

# Individual Executive Member Decision

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<b>Title of Report:</b>	<b>Newbury Business Improvement District</b>
<b>Report to be considered by:</b>	Individual Executive Member Decision
<b>Date on which Decision is to be taken:</b>	22 March 2012
<b>Forward Plan Ref:</b>	ID2461

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**Purpose of Report:** To note that a number of Council properties, including Market Street and West Street House, are included within the defined Newbury Business Improvement District area.

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**Recommended Action:** To note the impact on the Council's NNDR (£13,559.50 per annum for the next five years) if the BID is successful.

**Reason for decision to be taken:** To ensure that the Council supports the BID as a means of increasing footfall and improving the overall appeal of the Town Centre.

**Other options considered:** N/A

**Key background documentation:** Draft Newbury BID document

Portfolio Member Details	
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Contact Officer Details	
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<b>Job Title:</b>	Head of Policy and Communication
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## Implications

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<b>Policy:</b>	This initiative accords with the Council's aspirations of having a thriving Town Centre.
<b>Financial:</b>	The Council's contribution to the BID will be £13,559.50 per annum for the next five years.
<b>Personnel:</b>	N/A
<b>Legal/Procurement:</b>	The BID and the ballot is being conducted in accordance with the Business Improvement Districts (England) regulations 2004.
<b>Environmental:</b>	N/A
<b>Property:</b>	N/A
<b>Risk Management:</b>	N/A
<b>Equalities Impact Assessment:</b>	Stage 1 EIA attached as Appendix A.

## Consultation Responses

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### Members:

<b>Leader of Council:</b>	Councillor Graham Jones via the circulation of this ID.
<b>Overview &amp; Scrutiny Management Commission Chairman:</b>	Councillor Brian Bedwell via the circulation of this ID.
<b>Ward Members:</b>	All Members via the circulation of this ID.
<b>Opposition Spokesperson:</b>	Councillor Jeff Brooks via the circulation of this ID.

### Local Stakeholders:

### Officers Consulted:

**Trade Union:** N/A

<b>Is this item subject to call-in?</b>	Yes: <input type="checkbox"/>	No: <input checked="" type="checkbox"/>
If not subject to call-in please put a cross in the appropriate box:		
The item is due to be referred to Council for final approval		<input type="checkbox"/>
Delays in implementation could have serious financial implications for the Council		<input type="checkbox"/>
Delays in implementation could compromise the Council's position		<input type="checkbox"/>
Considered or reviewed by Overview and Scrutiny Management Commission or associated Task Groups within preceding six months		<input type="checkbox"/>
Item is Urgent Key Decision		<input type="checkbox"/>
Report is to note only		<input type="checkbox"/>

## Supporting Information

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### 1. Background

- 1.1 A Business Improvement District (BID) is a business controlled initiative which provides local organisations with the power to raise funds locally, with the aim of improving their own business environment. It is an investment scheme in which local businesses agree how their money should be invested to benefit themselves, their employees, customers and clients.
- 1.2 The purpose of a Business Improvement District is to give business real control over the development and delivery of projects and monitor their results. It is aimed at increasing the footfall in the area, leading to an increase in business performance and improvement in the business environment. It is flexible enough to address the issue of individual sectors whilst offering a fair system – those that invest, benefit.
- 1.4 BIDs do not affect the level or quality of service provided by the local authority to the area. A BID is initiated, financed and led by the commercial sector, providing additional or improved services as identified and requested by local businesses, to the baseline services provided by the local authority in that area.
- 1.5 Over 130 Business Improvement Districts up and down the country are active. District schemes are already operating in the south of England such as Reading, Winchester, Portsmouth, Camberley and Dorchester. These areas have not only reported increases in footfall and trading figures but more inward investment and better communications between business and local government.

### 2. Newbury Business District

- 2.1 A BID for Newbury has been developed by the Newbury Bid which is an independent, private, not for profit company. Newbury BID, if the ballot is successful, will be managed by the businesses which pay the levy and it will operate solely to deliver projects that are paid for and requested by businesses.
- 2.2 The BID levy is based on a levy on the rateable value of the business unit and the funds will be kept in a separate bank account to be invested within the BID area. Businesses with a rateable value of £5,000 and under are exempt although they can opt to make voluntary contributions.
- 2.3 The BID covers the heart of Newbury Town Centre and contains the main retail, leisure and commercial areas and includes a number of Council assets such as Market Street, West Street House and West Point Council Offices, the Museum and a number of car parks. The area was defined through consultation with businesses to identify the commonality of the issues that affect their environment.
- 2.4 The Newbury BID will operate for five years. After this time business will have to vote again on whether the BID will continue. Subject to a majority of the business voting in favour of the Newbury BID all eligible business or properties in Newbury Town Centre will be billed for 1% of their rateable value each year for a period of five years. Businesses or properties that are occupied wholly or mainly by a charity as office accommodation for the purposes of that charity or clubs and societies that are not for profit and have no other means of income than voluntary subscriptions

will be eligible to receive a 50% relief from the BID levy. The Council's annual contribution will be £13,559.50.

