



There can't be too many opportunities to turn just a pound a day into an investment of quarter of a million pounds a year in your business. It sounds hard to believe but this is the essence of the Business Improvement District concept, a tried and tested process that is now generating positive results in over 50 other towns and cities in the UK.

Working together and pooling our resources can create a fund to improve safety, the trading environment, access and promotion of the core of Nottingham. Obviously this scale of investment, over and above the services already being provided for us by the City Council and the Police, will help raise our profile and appeal to customers old and new.

What we collect will be ring-fenced, so that every penny of your valuable contribution will be spent on providing the projects you want to see to improve the performance of your business. We foresee a bright future for Nottingham with benefits of the BID including powerful promotions; more visible street security; improved streetscape and staff dedicated to keeping a warm friendly face to Nottingham's Leisure scene – all improvements that you and your customers have asked for.

“The BID is a unique opportunity to radically change the way in which many people view our city. These people are our customers and winning their hearts and minds is vital for the future success of the evening economy in Nottingham”



In October you will be asked to vote in favour of the Nottingham Leisure BID Company becoming a reality and paying for the extra activities detailed in this prospectus. The majority of businesses, large or small, will have just one vote, using the process explained later. Make sure you know who in your organisation is entitled to cast that vote and ensure they have the information they need to make this vital, positive decision for Nottingham City Centre.

The Nottingham BID is the only BID nationally that is solely for the licensed economy, giving you a direct influence over the future of your city, unlike other towns/cities where all business sectors are involved and all needs have to be met. It has already attracted a great deal of attention nationally.

We have invested significant time in backing the Nottingham Leisure BID, along with many of the people you know and trust. We enjoy the support of the national chains, major brewers, Nottingham City Council and the British Beer and Pub Association (BBPA). With your contribution as well, we can make the BID the unique answer to many of the issues that challenge us all. Our website www.nottinghambid.co.uk will give you lots more information, check it out too!

Watch out for the ballot papers in the post and make sure your tick the box that says “Yes” to a better, brighter City Centre where all who visit it go away with great memories and a burning desire to return for more. Join us to make it happen.

If you have any queries or would like to discuss these exciting ideas, please phone the BID Office on 07852 999335 or email info@nottinghambid.co.uk.

Jonathan Webster
Managing Director, Greene King Destination Pubs

Chris Bulaitis
Managing Director, Ever So Sensible Bars



What is a Business Improvement District?

- ✓ BIDs are fast becoming important **tried and tested success stories**. There are over 50 now in the UK following the enormous success of BIDs in the US over the last 15-20 years and we can learn some important lessons from their successes.
- ✓ A BID is managed by an **independent business-led company** running a programme of additional services over and above already provided by the public sector which will increase footfall and trade in a tightly defined geographical area of the City Centre.
- ✓ **Businesses decide on the projects to be carried out** by identifying their key issues and agreeing the level of funds they will pay to make a real difference to the trading environment around their premises.
- ✓ A BID can only happen if the **businesses show their approval through a ballot**. If there is a Yes vote then the BID will be mostly funded by this statutory investment from all included businesses. This funding will be used to attract matched funding. In our case it is only businesses that require a premises license to operate that form the voting electorate.

Why does Nottingham need a BID?

- ✓ Nottingham is consistently ranked amongst the UK's top five retailing destinations and attracts up to 100,000 people a night with its vibrant evening offer. Sustaining this position in the face of increasing competition from our neighbours is a challenge and will become more so in the future. Already more than 90% of businesses have commented that their trade has suffered noticeably over the past 2 years and this trend looks set to continue.
- ✓ While Nottingham City Centre contains a good mix of, cafés, restaurants, bistros, pubs, nightclubs, theatres and performance venues as well as a strong residential community with a tremendous heritage and history, **leisure businesses have said that they want more vitality and viability to help compete with other cities and suburban locations that have moved very strongly into the evening economy**.
- ✓ The proposed Nottingham BID, lasting 5 years, will generate more than £1.25m over 5 years from December 2007 (averaging £270,000 pa excluding voluntary contributions) to re-energise the City. **Every penny will be spent on carrying out the projects suggested by you, the key leisure businesses in the City Centre**.
- ✓ The Nottingham BID area will become safer, more attractive and much better promoted, so that **there will be clear benefits for businesses, workers and residents in it and visitors to it**.
- ✓ Our BID proposal is put together with the understanding that the money contributed by businesses is hard earned and that they want to see results. **The return will equal, and aim to exceed, contributions with clearly defined added value for all paying the levy**.
- ✓ From the experience of the many BIDs already in place, we will soon witness tangible improvements. However, **our BID activities will be formally monitored by an external, independent auditor and regular reports on progress will be given to all who contribute**.
- ✓ This will be a business led initiative – **all businesses are invited to be proactively involved to ensure we maximise a unique opportunity to make our City Centre a natural choice to spend leisure time and money in. In essence, putting our City Centre back on the “good time” radar**.



