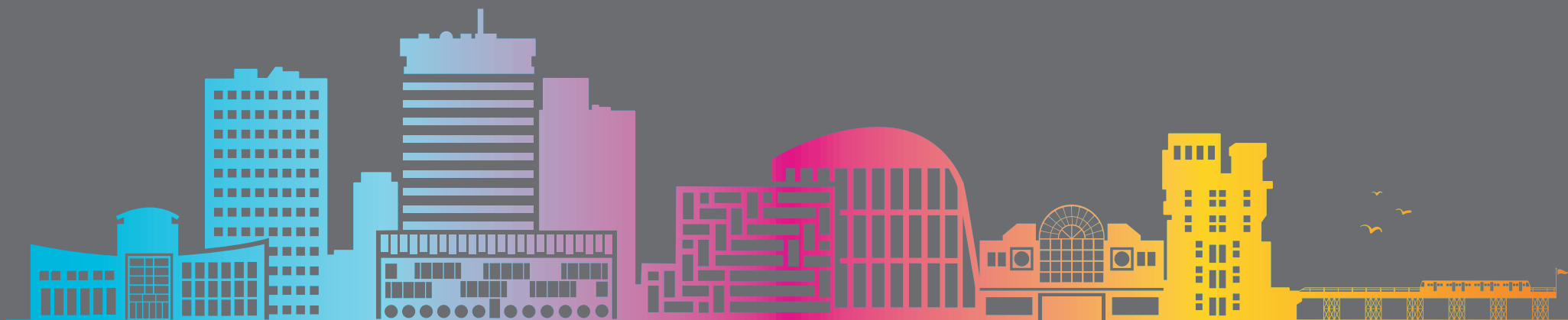


SOUTHEND CITY BID



BUSINESS PLAN
2023-2028



AN EXCITING OPPORTUNITY

To say that this is an exciting time for Southend would be an understatement. With City status awarded there is huge potential for economic and cultural benefits, generating revenue and opportunities

Over the past decade, the Business Improvement District (BID) has delivered a range of projects, based on the priorities of businesses, which have created a strong platform for growth. The BID has brought together businesses in the city and empowered them, giving them more of a say in the City's development and management strategy.

We have listened to the priorities of businesses and this document details our plans for the next five years. Delivering an even better experience for business owners, workers, residents and visitors. As well as working with partners to capitalise on the opportunities that City status will provide.

A new BID term allows further delivery and investment, enabling us to continue to work together to seize this historic moment.

Mark Bartrip, Chair & Director



The BID provides an array of additional services which are crucial to enhancing the area. We would not want to lose any of these or the new additional services.”

Anthony Tomassi, Owner of Tomassi's

ABOUT BIDS

A Business Improvement District (BID) is a business led and business funded body formed to enhance a defined commercial area. The BID provides improvements through services - that are funded by local businesses - over and above those of other stakeholders in the place.

BIDs succeed because they are focused, entrepreneurial and cost-efficient, providing an agile and flexible response to business needs. They are not a replacement for local authority and police services but provide additional resources. There are over 330 BIDs in the UK.

The Southend City BID is led by a team of Directors and a Committee made up of a diverse range of businesses.



Mark Bartrip
BID Chair &
McDonald's Franchisee



Dawn Jeakings
The Royals Shopping
Centre Manager



Dennis Baldry
Victoria Shopping
Centre Manager



Chris Johnson
Energie Fitness Owner



George Bjeko-Cowlbeck
Caddies Owner

COMMITTEE MEMBERS

Anthony McGarel
Deputy Principal &
Chief Executive,
South Essex College

Anthony Tomassi
Managing Director,
Tomassi's

Emma Edmondson
Managing Director,
TOMA

Zoe Manning
Southend Campus
Manager,
University of Essex

Scott Dolling
Director of Culture
& Tourism,
Southend City Council

Steve Ackroyd
Local Director,
Metro Bank

Jess Murphy
Store Manager,
Primark

Inspector Paul Hogben
Southend Community
Policing Team,
Essex Police

Janneman Britz
General Manager,
Park Inn by Radisson

Councillor Martin Terry
Cabinet Member for
Public Protection

Rebecca Gosain
Retail Manager,
New Look

HIGHLIGHTS

The BID has worked hard to deliver a range of benefits throughout the current 5-year term. Highlights include:



Southend Cocktail Week, to promote the evening and night-time economy.



Keeping Together wristbands, reuniting lost children with their parents.



180 users on DISC online crime database, where businesses report incidents and share intelligence.



