INTRODUCTION

Dartmouth is an extraordinary place for living, working and visiting. From our beautiful location to the distinctive character, Dartmouth provides compelling reasons for people to explore our streets and businesses. However, for all the opportunity we’ve yet to reach our full potential. And as competition grows from other destinations that are trying to attract more visitors and customers and present a distinctive and enjoyable experience, we stand to lose ground.

It’s for that reason that Dartmouth businesses, along with local partners, have been exploring the creation of a Business Improvement District (BID). A BID can help us take Dartmouth to the next level and build on our already exceptional offer to deliver a truly great experience for locals and visitors alike, by making all of us collective investors in Dartmouth’s future.

This business plan sets out how a BID for Dartmouth would operate, and what together we could achieve through it. Over the past few months, businesses in Dartmouth have participated in open business meetings, surveys, one-to-one discussions and presentations that have brought forth opportunities and priorities for how best to strengthen and grow Dartmouth.

In evaluating the opportunity and potential to unify Dartmouth’s offer and market ourselves competitively clear priorities have emerged. This document sets out what a BID can do for Dartmouth, and what a BID can do for you.

Making the BID happen means you must vote YES. By doing so, you can be a part of creating a healthier, stronger, more vibrant Dartmouth. Participating in the BID makes YOU an important investor in our town’s future.

This is our opportunity to realise our potential. Please support a BID for Dartmouth.

CONTENTS

3 INTRODUCTION
4 A BID FOR DARTMOUTH
5 A MESSAGE FROM THE CHAIRMAN
6 BUSINESS IMPROVEMENT DISTRICTS EXPLAINED
7 HEARING YOUR THOUGHTS
14 VOTING YES FOR THE DARTMOUTH BID
14 THE BID LEVY
15 DARTMOUTH BID BUDGET 2014-2019
16 THE BID OPERATING AREA
17 BID GOVERNANCE AND MANAGEMENT
18 MEASURING PERFORMANCE
19 BID RULES EXPLAINED
20 YOUR QUESTIONS ANSWERED
21 THE BID BALLOT & CASTING YOUR VOTE
22 FINAL THOUGHTS
23 ACKNOWLEDGEMENTS
A BID FOR DARTMOUTH

A Business Improvement District (BID) is an arrangement whereby businesses get together with the aim of promoting and improving their town or city. The Dartmouth BID will be funded by a levy (please see table later) on the rateable value of each eligible business within the BID area. This levy will raise approximately £170,000 per year for five years and will leverage additional income for a total investment of more than £1,000,000 over five years to deliver improvements that will directly benefit you.

A business improvement district is about making our town centre a pleasant, efficient and accessible place for visitors.

This is your chance to contribute to an investment of more than £1,000,000 over five years on projects and priorities that matter to you. It is your chance to contribute to a viable business plan which is voted on by all those who would have to pay the BID levy for a maximum of five years and must be able to demonstrate how it has benefited businesses who have funded it. This is your chance.

YOUR OPPORTUNITY

This is your chance to contribute to an investment of more than £1,000,000 over five years.

YOUR GOALS

You have told us what you want to achieve through a BID in Dartmouth. Your goals include:

1. Increasing footfall and therefore economic activity in the town
2. Providing a unified voice for the businesses of Dartmouth
3. Fighting to reduce operating costs for local businesses
4. Providing the support and initiatives businesses need to survive and thrive by reducing business costs and providing businesses with data, information and training to make running in Dartmouth easier and more profitable

YOUR PRIORITIES

The Dartmouth BID will be funded by a levy (please see table later) on the rateable value of each eligible business within the BID area. This levy will raise approximately £170,000 per year for five years and will leverage additional income for a total investment of more than £1,000,000 over five years to deliver improvements that will directly benefit you.

YOUR DECISION

You decide whether the Dartmouth BID should go ahead by voting in the BID ballot.

YOUR VOTE

BID ballot papers will be sent to you by 31st October 2013 and you will have until 28th November 2013 to cast your vote.

For the BID ballot to be successful, two conditions must be met:

1. More than 50% of businesses that vote must do so in favour of the BID, and
2. Of the businesses that do vote, those in favour must represent more than 50% of the total rateable value of all votes cast.

If both these conditions are met, the BID will be established and the BID levy will be mandatory for everyone in the BID area.

A MESSAGE FROM THE CHAIRMAN

This is your opportunity to take more control of our own town.

