



Epsom
BID
Racing Ahead

A WINNING COMBINATION



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To discuss the Epsom BID please contact Epsom BID Development Manager Michelle Baker. email Michelle@epsom.bid or tel 07527 016338.



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MESSAGE FROM EPSOM BID CHAIR

“ By voting 'YES' your business can be a part of something significant! As store manager of Marks and Spencer and Chair of the Epsom BID I am excited at the opportunities and benefits the BID will bring to us all that will directly benefit our businesses, our customers and our employees alike. Epsom has an impressive mix of businesses, from the well-established to the new and evolving, attracted by the location, rich history and great potential of our town. The area without a doubt has an amazing offer, including strong transport links, brilliantly diverse businesses and a strong evening economy. As well as being a thriving market town in Surrey, we have Epsom Downs Racecourse on our doorstep, one of the world's most respected consultancies Atkins which is a major employer locally, both the University for the Creative Arts and the Laines Theatre Arts College in town which attracts thousands of students from far and wide each year, Epsom Playhouse our fantastic theatre and much much more. Whilst we do have a great town we know we can make it even better! We want Epsom to be a place where businesses come, stay and prosper. We believe that the best way to do this is by setting up Epsom Business Improvement District (BID) - a business led organisation.

We have listened to what you said is important for your business and, as a result, Epsom BID would invest 1.5m into 6 clear themes:

- Theme 1: Marketing and promotion**
- Theme 2: High-quality events to boost trade**
- Theme 3: Environmental improvements**
- Theme 4: Parking and accessibility**
- Theme 5: Safer Epsom**
- Theme 6: Business support**

Soon you and your business will have the opportunity to vote to make these plans happen. To find out more detail about what a Business Improvement District could do for Epsom, including our pledges to you, please read on. We hope we can count on your support by voting yes in the ballot. Together, we can help make Epsom a better place for business, vote 'YES' for the Epsom BID! ”



Laura Sims,
Store Manager at **Marks and Spencer**
High Street Epsom

MESSAGE FROM EPSOM BID VICE CHAIR

“ As an Epsom resident and local independent business owner I'm excited by the prospect of a BID as I strongly believe that Epsom will benefit. We are surrounded by towns that have had BIDs in place for some time and that have experienced the difference a BID can make to a town's economy. A BID for Epsom will provide benefits for businesses and residents alike by making the town more attractive, vibrant and safer.

Epsom desperately needs to attract more independent businesses so that people want to come here to shop. The BID will be able to put on events specifically designed to highlight all areas of the town so that businesses at the extreme ends of Epsom will have their profiles raised and feel the benefit from more visitors who then stay to enjoy the night time economy too. The BID will also be looking to achieve economies of scale to benefit businesses and produce savings on their overheads.

Most importantly, the BID will be run by local businesses who will make the decisions on how the BID fund is spent to bring maximum benefit to the town. ”



Lyn French,
BID Vice Chair and owner of
The Stitch Mouse

OUR VISION

“ We aim to make Epsom a more vibrant and prosperous town where businesses flourish and visitor numbers increase. Whether you live or work in Epsom or are simply visiting, we want to ensure you enjoy our town, appreciate how much it has to offer and look forward to returning. ”

MEET THE EPSOM BID STEERING GROUP



Laura Sims,
BID Chair and Store Manager Marks and Spencer



Lyn French,
BID Vice Chair, owner of The Stitch Mouse, South Street Epsom



Anne Fowler,
Senior Partner, TWM Solicitors



Danny O'Sullivan,
Franchisee, McDonalds



David Beddows,
Centre Manager, The Ashley Centre



Tony Cave,
Manager, The Assembly Rooms, JD Wetherspoon



Simon Durrant,
General Manager, Epsom Downs Racecourse



Carolina Starre,
Owner, Spiritual Quest



Andy Willmott,
Membership Manager, Surrey Chamber of Commerce



Gary Tillet,
Store Manager, Waitrose



Epsom & Ewell Borough Council supports the Epsom BID

Laura Sims BID Chair and Store Manager Marks and Spencer with **Kathryn Beldon** Chief Executive, Epsom & Ewell Borough Council

The BID Steering Group are the formal BID proposers and have developed the Epsom Business Improvement District (BID). Pending a successful ballot the BID Steering Group will conclude and a new BID Board will be formed; Board nominations will open to all eligible businesses. It is likely that many of the BID Steering Group will join the new BID Board however new businesses are also welcome to join and help us to shape the future of the Epsom BID. We will ensure that the BID Board is truly representative of the BID area and the different business sectors. If you are interested in joining the Epsom BID Board and representing your sector or area of Epsom please contact Michelle Baker, Epsom BID Development Manager on email Michelle@epsom.bid or tel 07527 016338.



