



Felixstowe BID Business Plan

2021 – 2026

Introduction

Situated on the east coast of England, Felixstowe is an Edwardian seaside destination with a charming town centre and a wonderful mix of attractions and activities based around the popular promenade and seafront.

Like many towns of this size and make up it faces some traditional challenges. Competing against other places who are trying to attract more customers and visitors, increasing spend and dwell time, presenting a clean, safe and enjoyable environment and attracting investment.

This has been exacerbated by the Covid 19 pandemic but we believe Felixstowe can emerge stronger. We have so much to offer. But the Town's businesses need a plan to boost the place, for the benefit of all those who live, work and visit our town.

Strength comes from working together and partnership and the BID offers this opportunity in an organised and sustainable way. The BID will re-invest in the priorities that matter locally whilst appreciating that tourists are an important element of the business mix.

The business plan has been crafted by the Task Group which is made up of volunteers from the business community. It captures the essence and addresses the issues that businesses have told us need attention. As things recover, we need to drive footfall into our shops, restaurants, bars, and attractions.

Please support our journey by reading this business plan and then by voting yes for our own BID, to establish prosperity for the future.

The Felixstowe BID Task Group

We believe that at present we have no figurehead or group set up that can help us with our town centre and seafront business needs for the present or the future. We therefore believe that a Felixstowe BID could really help our town as government is at last looking favourably in our direction and we must be organised in advance, with both arms open to receive any future help. Surely we would be in a far stronger position if we are a group, and with financial strength than just single businesses working alone.

Paul Armbruster & David Wyard
Underwood Hardware & DIY





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Business Improvement Districts Explained

What are BIDs?

BIDs are an arrangement whereby businesses come together and decide which improvements they feel could be made in their town or city centre, how they will implement these improvements and what it will cost them. BIDs are financed and controlled by the businesses within the selected area. BIDs deliver additional projects and services over and above those already provided by public bodies.

Why do businesses support BIDs?

A BID is a mechanism which allows businesses to raise a sum of money to manage and deliver projects that they have identified and believe will improve their trading environment, ultimately increasing trade for those businesses who are paying for the improvements.

Who pays for a BID?

Once projects and services have been agreed by businesses, along with how they are going to be delivered and managed, they are costed and set out in a detailed business plan. The cost to each business is worked out on a pro rata basis. 'This is called the 'BID LEVY'. An independent and formal vote then takes place on the agreed projects and services and if the majority vote is YES then ALL eligible businesses within the BID area HAVE to pay. The BID levy is normally paid by the occupiers of a property. In addition, BIDs can draw in other voluntary funding, grants and 'in kind' contributions to supplement the BID levy.

How is a BID monitored?

Like any good business plan, specific key performance indicators (KPIs) are set and performance is monitored against the KPIs by the BID board. The BID Company is answerable to the businesses that pay the BID levy and will be required to monitor and inform its members on its progress towards the agreed KPIs.

How does an area become a BID?

Normally a 'BID Task Group' is set up which is responsible for putting together a detailed business plan setting out the projects it aims to deliver on behalf of the businesses in the BID area. This is based on a detailed consultation process with businesses. The business plan will include the projects, cost, delivery guarantees, performance indicators and the management structure. A confidential postal vote is held with all the businesses that would pay the BID levy getting a vote. To become a BID a majority of those that vote must be in favour by number and rateable value. A successful BID then has a mandate for a maximum of 5 years after which the BID would need to seek a re-ballot.

Does this mean the local authority will stop delivering services?

No. BID money can only be used to carry out projects/services ADDITIONAL to those that public services have to provide. Prior to the BID business plan being produced, the current services being delivered by all public agencies including the Local Authority and Police are set out in Baseline Statements.

This means the Local Authority continues to deliver that level of service. The BID company can agree to provide additional resources to deliver a higher level of service over and above the benchmarked level if this is what businesses have identified they want.

Felixstowe BID in Numbers...