- ✓ This proposal has been drawn up by **listening to your business concerns, ideas and priorities**, in addition to those of workers, residents and shoppers and those who should visit Nottingham, or used to, but currently don't for a variety of reasons.
- ✓ We also conducted in-depth research, carried out by an independent consultancy, New Horizon Ltd, that questioned people on the streets of Nottingham during the day and into the evening. The BID Development Group also sought the opinions of 350 leisure-orientated businesses across the City Centre through a detailed questionnaire.
- ✓ Interactive briefing sessions have been held where potential levy payers were invited to select their priority actions from long lists of potential activities. The results of the research have been used to focus on the key issues so that the proposed **BID will only provide services that you, the businesses, want**.
- ✓ Baseline service level agreements will be put place with Nottingham City Council and Nottinghamshire Police, providing guarantees to sustain existing service levels to **ensure that the new services and projects will bring benefits and be additional to those already provided**. These services will be constantly monitored on your behalf and effective and efficient working practices encouraged throughout the life of the BID.
- ✓ Pubwatch and other sector group meetings, have been attended and one to one visits to key businesses have been made throughout the campaign to keep major investors attuned to how our plans are evolving. These visits will continue. **If you want to arrange a visit or find out more about the BID. Simply phone Pat Parkes on 07852 999335 or e-mail info@nottinghambid.co.uk.**

BID Development Group

The Nottingham Development Group would like to thank those who have helped to develop the Nottingham Leisure BID proposal including:

- Jonathan Webster** - Managing Director Greene King Destination Pubs (Joint BID Chair)
- Chris Bulaitis** - Managing Director Ever So Sensible Bars (Joint Chair)
- Jim Anderson** - Managing Director Le Mistral, Wheeler Gate
- John Murphy** - Chair Nottingham Hoteliers Association, G.M. Jurys Inn, Nottingham
- James Blick** - Managing Director Lace Market Hotel
- Richard Matthews** - Regional Secretary British Beer and Pub Association
- Andrew Cox** - Director of Property, Mitchells & Butlers
- Suzanne Green** - Centre Manager The Cornerhouse
- Jane Dykes** - City Centre Manager Nottingham City Council
- Brian Rigby** - Licensee The Bell, Market Square
- Steve Bradley** - Business Development Manager Everards Brewery
- David Lucas** - Partner Fraser Brown Solicitors
- Stephen Beckett** - Director The Snug Lounge
- Ian Harries** - Retail and Compliance Manager, Nexum Leisure
- Jamie Kellest** - General Manager Mode Nightclub
- Pat Parkes** - BID Development Manager



Chris Bulaitis



Jonathan Webster

Partners

- Nottingham Pubwatch
- Nottinghamshire Police
- Nottingham City Council
- Experience Nottinghamshire





Raising the Standards on Access...

Typically a third of your customers will use public transport to return home in any one week.

Over the next 5 years we propose to:-

- ✓ Co-ordinate a taxi concierge service at larger venues for late night dispersal.
- ✓ Negotiate with taxi companies to provide a geographical dartboard of charges outside of the City boundary to ensure consistency.
- ✓ Provide temporary taxi ranks at strategic points to ease congestion.
- ✓ Liaise with late night bus providers to add value to the existing service.

The provisional cost allocated to improve Access over the next 5 years is £55,500.

The projects proposed in the Nottingham BID will ensure that from wherever and whenever our customers want to get home they can do at a reasonable cost and with little inconvenience.

The effectiveness of the projects undertaken will be measured using the following key performance indicators:-

- ✓ Late night bus usage.
- ✓ Consumer surveys.
- ✓ Number of additional access measures.

Disorder incidents at managed ranks in Birmingham have reduced by a third giving confidence to taxi users.



"How our customers get home at the end of the night forms part of their choice about whether to come into the City. We need to ensure that getting to and from our venues is even safer, quicker and more appealing than ever before, encouraging them to return."



