The Final Proposal for the creation of the Newham Business Improvement District

May 2013
Message from the Chairman of Newham BID

Newham is an important part of Truro’s Business Community, with over 1,000 people working down here. Yet until the BID got going there wasn’t even a signpost on the main road! The BID aims to put Newham where it belongs, as Cornwall’s Premier Business and Industrial Park.

You’ve told us what you want. Improved security, better lighting, tidy the place up, get rid of the potholes and proper signage. With the BID we’ll have the money to do that, and you’ll have control of how the money’s spent.

Economically, Newham is one of the most important places in Cornwall, with a bigger economic output than many large towns, and yet we’re largely ignored by the Council. Let’s change that, let’s tell people we’re here, let’s take control and make Newham a great place to work and a place to be proud of. Vote for the BID on 27th June.

Cllr Rob Nolan, Chairman Newham BID

Message from the Vice Chairman of Newham BID

The Newham BID has come about as a result of a group of businesses looking at how to enhance the business environment for the area collectively. We know from surveys that there is widespread agreement that Newham would benefit from some improvements. Some of these need funding directly while others can come about through lobbying activity both of which can be addressed via a BID.

A BID represents an effective way of creating a fund that local businesses can control to bring about the benefits we collectively decide we want. Because the Council supports the set up costs we have already saved money and by sharing some resources with the Truro BID we can reduce administrative costs without sacrificing control over our own pot of money.

I hope when you read through the proposal that some of the themes will be relevant to yourself but if something has been missed then, as a levy payer, you are welcome to become involved and influence the direction of the project.

While no amount of money can be considered insignificant in the current environment this will be one of the smaller expenditure lines within your business so it may be worthwhile considering delegating your involvement in the BID. It may be that another person has more time and it could represent a personal development opportunity for someone in your business.

The ideas in this proposal are well supported in Newham among the people who work here so can I ask you to give it your explicit support with a “Yes” vote in June.

Peter Beaumont, Finance Director, Cornish Mutual, Vice Chairman Newham BID

If you require this information in a different format; for example, large print or language translation, please telephone 01872 327304.
Why do we need a BID for Newham?

- Is everything how you’d like it in Newham?
- Are you happy your business visitors can find you?
- Do you know of the vast range of businesses on the estate?
- Is the way into the estate attractive and welcoming?
- Are you concerned about anti-social behaviour at any time?
- Would you like the rubbish cleared away?
- Would you like pot holes and drainage issues sorted out?
- Would you like practical parking initiatives?
- Do you want to maximise your investment in your building?
- Would you like to save costs?

All of these issues can be addressed through a Business Improvement District. The mission of the BID is to improve your trading environment - by investing in a programme of projects you have said you want to see happen and controlled and monitored by you.

You have said you want Newham to have sign boards, to be tidied up, to have better roads, to have improved parking, to be more attractive, and to be safe and secure. You also want to benefit from cost saving measures and marketing, both for your own business and Newham as a whole.

People from a variety of businesses in Newham have worked hard over the last 12 months to find out what you need for your business and what projects would address those needs; they are described in this proposal. Following the survey, draft proposal feedback and one to one meetings, ideas have come forward to help your business.

An added benefit from the BID, in addition to the projects, is establishing a single voice which can be used to lobby authorities and agencies so issues are addressed, initiatives are developed and Newham is no longer neglected! The BID can deliver clear and positive outcomes for you and your business.

If the BID is approved in the summer, we will have £84,000 each year for 5 years; enough money to make a difference, but we do need to ensure it is spent well and that we don’t duplicate what other agencies are or should be doing. With the backing of around 100 businesses and a credible business proposal, we can deliver action on the ground putting us in a powerful position to achieve the best outcome for Newham. But it will only happen if you vote ‘YES’ in the ballot in June.