£6.1m

Total RV

280+

Businesses
(11 Sectors)

Over £600,000

invested during the five year life of the BID

Town Centre
and Seafront

£122,000pa
Levy Raised

Key Project Areas

60% Local & Visitor Marketing

25% Overheads



10% Access & Wayfinding

5% Business Support

The Opportunity

This is your opportunity to see Felixstowe Town Centre and Seafront realise its potential through a Business Improvement District (BID) with over £600,000 investment over 5 years to shape the future. Since 2015 businesses in Felixstowe have been telling Felixstowe Forward and latterly, the BID Task Group, how they would like to see the town improved. Open business meetings, surveys, one-to-one discussions and presentations have formed a detailed consultation process about the BID's priorities. This document sets out what Felixstowe businesses have said they would like a BID to deliver.

For a BID to be introduced, the vote must meet two conditions:

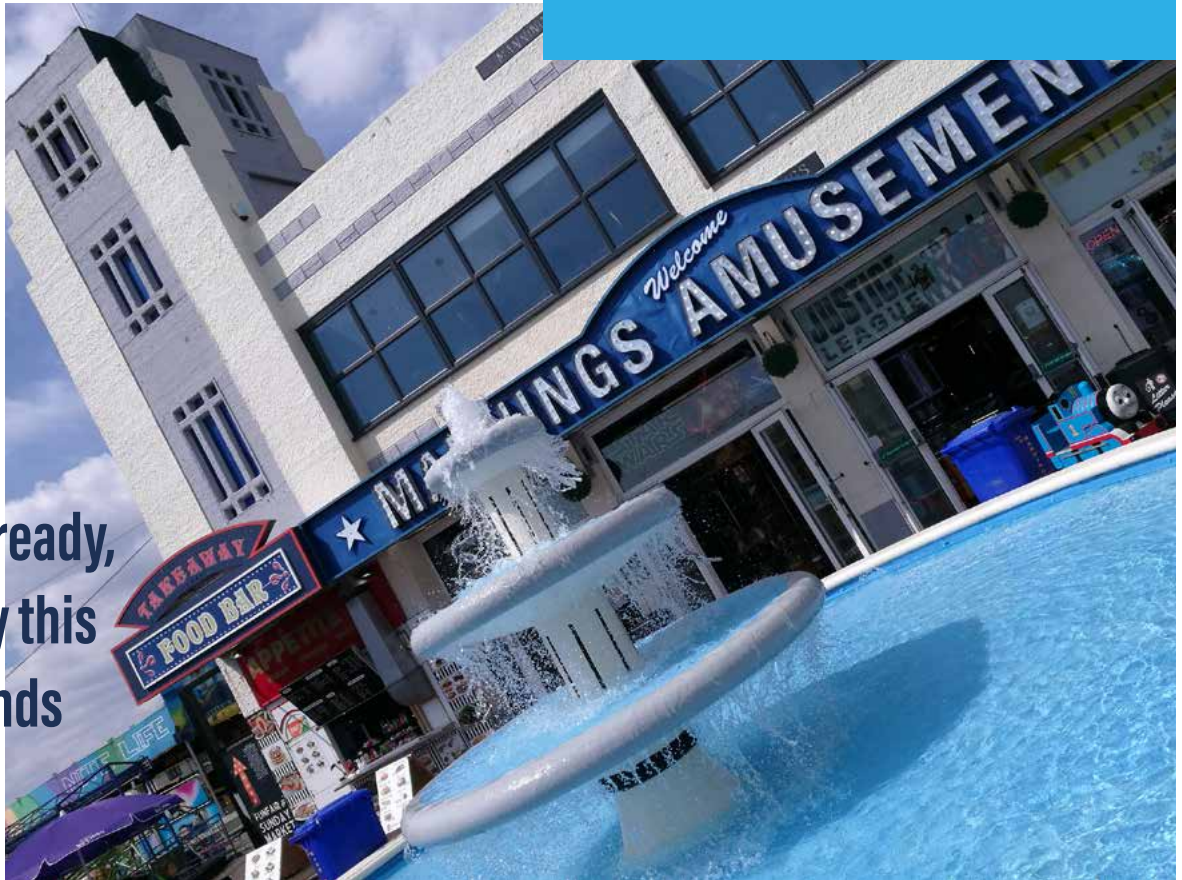
1. Over 50% of businesses that vote must vote in favour of the BID.
2. The businesses that vote yes must represent a greater total rateable value than those that vote no.