Family trails including the Halloween Monster Trail, Christmas Tree Trail and The Queen's Platinum Jubilee Trail.



Social Media Platforms promoting the City Centre and BID activities.



Headline sponsor for Southend City's inaugural LuminoCity light festival which attracted over
200,000
visitors.



The BID has continued to support the Council in retaining and promoting the City's Purple Flag accreditation.



Floral planters and hanging baskets along with vibrant, festive bunting.



Public transport initiatives, offering businesses and their employees discounted travel.



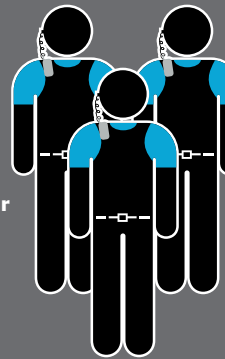
Strongly encouraged the streetscape enhancements including enhanced lighting, new paving and repaired signage.

Police accredited, first-aid trained Street Ranger Team on duty 7 days a week.

Over **£30,000** worth of stolen goods recovered in 2021 by Street Rangers.

2,000 anti-social behaviour interventions from Street Rangers a year.

Assisting visitors on average **6,000** times a year.



Events attracting visitors to the City Centre, including:


- CityJam
- Chinese New Year
- Italian Festival
- Film Festival
- 4D Light Show
- Seafront Fireworks



Over £350,000 of income generated in addition to the levy via grants, sponsorship and other initiatives.



Festive lighting display and bespoke Christmas tree.



Business networking events including the bi-monthly Southend Business Against Crime (SBAC) meeting.

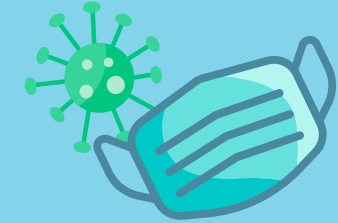
Event, food and nightlife guides printed and available as downloads.



Multi-platform media PR campaigns to promote the BID, raise the profile of the city and promote it as an attractive destination.



During the COVID-19 pandemic the Southend City BID was flexible in its service delivery based on the restrictions that were in place. During this period the BID provided businesses with essential information, advice and updates as well as installing safety signage throughout the area. A multi-platform 'welcome back' campaign was launched as businesses were allowed to reopen. The Street Ranger team continued to patrol the area throughout the pandemic, offering reassurance to businesses.



Festive light event with marketing campaign and big switch-on.



Your ideas and opinions shape our plans

Your ideas and opinions shape our plans. The Southend City BID exists to benefit and support the local business community. The views of businesses have been critical in helping us plan the next steps. Our research and consultations have provided valuable insights on business priorities.

As well as annual business feedback surveys we have carried out the following activities to establish businesses priorities;

- **One-to-one meetings** with businesses and stakeholders to ensure their opinions are heard
- **Project-specific reviews**, providing objective analysis and feedback
- **Street Ranger visits to local businesses** to discuss promotional opportunities and local issues
- **Drop-in session workshops**
- **Questionnaires**

Putting your ideas into action

You've told us what you want to see from the BID over the next five-year term.

We're committed to delivering that vision.

On the following pages we've outlined our strategy under three project areas consistent with the current term's business plan.



MANAGE

Ensuring Southend offers a brilliant experience. A key aim of the BID is to make Southend a welcoming and safe place to visit at any time. We will continue to focus on initiatives that help to enhance the look and feel of the BID area. Projects that will be delivered within this area are;

- **Street Rangers** - our uniformed Street Rangers will patrol the area and assist and protect businesses and visitors
- **Crime reporting** - providing access to DISC, our secure online information sharing system which enables businesses to report incidents and view the latest intelligence
- **Safety** - supporting safety through the Purple Flag accreditation and other campaigns such as Keeping Together, Ask For Angela and Drink Aware
- **Cleanliness** - supporting cleanliness through anti-litter campaigns and graffiti removal
- **Street art** - creating points of cultural interest through street art pieces
- **Welcoming** - enhancing the BID zone with seasonal decorations, festive lighting installations and floral displays
- **Support** - working with charities and stakeholders to support strategies to tackle homelessness, rough sleeping and begging



MARKET

Providing a diverse mix of marketing activities and events to enliven the City Centre and navigate users around the area. Ensuring that the profile of the area continues to grow and is promoted to an increasingly wider audience. Projects will include;

- **Promotion of Southend** - promoting Southend businesses and attractions to local consumers through the website and social media platforms to encourage footfall and spend
- **Maps & Guides** - providing digital maps and guides to showcase what Southend has to offer to visitors
- **Events** - Providing and supporting a calendar of events and activities throughout the year to encourage visitors to visit
- **Cocktail Week** - a celebration of Southend's variety of bars, pubs and restaurants with signature cocktails and events
- **Trails** - family friendly trails across Southend run in line with school holidays



MOTIVATE

Ensuring that businesses are attuned to the opportunities available and ensuring that businesses have a strong and strategic voice in shaping future plans.

