor Regis. A BID gives businesses an element of direct control over their trading environment for the first time. A BID allows businesses take actions and deliver change to make Bognor Regis better for business.

Who decides how the BID income is spent?

The BID Board will decide exactly how the money is spent. The money has to be spent on the key objectives that are detailed in the business plan as this is what was voted on. The objectives were decided through consultation with businesses.

How is the BID Board comprised?

The BID board will be comprised of BID levy payers along with some key stakeholders in the town. The current BID Board Directors and wider stakeholders is comprised of:

Business /Organisation	Category
Wilkinsons	Director
Reynolds	Director
Condor Blinds	Director
Unique Printing	Director

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William Hardwicke	Director
Bultin's	Director
Bognor Regis Town Council	Stakeholder
Arun District Council	Stakeholder
University of Chichester	Stakeholder
Bognor Regis Chamber of Commerce	Stakeholder
Bognor Regis Traders Association	Stakeholder

Any BID levy payer can be nominated to be a Director of the Board at the inaugural Annual General Meeting of the BID Company. Director nomination forms can be found at www.brbrid.co.uk

Isn't this just another tax on businesses?

The BID levy will pay for new services and projects over and above what happens already. These activities will be defined by, and prioritised by the businesses who will pay for them. The levy is collected by Arun District Council (The Billing Authority) and held in a separate account. It is then transferred to the Bognor Regis BID Company. The income from the levy, and from other funds raised through voluntary contributions, grant applications and other income will only be used to fund the projects and services you have chosen.

Isn't this a bad time to establish a BID?

It's probably a bit of a celebration that we have reached this position. It normally takes a town ten years to reach the position when it can go for a BID. Here in Bognor Regis we have gone from Town Team to Town Centre Management to a BID in four years! It is probably more important now than ever to ensure the town has the best future possible. With the continued growth of out of town and particularly on-line shopping, many town centres have become BIDs as an effective vehicle to market and promote their towns, increase footfall and spend.

By working to retain existing customers, and attract large numbers of new customers, BIDs help businesses stay strong and grow. This is important in the good times and vital when there are fluctuations in the economy. The BID would continue the momentum and help the town to reach its potential.

What has a BID got to do with Business Rates?

Business rates are based on Rateable Value of premises. The Rateable Value model is seen as the fairest way of collecting a scalable membership fee from businesses as it reflects the size and location of the business premises. Before BIDs existed, voluntary membership schemes were used to deliver improvements, however it was difficult to work out a fair amount for every business and not every business contributed. This is why BID legislation was enacted in 2003, with subsequent regulations published in 2004. The first BID in England started in January 2005.

Why do my Business Rates not cover this?

All the work the BID will do is in addition to that provided by Councils and Government. The local councils have no control over business rates valuations and policy as this is set by central

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government. Rateable Values have recently been reviewed by the Valuation Office with roughly a third going up, a third going down and a third staying the same. Also, the Small Business Rate Relief ceiling has risen from £6,000 to £12,000, meaning that a lot of businesses will be paying less after April 2017

How will we know if the BID is working and doing what it said it would?

There will be regular communication with all businesses to keep everyone updated on BID work. The BID company will have Annual General Meetings and the initiatives will be measured against key performance indicators. There will also be an independent evaluation survey of businesses at mid-term, and again towards the end of the five year BID term to review progress and also to understand what businesses want to happen next i.e. a renewal ballot, and what their new priorities might be.

Shouldn't the Police, the Council or the public sector be paying for these things?

The services and projects delivered by the BID are additional, over and above what is already being provided public bodies. In an ideal world the public sector would provide it all, however, the reality is that the public sector will not pay for these things in the near future. So if businesses feel these additional services are needed, the BID provides the ideal model to deliver these services. The BID will have formal agreements with the service providers in the town setting out the "baseline" services currently being delivered.

Why are some premises exempt from paying the BID Levy?

Some premises paying business rates will be exempt from the levy as it was felt that it would be inappropriate to charge them. Following the initial consultation period, the Shadow BID Board decided that following organisations should be exempt from the levy:

- Local charities based in Bognor Regis providing services for people in the town
- Non-retail charities with no trading income, e.g. charities that deliver services
- Businesses with Rateable Value below £6,000 (because it is uneconomic to collect the levy)
- Schools/Educational establishments
- Ambulance Stations
- Police Stations
- Fire Stations
- Museums
- Cemeteries
- Community Centres
- Hospitals
- Public Conveniences
- Places of worship

Can I make a voluntary contribution to the BID?

If the smaller businesses with a rateable value less than £6,000 wish to be an active part of the BID, be on the BID Board and have a say in how the BID is delivered, they can chose to make a voluntary contribution (minimum of £90)

How has the BID boundary been decided?

Bognor Regis BID Ltd



The boundary encompasses the main trading areas of the town centre, decided by consultation.

Where can I find more information?

More information about the BID can be found at www.brbid.co.uk

Or contact Toyubur Rahman, Bognor Regis Town Centre Manager on 07467145922,

T.Rahman@chi.ac.uk

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