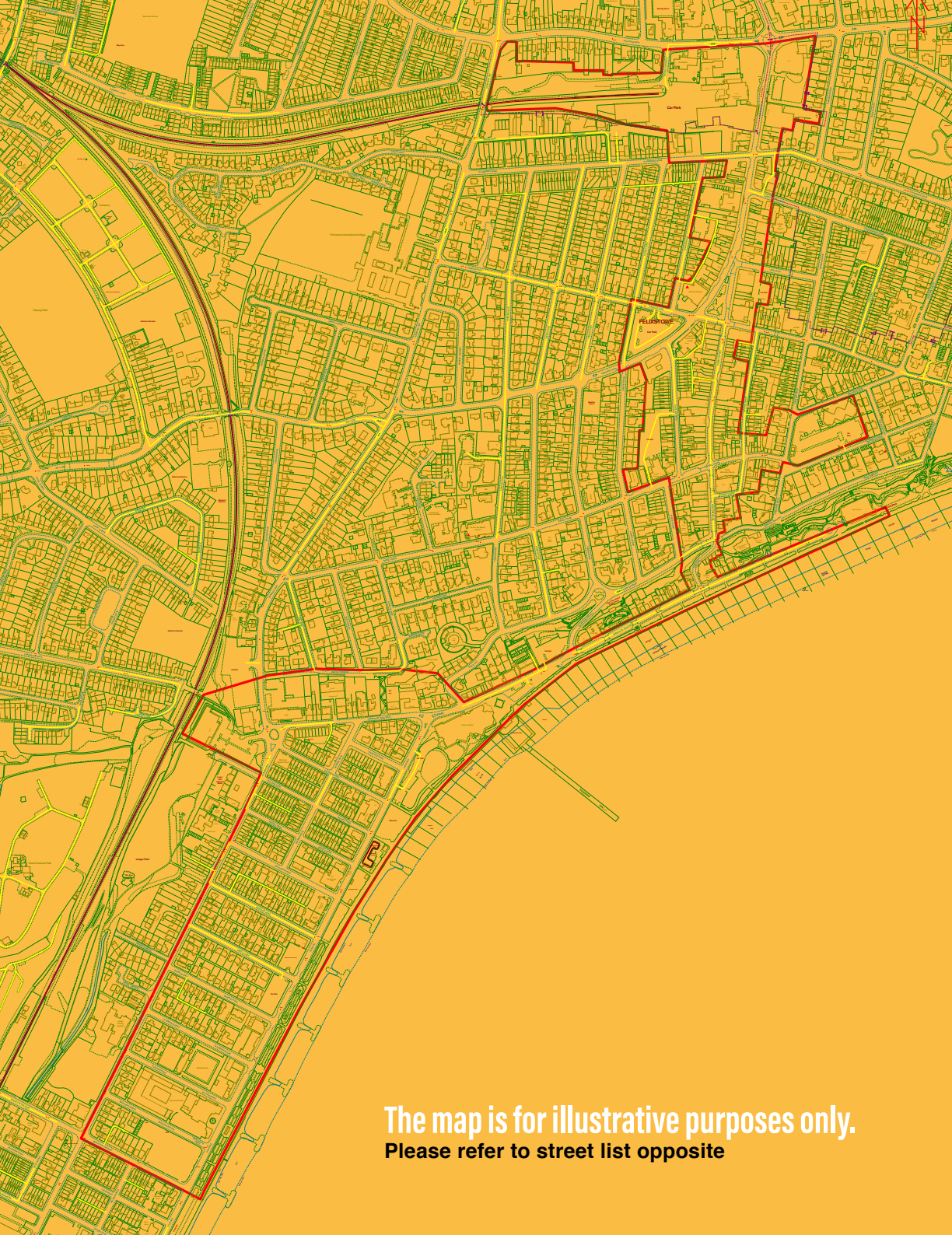
Over 300 BIDs have been set up in the UK already, all investing in their local priorities. Nearby this includes Lowestoft, Ipswich, Bury St Edmunds and there are others in development.