The proposal in brief

With approximately £84,000 each year for 5 years Newham BID will deliver three key themes:

**Project One:**
Access & Attractiveness

- Clearing up fly tipping and litter and maintaining shrubbery and grassland areas
- Installing estate sign boards
- Developing parking and transport initiatives
- Lead road improvement projects

**Project Two:**
Safety & Security

- Installing appropriate CCTV technology
- Setting up a business to business information sharing initiative
- Developing improved links with the police
- Developing links with homeless and community agencies

**Project Three:**
Services to Business

- Marketing your business via the internet and themed publicity
- Marketing Newham through the development of branding and image
- Cutting costs through joint procurement, cheaper utility sourcing and energy reduction measures
A Business Improvement District (BID) scheme is a business led initiative supported by government legislation which gives local businesses the power to ‘raise funds locally to be spent locally’ on improving their trading environment.

The process of developing a BID involves extensive consultation with businesses to establish what improvements they want and may be prepared to pay for – this proposal includes details of the consultation process carried out between 2012 and 2013 with Newham businesses.

The BID programme is primarily funded by the private sector although any non-domestic rate payer will be eligible to pay including organisations in the public or voluntary sector that have premises within a defined boundary. The fairest way for this to happen is through a levy on non-domestic rates. The Newham BID Steering Group has decided on a levy rate of 2.5% of a premise’s rateable value. This is to create a fund substantial enough to deliver worthwhile projects which will give a noticeable impact on Newham. The levy will be payable each year for five years if the BID proceeds following a successful ballot.

A BID is not a new tax; it is an investment. Unlike your business rates, the money doesn’t go to central Government; it all remains in Newham to be spent on the things that businesses have identified as priorities. BIDs are viewed by many businesses as a fair and affordable way of creating a ring-fenced fund that is ‘managed by business for business’.

After five years businesses will have the opportunity to review how the BID has performed. They will then decide, through a renewal ballot based on a new proposal, whether the BID will continue for a second five year term.

A Business Improvement District (BID) scheme is a business led initiative supported by government legislation which gives local businesses the power to ‘raise funds locally to be spent locally’ on improving their trading environment.

The BID levy will not pay for anything already covered by your business rates; a BID supports additional activity. The funds collected through the BID levy will be kept in a separate BID bank account held by a private sector not-for-profit company limited by guarantee, totally independent from local authorities.

To reduce administration costs Truro city centre BID, Totally Truro, will administer the BID and hold Newham’s funds in a separate account to be used specifically for Newham projects. The income from the levy and from extra funds attracted, referred to as additional or voluntary contributions, will only be used to fund the services you have chosen.

From May 2013 information will be available at www.newhambid.co.uk on the baseline level of services provided by the statutory agencies that operate services in Newham including Cornwall Council, Truro City Council and Devon and Cornwall Police. Your BID investment will not pay for these services.

Indeed, part of the role of Newham BID will be to provide clarity on the services and standards you can expect in return for your business rates and to ensure that businesses get those services effectively and efficiently delivered throughout the lifetime of the BID.

The BID levy has often been offset by the cost savings that the BID companies have negotiated on behalf of their members’ businesses.

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Isn’t this what I pay my business rates for?

NO! The BID levy will not pay for anything already covered by your business rates; a BID supports additional activity. The funds collected through the BID levy will be kept in a separate BID bank account held by a private sector not-for-profit company limited by guarantee, totally independent from local authorities.

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The evidence suggests that BID schemes make positive differences for businesses’ trading, no matter whether they are in cities, town centres, commercial or industrial areas. As of mid-April 2013 there were 152 BIDs operating in Britain representing an estimated 55,000 businesses investing through BID levies raising a combined levy income of over £91m.

On the ground, BIDs have led to cleaner, safer and more attractive industrial estates and higher spending and more vibrant towns. But the proof of their effectiveness can be shown by the fact that after five years the majority of BIDs begin a new five year term following a renewal ballot indicating continued business support for the initiative. In terms of results for the individual businesses, the levy has often been offset by the cost savings that the BID companies have negotiated on behalf of their members’ businesses.

Enhances the image of the estate for visiting customers and suppliers and an improved sense of well being and pride in the area within which people work potentially helping sales, increased leverage on supplier costs, improved productivity and improved retention of skilled people to the area. All of these factors potentially have a positive impact on business profitability.

With rising business profitability and greater demand for a stake in the area’s success, property values advance too, further increasing the return on business investment.

More flexibility and credibility to address issues of concern to other agencies, authorities and non governmental organisations.

Businesses have a local voice on the future of the environment around and their opinions count.