OUR KEY OBJECTIVES

- Create a single point of contact for all businesses in Epsom and a strong, collective business voice on issues that matter to you
- Encourage new businesses start-ups, quality independents and brand names to Epsom
- Support and help existing businesses thrive and succeed
- Improve the welcome and the visitor experience
- Increase footfall and dwell time
- Improve safety and perception of safety
- Improve accessibility
- Make Epsom the place to do business
- Improve the look and feel of Epsom
- Establish Epsom as a destination
- Celebrate and raise awareness of the rich history and heritage of Epsom
- Promote Epsom as a thriving market town
- Deliver effective marketing and promotion of Epsom and local businesses
- Support existing events and deliver new ones throughout the year
- Establish a strong working partnership between businesses in the town, the racecourse and other key stakeholders such as the Theatre, University, College, Police and Council

EPSOM BID OVERVIEW

Epsom Business Improvement District (BID) will bring 350+ local businesses together to form a strong business partnership, actively leading on new initiatives to strengthen the town's appeal and create reasons for more people to visit Epsom time and again. The BID will introduce significant and positive improvements for Epsom, which in turn will have a positive effect on all businesses, employees, visitors and residents.

In Epsom, the BID Steering Group, made up of local businesses like yours, is proposing to establish a Business Improvement District (BID) to include both the town centre and the racecourse; this will provide a new synergy and formal working relationship between two key areas of Epsom, working collaboratively for a more prosperous future.

The BID is your chance to help deliver £1.5 million of additional investment in Epsom over the next five years. It is a huge opportunity, which will give you the means to enhance business performance, improve trading conditions and increase footfall as well as improving Epsom for your employees, visitors and clients.

A Business Improvement District (BID) is a 100% business-led and business-managed body formed specifically to make agreed improvements to a defined commercial area such as a town or city. Local businesses within the area choose the improvements and initiatives they want to see introduced to boost their trading environment and benefit their business sector. Businesses then vote on the proposals and pending a successful ballot all initiatives go ahead managed by a Board of local businesses. Quite simply a BID is a 5-year business plan for Epsom that has been written for and by local businesses - this is your opportunity to vote on whether Epsom achieves BID status.

Since the legislation was introduced in 2003 there are already more than 250 established BIDs in towns, cities and business parks across the UK with 50+ BIDs in London and 10+ in Birmingham alone. We know that BIDs work and that they are valued by businesses as 95% of BIDs are re-elected after their first 5-year term.

- The 250+ established BIDs in the UK include Twickenham, Richmond-upon-Thames, Croydon, Wimbledon, Guildford, Purley, Bromley, Orpington, Oxted, Watford, Woking and St Albans
- Staines-upon-Thames and Dorking have recently achieved 'yes' votes at BID ballot
- Kingston-upon-Thames has had a BID for over 10 years and is now in their third 5-year BID term
- Camberley and Sutton are now in their second 5-year term

We don't want Epsom to be left behind and are confident that the time is right for businesses to work together and back a BID for Epsom.



MANAGEMENT

The BID will be run by a new limited by guarantee, not for profit company, controlled and managed by local businesses.

It will be managed by 10-15 committed volunteer Board members from the businesses within the BID area and will be representative of the different business sectors and geographical locations within the BID boundary; their role will be to ensure that the projects identified within this business plan are successfully delivered on time and within budget.

If you are the senior manager or owner of a business in Epsom BID area and interested in having an active role on the Epsom BID Board please contact Michelle Baker, Epsom BID Development Manager on email Michelle@epsom.bid or tel 07527 016338.

BALLOT

In order for a BID to be established, a ballot of eligible businesses listed on the local billing authority's rating database has to be held. The voting process has to be conducted entirely by post.

The voting papers will be sent to the ratepayer - this is the tenant of the business or the landlord (in the case of vacant units) within the boundary set for the BID. There are 384 hereditaments (individual business premises eligible to vote) within the proposed BID boundary. An independent organisation is appointed to carry out the voting process and we are instructing the Electoral Reform Service to undertake our ballot.