As Chairman of the Dartmouth BID Task Group I believe that we have built a strong team of people representing both the public and private sectors, with a wealth of experience in supporting businesses in this town. We have developed a business plan for the next five years through an extensive process of consultation using surveys, business meetings and face-to-face discussions. We have tried to assess the needs of all businesses in Dartmouth to ensure we help people across all business sectors benefit from the investment programme we have planned. At our business meetings we achieved over 90% support for the BID proposals, and this included large and small businesses from across the different sectors.

Dartmouth is full of talented people focussed on developing their own businesses, but this is a chance to pull together as a team to achieve more than we can separately.

As we move into the voting phase we want to help you decide YES, so if you have any questions or concerns please contact me or any of the BID Task Group for a face to face meeting.

The Dartmouth BID is the best chance we have to make sure we give the business community the opportunity to succeed. The BID in Dartmouth is about us working together to achieve something really special.

CHAIR OF THE DARTMOUTH BUSINESS IMPROVEMENT DISTRICT TASK GROUP

PAUL REACH

NAME

TITLE

Insert quote...
BUSINESS IMPROVEMENT DISTRICTS EXPLAINED

A BID is a local, democratically elected, private sector-led organisation that focuses on delivering the improvements businesses in a defined area want to see. BIDs invest in and deliver projects and priorities to improve the local trading environment, drive down business costs and raise the profile of an area. BIDs are led and controlled by businesses; they are independent, not-for-profit organisations with ring-fenced resources and finances.

BIDs raise their revenue principally through a levy. This levy is an investment by businesses in return for projects and services from the BID Company – those that invest in the BID company benefit from it. BIDs operate for five years, in which time they have to demonstrate how they are making a difference. After five years, a re-ballot must be held to enable the BID to continue.

In order for a BID to be established, a ballot of all eligible businesses in the BID area is held. For the ballot to be successful, two conditions must be met:

1. More than 50% of businesses who vote must vote in favour of the BID; and
2. Of the businesses that do vote, those in favour must represent more than 50% of the total rateable value of all votes cast.

If both these conditions are met the levy will be mandatory on everyone.

BIDs offer businesses an opportunity to take control of their own priorities and invest in projects and services that benefit them, their customers, clients, visitors and employees. The BID Company monitors results and performance. BIDs are lean organisations, designed to be flexible and agile to respond to local circumstances and areas of priority, as well as carry the credibility and resources to get things done in a cost-effective, efficient way.

There are more than 180 BIDs operating all over the UK, including in competitive areas to Dartmouth. What’s more, 9 out of 10 BIDs that seek re-ballot are met with business approval, with a higher turnout and a higher vote in favour. This offers a real testament to the ability of BIDs to deliver results that benefit business.

HEARING YOUR THOUGHTS

For the past year, the BID team has consulted with you on a wide range of platforms to get your views on a BID for Dartmouth. The BID provides an opportunity to create a company that represents your business and delivers for your town, so we have spent time making sure we listen to your priorities. Our engagement has included:

FEASIBILITY STUDY

This has included research on the impact of BIDs in other comparable towns and cities, engagement with Dartmouth business owners and stakeholders to better understand the main problems they are facing and how a BID could help, and the development of a conceptual approach to creating a BID in Dartmouth.

BUSINESS SURVEY

A survey was sent out to all businesses within the proposed BID area to build upon the foundations of the Feasibility Study. The survey generated more than 100 responses, giving us a good impression of the business priorities for investment in the town.

FACE-TO-FACE MEETINGS

The BID Task Group has met with a large number of business owners and organisations throughout the year to inform them of the BID, share emerging ideas, and receive feedback. This allowed us to understand which projects are important to businesses and should be included for consideration in the BID business plan.

BUSINESS MEETINGS

Open meetings were held for different business sectors to give them an opportunity to provide input into the proposed BID plan, along with an understanding of how much businesses were willing to pay for improvements. More than 50 business people attended these meetings, and through them enthusiasm for a BID grew and the business plan started to take shape.

FOR A BID BALLOT TO BE SUCCESSFUL, TWO CONDITIONS MUST BE MET:
1. A STRAIGHT MAJORITY BY THE NUMBER OF THOSE VOTING
2. BY A MAJORITY IN THE RATEABLE VALUE OF THOSE VOTING

SUMMARY BUSINESS PLAN

A summary version of this business plan was distributed to organisations to allow them to feedback any suggestions prior to creation of this full plan.