It creates a more appealing/ safer environment for the business and its employees.

It’s a fairer system too because all who invest gain the benefit and the compulsory payment aspect of the BID means that includes everyone – there is no freeloading.
Achievements

What have industrial & commercial BIDs achieved?

The Southern Cross Trading Estate took the decision to become a BID because the high standards on the estate were being eroded by outside influences such as speeding cars, late night visitors to the estate, and an increase in opportunist theft and fly tipping. The BID’s main initiative has been to use some of the levy to pay for security patrols, but in addition to this, the BID has been able to attract external funding from the Southern Regeneration Budget for its own CCTV camera and improved signage. At the height of the problem there were 50 cars a night visiting the estate but since introducing these projects the levels of crime and anti-social behaviour have been virtually eradicated.

Chris Shephard, Business Park Coordinator
Arun District Council

A few years ago, rickety roads lined the streets of Lancing Business Park. Not anymore! They have now been fixed. To see how bad it was, take a look at this short movie clip: http://www.youtube.com/watch?v=jWwlOyBjhqQ
Our clients enjoy a much smoother journey now!

Manhattan Furniture, Lancing Business Park

Our sponsors continued to gain confidence with the ever increasing numbers of business owners attending our Networking Events, which have allowed businesses to inter trade at a much higher level than ever before, someone attending always gets a job or a contact for the future which nearly always leads to a business transaction, something this estate never had in the past.

In December 2009 at a board meeting we made a decision to go for another 5 year BID term. As the overall investment by the business owners, landlords, local authority and government agencies during the last 5 years would have been wasted, with no more CCTV coverage, no point of contact, and no more improvements.

Hainault Business Park, London

Since 2004, the improvements delivered by the Halebank Business Steering Group have resulted in:

- Introduction of new and consistent name plates
- Installation of a company sign board with map
- Installation of 10 fully functioning high speed dome cameras to monitor the industrial estate
- Installation of litter bins
- Grants available to fund external enhancements to business sites and improve security

The whole mood of the estate has been lifted and confidence and pride in the location is better than ever. Companies are now talking to each other with a common goal of community improvement. More than ever, companies are speaking with one voice to better the locality and we now get to know each other as companies through the process of working together.

Halebank Industrial Estate BID - Quote from company about the improvements to the estate

Truro BID’s success is shown by the fact that it has been voted in for a second 5 year term! It’s achievements over the past 5 years include:

- 3 consecutive Gold awards for South West in Bloom
- Events bringing in an additional 25,000 people
- Website receives 1,000 hits per day with one page for every business to the value of £150
- Production of 17,500 event guides
- Marketing coverage valued at £30,000 - £40,000
- 9th lowest retail vacancy rate in UK (out of 750)
Do BIDs provide good value for money?

The Free Car Parking Scheme was a great project that really helped to drive footfall out of season. The BID has been extremely creative and imaginative with a number of these schemes that have been well promoted & are really making a very positive difference to the vibrancy & success of our town.

Rae Pollard, Courtyard Deli

In fact it’s more important than ever! Delivering a BID during a recession will have a positive impact. BIDs help businesses save money by bringing down overheads such as utility costs. A business in the Newquay BID has benefitted from help with utility costs:

I have tested one of the energy broker services that all businesses could benefit from. By renegotiating my standing charge and unit charge on my annual energy bills I expect to save over £300 a year. Since switching supplier I can say that so far I have definitely made significant savings and far more than I could have saved through comparison websites.

Jess Parkin, Johnny’s Tobacconist, Newquay (pays £108 per year BID levy)

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<thead>
<tr>
<th>Case study: Courtyard Deli</th>
<th>Cost</th>
<th>Value</th>
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<tr>
<td>Cost in annual BID levy</td>
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<td></td>
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<tr>
<td>Dedicated page on Falmouth.co.uk website</td>
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<td></td>
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<tr>
<td>Christmas lights on my street</td>
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<tr>
<td>FREE unlimited copies of Falmouth Map &amp; Guide</td>
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<tr>
<td>New decorations in my town (bunting, flags, hanging baskets)</td>
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<tr>
<td>Access to extensive and FREE range of business courses, workshops and seminars</td>
<td>£1,500</td>
<td></td>
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<tr>
<td>Total value of benefits</td>
<td>£1,860</td>
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Un-costed benefits:
- Contract opportunities with other businesses
- Potential to access new PR and marketing opportunities
- Opportunity for promotion/involvement at new festivals/events

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Bear in mind what savings you might be able to make in comparison to your BID levy: the average levy for 88% of the Newham BID businesses is £6.46 per week!