In order for a BID to be established, a majority of businesses involved need to vote in favour during an independent 28-day postal ballot. This will require more than 50% of the votes cast to be in favour of the BID and the 'yes' vote must represent more than 50% of the total rateable value of all votes cast. If the ballot is successful, the BID levy will become mandatory to all eligible businesses in the BID area.

In Epsom ballot papers will be despatched on 12th October 2017 to each business by post and must be completed and returned by 5pm on 9th November 2017. The ballot result will be announced on 10th November 2017 and, if the vote is in favour, the Epsom BID will commence on 1 April 2018 and will run for a five-year term.

At the end of the initial 5-year term a new BID Business Plan would be drawn up with a fresh set of proposals chosen by local businesses; the BID would go to re-ballot and businesses asked to vote yes or no to the BID continuing. 95% of BIDs in the UK are re-elected.



“The Ashley Centre are voting yes to the Epsom BID”
David Beddows,
Centre Manager The Ashley Centre

DECISION

As a business in Epsom this is ultimately your BID and you decide whether or not it goes ahead.

With 250+ BIDs across the UK developed by local businesses just like yours, do not miss out on such a huge opportunity to enhance the performance of your business and give our town the competitive edge that it deserves. **Vote Yes for the Epsom BID.**

FUNDING

BIDs are funded through a levy, which is typically calculated at between 1-2% of a business premises rateable value (not business rates).

In Epsom it is proposed that the BID would be funded through a 1.5% levy on the rateable value of all eligible business premises in the BID boundary shown on page 25, as this generates a realistic and workable income to deliver the projects set out in this business plan.

The BID levy (1.5% of rateable value) will apply to all businesses with a rateable value of £10,000 and above. You can check your rateable value at www.voa.gov.uk or contact Michelle Baker, Epsom BID Development Manager to find out your exact contribution to the BID, email Michelle@epsom.bid or tel 07527 016338.

Businesses with a rateable value below £10,000 will be exempt from both the BID ballot and the levy, but may choose to be involved through voluntary BID membership if they wish.

The BID will also help generate additional funds over and above those received from the levy, as BID's provide a mechanism for accessing grants, match-funding, sponsorship and other funding streams.

In accordance with BID best practice businesses within The Ashley Shopping Centre will receive a small discount in view of the additional fees already paid through the service charge for existing services and will contribute 1.25% of their business premises rateable value.

Retail charities and businesses with charitable status will be eligible to pay the BID levy as we believe that all businesses will directly benefit from the Epsom BID initiatives and improvements.

BID levy contributions will be capped at £8,000 for the largest businesses and also those with multiple business premises. The BID will apply to all business classifications within the BID boundary.

The Epsom BID will generate £300,000+ per annum of ring-fenced funds to invest in projects within the proposed BID area. This is £1.5 million of new investment in Epsom over the 5-year term.



YOUR VISION YOUR PROJECTS

Hundreds of local businesses have given their views on what the BID should deliver.

Epsom BID Steering Group is made up of business owners just like you. Together they have developed your ideas into a range of projects that fall under six key themes, which will make Epsom a safer, more pleasant and, above all, more vibrant place to shop, eat, drink and do business.

- Theme 1:** Marketing and promotion
- Theme 2:** High-quality events to boost trade
- Theme 3:** Environmental improvements
- Theme 4:** Parking and accessibility
- Theme 5:** Safer Epsom
- Theme 6:** Business support

After getting so many businesses' views, we're confident the projects and initiatives included in this business plan reflect your views. We hope you share our excitement about the difference a BID could make to trading conditions in Epsom over the coming five years.



“ TWM Solicitors are voting yes to the Epsom BID ”

Anne Fowler,
Senior Partner TWM Solicitors

BUSINESS CONSULTATION

Thank you to all businesses that got involved with the BID consultation and helped to shape the Epsom BID Business Plan during 2016/17.

