



VOTE YES IN NOVEMBER 2011
FOR A SECOND TERM

PRESTON CITY CENTRE
**BUSINESS
IMPROVEMENT
DISTRICT**



Manifesto 2012-2017



a great place to
visit, shop, and do
business



welcome to
PRESTON
England's Jubilee City

Vibrant and exciting, Preston is Lancashire's administrative capital

The Preston city centre Business Improvement District (BID) was launched on April 1, 2009 and completes its three year term on March 31, 2012.

By the end of the three years of operation we will have achieved a great deal to improve the city centre as a great place to visit, shop, and do business.

It's now time for renewal.

This year (April 1, 2011 – March 31, 2012) is the final year of our initial three year mandate as a Business Improvement District. As set out in the relevant legislation and regulations we now have an obligation to renew this mandate by means of a formal renewal ballot of business ratepayers in the BID area.

We're going for a five year term this time. We need five years because it gives us a longer timeframe to build on what we have achieved so far.

A successful second term will provide approximately £2.1 million of new money to improve the prosperity of our city centre and allow all of us who work here to compete more effectively with neighbouring retail and business centres.

This is in all our interests. We're already seeing more and more towns and cities going down the BID route. In a time of severe public sector cutbacks those towns and cities that already operate, or are planning to operate, BIDs will see their influence and achievements continue to grow.

We already have a successful BID and, with your help and support, we can make it even more so.

While we might not be able to compete on an equal basis with the likes of Liverpool One and the Trafford Centre we can, at least, ensure that Preston provides a credible alternative.

This Business Plan sets out our vision for the BID's second term, our plans for the future, the projects we want to see delivered, and the goals we want to see achieved.

The BID will only continue if a majority of businesses votes Yes in the ballot later this year. A No vote will mean that the BID will finish in March 2012 and all the benefits that you have seen over the past three years will come to an end.



Please vote Yes in the ballot.
You can't afford not to!

Ken Williams
Chairman
BID Steering Group



What is the BID?

The BID (Business Improvement District) is an important partnership between businesses, local authorities, and other organisations.

These groups are working together to improve the trading environment of the city centre, to make it a better place in which to live, work, invest, and visit.

The key aim of the BID, managed by a steering group which meets regularly to oversee the project, is to create a brighter, safer, cleaner, and more prosperous environment for business customers, employees, and visitors.

As a business ratepayer in the proposed BID area you will have the right to vote on whether you would like the BID to continue. You also have the right to become involved in the process from developing the BID offer, attending BID meetings, and to lobbying other businesses to vote (whether this is for or against the BID concept).

All ratepayers who will be liable to pay the additional BID levy will have a vote in the ballot. If the majority chooses to support the BID through this vote, all will pay for it.

The BID's projects and services are entirely additional to any services, statutory or otherwise, already delivered by Preston City Council, Lancashire County Council and Lancashire Constabulary.

All money raised will go into a separate pot and will only be spent on projects and services agreed by the contributing businesses. This activity will only be delivered in the BID area.

Preston BID is:

- Dedicated to improving the interests of business ratepayers in the BID area.
- Providing projects and services that are in addition to activity delivered by Preston City Council, Lancashire County Council, and Lancashire Constabulary.
- Representative of business ratepayers in the BID area.
- Accountable, by publishing annual accounts and an annual report.

Our strategic objectives are simple:

To create a more vibrant BID area

A more friendly and safe BID area

A more visually attractive BID area.

Preston Crown Court



Harris Institute





Our achievements

In just two years, the BID has delivered real change and improvements for the city.



St George's Shopping Centre



Preston indoor market



We set out to **deliver a more vibrant BID area.**

- ✓ Our Christmas lights switch on campaigns have brought 27,000 visitors into the city centre.
- ✓ Our events within the first 24 months have increased footfall by over 150,000.
- ✓ Organised high profile events including Lancashire Market (increasing footfall in the city by 28%) and Rock in the Park (a pop concert gaining international TV coverage for the city).
- ✓ Secured additional sponsorship of £40,000 to fund Preston's Christmas Campaign.
- ✓ Commissioned regional advertising campaign for the city via Granada TV and Real Radio.
- ✓ Generated over 60 items of positive media stories for the city centre.
- ✓ Introduced weekly footfall counting across key points in the City.
- ✓ Produced 20,000 shopping guides.
- ✓ Launched an After Hours Shopping trial for Fishergate retailers gaining support from more than 60 of the city's biggest names.
- ✓ Gained Purple Flag accreditation for the city centre's night life and created a Purple Flag working group to continue to improve on existing standards.