BIDs also help businesses’ competitiveness and promotion. By working together investment goes further and a larger marketing budget can reach a broader market, helping to retain existing customers and attracting large numbers of new customers. This will help businesses stay strong and grow which is vital at this time.
Projects...

What will I get for my money?

The Newham BID projects and activities fall into three basic themes.

**Project One:** Access & Attractiveness

- **The issue:** On entering Newham it’s unclear how to find out where the businesses are. Finding your way round and locating businesses is unclear and the variety of buildings, public and private roads and hodge-podge of signs don’t help. Newham has a vast range of businesses but even those who work in Newham do not know all the businesses that are there.

  - The estate is generally untidy and unattractive. Vast amounts of litter can be found all over the estate along with larger items which have been dumped.
  - The feel of the area is one of neglect. Roads are in need of repair and in some isolated areas of Newham, it is impassable and unsafe to walk.
  - Physical improvements are needed to make the estate a better place to work and invest in and to appear as a professional looking location which is serious about business.

  **The solution:**
  - Install signage boards: Key areas would have large business location boards. This would help identify what businesses are present in each area and would make businesses more accessible for trade to the public and other businesses.
  - Road access and public realm issues: A BID manager to drive access projects forward and to actively participate in lobbying and campaigning for improved road access and maintenance.
  - Maintenance and cleanliness: A schedule of contracted work to be done on a weekly/monthly basis will be put in place to remove rubbish and tipped items. Litter would be collected and grassland and hedges would be cut back regularly. This would give businesses on the estate the confidence to say that they work on a professional looking estate that is serious about business.

**Project Two:** Safety & Security

- **The issue:** Newham experiences anti-social behaviour issues as well as malicious damage to property and illegal dumping. In addition, the area is visited by drug users and others during times when there is little business activity.

  - Some areas of Newham do not feel safe and there have been incidents of trespassing.

  **The solution:**
  - CCTV Technology: Hi-tech CCTV cameras can be installed on the estate at various locations to give vulnerable areas coverage, both as a deterrent and to enable activity to be monitored.
  - Business to Business Information Sharing: A website could be developed to provide a way for companies to share information and deal with any suspected crime on the estate.
  - Developing links with the police: Closer working between the police and Newham would be investigated to help reduce crime and achieve a greater police presence at vulnerable times.
  - Homeless and Community Agencies: Develop links with agencies to help address issues relating to homeless people in the area.

**Project Three:** Services to Business

- **The issue:** Difficult economic times, rising business costs and a trading estate with a poor image create problems for businesses on top of day to day issues. There currently exists no collective buying power, little business to business trading and no marketing of Newham as a place to do business.

  **The solution:**
  - Cost Cutting measures: Identification of specialist organisations offering practical advice on getting the best rates for utilities and energy reduction and procurement at discounted rates for products and services.
  - Marketing your business: A BID website with a page for your business and guides showing what businesses are where.
  - Marketing of Newham: Develop image and branding for Newham alongside a professional marketing campaign to promote Newham as a place to do business both locally and nationally.

Priority BID projects

Projects listed below in bold will be given priority in the first year.
How will the BID be delivered?

Driving forward Newham BID has been a Steering Group of committed local people from all types of businesses in Newham. They recognise that Newham has seen better times and are determined to secure a more promising future for the area. They are very keen to capitalise on the opportunities a BID can bring to the area and also the opportunities from the next European structural funding programme for Cornwall.

Should the BID receive the ‘Yes’ vote in June 2013, the BID will be run by a not for profit company limited by guarantee. To save administration costs the Newham BID will be administered by Totally Truro, the company administering the existing Truro BID. The Truro BID has been so successful that it was renewed for a further five year term in 2012 by the levy payers. The wealth and breadth of experience of Truro BID can be used to Newham’s benefit helping deliver successful well-managed projects for Newham.