NEWSLETTERS

Throughout the BID consultation and planning process, newsletters have been distributed via post, delivered in person, and made available online.

As a result of this engagement, hundreds of businesses have had their say and have told us what they want to see happen in Dartmouth. This business plan sets out your priorities, including:

- The action you want to see taken
- The projects you want to see happen
- The services your business, staff and customers can benefit from
- How the BID will deliver for your business

NAME

TITLE

Insert quote....
YOU SAID...

“Marketing and promoting Dartmouth is our highest priority. A strategic approach to market the town’s amenities and assets needs to be done collectively, coherently and consistently.”

The BID will work to:
Professionally deliver and manage effective, high-profile marketing of Dartmouth, ensuring everyone knows it as a vibrant, welcoming and unique place to visit, spend time in and do business in.

The Projects & Priorities

1. MARKETING, PROMOTION & EVENTS
£500,000

2. CAR PARKING & ACCESS
£265,000

3. BUSINESS SUPPORT
£165,000

4. STRATEGY & ADVOCACY
£25,000

5. INVESTOR MARKETING

In addition to the consumer marketing that will help to bring in customers – and encourage them to visit more frequently – the BID will also promote Dartmouth to potential investors as a business location. This includes work with both retail and commercial uses that complement our existing offers through the provision of resources that help to make the case for why Dartmouth is a good place to do business.

6. INTERNET AND SOCIAL MEDIA

The BID will invest resources in extending Dartmouth’s online presence. We will achieve this by working with existing organisations to consolidate and enhance our digital profile, and we will augment this by taking full advantage of the latest social media and marketing technologies.

7. DELIVER QUALITY EVENTS

The BID will support events that bolster tourism and promote and complement Dartmouth’s unique offer. Existing events will be reviewed aiming for an integrated involvement across Dartmouth so that multiple locations can benefit. We want all businesses to see improved footfall, spend and customer profiles. As we develop new events, we shall be considering high-quality entertainment across summer and winter seasons that celebrate the wealth of independent traders and the unique geography that Dartmouth has to offer.

8. HOSPITALITY AMBASSADORS

The BID will support ambassadors on the street to provide a welcome face and resource to the town for customers. In addition to providing visitor information, these ambassadors will also connect regularly with businesses and will act as the eyes and ears of the BID.

TARGETED AND MANAGED CONSUMER MARKETING

The BID will promote the full extent of the town’s offer in a joined-up manner, developing targeted regional, national and international advertising and marketing campaigns as well as local business promotions. By developing marketing that can be delivered consistently over five years, the BID will build momentum and presence. And by making the best use of TV, radio, print and online resources we can get our message across to boost trade and activity year-round.

INVESTOR MARKETING

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A STRONG, PROFESSIONAL BRAND

The BID will align the town’s business community around a shared vision, identity, brand image and message for Dartmouth. This will be supported by research, engagement, and strategic development to ensure businesses have a clear identity. The BID will build on this investment to ensure brand recognition is built throughout communications, marketing, public relations and online activity so that Dartmouth is portrayed in a professional and coordinated manner.

YOU SAID...

“Marketing and promoting Dartmouth is our highest priority. A strategic approach to market the town’s amenities and assets needs to be done collectively, coherently and consistently.”

The BID will work to:
Professionally deliver and manage effective, high-profile marketing of Dartmouth, ensuring everyone knows it as a vibrant, welcoming and unique place to visit, spend time in and do business in.
YOU SAID...
“We need to provide effective and user-friendly access into Dartmouth.”

The BID will work to:

- Create a pleasant, efficient and accessible town centre environment – whether travelling by vehicle or on foot – ensuring people have a positive experience in Dartmouth.

YOU SAID...
“Businesses need help to thrive in Dartmouth, including with operational support, improving the overall quality and mix, and bringing down basic business costs.”

The BID will work to:

- Reduce costs, provide the support and initiatives businesses need to thrive, and arm businesses with the local data and information they need to make operating in Dartmouth easier.

The Projects:

EFFECTIVE SIGNAGE

The network of streets in Dartmouth makes it difficult for visitors to appreciate all of the amazing offers in town. We will improve signage to make it easier to navigate the scale of streets of the town.

CAR PARKING PROMOTIONS

The BID will work with relevant organisations to develop, implement and market car parking promotions and discounts, offering incentives and deals for events, at key times of the trading year and at specific times of the week. We have already started this discourse so that the BID can begin delivering them at the earliest opportunity to ensure people see the town as a cost-effective place to visit.