Stephen Beckett - Snug Lounge

"Even after a great night out, if you can't get home easily - you will not visit again. These projects will help to make a night out a better, affordable experience with direct benefits to all of our businesses."



Brian Rigby - The Bell Inn





Raising the Standards on Safety...

70% of visitors who visit the City, do not feel safe after midnight.

Over the next 5 years we propose to:-

- ✓ Provide on-street security including taxi marshals to improve queuing systems and anti-social behaviour.
- ✓ Contribute to the enhancement of the existing CCTV.
- ✓ Enhance and extend existing lighting schemes, encouraging footfall to other areas.
- ✓ Investigate the gating of un-used side streets to prevent unsociable use.
- ✓ Provide spotlights in alleyways to offer confidence and prevent misuse.
- ✓ Negotiate enhanced use of Mobile CCTV and a uniformed presence on the streets.

The provisional cost allocated to improve Safety over the next 5 years is £293,000.

The projects proposed in the Nottingham BID will begin to re-build this confidence, so that customers will come back again and spend more of their money in this great City.

The effectiveness of the projects undertaken will be measured using the following key performance indicators:-

- ✓ City Centre Crime Statistics.
- ✓ External Representative Perception Survey – fear of crime.
- ✓ Number of additional security measures in place.
- ✓ Incidents in the City Centre of anti-social behaviour.

Crime reduced by 60% in Birmingham in the first year of its BID.



“We notice a distinct reticence amongst customers to visit Nottingham City Centre, preferring instead to stay in the suburbs, or choosing other towns for their night-time entertainment.”



Jim Anderson – Le Mistral

“Visitors no longer have the confidence to come into the City at night – we are losing out on their custom.”



Jamie Kellet – Nexum Leisure – Mode





Raising the Standards on Welcoming and Promoting...

More than 800,000 people live within an hour's drive of Nottingham City.

Over the next 5 years we propose to:-

- ✓ Carry out regular local, regional and national positive marketing campaigns to encourage new visitors with the City Leisure offer with joint PR campaigns with other organisations.
- ✓ Provide a "Plan your visit" interactive website for visitors.
- ✓ Provide a comprehensive folding map, distributed with venue tickets and hotel bookings, showing details of all leisure providers, parking and access routes with highlighted Best Bar None accredited venues and award winning establishments to encourage cross City footfall and pedestrian movement.
- ✓ Provide City Ambassadors and street entertainers to guide and amuse visitors, increasing dwell time.

The provisional cost allocated to improve the City Promotion over the next 5 years is £543,000.

The project proposed in the Nottingham BID will provide a variety of regular positive promotions and put the City Centre back on everyone's "good-time" radar increasing footfall and visitor dwell time.

The effectiveness of the projects undertaken will be measured using the following key performance indicators:-

- ✓ Footfall visitor numbers throughout the year.
- ✓ Business Surveys.
- ✓ Number of website hits.
- ✓ Number of local/regional/national marketing campaigns.

Footfall has increased by 7% every year in Coventry since their BID began, against their previously anticipated reduction of between 8 and 12%



"We need to constantly remind people of how brilliant Nottingham is for a great, safe, fun night out, destroying the arguments of the media."



Chris Bulaitis - M.D. Ever So Sensible Bars

"Nottingham has suffered a national adverse marketing campaign over many years and these projects will reinstate its proud name as 'City of Legends! Nottingham should be the most sort after City in the UK as a chosen destination locally and nationally!"



James Blick Managing Director FINESSE HOTELS including the Lace Market Hotel





Raising the Standards on Business Services...

90% of businesses confided that external issues have affected trade over the previous two years, losing out to growing district centres and other towns and cities.

Over the next 5 years we propose to:-

- ✓ Enhance the Best Bar None Award scheme, funding annual fees for businesses within the BID area, and subsidise training and Award winners' incentives.
- ✓ Develop the existing Pubwatch scheme into a Citywatch scheme for all licensed sectors within the City with the ability to issue banning orders and Acceptable Behaviour Contracts to large groups, students and individual troublemakers.
- ✓ Provide a bespoke business website to share information and good ideas.
- ✓ Develop stronger partnerships with the City Council and Police negotiating service improvements and assisting them with performance targets.

The provisional cost allocated to improve Business Services over the next 5 years is £136,500.

The effectiveness of the projects undertaken will be measured using the following key performance indicators:-

- ✓ Business Surveys.
- ✓ Website hits.
- ✓ Baseline agreements with the City Council and Police.