2.5 Under BID legislation, all qualifying business will be asked to vote on whether they want a BID for Newbury Town Centre to go ahead. A postal ballot will be managed by West Berkshire Council. Ballot papers will be sent out on 2 April and must be returned by 30 April 2012. The results of the BID ballot will be declared by 2 May 2012. For the BID to go ahead two conditions must be met:

- (i) More than 50% of business who vote must vote in favour.
- (ii) Of the business that vote, the YES votes must represent more than 50% of the total rateable value of all votes cast.

2.6 The Council will be part of the ballot by virtue of the under-mentioned Council assets being included in the approved BID area:

- Kennet Centre Car Park, Newbury, Berkshire, RG14 5EN
- Council Offices, Market Street, Newbury, Berkshire, RG14 5LD
- Omnibus Station, Market Street, Newbury, Berkshire, RG14 5DP
- Car Park, Market Street, Newbury, Berkshire, RG14 5DP
- Waterside Youth Centre, Waldegrave Place, Northbrook Street, Newbury, Berkshire, RG14 1DS
- Northcroft Car Park At, Pembroke Road, Newbury, Berkshire, RG14 1BX
- Car Park, Pembroke Road, Newbury, Berkshire
- West Street House, West Street, Newbury, Berkshire, RG14 1BZ
- West Point, 46 - 48, West Street, Newbury, Berkshire, RG14 1BD
- 92, West Street, Newbury, Berkshire, RG14 1HA
- Newbury Central Car Park North, Wharf Road, Newbury, Berkshire, RG14 5QP
- Newbury Central Library, The Wharf, Newbury, Berkshire, RG14 5AU
- The Museum, Wharf Street, Newbury, Berkshire, RG14 5AS
- 1-8, Wharf Street, Rear, Newbury, Berkshire, RG14 5AN
- Public Convenience At The Wharf, Wharf Street, Newbury, Berkshire, RG14 5AS
- Tourist Information Centre, 7-8, The Wharf, Newbury, Berkshire, RG14 5AS
- The Wharf Car Park, Newbury, Berkshire, RG14 5AS
- Car Park, Northcroft Lane, Newbury, Berkshire
- 20, Oxford Road, Newbury, Berkshire, RG14 1PA
- Speenhamland Primary School, Pelican Lane, Newbury, Berkshire, RG14 1NU
- Suite1, Old Town Hall, Market Place, Newbury, Berkshire, RG14 5AA
- Car Park, Pelican Lane, Newbury, Berkshire

2.7 If the BID is successful then the need to support the Town Centre Partnership (should this choose to continue) will need to be reassessed.

## **Appendices**

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Appendix A – Equality Impact Assessment – Stage 1

## APPENDIX A

### Equality Impact Assessment – Stage One

<b>Name of item being assessed:</b>	Newbury Business Improvement District
<b>Version and release date of item (if applicable):</b>	
<b>Owner of item being assessed:</b>	Andy Day
<b>Name of assessor:</b>	Andy Day
<b>Date of assessment:</b>	2 February 2012

<b>1. What are the main aims of the item?</b>
This item is concerned with promoting Newbury Town Centre as a thriving shopping and tourist area for local people and visitors alike. This proposal is not expected to have any specific impact on any particular groups.

<b>2. Note which groups may be affected by the item, consider how they may be affected and what sources of information have been used to determine this. (Please demonstrate consideration of all strands – age; disability; gender reassignment; marriage and civil partnership; pregnancy and maternity; race; religion or belief; sex; sexual orientation)</b>
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Group Affected	What might be the effect?	Information to support this.

<b>Further comments relating to the item:</b>

<b>3. Result</b> (please tick by double-clicking on relevant box and click on 'checked')
<input type="checkbox"/> <b>High Relevance</b> - This needs to undergo a Stage 2 Equality Impact Assessment
<input type="checkbox"/> <b>Medium Relevance</b> - This needs to undergo a Stage 2 Equality Impact Assessment
<input type="checkbox"/> <b>Low Relevance</b> - This needs to undergo a Stage 2 Equality Impact Assessment
<input checked="" type="checkbox"/> <b>No Relevance</b> - This <b>does not</b> need to undergo a Stage 2 Equality Impact Assessment

**For items requiring a Stage 2 equality impact assessment, begin the planning of this now, referring to the equality impact assessment guidance and Stage 2 template.**

<b>4. Identify next steps as appropriate:</b>	
Stage Two required	
Owner of Stage Two assessment:	
Timescale for Stage Two assessment:	
Stage Two not required:	

**Name:**

**Date:**