We believe by working together with common goals the BID could positively impact Felixstowe as a town centre and seafront resort. Although these two aspects of Felixstowe have different needs, improving the visitor and shopping experience will benefit all businesses in the immediate area. We feel by having involvement and influence in the decision making process, it will be more considerate for all involved.

Charlie Manning
Manning's Amusements





The map is for illustrative purposes only.
Please refer to street list opposite

Town Centre

- Bent Hill
- Cobbold Road
- Crescent Road
- Gainsborough Road (part)
- Garrison Lane
- Great Eastern Square
- Hamilton Road
- High Road West (part)
- Orwell Road (part)
- Penfold Road
- Ranelagh Road (part)
- Victoria Street

Seafront

- Arwela Road
- Beach Station Road (part)
- Langer Road (south side only)
- Manning Road
- Sea Road
- Undercliff Road West

The BID Area

The Consultation Process So Far

Felixstowe Forward and more recently, the BID Task Group have been talking with businesses to understand how the town centre and seafront can be developed in order to address business concerns, interests and priorities. This valuable information has been collected through a number of channels:



What's Next?

Businesses within the BID area will receive a ballot paper by post. The vote to establish a BID for Felixstowe is then formally open. From this date businesses can complete and return their ballot papers to Civica ERS, the independent agents acting on behalf of East Suffolk Council's Returning Officer.



Felixstowe Projects



01

Local & Visitor Marketing and Promotion

Say 'YES' to a Felixstowe BID and we will:

- Develop a marketing plan that will include destination and local marketing to promote the town centre, sea front and BID businesses. This will include conventional and online marketing platforms It will:
 - » Encourage residents to shop local
 - » Promote the visitor experience particularly in relation to Seafront businesses
 - » Increase spend and footfall
 - » Help to boost trade and activity during the day and evening, and all year round
 - » Developing & promoting the 'Visit Felixstowe' brand and activities
- Develop a comprehensive website and social media platforms to showcase the complete Felixstowe experience, promote offers and be an effective way of communicating with customers and engaging with businesses
- The Council are piloting Town Centre Wi-Fi already. The BID will work to further develop this and the customer movement tracking
- Deliver a Reward/Gift Card scheme
- Increase dwell time and spend through linking existing events and promotions to businesses



02

Car Parking/Public Transport & Signage

Say 'YES' to a Felixstowe BID and we will:

- As part of the Covid 19 response to 'Reopening High Streets', pilot pedestrianisation of Hamilton Road has already commenced. The BID will review this to measure success and learn lessons. If it facilitates events and improves footfall, the BID will seek resources to make it permanent
- Improve wayfinding and signage to increase connectivity between the town centre and sea front
- Develop car parking and public transport initiatives

03

Business Support

Say 'YES' to a Felixstowe BID and we will:

- Develop centralised procurement for services such as trade waste, recycling, insurance and the like to ensure reduced costs for businesses
- Be an influential lobbying and advocacy group, working on behalf of the businesses to ensure that your views are fully represented
- Work to ensure that Post COVID, Felixstowe is in a position with a plan and a partnership to secure stimulus funding to help businesses and the town recover
- Provide regular intelligence and information about the business environment by publishing updates so that you are kept aware of the information and opportunities that may impact your business
- Leverage additional funding and grant opportunities that can provide support project delivery





My business has now been running for 8 years in Hamilton Road. Even in those few years we have seen a change, not only in shops and retail offer but also peoples shopping habits. Retail especially has to adapt as things progress. As a town and resort we need to be strong and ready for this. Felixstowe BID I believe will give the Town Centre and resort that strength. I am fully behind this concept as it will bring, in time, more events and ideas which in turn will bring increased footfall to the Town , which is hopefully our goal to keep shopping in Felixstowe enjoyable, memorable and a great place to visit.