- **Networking** - providing opportunities for businesses to network and engage with both the BID team and each other
- **Communications** - providing regular communications and updates to businesses on both the BIDs activities and wider activities in Southend
- **Providing Inward Investment** - working closely with government funding schemes, Southend Borough Council and other organisations to help boost economic growth and recovery



1. Southend-On-Sea City Council will send those responsible for eligible properties or hereditaments to be subject to the BID, a ballot paper prior to **Friday 7th October 2022**.
2. Each property or hereditament subject to the BID will be entitled to one vote in respect of this BID proposal in a 28-day postal ballot which will commence on **Friday 7th October 2022** and close at **5pm** on **Thursday 3rd November 2022**. Ballot papers received after 5pm on that day will not be counted.
3. In order for the proposal to be successful at ballot the result will need to meet, as a minimum, two independent criteria which are: (a) of those ballots returned by the close, those voting in favour of the proposal must exceed those voting against it, and (b) of those ballot papers returned by the close, the total rateable value of those properties or hereditaments which vote in favour, must exceed the total of those voting against.
4. The result of the ballot will be announced as soon as practically possible after the close of ballot.
5. If successful at ballot, the new BID will commence delivery of services on **1 April 2023** and will continue for a period of 5 years to end **31 March 2028**.

1. The BID levy will apply to all persons or organisations liable to pay the non-domestic rates for eligible hereditaments located within the BID Area.
2. The levy rate to be paid by each property or hereditament is to be calculated as 1.69% of its rateable value, using the 2017 non-domestic ratings list supplied by Southend City Council, as at 31st March 2023 and for the full five year term.
3. The BID levy will have to be paid by a new ratepayer occupying an existing or new rateable property within the BID area up until the end of the five year term on 31st March 2028, even if they did not vote in the ballot.
4. Any property removed from the ratings list during a chargeable period (1st April to 31 March each year) will be removed from the date the local authority are notified of the update by the Valuation Office (not the effective date of the change) No refund will be made for that chargeable period.
5. All properties or hereditaments with a rateable value of £15,000 or more will be liable for payment of the levy.
6. The number of properties or hereditaments liable for the levy is approximately 276.
7. From Year 2 onwards, the levy rate will be increased by the fixed rate of inflation of 2% per annum.
8. The levy will be charged annually in advance for each chargeable period (April to March each year), starting in April 2023. No refunds will be available on the levy charged. The person or company responsible for the non domestic rates on the 1st April of each chargeable period will be liable for the entire year's charge.
9. The maximum amount payable for any one hereditament is capped at £17,500 rising by 2% a year.
10. No consideration will be taken of any revaluation scheduled during the BID's term, unless a property is shown in that list for the first time, in which event the original rateable value shown in that list will be used for the remainder of the BID term.
11. The owners of untenanted properties or hereditaments will be liable for payment of the levy. There is no reduction for a vacant property.
12. Occupiers within The Royals and The Victoria Shopping Centres that are subject to a service charge will pay 75% of the levy that would otherwise apply.
13. Charitable organisations that are subject to relief on their business rates liability will pay 20% of the levy that would otherwise apply.
14. Southend-On-Sea City Council will be responsible for collection of the levy. The collection charge will be approximately £9660 per annum; this equates to £35 per hereditament.



The BID has done so much to improve the look and feel of the city centre. It is brilliant to see what they've been doing to improve the area surrounding our business. It's an ongoing process and they've been truly committed to ensuring we can see value in their service."