We set out to **deliver a more friendly and safe BID area.**

- ✓ FACT: Crime has fallen by 10% since the BID was established.
- ✓ Our four BID Ambassadors are now some of the most recognised faces in the city centre. Between them, over the last two years they have dealt with over 630 enquiries from visitors and businesses in the city centre covering everything from finding lost children to helping the victims of crime. Our Ambassadors are also acting as a major deterrent to criminal activity and providing a first point of call for dealing with reports of litter, graffiti, and anti-social behaviour.
- ✓ Establish regular meetings with city centre policing and licensing teams to set priorities and provide updates on crime trends and figures
- ✓ Membership of the BID funded Pubnet and Radionet schemes now stands at over 150. Both these schemes are providing a major deterrent to criminal activity and anti social behaviour in the city centre.
- ✓ Expanded the Radionet system to 93 members. Over 90% of all licensed premises in the city centre are now members of Pubnet.
- ✓ Revitalised the Pubnet scheme to exclude trouble makers; introduce a proof of age card; provide a sexual health outreach programme.
- ✓ Significantly improved the usage and benefits of both Pubnet and Radionet to assist city centre business in reducing and preventing crime.
- ✓ Well established agreements now in place to share information with the police and council.
- ✓ Organised 18 bi-monthly Retailers PACT meetings staged by BID.
- ✓ Launched Proud Kids – child safety scheme to encourage footfall – 5,000 usages.

We set out to **improve the appearance of the BID area.**

- ✓ Introduced rolling programme of street washing for the BID area. We have washed over 5km of city pavements.
- ✓ Installed and updated signage to provide directions to Fishergate side street businesses.
- ✓ Installed map dispensers and shopping guides to the city centre.
- ✓ Established winter planting.
- ✓ A fast reaction to graffiti with responsibility for the removal of more than 20 cases.
- ✓ Made a significant contribution to the Christmas lights incentive.

Our future aims

We're not resting on our laurels though. Year three will continue to deliver on our pledges.

The BID will host four major events including The Lancashire Market and Christmas Light Switch On featuring a Christmas market.

We're also planning to arrange six City Talk events primarily targeted at the commercial sector. Additionally, our Purple Flag working group will work with the night time economy to maximise opportunities presented by the accreditation.

We will be refreshing and updating the shopping guide on the back of the city centre maps and producing a night time guide highlighting venues, transport options and safer walking routes. BID will make night time guides available in night time venues, hotels and information points.

BID will trial and promote a coordinated, weekly extended shopping hours event. For the first six months of year, BID will work with retailers to offer extended shopping until 7pm every Wednesday along Fishergate.

We will provide 20 half day customer service training courses, and introduce a Preston customer loyalty card to be rolled out to city workers initially and the general public once established.

We will introduce a shoplifters banning scheme, and increase the number of businesses networked into the Radionet and Pubnet schemes by 50, and provide security advice and training to businesses and their employees.

We will provide additional signage to promote the BID area, maintain lamp post banner advertising, provide high profile winter floral displays across the BID area, and maintain the Sunday morning street cleansing programme.

We will commission TV and radio advertising to promote Preston as a destination to visit during the Christmas period.

Also, we plan to introduce a Preston customer loyalty card to be rolled out to city workers initially and the general public once established. BID will recruit 100 businesses in year three to the scheme and 1,000 card holders.

How we have monitored and measured performance so far:

- Local police retail crime statistics (including retail theft and stock loss where available)
- Footfall
- Sales performance
- Customer satisfaction
- Levels of increased investment
- Reduction in litter and graffiti
- Delivery of BID projects to budgets and timetable.

A range of approaches have been used to gather evidence to support the monitoring

and evaluation of BID activities. These included:

- Surveys of business ratepayers in the BID area
- Surveys of visitors and users of the BID area
- Individual consultations with business ratepayers in the BID area
- Individual consultations with representatives of other stakeholder groups
- Group discussions and focus groups with business ratepayers in the BID area
- Group discussions and focus groups with other stakeholder groups.

