



Nottingham *Business Improvement District*

Our *BID* for Business!

We all know what a great city Nottingham is. It's consistently ranked among the UK's top retail destinations and attracts up to 100,000 people a night with its vibrant evening offer.

There's a great deal to be proud of about the way the city is re-shaping itself to meet the ever-growing expectations of its visitors, attracting new names to increase the variety of what's on offer, and managing the city centre so that it's clean and safe enough to appeal to existing and new customers.

We're ambitious about what we can achieve in 2007 and beyond

But there's always room for improvement. We know we need to raise our game to ensure we continue to be a destination of choice ahead of our competitors. We know that some people may have perceptions of Nottingham that could put them off coming here. We know there's more that can be done to build on the good work already underway to make the city even safer and cleaner.

And to these ends, we're ambitious about what we can achieve in 2007 and beyond.

One of the key proposals to achieve these ambitions is the creation of a Nottingham Business Improvement District (BID), which would harness the collective strength of city centre businesses to make a real difference that will benefit you, your customers and Nottingham as a whole.

Did you know?

...that more than 800,000 people live within an hour's drive of Nottingham city? – How would you attract them into the city in the evenings?

...that a recent evening survey indicated that 70% of visitors who do visit the city, do not feel safe after midnight? What can you do to make them feel safer?

...that only 7% of those surveyed were from outside the Nottingham area? How would you compete with "night-out" alternatives like Derby, Leicester, and Birmingham as they revitalise and seek to steal Nottingham's traditional audience?

...that the total capacity of the city during the evening is 100,000, greater than Manchester United football ground which only holds 76,000 at full capacity? It takes 2,000 support staff inside the ground alone, plus police resources of approximately 200, 10 horses and a helicopter to control a capacity crowd there! How would you manage a crowd of that size, because that's potentially what the city is faced with, most weekday evenings? Can you afford policing on this scale on your own?

See page two for the answers



The answers

The answer to all of the questions on page one is that, as an individual licensed trader it is almost impossible to do anything about it yourself, but as a team, the sky's the limit! With your help and support, the new Nottingham City (Leisure) Partnership (NCLP)* could provide all the solutions and more than enough resources to achieve them.

How?

Over the past two years, other major cities, such as Birmingham, Bristol, London, Liverpool and Manchester have made the most of new Government legislation, which allows businesses to join together to form a Business Improvement District (BID). These cities are now benefiting from this new concept in a big way – for instance in Birmingham, crime has been reduced by 80%, which in turn has changed dramatically the profile of the visitors, bringing greater spending power with it. The result - more profits for everyone.

What is a Business Improvement District and how does it work?

A BID is a working partnership where local businesses within a defined area of the city club together to invest in improvements to their environment. We would form a private limited company which would identify and agree projects or services that will add value to what is already being provided and determine the level of funds which each of us will pay to make it happen. All businesses that pay business rates in the area have the chance to vote in favour of making these extras happen and if a majority register a "yes" then it becomes compulsory for all inside the BID boundary to pay the levy. The duration of the Partnership is not more than 5 years, after which, another vote is required to keep the BID going.

More questions you may want answers to:

Don't I already pay business rates?

Yes! Your Uniform Business Rates, although collected by the City Council, actually go to Central Government where they are pooled nationally and then redistributed back to local authorities on a per head of population basis, to pay for statutory services defined by the Government (usually providing minimum standards). The City Council then tries to enhance these basic services by providing other non-statutory services (such as car parking, toilets and visitor management).

The BID will not replace any of the services already provided for or proposed by the City Council. A private sector-led BID team will ensure that the existing level of local authority service provision is sustained and will negotiate improvements in it on your behalf, if it can.

So is it another tax?

Definitely not! The money does not go to Central Government the way that the Uniform Business Rate does, and other than to cover the cost of collection, the City Council does not keep any of it either. The BID legislation requires that the money is collected by the local council but it is then paid to the BID Company in its entirety. In our case this will be Nottingham City (Leisure) Partnership Ltd* who will pay for and manage the agreed additional projects. Remember – NCLP will be your company – you can even be a director of it if you choose!

Who pays for this new scheme?

Every business that trades during the daytime or evening that requires a license, either to sell alcohol or supply late night refreshments, will pay a small contribution to the overall cost.

BIDs are fair – everybody pays depending on business size and what they collectively want to achieve. The annual income collected, combined with additional voluntary funding (from property owners and other sources) is 100% ring-fenced, to be invested only in the area that forms the BID and nowhere else.



What types of things could the BID buy?

Whatever you feel will add value to your business by bringing in more customers and encouraging them to stay longer and spend more. Accompanying this newsletter is a survey that gives you some ideas and lets you add more of your own. Don't let your imagination be capped by how much it could cost – if it benefits most businesses, it could be included. It is important we hear your views and it is absolutely right that you have your say.