Additionally, because people’s experience of car parking is critical to their impressions of our town, the BID will work to improve that experience in Dartmouth by working with the local authorities to tackle concerns around parking management and enforcement and by serving as a liaison with businesses and customers.

REFINING THE PARK AND RIDE PROGRAMME

The BID will work with the operators of the park and ride programme to help enhance operations, making it fit for the requirements of businesses and customers. Amongst the things we will address will be to align the programme it to operate within retail and business hours.

LINKING WITH RAILWAYS, AIRPORTS, FERRIES AND CRUISE SHIPS

The BID will work in partnership with existing transit providers and aim to strengthen our relationship with Plymouth and Portsmouth ferry terminals and railway, air and cruise ship operators.

The Projects:

ADDRESSING BUSINESS RATES

We know that business rates are a considerable burden on many businesses. BIDs elsewhere in the UK have recently been able to lobby for between 10-30% reduction in business rates for their BID members through targeted information gathering, employment of property advisors and working with the Valuation Office directly. Dartmouth BID can look to do the same for Dartmouth businesses, ensuring that your business rate liability is fair and helping you to negotiate rates at levels using independent specialists.

DRIVING DOWN COSTS

Acting as a collective body, the BID has the ability to help businesses benefit from economies of scale on basic overheads. The BID can negotiate on your behalf and centrally pressure services such as trade waste and recycling collection and insurance and accommodation services (such as laundry, housekeeping and property maintenance) to drive down the costs of these contracts, whilst also maintaining a high standard of service and saving you time.

In other BID areas, savings have been used by businesses to offset the BID levy.

DATA AND INFORMATION

Being armed with data about the local trading environment is invaluable for businesses. The BID will publish regular ‘business briefings’ which contain information on town centre footfall, car parking, new businesses and town performance, to help track your performance.

TRAININGS AND WORKSHOPS

The BID will help to assist both established and new businesses in town improve their business performance and establish strong business-to-business connections by providing support such as networking events, workshops and business training.

MAKING CONNECTIONS

The BID will position itself as a conduit of information being able to link you up with the right people or organisations that can assist you. Alongside this, we will proactively provide regular communication and updates on key events in the town, so that businesses can plan ahead, inform staff and tell customers.

If the past challenges around parking and other issues have taught us one thing, it is that Dartmouth needs a strategic vision and management plan that is implemented across the town and that is, not governed from the actions of self-interest but in the overriding best interests of the town as a whole, to ensure its survival for the next 50 years. We believe the BID offers Dartmouth such an opportunity and that is why we are supporting it.

GILES & SARAH HALLIWELL
OWNERS, DISTINCTLY LIVING
YOU SAID...

“We want to influence what happens in our town and how it happens. We want a Dartmouth that’s well-managed and championed.”

The BID will work to:

Act as a credible representational voice for business, taking a leading and focused role in the coordination, management and future direction of a prosperous and vibrant Dartmouth. We will help you by making sure both your business and the town thrive.

STRATEGY & ADVOCACY

OVER 5 YEARS: £23,000

MANAGEMENT AND CO-ORDINATION

Smart and proactive management of the town will help to improve communications amongst businesses, clients, customers and other town centre stakeholders. The BID will monitor the town day to day activity and keep businesses informed of issues that may affect their operations. The BID will also work with and support other organisations to ensure the town is a safe and welcoming place to work, visit and do business, day and night, throughout the year.

INFLUENCE AND REPRESENTATION

As an elected organisation that will represent the town, the BID will be working with and for town centre businesses to influence progress on key issues, whether they are affecting your business, your staff or visitors. It will be an active, strong, lobbying group with a seat at the table on behalf of businesses when decisions are made about the town. The BID will provide services effectively and efficiently by collaborating with partners and championing your interests, thereby taking a lead in driving the direction of the town positively forward.

MEASURING SUCCESS

As a collective, professional voice, the BID will have the ability to gather information, commission data, and get expert’s insights on topics that may affect you and your business, allowing us to get things done and make sure your voice is heard. The BID will measure and track key performance indicators (for example, footfall and spend) to keep abreast of how Dartmouth is performing and what it needs to do to remain competitive.

Insert quote...

NAME
TITLE

Insert quote...

NAME
TITLE
VOTING YES FOR THE DARTMOUTH BID

In order for the BID to be established, it must be democratically voted for.