Emma Dadswell, Director of Toys'n'Tuck

ACCOUNTABILITY & TRANSPARENCY

1. Southend City BID recognises the importance of accountability and transparency within its governance arrangements.
2. The Proposer of the new BID and the BID Body is the Southend BID Limited (Company Number 08346559), a not for profit organisation, limited by guarantee.
3. The BID will seek to secure the British BID's Accreditation, an award in respect of internal quality management systems. It will seek to retain Accreditation throughout its term.
4. The Directors of the BID (the 'Board') shall continue to be representative of levy-paying businesses. The Board will continue to meet monthly, with responsibility for governance matters such as financial arrangements, contractual obligations, human resources, standards, performance and compliance. The Board of the BID may nominate and appoint Directors.
5. The BID Committee, (available to all levy payers) comprised primarily of levy payers and with a reserved position for the local authority, shall continue to advise upon operational matters.
6. The Board shall appoint a Chair, with the current Chair continuing into the new BID term. The Chair will also Chair the BID Committee and shall always be from the private sector.
7. Levy paying businesses may become Members of the BID Company.
8. The Board shall have the ability to vary service delivery and expenditure allocation according to the changing demands of levy payers. However, any change to the BID boundary or to the levy rate proposals would require an alteration ballot.
9. The BID will file annual accounts at Companies House. The accounts will be available to all levy payers.
10. The Company shall meet with the Council, as the Billing Authority, quarterly to monitor service delivery, levy collection and financial management issues.
11. Ahe BID will monitor performance against annual objectives and targets and will report to levy payers at least once a year. Regular updates through email bulletins, social media, drop in sessions and door to door visits will keep businesses informed. An annual report and business meeting will provide information to businesses on the activities of the BID, including finances. A financial statement will be distributed to businesses along with the BID levy invoice annually. Customer and business surveys will take place each year. A mid term review will take place to monitor the BID's performance against its objectives.
12. An Operating Agreement, which includes the Council's Baseline service commitments, has been agreed with the Council. A copy can be found at: www.southendbid.com.
13. Notification of the intention to hold a ballot was sent to the Secretary of State on 9th June 2022.

FINANCES

- 1. The budgeted income from levy collection in the first year is **£310,634**.
- 2. The average annual levy available to be spent by the BID for the term is **£323,310**.
- 3. A contingency provision on expenditure provides for an anticipated surplus of **£42,890** by the end of the term.
- 4. Operating costs of the BID are estimated as 19% of total expenditure.
- 5. The additional income provision within the budget for the new BID uses the previous term as a basis and totals 11.5% of the estimate levy to be collected.

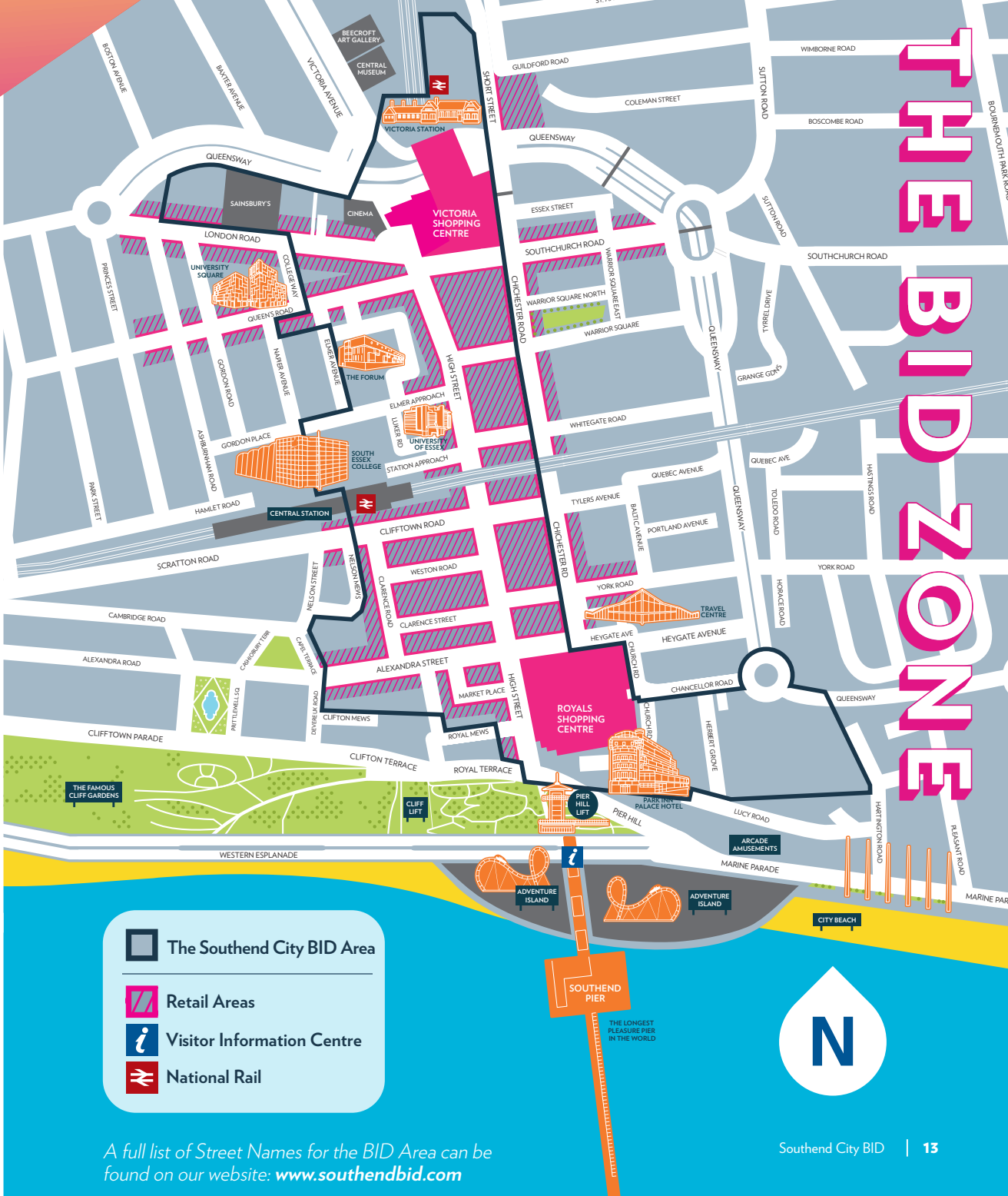
	YEAR ONE	YEAR TWO	YEAR THREE	YEAR FOUR	YEAR FIVE	TOTALS
BID LEVY	£310,634	£316,847	£323,184	£329,647	£336,240	£1,616,552
ADDITIONAL INCOME	£42,000	£42,000	£42,000	£42,000	£42,000	£210,000
TOTAL INCOME	£352,634	£358,847	£365,184	£371,647	£378,240	£1,826,552
	EXPENDITURE					
OPERATING COSTS	£66,599	£66,599	£66,599	£66,599	£66,599	£332,995
MANAGE	£190,194	£190,194	£190,194	£190,194	£190,194	£950,970
MARKET	£68,921	£68,921	£68,921	£68,921	£68,921	£344,605
MOTIVATE	£9,636	£9,636	£9,636	£9,636	£9,636	£48,180
TOTAL EXPENDITURE	£335,350	£335,350	£335,350	£335,350	£335,350	£1,676,750
ANNUAL SURPLUS	£17,284	£23,497	£29,834	£36,297	£42,890	£149,802