Similar measures will be used in term two. This information will be sent to you in downloadable / viewable format at the BID website www.bidpreston.co.uk





Camden Place



Business networking

Harris Museum and Art Gallery



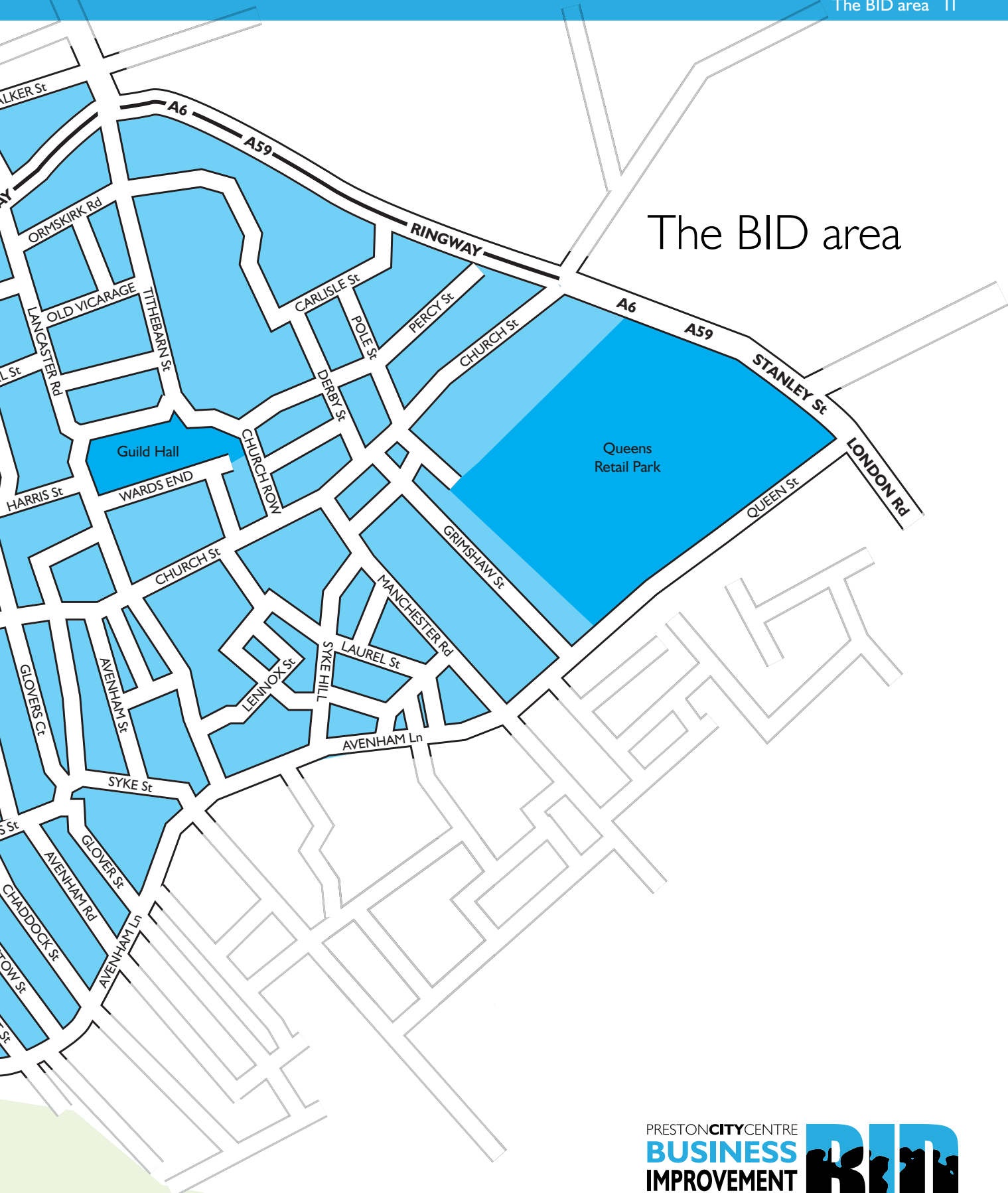
Winkley Square



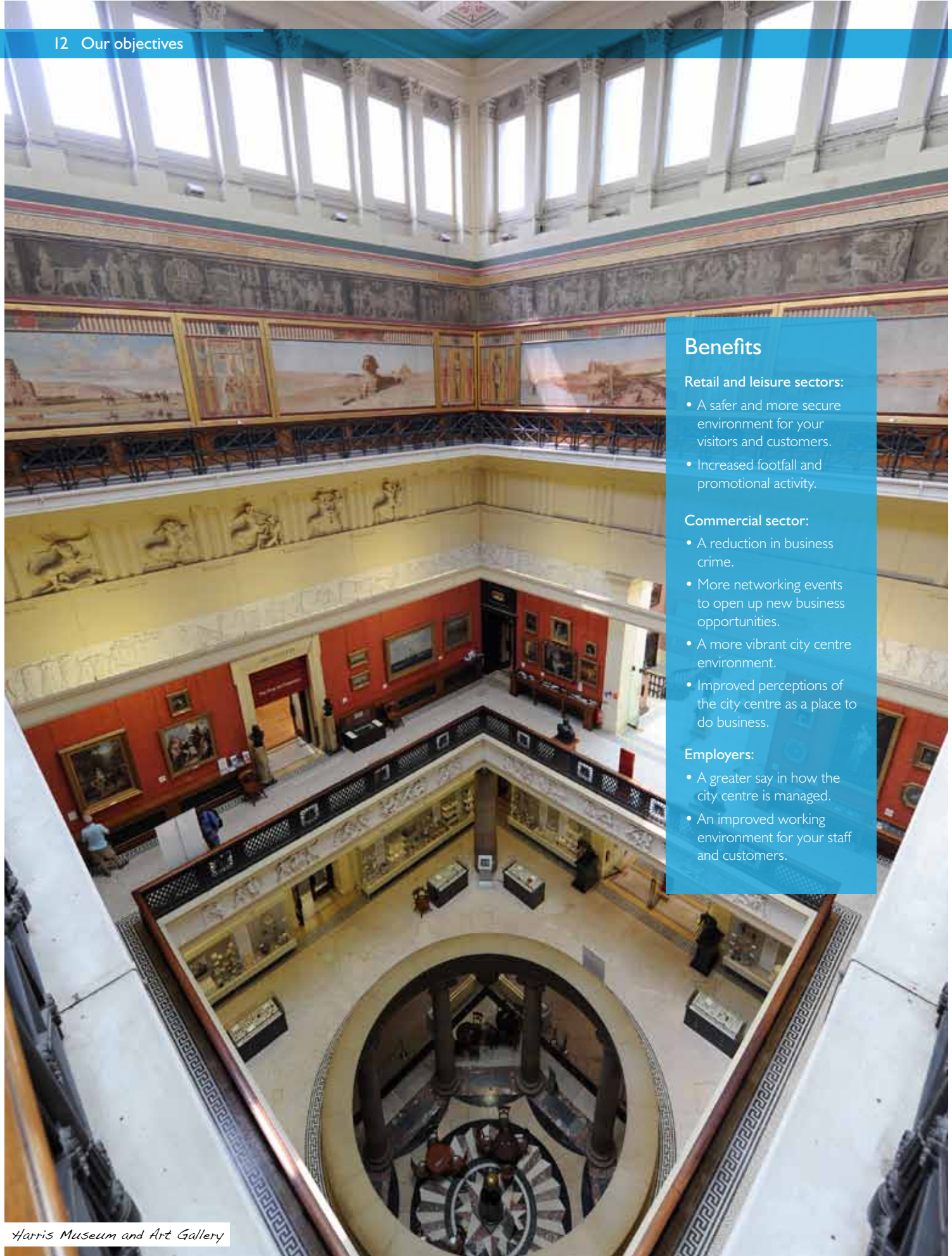
UCLan







The BID area



Benefits

Retail and leisure sectors:

- A safer and more secure environment for your visitors and customers.
- Increased footfall and promotional activity.

Commercial sector:

- A reduction in business crime.
- More networking events to open up new business opportunities.
- A more vibrant city centre environment.
- Improved perceptions of the city centre as a place to do business.

Employers:

- A greater say in how the city centre is managed.
- An improved working environment for your staff and customers.

Our objectives

The next five years

Despite our achievements, there is plenty left to do. Our five year plan for the city centre has two simple aims:

- Increase footfall in the city centre by creating a safer, cleaner, and friendlier experience for visitors, shoppers, residents, and employees.
- Provide a strong business voice for all BID levy payers.

Our aims will be underpinned by the following guiding principles:

- To improve the interests of levy payers in the BID area.
- To provide projects and services that are in addition to activity delivered by Preston City Council, Lancashire County Council, and Lancashire Constabulary.
- To be representative of levy payers in the BID area.
- To be open and transparent in everything that we do.

To do this, we've concentrated on three main areas: marketing, operations, and business support.