PUBLIC MEETING AT EPSOM PLAYHOUSE

A public meeting for businesses was arranged in March 2016 with businesses identifying the following priorities during the meeting:

- Better branding to promote Epsom 's heritage and association with the Epsom Derby and Epsom Salts
- Improved access to the town centre from Epsom train station
- Clear signs to the town centre fro Epsom station
- Zone 6 for Epsom so people can use Oyster cards to travel more easily
- A cleaner town
- Unique retailers to be attracted to the area
- To make parking better and cheaper
- To improve the transport network so buses and trains run later
- More control for local people over use of town centre buildings

FIRST BUSINESS SURVEY

An initial BID feasibility study was carried out in September 2016 to establish whether businesses would support the introduction of a BID in Epsom and to find out the priorities that you would want a BID to focus on.

97 businesses participated in the study with 59% of businesses saying they supported the idea of a BID and a further 36% were undecided at that stage and interested to find out more. Businesses saw what a positive step forward a Business Improvement District could be for Epsom and a new working group of local businesses was formed to drive the the BID Steering Group forward.

The survey gave us valuable feedback on the improvements you would want to see in Epsom.



“Epsom Downs Racecourse are voting yes to the Epsom BID”

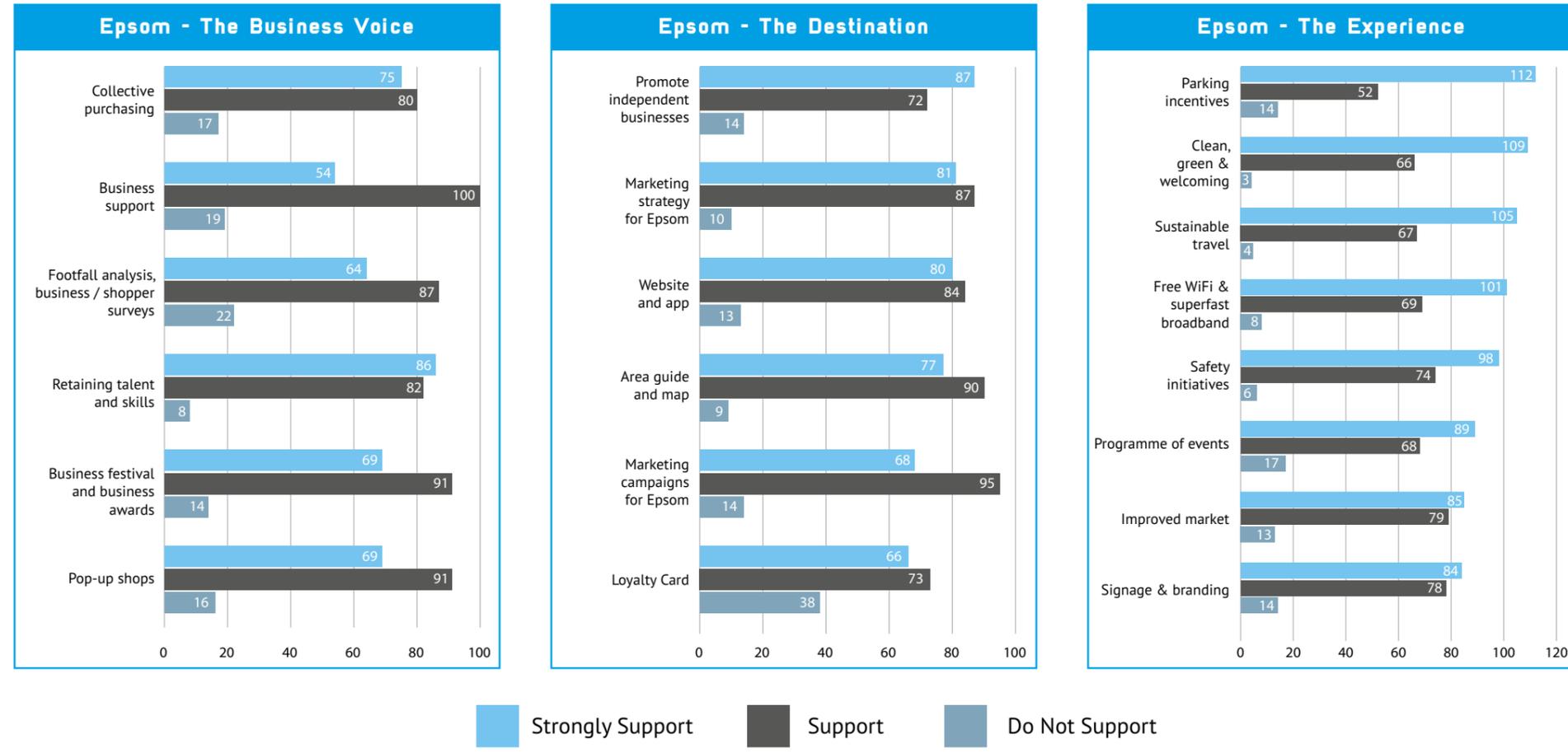
Simon Durrant,
General Manager, Epsom Racecourse