Why should I get involved?

We need both your ideas and those of your customers. This is your chance to join together with others from the business community to shape a new deal for the new city centre to benefit us all. You can get involved and help to drive it, or you can just pay your share and reap the benefits.

Where will this happen?

One of the first stages of the BID process is to set a boundary for it. The Alcohol Saturation Zone, which covers the whole of the city centre, has given us a starting point. This newsletter and survey has gone to all licensed businesses in and around the area shown on this map and attached to it is a survey. We need the views and opinions from all of you to build a clear picture of what is needed and where.

How will it happen?

If there is business interest in forming a BID, then an area and the businesses within it, will be identified and the key issues determined by consensus. The costs of the agreed services can be calculated and businesses advised of their share of the bill. Every business ratepayer within the defined area that has a premises license, will have a chance to vote in favour of setting up the BID and a start made on the identified projects.

So, the actions are local, the vote is local, the spend is local and the control and management of the additional services will be local too.

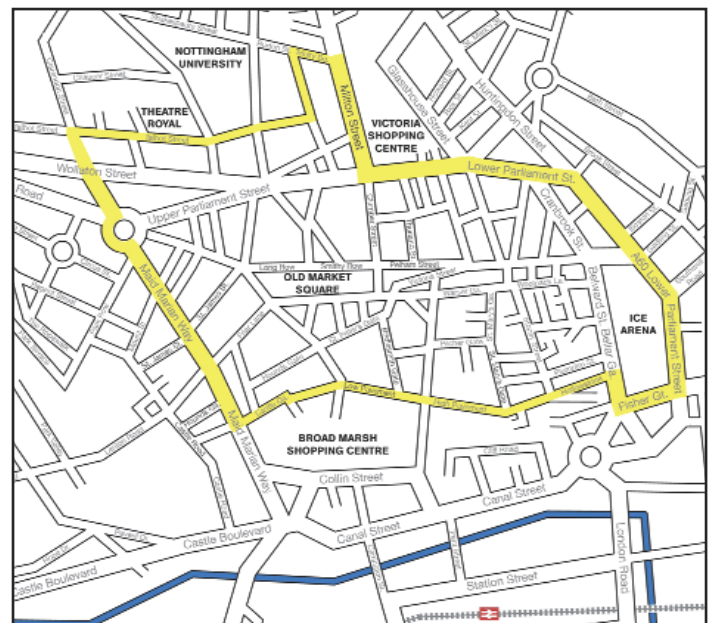
Why do we need it in Nottingham?

New ways of solving problems and new energy has to be found if we are to keep Nottingham ahead of our competitors and ensure your businesses are thriving. The problems and issues that exist in and around our pubs, clubs, restaurants and bars, must be tackled as they are affecting us all. As individual businesses, we rarely have the resources or capacity to make these changes alone. Together we can!

The BID is a unique opportunity to make a real difference and change visitor perceptions of the city during the evening for ever.

A BID will generate long-term funding that is 100% ring-fenced and controlled by you in a very transparent and open process. Everybody pays and everybody benefits – there will be no “freeloading” with the less scrupulous feeding off the investment of others.

Proposed BID area





So what else is in it for my business?

- By winning back more, higher-spending customers who are encouraged by the improvements to visit more frequently and stay longer – your profit performance should rise on the back of the inevitable increased footfall.
- Reduced costs (crime reduction/promotions/marketing) lower individual expense with collective campaigns having a greater impact than “going it alone”. Also if you want something changed with regards to council services in the city – you will no longer be an individual with a single voice. You will be part of an organisation with a chorus of nearly 300 voices, a powerful force for change.
- The area becomes more desirable, attracting more visitors, therefore increasing the value of your investment. It will attract new external investment too if it is safer and cleaner, and they, in turn, will pull in new audiences for us all.

To do nothing about the problems is not an option for us. We have to protect and increase our business investment now, before our customers get into the habit of going somewhere else for their night out and feeling more relaxed and safer doing so regularly.

The Nottingham City Centre BID is already supported by many organisations including, Nottingham Hoteliers Association, Pubwatch, Le Mistral Restaurant, The Lace Market Hotel, The Cornerhouse, leading pub-owning companies including Mitchells & Butlers, the British Beer and Pub Association (BBPA), Nottingham City Police, Nottingham Crime and Drugs Partnership and Nottingham City Council. This list is growing daily.

So that's an introduction to our ambitions for 2007 – now it's over to you!

To help us help you, your business owner/manager or business ratepayer should complete the survey which accompanies this newsletter, letting us know what you think. Then put the survey in the envelope provided, let your staff know where it is and we will collect it within the week.

It couldn't be easier!

We look forward to your support and will be back soon with more information on what you've told us.

For further information please contact:-

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*Nottingham City (Leisure) Partnership Limited is the proposed name for the business partnership and is yet to be formalised.