Marketing

We plan to spend approximately 28 per cent of the BID budget on organising even more events to attract shoppers and visitors into the city centre.

We will be putting more money into our Christmas campaigns and Lancashire Markets, at the same time working with the city council to improve and better promote the weekday street markets.

We will be developing a special series of activities to add a much needed boost to the early evening economy; and plan to produce a city centre advantage card for

those of you who live and work in the city centre.

Operations

Our operations programme, spending approximately 42 per cent of the budget will make sure that visitors will want to come back time and time again.

Winckley Square deserves a special mention and we are allocating a special budget to fund a series of improvement works.

Elsewhere, we will be increasing our programme of street washing and winter planting, and continuing to upgrade and modernise our street signage. We will work with property agents to develop ideas for window dressing of empty properties, and invest in new lighting to highlight the wonderful historical architecture in the city centre.

Finally, we will continue to offer free membership to both the city centre Pubnet and Radionet schemes saving members £130 a year.

Business support

We plan to spend approximately 15 per cent of the BID budget on helping your business save money.

We will be planning a range of commercial services including free health and safety and legal advice; and free access to a 24/7 virtual HR and Health and Safety department with over 300 downloadable documents, policies and forms.

Our 'City Talk' business networking events will continue to provide information on what is happening in the city centre as well as giving you an opportunity to raise any concerns that you may have.

Preston City Centre - Townscape Heritage Initiative

The Townscape Heritage Initiative is about the private and public sectors working together to develop a clear vision for the future for the area south of Fishergate and around Winckley Square and about how it can contribute to the economic growth of the city.

This will include developing a strong identity for the area as a way of promoting one of the city's unique assets. As part of that process the City Council, in partnership with other stakeholders including BID, will explore ways to deliver additional investment into the area for the benefit of the city as a whole.

One of the initial projects being developed is a bid to the Heritage Lottery Fund under the Townscape Heritage Initiative scheme. This would, if successful provide funding to refurbish and re-use the area's historic buildings as well as to support investment into the public realm. These works will improve perceptions of the city centre as a place to do business.



Our rules

The BID's first renewal will start on April 1, 2012 and operate for five years until March 31, 2017.

Any continuation of the BID beyond March 2017 will be subject to a further renewal ballot.

The renewal ballot must meet two tests for the BID to be approved for a second term: A simple majority of those voting in favour over those who do not; and those voting in favour must represent a greater total rateable value than those voting against.

Who can vote?

The person(s), registered company or organisation who is the ratepayer for non-domestic rates of a rating hereditament within the BID area is entitled to vote.

The renewal ballot will open at the beginning of November 2011 and close at 5pm on Wednesday, December 7, 2011. The result of the ballot will be publicly announced by December 9, 2011.

Subject to the renewal ballot achieving a majority vote under the voting criteria the start of the BID's second term will be April 1, 2012.

The renewal ballot will be managed by Electoral Reform Services, The Election Centre, 33 Clarendon Road, London, N8 0NW.

Miller Arcade

Forum Bar, Winckley Street



How much will it cost me?

A BID levy of one per cent of rateable value will be charged on all inherited properties with a rateable value of £10,000 or more listed in the 2012 local, non-domestic rating list. Only properties which are located in the BID area will be liable to pay the BID levy.

All non-domestic ratepayers of occupied or unoccupied property in the BID area as defined above and having a rateable value of £10,000 or above, will be liable to the BID levy daily charge.

Inherited properties with a rateable value of £9,999 and below will be exempt from paying the BID levy.

The BID levy will be billed as a single payment in April each year and collected by Preston City Council. There will be no VAT charged on the BID levy, which will be applied to all business ratepayers of occupied or unoccupied property in the BID area.

Exemptions from the BID levy

No relief is to be given to any class of non-domestic ratepayer irrespective of whatever relief or exemption they may currently enjoy in respect of Non Domestic (or Business) Rates. All types of property within the BID area specified are to be subject to the full levy.

There is to be no distinction made between occupied or unoccupied hereditaments. Either occupancy status will attract the full levy.

The only exceptions to the levy will be those properties with a rateable value of £9,999 or below.





Fishergate



Harris Museum and Art Gallery



What will the BID cost me?

Businesses in the BID area will make contributions through a small additional levy of 1% on the rateable value of their business. This will generate around £420,000 a year in actual cash that will be used to deliver the BID activity.