VOTING YES TO A BID IN DARTMOOUTH MEANS:

• For your modest investment, the BID will be able to leverage more than £1,000,000 over five years to deliver on business priorities for you and the town. The money is spent in a transparent way, according to the priorities of this business plan.

• The BID’s resources and revenue are ring-fenced. Money is spent in Dartmouth for Dartmouth.

• Through the BID company you will have an opportunity to take control of your trading environment and influence change. The BID will represent you and all businesses in the BID area collectively to get things done and be a champion for the business community.

• The BID can work to increase footfall, welcome new businesses, manage the town better, monitor its performance and offer a way of competing.

• Instead of just talking about ideas, we will be able to deliver them with a professional, well-resourced and networked company.

We know there is a great deal of energy and enthusiasm in the town and people will continue to want Dartmouth to do better. The BID offers a chance to actually do better with a clear plan, the right resources and a credible business voice championing the town and its offer.

This is your unique opportunity to take control and vote YES for a positive and focused body to deliver for you.

THE BID LEVY

The Dartmouth BID will be financed through an annual levy on businesses within the BID area. The levy payable is set out in the table below and is based on the rateable value of the business. In totality, the levy will raise approximately £170,000 each year for five years, and will leverage additional income, for a total five-year budget of more than £1,000,000 to deliver improvements that will directly benefit you.

| RATEABLE VALUE MAXIMUM ANNUAL LEVY MAXIMUM DAILY EQUIVALENT COST |
|-----------------|----------------|----------------|
| Over £500K | £7,500 | £21 |
| £400K - £500K | £6,000 | £16 |
| £300K - £400K | £5,000 | £14 |
| £200K - £300K | £3,000 | £8 |
| £100K - £200K | £2,000 | £5 |
| £50K - £100K | £1,000 | £3 |
| £25K - £50K | £500 | £1 |
| £10K - £25K | £250 | 68p |
| Below £10K | £100 | 27p |

The levy is an investment. In return for your investment you benefit from projects and services you would not get without a BID. The BID company will be able to tell you what you are receiving for your investment; it will be accountable for every pound it receives or generates.

VOLUNTARY MEMBERSHIP AND ADDITIONAL FINANCE

The BID will also run a voluntary membership scheme for businesses excluded from the BID area so that they too can benefit from BID projects and services. The BID will also seek grants and project match funding to deliver even better value for money for its activities. In addition, the BID will also be able to run commercial services or other income generating activities.

DARTMOUTH BID BUDGET 2014-2019

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*Additional income is based on the average (20% of BID Levy) raised.
**The Projects figure includes approximately 12.5% built in for staff costs.
***Figure for Collection Software is high in Year 1 because of the need to purchase the system. Subsequent annual costs are lower because they are purely for maintenance.

VOTING NO FOR THE DARTMOUTH BID

It is vital that we do not lose this opportunity to take control and vote YES.

The BID provides an opportunity to make a real difference in Dartmouth and will mark a step-change across the priorities outlined in this plan. This is a business plan that aims to work for you.
THE BID OPERATING AREA

The BID will operate and focus on activities within the area outlined on this map. The following list of streets confirms the BID’s operating area:

- Above Town
- Hanway Road
- Edge Hill
- Ancas Street
- Higher Broadpark
- Roseville Street
- Archway Drive
- Higher Street
- Royal Avenue Gardens
- Broxborne
- Yodd Road
- Sandquay Road
- Birnam Hill
- Ivy Lane
- School Board Steps
- Castle Road
- ordinance Hill
- South Street
- Charles Street
- Kings Quay
- South Embankment
- Claupe Cove
- Bryants Lane
- South Field Road
- Church Road
- Lake Street
- South Town
- Churchfields West
- Little Dartmouth
- St George Square
- Clarence Hill
- Lower Street
- St Ternan Square
- Clarence Street
- Hamson House Street
- Swanmoor Road
- Olton Court
- Market Street
- The Market
- Colatford Lane
- Playhouse Close
- The Quay
- Collage Way
- Hoppers Avenue
- Townstal Fairfields
- Collingwood Close
- Hill Lane
- Townstal Road
- Collingwood Road
- Hilltop Lane
- Uphill Street
- Courser Road
- Mount Boone
- Village Road
- Coronation Park
- Nelson Road
- Victoria Road
- Crowthers Hill
- Nature Road Industrial Estate
- Dartmouth Harbour
- Havenstreet Road
- Waterfoot Road
- Dale Street
- Newport Street
- Waterpool Lane
- Fair View Road
- North Embankment
- Week Hill
- Fairley Place
- Horton
- Yorke Road
- Flatley Place
- Horton Park
- Zion Place
- Fore Valley
- Cribble Street
- Zion Road
- Fore Street
- Raleigh Street

BID GOVERNANCE AND MANAGEMENT

A new independent, not-for-profit company limited by guarantee will be established to govern the BID. This organisation will have a board of directors, 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.