The BID funds will be collected by Cornwall Council and then transferred to Totally Truro and held in a ring-fenced account to be spent only on Newham projects. A Newham BID Committee will be set up to drive forward the projects and ensure they are delivered. Every levy payer will have the opportunity to put themselves forward as a committee member and all businesses will be encouraged to actively participate in the BID. A maximum of 11 members will be appointed to serve on the committee and one of these members will be elected to have a place on the Totally Truro Board of Directors.

BID Newham will be run by and for local businesses and, as a levy payer, you will have a stake in how it is run. Every year an annual meeting will be held where the committee will report back on what has been delivered through the BID and share with you their proposals for the following year’s programme. In addition, expenditure from the BID budget will be reported on and, as currently happens, Totally Truro’s accounts will be annually submitted to Companies House.

As business people, we all know that staff constitute a significant part of company expenditure and yet without them, we can’t run our businesses effectively. It is no different for Newham BID and accordingly a part-time BID Manager will be appointed, with employment requirements being administered by Totally Truro.

It will be the BID Manager’s and the BID Committee’s responsibility to increase the value of the BID income and offset delivery costs. This will be done in a variety of ways such as sponsorship, grants and securing voluntary contributions from landlords and businesses outside the BID area. In addition, commercialisation opportunities will be considered. It is also anticipated that Newham BID will also work in partnership with environmental and community organisations to deliver projects.

All funds and additional income received by Newham BID will be invested in projects that will make a positive difference to trading in Newham.

How will I know it’s working?

It’s working if you notice an upturn in business and a renewed optimism amongst everyone trading in Newham. However, in the current economic climate, ‘standing still’ rather than ‘sliding backwards’ might be a measure of success.

You will see new signs and planting schemes. The roads and verges will appear cleaner and unsightly tipping will be cleared up, if not curtailed altogether. Pot holes and parking issues will be addressed; crime and anti-social behaviour will be greatly reduced. You will be able to take advantage of cost saving and marketing initiatives as well as having a free page on the Newham BID website.

We shall be formally measuring performance wherever possible through mechanisms such as trader feedback and revenue figures, customer satisfaction surveys and annual surveys of BID levy payers.

How do you know this is what we want?

This proposal has been developed with your help and participation. Over the last 12 months you have told us your priorities for Newham and your views have shaped this business plan. The process has been controlled by a Steering Group formed from the businesses and organisations working in Newham. Every member of the group is passionate about Newham and has worked unpaid to steer the BID project forward on your behalf. The extensive consultation has included:

August 2012
Steering Group formed
A steering group of 15 business representatives was formed to start the development process.

September 2012
Survey of businesses carried out
A survey was distributed to all businesses in Newham to determine firstly whether there was an appetite for the BID to be developed, and secondly, to establish what kind of improvements businesses would like to see and would be prepared to contribute towards. Responses showed the project themes that were most important were improvements to the road from Gas Hill to Lightwater Hill, reducing crime and anti-social behaviour, and installing sign boards.

November 2012
Information event at Skinner’s Brewery
Over 30 business leaders attended to learn more about the BID and how it has worked in Truro and Lincoln. The event gave every business the opportunity to ask questions and voice their opinion about the BID opportunity. When asked via a show of hands if development of a BID for Newham should go ahead 79% of the attendees voted ‘Yes’.

January 2013
BID Newsletter
A newsletter was distributed to every business giving the results of the BID survey, details of project ideas and the future BID timetable. The levy was set at 2.5%. Further project ideas were invited.

March 2013
Draft Proposal
The Draft Proposal was circulated to all businesses along with a feedback form inviting comments on the project ideas and allocation of funding for the projects. Members of the BID Steering Group directly contacted over 75% of the businesses and organisations working in Newham. They recognise that Newham has seen better times and are determined to secure a more promising future for the area. They are very keen to capitalise on the opportunities a BID can bring to the area and also the opportunities from the next European structural funding programme for Cornwall.

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How much will the BID raise and what will I pay?

If the BID scheme is approved at the close of ballot on 27th June 2013, a 2.5% levy applied to 118 non-domestic ratepayers within the boundary will raise approximately £84,000 each year for five years but more money will be added to this figure. The levy income will be supplemented with additional income that Newham BID will seek to raise throughout the five year term.