NEWSLETTERS 1,2,3

Three newsletters were written and distributed to businesses in 2016/17 to explain the BID process and keep you up to date on developments. Copies of the newsletters are available to download at www.epsom.bid

SECOND BUSINESS SURVEY

A second consultation exercise took place in March 2017 with 179 businesses participating; the feedback from this survey shaped the proposals within this BID Business Plan.



2017 LAUNCH EVENT

All businesses were invited to the BID Business Plan launch event at Epsom Racecourse in October 2017. This was the opportunity to meet the BID Board, find out more about the exciting proposals and hear from other BID areas on their achievements and successes.

OUR COMMITMENT TO YOU

If Epsom achieves Business Improvement District (BID) status this business plan becomes a legal document and all projects must be delivered; so you can be assured that by voting 'yes', all initiatives will be delivered during the BID term 2018-2023.



THE PROPOSED PROJECTS CHOSEN BY YOU

THEME 1 Marketing and Promotion

You said

- Epsom should have its own brand and identity
- Epsom should be a destination
- The different shopping areas and parts of the town need to be marketed more efficiently to encourage footfall and flow around the town
- People simply don't know how much Epsom has to offer

So we will

- Create new high quality branding for Epsom
- Commission an independent professional marketing strategy for Epsom and deliver the recommendations
- Develop high impact marketing campaigns to highlight the strengths of Epsom to include promoting the different business sectors and publicising new and existing events to include the Epsom Derby and Christmas period
- Produce an Epsom map and events guide both in print and online and display throughout Epsom
- Launch a new website and social media platforms for Epsom to showcase the town, the offer, promote our local businesses and draw people into the town
- Carry out regular market research to identify how current users of the town think it could be improved and identify potential new visitor sources, to include shopper, student and employee surveys
- Create targeted promotions to increase footfall during quieter trading periods
- Establish links with partner organisations to develop collaborative projects which better promote the town's profile regionally and nationally
- Co-ordinate and deliver a range of activities and events across the BID area to publicise and promote the Epsom Derby and capitalise on the visitor numbers



THEME 2 Epsom Events

You said

- We do not bring in enough daytime shoppers and visitors
- Epsom should be known for its arts, leisure and entertainment
- The town doesn't back the Derby as warmly as businesses in Wimbledon get behind the tennis

So we will

- Ensure Epsom is renowned locally for our new and existing high profile events
- Introduce a calendar of year round events which will support, extend and boost existing events as well as launch new events to increase footfall into all areas of the town so that everyone benefits
- Arrange for direct mail outs to the thousands of local residents to spread the word on what's happening in Epsom and support with strong social media and a new website
- Focus on key events such as the Epsom Derby and Christmas with a high profile lights switch on event and ensure there are Christmas lights and festivities throughout the whole BID area in the run up to Christmas
- Organise family friendly events throughout the year
- Arrange new events such as a student Fresher's Festival, comedy, music and arts events and a classic car show
- Introduce speciality food and craft markets, an antiques market, French market and annual food festival
- Deliver promotional activity in public spaces so that there is always something happening
- Ensure all businesses across all sectors benefit directly from events
- Ensure all areas of Epsom benefit from the events
- Install footfall counters across the BID area to benchmark current levels of footfall and demonstrate the effectiveness of BID activities and share this data with businesses



THEME 3 Environmental Improvements

You said

- The town could be made more attractive and vibrant
- The town is disjointed
- Need to increase awareness of the offer and areas of Epsom through improved signage

So we will

- Make Epsom more vibrant and welcoming
- Install attractive promotional town centre banners and flags with real impact
- Display summer bunting throughout the town
- Instil a sense of pride in the town with increased floral displays in addition to the existing displays
- Install way-finding signage and maps of the town to link the main areas of the town and signpost shoppers, visitors and commuters
- Improve the visitor experience and welcome at Epsom train station and key gateways to create a great first impression for visitors
- Install free WiFi in public spaces, this will help to promote the town's new website which will be the landing page where we can promote businesses and events