THE BID BOARD

The Board will serve voluntarily and will be composed to reflect the make-up of the town’s businesses and organisations. To ensure continuity and allow us to deliver projects straight away, members of the existing BID Task Group will serve as the Dartmouth BID Board in year one, and thereafter an annual election will be held where any levy paying business or equivalent financial contributor will be eligible to stand for BID Board Director positions.

THE BID COMPANY

As a levy payer, you will have a stake in the BID Company. You will control what the BID funds are spent on and you can hold the BID Company accountable throughout the duration of the five years. The BID company will not be able to make a profit – any surplus must be spent on projects and services agreed by you and the Board of Directors.

BID PARTNERS

The BID will work in close partnership with the South Hams District Council, Devon County Council, the Tourist Information Centre (TIC) and the Harbour Authority to harness the best from each organisation involved in the BID and make the most of their existing resources. The BID will not replace the existence or services of any of these organisations.

If successful at vote, Dartmouth BID’s term will commence in Spring 2014. It will run for five years and then be required to seek renewal through a new ballot.
MEASURING PERFORMANCE
The Dartmouth BID will need to show it is delivering against its objectives and delivering for your business. 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:

TOWN PERFORMANCE DATA
- Footfall figures
- Occupancy rates
- Car parking usage
- Park and Ride Usage
- New business activity

ANNUAL SURVEYS
- Business feedback
- Consumer feedback

VALUE FOR MONEY AND TOWN PROFILE MEASUREMENTS
- Media coverage
- Website and social media visits and interaction
- Service take up rates and cost saving initiatives calculated

These activities will be carried out appropriately regular intervals and will be reported back to you through the following channels:
- Annual Meetings
- Group Forums and Briefings
- Direct Communications (for example: e-bulletins, letters and face-to-face meetings)

BID RULES EXPLAINED
The BID legislation of 2004 sets out the rules and regulations under which the BID must operate, and the framework under which the BID must carry out the ballot, and the key points are:

BID CREATION AND THE BID BALLOT
- Each eligible business ratepayer within the defined area will have one vote, provided they are listed on the National Non-Domestic Rates List as provided by South Hams District Council on 12th September 2013.
- None of the costs incurred through the development of the BID, before the formal ballot, will be recovered through the BID levy.

THE BID LEVY AND WHO CONTRIBUTES
- The BID levy rate will be fixed as set out in the table on Page 16 for the full term of the BID (five years) and will not be subject to inflation or alterations.
- The BID levy will be applied to all eligible businesses within the defined area and be updated annually for rateable value changes.
- Non-retail charities with no trading income, arm or facilities, not-for-profit subscription and volunteer-based organisations will be exempt from paying the BID levy.
- New businesses will be charged from the point of occupation based upon the rateable value at the time they enter the rating list.
- If a business ratepayer occupies the premises for less than one year, the levy paid will be on a daily basis.
- Vacant properties, undergoing refurbishment or being demolished will be liable to pay the BID levy by the property owner or registered business ratepayer.
- The BID levy will not be affected by small business rate relief scheme, service charges, VAT or discount periods in the non-domestic rate regulations 1994.
- VAT will not be charged on the BID levy.

BID OPERATIONS AND MANAGEMENT
- South Hams District Council is the only authorised body able to collect the BID levy on behalf of the BID Company.
- Collection and enforcement regulations will be in line with those applied to non-domestic business rates, with the BID Board of Directors responsible for any debt write-off.
- The BID funding will be kept in a separate BID revenue account and transferred to the BID company.
- BID projects, costs and timescales may be altered by the Board of Directors, provided they remain in line with the overall BID objectives.
- The BID Board of Directors will meet at least six times a year. Every levy paying business will be eligible to be a member of the BID Company and vote at annual general meetings.
- The BID Company will produce a set of annual accounts made available to all company members.
- BID staff or contractors will be appointed through the BID company and will work with the appropriate agencies to deliver the programme of works.
- The BID will last five years. At the end of the five years, a ballot must be held if businesses wish to continue with the BID.