A levy set at 2.5% means that 57% of the Newham BID businesses will pay less than £9.50 per week! The lowest contribution will be £70 per year and the highest contribution will be £7,825. The chart below shows some typical contributions.

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<th>Monthly</th>
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<td>£300,000</td>
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<td>£20,000</td>
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<tr>
<td>Below £2,800 (Exempt)</td>
<td>0</td>
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Why are some businesses exempt?
The smallest businesses (under £2,800 rateable value) would pay so little that their contribution would be outweighed by the cost of collection. Those which do not pay do not vote, although when the BID is operational they can choose to participate through a voluntary contribution.

Where will the BID operate?
Businesses that are situated in the roads listed below described by the area shown on the map are in the BID area. All businesses will be entitled to vote and will have to 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 have to pay, please contact us. Contact details are at the back of this document.

The following streets are included, either in whole or in part. This list of streets is not definitive; please refer to the map to check whether you are within the Newham BID area.

LOWER NEWHAM
HERON WAY
HIGHER NEWHAM LANE
NEWHAM BUSINESS VILLAGE
GAS HILL
NEWHAM ROAD
HARVEY ROAD
LOWER TERRACE
LIGHTERAGE HILL
LOWER QUAY
EDENHILL
LIGHTERAGE QUAY
JEWELS YARD

BID budget and costs

The following budget gives indicative figures against each of the projects for the duration of the BID. During the first year 40% of the budget will be assigned to improving Newham’s access, appearance, and signage. 25% will be set aside for safety and security measures and 15% for marketing initiatives for businesses and Newham as a place to do business. Some re-profiling may occur in later years to reflect any revision of priorities.

Indicative Budget for first year 2013/14

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<thead>
<tr>
<th>Expenditure 2013/14</th>
<th>%</th>
<th>£</th>
</tr>
</thead>
<tbody>
<tr>
<td>Access &amp; Attractiveness</td>
<td>40%</td>
<td>34,088</td>
</tr>
<tr>
<td>Safety &amp; Security</td>
<td>25%</td>
<td>21,305</td>
</tr>
<tr>
<td>Services to businesses</td>
<td>15%</td>
<td>12,783</td>
</tr>
<tr>
<td>BID Delivery &amp; Running Costs</td>
<td>20% (max)</td>
<td>17,043</td>
</tr>
<tr>
<td>Total expenditure</td>
<td></td>
<td>85,219</td>
</tr>
</tbody>
</table>

Indicative Budget for all years 2013/18

<table>
<thead>
<tr>
<th>Expenditure 2013/18</th>
<th>%</th>
<th>£</th>
</tr>
</thead>
<tbody>
<tr>
<td>Access &amp; Attractiveness</td>
<td>34%</td>
<td>144,872</td>
</tr>
<tr>
<td>Safety &amp; Security</td>
<td>24%</td>
<td>102,263</td>
</tr>
<tr>
<td>Services to businesses</td>
<td>19%</td>
<td>80,958</td>
</tr>
<tr>
<td>BID Delivery &amp; Running Costs</td>
<td>20% (max)</td>
<td>85,219</td>
</tr>
<tr>
<td>Contingency</td>
<td>3%</td>
<td>12,783</td>
</tr>
<tr>
<td>Total expenditure</td>
<td></td>
<td>426,095</td>
</tr>
</tbody>
</table>

*Landlords, voluntary contributions, sponsorship, grants
The Newham postal ballot and how it will work

In June 2013 the person with the authority to vote in your organisation will receive a ballot paper and statement - all votes will need to be received back by 5pm on Thursday 27th June 2013 to The Returning Officer of Cornwall Council, the organisation authorised under the legislation to conduct the ballot.

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 ‘yes’ votes, they must represent more than 50% of the total rateable value of all votes cast

The results of the ballot will be available on Friday 28th June 2013. A ‘yes’ vote for Newham will mean that great things will start happening on the ground soon after 1st September 2013 with funds to deliver a comprehensive programme of benefits for five years from that date.