From festive lights and Street Rangers to events and excellent communication. The BID does so much for us and we are absolutely behind the next term.”

Rebecca Gosain, Retail Manager at New Look

Following consultation with businesses, this map shows the geographical area of the BID for the proposed new 5-year term.



HOW TO VOTE

You should receive one ballot paper for each property that you are eligible to vote for by post. If you do not, or if you require a replacement ballot paper, please email hello@southendbid.com.

Please check that each ballot paper has its own return envelope.

Complete the ballot paper putting a cross (X) beside your choice to retain the BID for a new 5 years BID term.

Write your name in **BLOCK** capitals, your position in the business and your signature.
Each ballot paper must be returned in its own separate envelope.

Return your completed ballot paper(s) by one of the following ways:

- By post in the prepaid envelope
- In the ballot box, open between **09:00** and **16:00**, situated at **Southend Civic Centre, Victoria Avenue, Southend-on-Sea, SS1 9SB**
- The ballot runs from **Friday 7th October 2022** and close at **5pm** on **Thursday 3rd November 2022**



VOTE YES FOR SUCCESS



TESTIMONIALS



1 “The BID makes our City Centre more vibrant. Their campaigns and activities bring Southend to life, link us to the local community and offer opportunities to get our business out there to the public. It’s great to have their support.”

- Janneman Britz, General Manager at Park Inn

2 “The BID has delivered so much and there is more to come. I am delighted that the BID is committing to deliver with a focus on community & sustainability.”

- Steve Ackroyd, Local Director of Metro Bank

3 “The BID and the Street Rangers are an invaluable asset to our city, working in collaboration with all agencies and businesses across the city centre ensuring Southend is a safe and pleasing place for all visitors. I look forward to continuing building a great network of people amongst the BID to improve Southend further.”

- Joe Barnes, Store Manager at Boots Royals

4 “The Street Rangers do an amazing job. They are friendly, helpful and have always been available quickly when we have needed their assistance. It is very reassuring to have their presence on the High Street”

- Emily Wilson, General Manager at Patisserie Valerie

5 “The BID will provide businesses with a voice and opportunities at such an exciting time in our history.”

- Aras Ali, Director of Arastocuts and Cut U Up



SOUTHEND CITY BID

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