MEASURING PERFORMANCE
The Dartmouth BID will need to show it is delivering against its objectives and delivering for your business. 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:

TOWN PERFORMANCE DATA
- Footfall figures
- Occupancy rates
- Car parking usage
- Park and Ride Usage
- New business activity

ANNUAL SURVEYS
- Business feedback
- Consumer feedback

VALUE FOR MONEY AND TOWN PROFILE MEASUREMENTS
- Media coverage
- Website and social media visits and interaction
- Service take up rates and cost saving initiatives calculated

These activities will be carried out appropriately regular intervals and will be reported back to you through the following channels:
- Annual Meetings
- Group Forums and Briefings
- Direct Communications (for example: e-bulletins, letters and face-to-face meetings)

BID RULES EXPLAINED
The BID legislation of 2004 sets out the rules and regulations under which the BID must operate, and the framework under which the BID must carry out the ballot, and the key points are:

BID CREATION AND THE BID BALLOT
- Each eligible business ratepayer within the defined area will have one vote, provided they are listed on the National Non-Domestic Rates List as provided by South Hams District Council on 12th September 2013.
- None of the costs incurred through the development of the BID, before the formal ballot, will be recovered through the BID levy.

THE BID LEVY AND WHO CONTRIBUTES
- The BID levy rate will be fixed as set out in the table on Page 16 for the full term of the BID (five years) and will not be subject to inflation or alterations.
- The BID levy will be applied to all eligible businesses within the defined area and be updated annually for rateable value changes.
- Non-retail charities with no trading income, arm or facilities, not-for-profit subscription and volunteer-based organisations will be exempt from paying the BID levy.
- New businesses will be charged from the point of occupation based upon the rateable value at the time they enter the rating list.
- If a business ratepayer occupies the premises for less than one year, the levy paid will be on a daily basis.
- Vacant properties, undergoing refurbishment or being demolished will be liable to pay the BID levy by the property owner or registered business ratepayer.
- The BID levy will not be affected by small business rate relief scheme, service charges, VAT or discount periods in the non-domestic rate regulations 1994.
- VAT will not be charged on the BID levy.

BID OPERATIONS AND MANAGEMENT
- South Hams District Council is the only authorised body able to collect the BID levy on behalf of the BID Company.
- Collection and enforcement regulations will be in line with those applied to non-domestic business rates, with the BID Board of Directors responsible for any debt write-off.
- The BID funding will be kept in a separate BID revenue account and transferred to the BID company.
- BID projects, costs and timescales may be altered by the Board of Directors, provided they remain in line with the overall BID objectives.
- The BID Board of Directors will meet at least six times a year. Every levy paying business will be eligible to be a member of the BID Company and vote at annual general meetings.
- The BID Company will produce a set of annual accounts made available to all company members.
- BID staff or contractors will be appointed through the BID company and will work with the appropriate agencies to deliver the programme of works.
- The BID will last five years. At the end of the five years, a ballot must be held if businesses wish to continue with the BID.
YOUR QUESTIONS ANSWERED

Q: AM I ELIGIBLE TO VOTE?
A: All eligible businesses as defined in this business plan will be able to vote in the ballot.

Q: ISN’T THIS WHAT I PAY MY BUSINESS RATES FOR?
A: No. Business rates are collected by South Hams District Council and then re-distributed at a national level. The Council spends the allocated funding on services that are both statutory and discretionary. Businesses have very little say on which these services are.

BIDs are different. The money is collected locally, ring-fenced and controlled and managed by you. It can then only be spent on projects you have agreed to within the BID area. The BID levy does not pay for anything covered in your business rates. You know exactly how much you pay and you know exactly what it is being spent on.

Q: AREN’T BIDS JUST A WAY OF LOCAL AUTHORITIES SAVING MONEY, NOW MORE THAN EVER?
A: No. Baseline services provisions must be set out by all public bodies providing statutory services. Legally, a BID can only deliver over and above existing services and part of the BID’s role will be to make sure local public agencies are delivering against these statements. Statements have been established for:

- xx
- xx
- xx
- xx

These are available on the BID website, www.dartmouthbid.co.uk.