The money raised through the BID levy will also be used to lever in additional support and sponsorship to add value to your contribution.

Budget from 2012 - 2017

	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Total Billed	£420,000	£432,600	£445,578	£458,945	£472,714	£2,229,837
Anticipated collection (96%)	£403,200	£415,296	£427,755	£440,588	£453,805	£2,140,644
Expenditure	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Marketing & Events Programme (28%)	£111,482	£115,291	£119,792	£124,270	£128,144	£598,979
Operational Programme (42%)	£168,045	£173,475	£179,570	£186,048	£192,199	£899,337
Business Support Programme (15%)	£58,173	£61,030	£62,893	£64,770	£67,962	£314,828
Management, Admin, Overheads (NWLCC)	£50,500	£50,500	£50,500	£50,500	£50,500	£252,500
Collection fee (PCC)	£15,000	£15,000	£15,000	£15,000	£15,000	£75,000
						£2,140,644

% rounded

How will the BID be managed and delivered

The BID proposer and host / provider will be North and Western Lancashire Chamber of Commerce. The Chamber will be the implementing and managing agent for the BID and will provide or manage the works and services set out in this Delivery Plan.

North and Western Lancashire Chamber of Commerce is a "not-for-profit" company limited by guarantee.

Geographic boundary

The area to be covered by the BID is the geographical area highlighted in the map on pages 10 and 11.

Management structure

The BID proposer and managing agent for the provision and delivery of BID services is North and Western Lancashire Chamber of Commerce.

The BID will be managed by a Steering Group of businesses and other stakeholders operating in the BID area who will meet on a bi-monthly basis to oversee and monitor the delivery of projects and other BID objectives.

Membership of the Steering Group is currently as follows:

Retail:

Ken Williams, St George's Shopping Centre
Keith Mitchell, Fishergate Shopping Centre
Store Manager, Marks & Spencer

Commercial:

John Boydell, Brabners Chaffe Street
Babs Murphy, North & Western Lancashire Chamber of Commerce

Voluntary:

Ben Hunt, Prescap

Education:

Paul Morris, UCLan

Night time Economy /Leisure:

Daniel Rich, Holiday Inn
Steve Jackson, Fives

Preston City Council

Mick Lovatt, PCC

Law & Order

Edward Newton,
 Lancashire Police Constabulary

"Thank you for a job well-done, my shop frontage is much improved since the street washing project. Those taking part were polite, hard working and took great care in what they were doing."

Margaret Mason – Florist

"Following on from a couple of incidents in the city centre, I am writing to thank the Ambassadors for their assistance. They are absolutely invaluable in supporting the work we do and are a credit to BID."

PC Fran Wright

"Preston's Business Improvement District is vital to ensuring the long term success of our city centre. I wholeheartedly support the BID and would urge those forward thinking businesses to do the same."

Lorraine Norris – Chief Executive of Preston City Council

"Lancashire Police at Preston have worked very closely with BID over the last 12 months and it has been a very positive partnership resulting in closer links and better communication between the Police and local businesses. Our collaboration during the organisation of significant events such as the English Defence

League Demonstration in November 2010 has resulted in local businesses being better informed and better protected at this time. The advice and support of BID throughout the year in representing the views of the business community has supported the Constabulary in providing focused and tailored policing across the city centre.

"Lancashire Constabulary and BID worked closely together in pursuit of the Purple Flag Award for Preston which was achieved earlier this year."