BID levy rules

1) Each business ratepayer will have a vote provided they are listed on the National Non-Domestic Ratings List within the boundary, defined by the list of streets and the map in this document, on the day the notice of ballot is given by The Returning Officer of Cornwall Council.
2) Each business ratepayer entitled to vote will be liable for the levy.
3) The levy rate to be paid by each property or hereditament is to be calculated as 2.5% of its rateable value as at the ‘chargeable day’ (notionally 31st March 2013)
4) Each person entitled to vote will have one vote in respect of each rateable property within the boundary with a rateable value of £2,900 or more. A proxy vote is available and details will be sent out with the ballot papers.
5) The number of properties or hereditaments liable for the levy is estimated at 118
6) The levy will be charged in full from 1st September 2013 to 31st March 2018, and from 1st April 2014 to 31st March 2018
7) The levy must be paid by one payment.
8) The BID levy will be calculated using the 2010 Non-Domestic Rating List for the duration of the BID. The rating revaluation proposed for 2017 will be ignored for the purposes of calculating the levy.
9) The BID levy will have to be paid by any new ratepayer occupying an existing rateable property within the BID area up until the end of the five year term on 31st August 2018 even though they did not vote on the initial proposal.
10) The owners of untenanted or part-occupied properties or hereditaments will be liable for the payment of the full levy.
11) Where a property is vacant, undergoing refurbishment or being demolished, the property owner will be entitled to vote and also obliged to pay the levy with no void period.
12) Premises occupied by charities or non-profit making organisations, will be liable for the full BID levy.
13) The BID levy will not be affected by the small business rate relief scheme.
14) The ratings list will be updated for any changes in ratepayer, additions or removals and liability will be adjusted accordingly.
15) The BID levy will have to be paid by any new ratepayer occupying an existing rateable property within the BID levy area up until the end of the five year term on 31st August 2018 even though they did not vote on the initial proposal.
16) Any new rateable property created during the lifetime of the BID will be obliged to pay the levy.
17) The BID levy will be calculated using the 2010 Non-Domestic Rating List for the duration of the BID. The rating revaluation proposed for 2017 will be ignored for the purposes of calculating the levy.
18) The exception to this will be any change of use or a physical change to a property or hereditament including inter alia, new construction, merger, subdivision, extension and refurbishment where the hereditament has no entry in the 2010 rating list.
19) The BID area and the levy percentage cannot be altered without an alteration ballot.

BID management

Under the BID regulations 2004, Cornwall Council will be responsible for collection of the levy on behalf of Newham BID. The levy income will be kept in a separate ring-fenced account and transferred to Newham BID on a regular basis.

The BID steering group is currently negotiating with Cornwall Council for free levy collection for 2013/14, a budgeted £750 for 2014/15 and £1,500 for each year for the final three years of the BID term. This arrangement will be formalised in an Operating Agreement signed by both Totally Truro and the local authority.

Newham BID will provide Cornwall Council with quarterly updates detailing expenditure under the BID and cash flows.

The BID projects, costs and timescales can be altered subject to board approval providing the changes fall within the income of the BID.

Once elected, the Committee of Newham BID will meet on a regular basis. Every levy paying business will be a member of Newham BID and eligible to vote at annual meetings.

Newham BID will endeavour to secure additional voluntary contributions to supplement the levy throughout the five year lifetime of the BID. These contributions, however, cannot be guaranteed and may be less or more than the indicative amounts given in the budget.

The levy rate to be paid by each property or hereditament is to be calculated as 2.5% of its rateable value as at the ‘chargeable day’ (notionally 31st March 2013).

Each person entitled to vote will have one vote in respect of each rateable property within the boundary with a rateable value of £2,900 or more. A proxy vote is available and details will be sent out with the ballot papers.

The number of properties or hereditaments liable for the levy is estimated at 118.

The levy will be charged in full from 1st September 2013 to 31st March 2018, and from 1st April 2014 to 31st March 2018 and from 1st April to 31st August 2018 in the final year of the BID. The levy must be paid by one payment.

Collection of the BID levy carries the same enforcement weight as collection of the non-domestic rates.

If a business ratepayer occupies premises for less than one year, the amount of BID levy payable will be calculated on the number of days they occupy the property.

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.