A BID is focused on investing in projects and services that will help businesses and enhance their trading environment, over and above what public bodies already provide. South Hams Council and Dartmouth Town Council will be levy payers also and will work with them and seek further match-funding on projects where possible.

Businesses see BIDs as ways of enhancing and improving issues that wouldn’t otherwise be dealt with, which is why more and more locations are adopting the model, and even more so in these difficult economic times.

Q: HOW WILL I KNOW IF THE BID IS DELIVERING THE CONTENTS OF THIS PLAN?
A: The BID will focus its resources on delivering the four objectives outlined in this plan. The BID will communicate its activity regularly and will be available to report on a variety of different performance indicators as outlined on page 18. Utilising the business plan in targeting and any significant or substantial change on what is set out here would need to be put to a vote of the levy payers.

Q: ISN’T THIS A BAD TIME TO BE ASKING BUSINESSES FOR MONEY?
A: On the contrary, it’s a good time to be planning ahead. We know we have a great town, with top quality businesses and a unique offer. You have told us there is huge amount of potential to be realised in Dartmouth, so we want that potential met. The BID is a vehicle by which we can make this happen.

BIDs are not designed to put additional financial pressure on businesses during a time of slow economic growth. Rather, BIDs aim to drive footfall to the town to increase sales and improve your trading environment and save businesses money. Businesses know how to deliver this best, which is why all BIDs have an on-going track record of improving trading environments and bringing more customers into an area.

THE BID BALLOT & CASTING YOUR VOTE

The BID ballot will be conducted through a confidential postal vote. Ballot papers will be sent to all eligible voters by 31 October 2013. You will have until 5pm on 28th November 2013 to vote. The result will be announced on 29th November 2013.

Each person entitled to vote will have one vote in respect of each hereditament within the Dartmouth BID area where business rates are payable. A proxy vote is available and details will be sent out with ballot papers.

For the BID to proceed, the vote must meet two conditions:

- Over 50% of businesses that vote must vote in favour of the BID;
- Of the businesses that vote yes, they must represent greater total rateable value those that vote no.

YES

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- Of the businesses that vote yes, they must represent greater total rateable value those that vote no.

YES
FINAL THOUGHTS

Throughout the last few months, each business has had the opportunity to tell us what really matters to them and how they would like to see Dartmouth improved. We have listened, and have developed a business plan that will achieve these things, whilst offering you value for money.

We cannot afford to let this opportunity pass us by. Dartmouth is a great place to live, shop and relax, and by investing a small amount individually, we can stand together and create something really special for years to come.

DARTMOOUTH HAS TREMENDOUS POTENTIAL.

This is your opportunity to collectively invest more than £1,000,000 in that potential through the Dartmouth Business Improvement District.

To request a visit from a member of the BID team, please contact:

Paul Reach
Dartmouth BID Chairman
phone: ??
chair@dartmouthbid.co.uk.

ACKNOWLEDGEMENTS

THE BID TASK GROUP

Paul Reach (Chair) Dori Gallery
Jeremy Wilson (2J Partnership)
Margot Way The Royal Castle Hotel
Francesca Johnson Tidelands Organics
Clive Roger & Chilcott Dartmouth Town Council
Kate Ryder Altius
Alan Dogdell By The Dart
Angie Cairns Sharp Dartmouth Tourist Information Centre
Jonathan Hawkins County Councillor, Dartmouth and Kingswear
Helen Lloyd HOME
Owen Hill Willis Bowden PLC Group
Rob Giles Harbour Master, The River Dart
Carol Trant South Hams District Council
Simon Rushmore Dartmouth Academy
Peter Carisbbee The Flavel
Carole Hart-Fletcher Love Dartmouth and Querquay
Stephen Aldridge Namaste Bank
Mo Aswat The Mosaic Partnership

THE BID TEAM WOULD LIKE TO THANK THE FOLLOWING FOR THEIR HELP IN DEVELOPING THIS PLAN:

• South Hams District Council
• Dartmouth Town Council
• Harbour Authority
• South Devon Coastal LAG
• South Devon Coastal Partnership
• Dartmouth BID
• The Royal Castle Hotel
• Dori Gallery
• HOME
• Willis Bowden PLC Group
• Harbour Master, The River Dart
• County Councillor, Dartmouth and Kingswear
• Dartmouth Academy
• Love Dartmouth and Querquay
• Namaste Bank
• The Mosaic Partnership
• South Devon Coastal Partnership
• Dartmouth BID
• Dartmouth Town Council