THEME 4 Parking and Accessibility

You said

- Reduce the expense of parking
- Parking is a disincentive to people working in and visiting Epsom

So we will

- Form a new 'Parking Working Group' to act on your behalf in discussions with the Councils and parking providers as the BID will represent 350+ local businesses
- Link with public transport operators to aim to provide better services at key times, especially during the evening when we will look to deliver a late night bus service so visitors can get home safely and directly
- Negotiate reduced bus fares and parking charges for employees within Epsom
- Support the campaign for Epsom to join Zone 6 and the Oyster card
- Work with providers to explore parking incentives

THEME 5 Safer Epsom

You said

- Epsom needs improved safety measures for the evening economy
- There is no crime intelligence sharing amongst businesses, the police and other stakeholders

So we will

- Epsom is widely known as a safe town to visit both in the day and after dark and we want it to stay that way. Epsom BID will recruit trained, BID-branded Rangers at weekends, evenings and for key events to work with the police to ensure evenings in the town are well-managed and safe, that people leave the town quietly and the taxi rank is well-marshalled. In the day they will welcome and guide visitors and provide a friendly, safe and reassuring presence
- Co-ordinate and manage the existing Storenet radio system for both the daytime and night time economy so that all businesses are connected with one other, the Police and the CCTV control room and sharing intelligence and combating crime
- Work to achieve the prestigious Purple Flag status for Epsom - similar to the Green Flag for parks and Blue Flag for beaches, the Purple Flag recognises and raises the quality of Epsom's evening offer
- Support the current Pubwatch scheme
- Explore CCTV enhancements



THEME 6 Business Support

You said

- Find cost savings through businesses working together
- Implement a business loyalty scheme

So we will

- Implement group purchasing initiatives to save day and night-time economy businesses money on overheads such as energy, insurance, telecoms, waste disposal and recycling as the BID will represent 350+ businesses and will have collective purchasing power
- Introduce a loyalty card for shoppers, students, employees and fellow businesses
- Develop an business welcome pack
- Target obstacles to recruiting and staff retention in Epsom and develop a recruitment pack to highlight the benefits of working in Epsom
- Produce regular updates for businesses on the issues which are important to them and provide key performance information for the town such as footfall figures and shopper dwell time
- Retaining talent and skills - promote Epsom as an economic driver and a great place to work. Working with schools, colleges and universities develop schemes for work experience placements, apprenticeships and graduates in local businesses
- Review the broadband speeds within the BID area with a view to rolling out Superfast Broadband so that Epsom is the place to do business
- Employ an experienced BID Manager to deliver and manage the projects in this business plan. The post-holder will work directly for the BID, be accountable to local businesses, report to the BID Board and will work hand-in-hand with local businesses and key landlords, including the team at The Ashley Centre, as well as represent the interests of BID businesses on major issues such as planning, car parking improvements, traffic management and street improvements
- CSR - Epsom BID will develop a Corporate Social Responsibility Strategy for Epsom with a focus on giving back to the local community and addressing the economic, environmental and social impacts on the BID area
- SME's - small businesses add to the vibrancy and character of Epsom so we will support and promote by providing practical support and services, networking events, training, joint marketing and promotion. We will also aim to broker relationships between partner larger corporations and smaller enterprises across different sectors



PROPOSED 5-YEAR BUDGET

HOW MUCH WILL THE BID INVEST IN EPSOM?

PROPOSED BUDGET
1ST APRIL 2018 - 31ST MARCH 2023

WHAT WE WILL GENERATE IN INCOME	YEAR 1 1 April 2018 - 31 March 2019	YEAR 2 1 April 2019 - 31 March 2020	YEAR 3 1 April 2020 - 31 March 2021	YEAR 4 1 April 2021 - 31 March 2022	YEAR 5 1 April 2022 - 31 March 2023	TOTAL
BID levy income	£318,000.00	£318,000.00	£318,000.00	£318,000.00	£318,000.00	£1,590,000.00
Additional BID income through sponsorship & voluntary BID membership	£30,000.00	£30,000.00	£30,000.00	£30,000.00	£30,000.00	£150,000.00
TOTAL	£348,000.00	£348,000.00	£348,000.00	£348,000.00	£348,000.00	£1,740,000.00