Inspector Jill Halliwell – Operations Inspector, Lancashire Constabulary

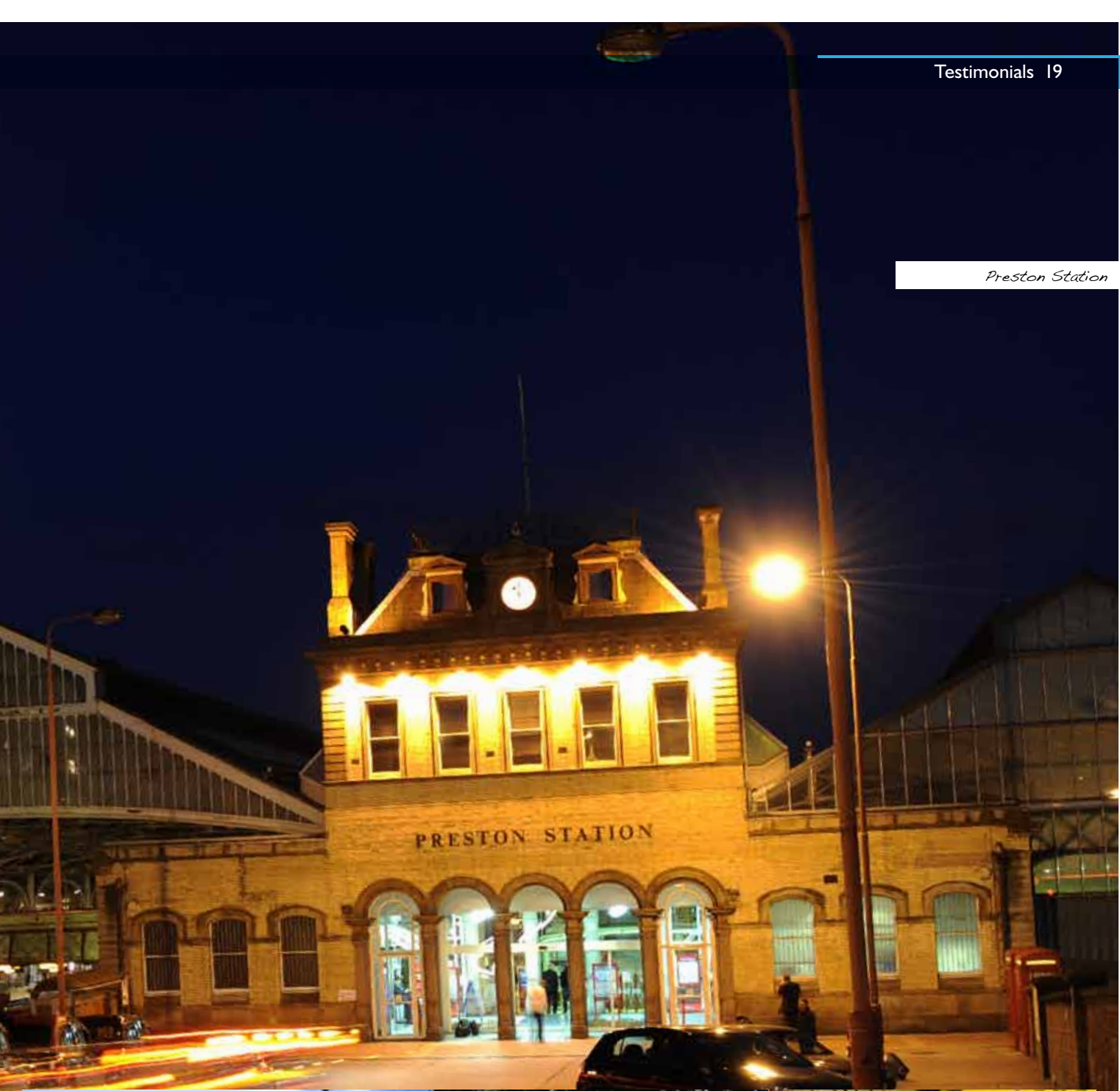
"YES, YES, YES – Preston needs to move forward – too slow out of the starting block but with support from businesses BID will succeed, I for one will support wholeheartedly"

Paul Heathcote – Restaurateur and Owner of the Olive Press

"Voting yes to the BID is the best business investment you are likely to make. By putting your confidence in us we will ensure that you receive the best value return offering real and measurable change to Preston City Centre, to its businesses, residents and visitors".

Babs Murphy, Chief Executive of the North & Western Lancashire Chamber of Commerce

Preston Station



Preston Town Hall



Florist Margaret Mason



For further information

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Fulwood
Preston
PR2 9WT

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F: 01772 655544

E: bid@lancschamber.co.uk

www.bidpreston.co.uk

Five top reasons why you should vote Yes in the ballot

- Vote YES to increased footfall, turnover and investment
- Vote YES to repeat customer visits and longer stays
- Vote YES to more events and promotional activity
- Vote YES to a safer and friendlier city centre
- Vote YES to a brighter and more welcoming city centre

PRESTON CITY CENTRE
**BUSINESS
IMPROVEMENT
DISTRICT** **BID**

How can I help?

- Let us know what additional services you would like the BID to provide.
- Confirm that you are backing the BID.
- Tell your staff, customers, visitors, and suppliers that you are backing the BID because of the benefits that it will bring to everyone.
- Encourage other businesses to back the BID.
- But above all: Vote YES in the ballot.