A key task for the Board will be to ensure that proposed projects do not subsidise statutory services already paid for through your taxes, but raise the standard of those services



"It is important for the Police and City Council to understand our issues and requirements and vice versa. Our collective strength under the BID will become a powerful lobby group for the industry for positive change."



Suzanne Green – Manager, The Cornerhouse

"The BID will be a positive representation of the licensed trade in Nottingham. If we mirror the examples of other BIDs, businesses are destined to see a sizeable decrease in our collective problems and a commensurate increase in profitability."



David Lucas – Fraser Brown



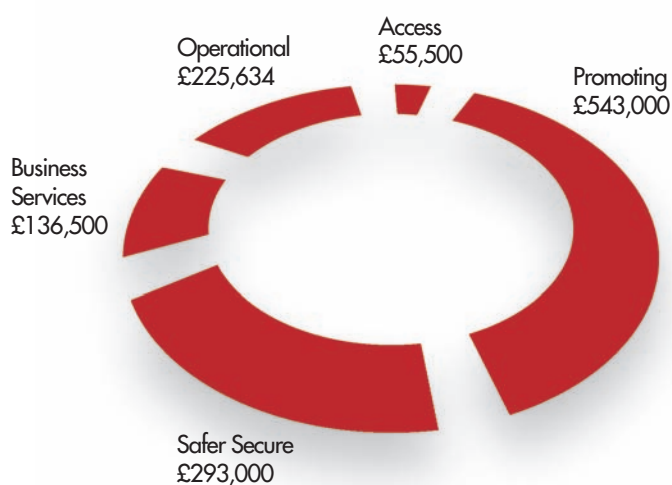


The BID Development Group agreed the need to keep Operational costs to a minimum to ensure maximum spend on its chosen projects.

The Operational costs cannot be avoided if the BID Company is to run efficiently.

The cost of Developing the BID, the ballot costs and the route for levy collection, has been funded by Nottingham City Council, the ATCM and other partner organisations.

Proposed 5 year income and expenditure is based upon best estimate at time of print.



Bid Project	Total Value
Access	55,500
Taxi Concierge	30,000
Temporary Taxi Ranks	5,000
Other Initiatives	20,500
Safer Secure	293,000
Improved CCTV*	75,000
Improved Lighting Scheme*	20,000
On Street Security and Marshals	175,000
Other Initiatives	23,000
Business Services	136,500
Enhance Best Bar None Scheme	71,000
Enhance Pubwatch Scheme	28,000
Website / Marketing and information	30,000
Other Initiatives	7,500
Welcoming and Promoting	543,000
Advertising Campaigns	255,000
Enhanced Marketing Funds	50,000
Visitors Map	60,000
Evening City Ambassadors	130,000
Christmas Lights Spectacle	15,000
Other Initiatives	33,000
Operational	225,634
Levy Collection Costs***	0
Management, Administrative and ops	197,570
Independent Evaluation	5,300
Accounting, legal, insurances, contingency	22,764

TOTAL 5 YEAR EXPENDITURE £1,253,634

TOTAL 5 YEAR INCOME £1,253,634**

If you require a calculation of your levy contribution please contact Pat Parkes on 07852 999335 or email info@nottinghambid.co.uk

* Revenue costs only subject to capital funding
 ** Income based on 1½% levy with annual 3% inflation allowance
 *** It has been agreed that Nottingham City Council will cover the costs associated with the levy collection



A BID is an investment by you as local businesses in the management of our trading environment. The investment is therefore controlled by the businesses through a formal BID company, created specifically for the purpose.

- ✓ The Nottingham (Leisure) BID Limited* will be a new independent 'not-for-profit' company, limited by guarantee.
- ✓ The Board members will be nominated by you and directly accountable only to you as the voting businesses.
- ✓ Nottingham (Leisure) BID Limited* will deliver the agreed programmes efficiently and effectively, monitoring and controlling the process to the best of its considerable ability.
- ✓ The Board will have a private sector chairperson and consist of 17 members, including 11 elected Board members representing the different sectors of the levy payers in the BID area.