Nick Barber

Nick Barber Auctions

BID Levy: What will you pay?



BIDs are funded by the eligible businesses included in the BID area – defined on page 08.

If businesses vote 'YES' for the Felixstowe BID, the levy will raise approximately £122,000 per annum for five years. With additional income, this equates to over £600,000 to deliver improvements that will directly benefit you. If the BID vote is successful, all eligible businesses will pay a levy of 2% of the rateable value of the business per annum. Small businesses, with a rateable value of less than £5,000, will be exempt from paying. The table below gives an example of what the BID levy could be for your business:

Rateable Value	Maximum Annual Levy	Maximum Daily Equivalent Cost
£10,000	£200	£0.55
£25,000	£500	£1.37
£50,000	£1,000	£2.74
£100,000	£2,000	£5.48
£200,000	£4,000	£10.96

Additional Income

BIDs across the UK on average generate 15% in additional income through their lifetime, Felixstowe BID will endeavour to do this through sponsorship, grant funding and other income generating activities. It is expected that this form of income will generate an additional £18,400pa on average to be invested back into the projects outlined in this plan.

Voluntary Membership

A voluntary contribution can be made by businesses that are exempt such as those that have a rateable value under £5,000 and those outside the BID area. This will entitle them to all the agreed projects and services outlined in this business plan as well as full rights as members in the management and governance of the BID company. Details and eligibility will be set by the Board.

BID Income & Expenditure Forecast

2021 - 2026

	2021/22	2022/23	2023/24	2024/25	2025/26	5 Year Totals
Income						
BID Levy	£122,000	£122,000	£122,000	£122,000	£122,000	£610,000
Additional Income*	£0	£10,000	£20,000	£30,000	£32,000	£92,000
Total Income	£122,000	£132,000	£142,000	£152,000	£154,000	£702,000
Expenditure						
Local & Visitor Marketing and Promotion	£75,000	£80,000	£85,000	£90,000	£92,000	£422,000
Access and Wayfinding	£0	£10,000	£15,000	£20,000	£20,000	£65,000
Business Support	£10,000	£5,000	£5,000	£5,000	£5,000	£30,000
Sub Total	£85,000	£95,000	£105,000	£115,000	£117,000	£517,000
Overheads						
Staff	£30,000	£30,000	£30,000	£30,000	£30,000	£150,000
Office**/IT	£2,000	£2,000	£2,000	£2,000	£2,000	£10,000
Insurance	£1,000	£1,000	£1,000	£1,000	£1,000	£5,000
Levy Collection Cost***	£3,500	£3,500	£3,500	£3,500	£3,500	£17,500
Legal and Professional Fees	£500	£500	£500	£500	£500	£2,500
Sub Total	£37,000	£37,000	£37,000	£37,000	£37,000	£185,000
Total Costs	£122,000	£132,000	£142,000	£152,000	£154,000	£702,000

* Additional income is likely to come from grants e Smarter Towns Initiative and High Street Task Force ** Office costs will be minimal or gratis *** We will work to minimise levy collection cost further

BID Governance and Management

If the BID ballot is successful, an independent, not-for-profit company, limited by guarantee, will govern the BID. The board will have up to 15 directors made up of representatives of levy paying businesses. Additional non-levy paying members may be co-opted, as required.

The board will serve voluntarily (without payment) and will be composed to reflect the make-up of the BID area in business sectoral terms. The board of directors will be directly accountable to BID levy payers for:

- **Effective delivery of the projects and services as set out in the BID business plan**
- **Upholding and promoting the BID's vision and objectives**

Board elections will be held where any levy paying business or equivalent financial contributor will be eligible to stand as a BID board director. Nominated representatives from Felixstowe Town Council, East Suffolk Council, Suffolk County Council and Suffolk Police will be invited to the board meetings.