The Levy rate to be paid by each property or hereditament is to be calculated as 2.5% of its rateable value as at the ‘chargeable day’ (notionally 31st March 2013).

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Why vote Yes?

Vote ‘YES’ if you:

★ Want more potential customers visiting Newham
★ Want roads and public space to look more attractive
★ Want a friendly and safe environment for trading
★ Want more facilities and a more attractive place for your employees to work
★ Want to promote the depth and breadth of what Newham has to offer
★ Want to see a return on your investment having invested your time, energy and money in operating your business in Newham
★ Want Newham to benefit from investments in the locality
★ Want to use the BID as an opportunity to ensure that Newham receives the highest quality and best value for money from our public services
★ Want to seize the chance of creating a private sector led governance accountable to local businesses with approximately £426,000 over five years
★ Are proud of Newham and want to contribute towards its future prosperity
★ Believe a real difference can be made by combining our strengths and working together
Undecided?

If you are still undecided, have issues you don’t feel have been addressed, would like to be more involved or need to know more about the great things a BID can do for Newham...

...talk to these nice people!...

Newham BID Steering Group

Steve Skinner  
Skrinners Brewery  
info@skinnersbrewery.com

Melinda Rickett  
Creative Edge  
melinda@creativeedge.co.uk

dave@creativeedge.co.uk

dave@datasets.com

Russell Dodge  
BLS  
info@bls.co.uk

Alan Treloar  
Vickery Holman  
atreloar@vickeryholman.com

Peter Beaumont  
Cornish Mutual  
pbeaumont@cornishmutual.co.uk

Emily Priestley  
GE Money  
emily.priestley@ge.com

Justin Dodge  
CSA Architects  
justin@csa-architects.co.uk

Michael Galligan  
South West Water  
michael.galligan@swwater.co.uk

Simon Hendra  
GI Hendra Ltd  
simon.hendra@hendras.co.uk

Nathaniel Hobbs  
M I Medical Ltd  
nathaniel.hobbs@mjmedical.com

Cameron MacQuarrie  
Macsalvors  
cameron@macsalvors.co.uk

Rob Nolan (Chairman)  
Cornwall Councillor  
rm Nolan@cornwall.gov.uk

Matthew Hurst  
Three Rivers Furniture  
threeriversfurn@btinternet.com

Roger Gazzard  
Truro City Council  
roger@truro.gov.uk

Other BIDs in Cornwall:

www.enjoytruro.co.uk

www.falmouth.co.uk

www.newquaybid.co.uk

www.cambornecando.co.uk

www.staustellbid.co.uk

Other BIDs in the UK:

www.britishbids.info

www.ukbids.org

Visit: www.newhambid.co.uk

Or contact: Josyanne Thatcher, BID Development Officer

Chief Executive’s Dept, Cornwall Council,

4th Floor, South Wing, New County Hall, TR1 3AY

01872 224378 josyanne.thatcher@cornwall.gov.uk

...and what if I vote ‘NO’?

Then nothing will happen!

In the current economic climate, nobody would blame you for considering the ‘no’ option. However, if you vote ‘no’, you are missing out on the one off opportunity to raise nearly half a million pounds of new investment for the benefit of all businesses in Newham.

The projects outlined in this Proposal cannot happen without funding and whilst there will always be committed and enthusiastic individuals, you will be losing the opportunity to create a strong business-led structure that is set up solely to represent your interests.

Look at the case studies from other industrial and commercial BIDs in Britain and Cornwall in this Proposal and ask yourself how much you could save through cost savings schemes or how many sales it would take to recoup your 2.5% levy. How much of a risk is it? Is it worth a go to make Newham a better place to do business and work? Is it too much of a financial risk to vote ‘yes’ and pay 2.5% of your rateable value each year for five years?

For most ratepayers, it will cost less than the price of a one quarter page advertisement in the local paper each year.
What happens next?

2013

May 10th
Notice of ballot distributed

May 24th
Ballot papers dispatched

June 27th
Close of ballot

June 28th
Result declared

September 1st
If the vote is successful the BID goes live with delivery of a 5 year business led programme. Levy bills will also be due for the first year on 1st September 2013 with annual bills due from 1st April 2014 thereafter