Major pub operators



Clubs



Leisure Centres



Property



Independent pub owners



Hoteliers



Trade Associations



Council



Restaurants



Cafés, bistros, takeaways



Legal



Police

- ✓ The BID Manager will be an ex-officio member of the Board also.
- ✓ The Board will meet at least quarterly in the first year.
- ✓ There will be four working groups established, each led by a different Board director, one for each major project area (Access, Safety, Promotion and Business Services). These teams will review project progress, expenditure and success and feed into the Board meetings.
- ✓ In the first year of operation, the Board will be drawn from the members of the Nottingham Leisure BID Shadow Board under its current independent chairmen. In subsequent years, the members will be determined by secret ballot of the voters with a proportion of the Board retiring each year.
- ✓ A stakeholders' report will be issued every six months to keep you informed of progress and of course there will be regular email bulletins sent out giving you the latest BID news updates. Our website will continuously stream information both to stakeholders and of course your customers and visitors to the City Centre
- ✓ The accounts for the company and its business plan and the delivery against it will be formally assessed by external auditors and scrutineers to ensure maximum return on investment for those paying the BID levy.
- ✓ There will be a formal Annual Report and an annual AGM when all levy payers will be invited to receive reports on the BID performance during the year and question the Board on the progress of the BID and the City Centre, before new Board members are elected (see later).

*Registration with Companies House will take place soon after the ballot.



Nottingham BID Area

The proposed BID covers a precisely defined geographical area shown as a map within this folder and on the website, this is the official Nottingham BID Boundary map. It is essentially the central retail district stretching from the Castle / Maid Marian Way / Tollhouse Hill to the west, Burton Street/ Milton Street to the north, Lower Parliament Street / Hockley and the Arena to the east and Low/Middle and High Pavement to the south.

Every business within this geographical area, which currently holds, or proposes over the next 5 years to obtain, a premises license to entertain or serve alcohol or late night food, will be subject to the terms and conditions of the proposed BID and they will vote and pay the BID levy at the prevailing rate at the start of each fiscal year.

Using your vote means that you take the control of the spending necessary to help Nottingham face its challenges and embrace its opportunities.

For more a precise definition of the BID area and other details of the BID company and its proposition, our website www.nottinghambid.co.uk carries further information.

The BID Ballot

The decision about a BID for Nottingham City Centre lies entirely with the eligible business ratepayers in the BID area. Based on information in the prospectus and a more detailed business plan (available online, or by request), there will be a secret ballot to decide if the BID should become operational and for the new, proposed services and activities to begin.

- ✓ There will be a postal ballot of eligible BID levy payers in the defined BID area. Voting will run from Monday 24th September to Friday 26th October 2007.
- ✓ Each hereditament (a single premises paying uniform business rate currently) who holds a premises licence, will have one vote, the vote being cast by the person who is responsible for paying the business rates. Proxy voting that moves the vote to a different, named individual will be possible.
- ✓ The ballot must meet **two tests** for the BID to be approved:
 - a simple majority of those voting in favour over those who do not
 - those voting in favour must represent a greater total rateable value than those voting against
- ✓ The **full ballot details** will be sent out to businesses with the ballot papers in the last week of September 2007. The voting period is four working weeks. **In this time, you must return your ballot paper to make sure your vote counts.**
- ✓ The independent ballot will be conducted by Electoral Reform Services on behalf of Nottingham City Council and the result will be announced on **30th October 2007**, or as soon as possible afterwards.

Levy, liability and collection

The levy will be charged on all eligible hereditaments listed in the 2005 Non-Domestic Rating List that have a rateable value of £1,000 or more and which are located within the BID area. The rate will be determined at the commencement of each calendar financial year and will be based on the rateable value at the commencement of the BID plus a factor for inflation of 3% per annum.

- ✓ The cost of providing and managing the additional BID services and activities has been calculated over a five year period.
- ✓ A nominal levy equivalent to 1.5% of rateable value will be required to carry out the projects proposed.
- ✓ The levy will be collected through the same system as your business rates. This will be administered by Nottingham Council's rating department but the money collected will be handed over in its entirety to the BID Board. The City Council has agreed not to charge the BID Company for this service.
- ✓ There will be a minimum sum levied of £150 and a maximum of £5,000 per annum, thus capping the lowest and the highest contributions.
- ✓ The only exemption/ relief will be:
 - i Public Services buildings, florists.
 - ii Empty properties.

Landlords, property owners and institutions/ organisations such as GNP and the City Council will be invited to make a similar contribution and we will also be setting up a "Friends of Nottingham BID" scheme whereby businesses outside the BID area or non-licensed businesses within the BID area can make a contribution and actively participate in the BID programme but without voting rights. Additional income will also be generated by BID project activities, applications for grants and business sponsorship.