All levy payers will have a stake in the BID company. They will control what the BID funds are spent on and can hold the BID company accountable throughout the duration of the five years.

The BID company will not be able to make a profit and any surplus must be spent on projects and services agreed by levy payers and the board of directors.

In Year 1, the BID Task Group who have been involved with the development of the BID will form the interim board to allow for continuity as much as is possible. Elections will then take place to establish the board from year 2 onwards.

Any levy payer or voluntary contributor can stand to be elected onto the board during this process. Board positions are laid out right (up to 15 in total):



6 Retail



2 Office/Commercial



2 Food/Drink or Leisure



3 Public Sector



1 Voluntary contributor



1 Other as agreed by the Board



There must be representation from both the Town Centre and Seafront businesses.

**REMEMBER THE FELIXSTOWE BID IS DEVELOPED,
MANAGED AND CONTROLLED BY YOU, THE BUSINESSES**

Measuring Results

Felixstowe BID and its board will keep levy payers up to date on all the projects that the BID will implement over the 5 year term in a variety of ways. It will demonstrate that it is delivering against its objectives. The board will set the key performance indicators (KPIs) and criteria upon which to measure the BID's performance. Examples of the criteria the BID will use include:



Footfall figures



Visitor numbers



Rental levels



Car parking usage



New business activity



Annual surveys



Business feedback



Consumer feedback



Media coverage



Website/Social Media interactions

The Felixstowe Chamber of Trade and Commerce is supporting plans to for a referendum of town centre and seafront businesses to allow them to decide on whether they should all come together to support, finance and manage a local Business Improvement District (BID) body, because that will provide a formal basis for them to work together to raise funds and deliver additional projects and services over and above those already provided by public bodies to market the town and help increase consumer activity and profits.

Roger Abbott

Felixstowe Chamber of Trade & Commerce

Performance measurement will be carried out at regular intervals and the results will be reported back to levy payers through the following channels:

- 1. Annual meetings**
- 2. Group liaison forums and briefings**
- 3. Direct communications**

(for example: e-bulletins, newsletters and face-to-face meetings)

Businesses pay an annual amount, collected once a year. This income is then used year-by-year over the 5 year lifetime of the BID to carry out the projects defined in this business plan. BIDs are funded by the businesses within the BID boundary.



BID Levy and Ballot Rules

1. The BID Regulations of 2004, approved by the Government, sets out a regulatory framework within which BIDs have to operate, including the way in which the levy is charged and collected, and how the ballot is conducted.
2. The BID levy rate will be fixed for the full term of the BID (five years) and will not be subject to inflation or alterations.
3. The BID levy will be applied to all businesses within the defined area with a rateable value of or exceeding £5,000, provided they are listed on the Non-Domestic rates list as provided by East Suffolk Council for the 'Chargeable Date', set annually.
4. The following will be exempt from paying the levy:
 - » Organisations with a rateable value below £5,000
 - » Non-retail charities with no trading income, arm or facilities and are predominantly volunteer based. Non-profit making organisations with an entirely subscription and volunteer-based set up
 - » Businesses that fall in the following sectors - industrial, manufacturing, storage, and workshop
5. New businesses will be charged from the point of occupation based upon the rateable value at the time they enter the rating list.
6. If a business ratepayer occupies the premises for less than one year, the levy paid will be on a daily basis.
7. BID Levy payment will revert to the property owner or the registered business ratepayer of vacant properties. Those undergoing refurbishment or being demolished will be liable to pay the BID levy.
8. The BID levy will not be affected by the small business rate relief scheme, exemptions, reliefs or discount periods in the non-domestic rate regulations prevailing at the time.
9. VAT will not be charged on the BID levy.
10. The levy rate or boundary area cannot be increased without a full alteration ballot. However, if the BID company wishes to decrease the levy rate during the period, it will do so through a consultation, which will, as a minimum, require it to write to all existing BID levy payers. If more than 25% object in writing, then this course of action will not proceed.
11. The billing body is authorised to collect the BID levy on behalf of the BID company.
12. Collection and enforcement regulations will be in line with those applied to nondomestic business rates, with the BID company board of directors responsible for any debt write-off.
13. The BID funding will be kept in a separate BID revenue account by East Suffolk Council and transferred to the BID company.
14. BID projects, costs and timescales may be altered by the BID board of directors, provided they remain in line with the overall BID objectives.
15. The BID board of directors will meet at least six times a year. Every levy paying business and equivalent financial contributor will be eligible to be a member of the BID company. Company members can vote at annual meetings.
16. The BID company will produce a set of annual accounts made available to all company members.
17. The BID will last for five years. At the end of the five years, a ballot must be held if businesses wish the BID to continue.

The Postal Ballot

- All eligible businesses have the opportunity to vote.
- The ballot will be conducted through an independent, confidential postal vote by Civica Election Services, on behalf of East Suffolk Council, which is the responsible body as determined by the BID Regulations of 2004.
- Each eligible business ratepayer will have one vote in respect of each hereditament within the BID area, provided they are listed on the National Non-Domestic Rates List for the defined area as provided by East Suffolk Council.
- A proxy vote is available, and details will be sent out by Civica Election Services. Ballot papers will be sent out to the appropriate person/organisation from 13 October 2020 to be returned no later than 5pm on 10 November 2020.

For the BID to go ahead, two conditions must be met:

1. More than 50% of businesses that vote must vote in favour.
2. The businesses that vote 'YES' must represent more than 50% of the total rateable value of all votes cast.

The results of the ballot will be declared on the 11 November 2020.

Under the BID Regulations of 2004, if the BID is approved at ballot by businesses, all those eligible, regardless of how or if they voted, will be legally obliged to pay the annual levy amount.

Your BID Team

The Felixstowe BID has been guided to this point by a Task Group, of local business people, champions and Stakeholders who are passionate about the future success the town centre:

Felixstowe BID Task Group & Champions

Barber Auctions

COES (Felixstowe)

Felixstowe Chamber of Trade & Commerce

Gotelee

Hamilton MAS

Mannings

Poor Richard's Books

The Bakery

The Sandwich Shop

Underwoods

Little Ice Cream Company

One29 Bar

East Suffolk Council

Suffolk County Council

Felixstowe Town Council

Stakeholders and Supporters

Felixstowe Forward

Police

Why **Vote YES** for a BID in Felixstowe?

The Felixstowe BID presents an opportunity for businesses to move Felixstowe forward, to stop talking about what could be achieved and to start delivering a plan which is backed with funding. The plan is focused on the projects which you, the businesses, have asked to be prioritised and which will deliver a return on your investment.

Post COVID-19, the town must respond to the economic impact by marketing Felixstowe and delivering a great experience for visitors. Implementing the Business Plan will assist this and with other investment make Felixstowe a great place to visit and do business.

Together we can embrace the opportunity for greater input, influence, control and self-determination, by providing a new energy and sustainable funding stream to make this happen.

To find out more about the Felixstowe BID contact:

Helen Greengrass, Project Director
helen@felixstowebid.co.uk

You can also visit the Felixstowe BID website:

www.felixstowebid.co.uk

I am in favour of the Felixstowe BID as I believe it can offer our businesses opportunities we would not necessarily have access to individually. For what is effectively a small amount of money, it will give choices along with a purse and power to enact change unfettered by other council issues. These changes could not only improve our town shopping and seafront visitor experience but also offer the opportunity to improve our town for the people who live and work here. We are an integral part of that community and have a unique perspective on what our town might need. How could that not be a win? Smaller bonuses include collectively negotiating better deals on things like waste disposal, gas and electricity etc. and as an official group it will give us a voice during these difficult times that may allow access to additional government funds. It's better to have tried and done something than to have done nothing at all.

Jessie Fotherby
The Little Ice Cream Co