WHAT WE WILL INVEST IN YOUR CHOSEN PROJECTS	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	TOTAL
THEME 1: Marketing & promotion	£70,000.00	£70,000.00	£70,000.00	£70,000.00	£70,000.00	£350,000.00
THEME 2: High quality events	£75,000.00	£80,000.00	£80,000.00	£80,000.00	£80,000.00	£395,000.00
THEME 3: Environmental improvements	£29,100.00	£37,000.00	£37,000.00	£37,000.00	£37,000.00	£177,100.00
THEME 4: Parking & accessibility	£20,000.00	£20,000.00	£20,000.00	£20,000.00	£20,000.00	£100,000.00
THEME 5: Safer Epsom	£30,000.00	£30,850.00	£30,850.00	£30,850.00	£30,850.00	£153,400.00
THEME 6: Business support	£70,000.00	£70,000.00	£70,000.00	£70,000.00	£70,000.00	£350,000.00
Overheads and setup costs	£26,000.00	£12,250.00	£12,250.00	£12,250.00	£12,250.00	£75,000.00
Levy collection costs	£12,000.00	£12,000.00	£12,000.00	£12,000.00	£12,000.00	£60,000.00
Contingency at 5% of BID levy income	£15,900.00	£15,900.00	£15,900.00	£15,900.00	£15,900.00	£79,500.00
TOTAL EXPENDITURE	£348,000.00	£348,000.00	£348,000.00	£348,000.00	£348,000.00	£1,740,000.00

Notes

- 1st April is the chargeable day each year between April 2018- March 2023. BID levy to be paid in one instalment
- A contingency has been set at 5%, as per industry guidelines which includes business relocation, business failure
- The agreed levy collection charge is within industry guidelines of 3% of total levy / £35 per hereditament
- The BID will work to obtain additional funding and financial support through sponsorship, match funding, grants and voluntary BID membership
- Annual financial accounts will be independently audited and shared with all businesses
- A financial statement will be included within all levy bills, published on the BID website and available at the BID AGM

FRESH ROASTED
COFFEE

HOW MUCH WILL THE BID COST YOUR BUSINESS?

The cost to each business is a small percentage of their rateable value. The BID levy represents an investment in the town by each business which, for a relatively small sum, is almost certain to generate a considerable return.

EXAMPLES IN EPSOM

Contribution to the BID				
Business	Rateable Value	Weekly	Monthly	Yearly
The Stitch Mouse	£11,250.00	£3.24	£14.06	£168.75
Spiritual Quest	£18,500.00	£4.44	£19.27	£231.25
Organico Coffee Shop	£24,000.00	£6.92	£30.00	£360.00
TWM Solicitors	£58,000.00	£16.73	£72.50	£870.00
Santander	£65,500.00	£18.89	£81.87	£982.50
JD Wetherspoon	£195,000.00	£56.25	£243.75	£2,925.00
Marks and Spencer	£505,000.00	£121.39	£526.04	£6,312.50
Epsom Downs Racecourse	£635,000.00	£153.84	£666.66	£8,000 capped levy
Epsom Town Hall	£545,000.00	£153.84	£666.66	£8,000 capped levy

Notes

- The minimum threshold for the Epsom BID is £10,000 rateable value. All businesses with a rateable value of £10,000 and above will be eligible to vote at ballot and pay the BID levy. You can check your rateable value at www.voa.gov.uk or email Michelle@epsom.bid
- BID levy is calculated at 1.5% of your business premises rateable value (not business rates)
- For managed shopping centres – The Ashley Centre - we have followed national best practice and propose a reduced levy of 1.25% of rateable value in view of the additional fees already paid for services
- BID levy is capped at £8,000 for the largest businesses
- BID levy applies to all business classifications within the BID area



Paul Cookson
Founder of Whats On In Epsom
supports the Epsom BID

ASSESSING THE EFFECTIVENESS OF THE BID

The Epsom BID proposes a clear 5-year vision and will establish a number of activities to measure the impact of the projects contained within this plan. These will be communicated back to all BID businesses to demonstrate the effectiveness of the BID and will include:

- Establish, measure and report on a package of performance indicators, to include footfall figures, visitor dwell time, vacant unit levels, crime statistics, media coverage, website visits, social media followers and reach, financial savings for businesses
- Install footfall counters across the BID area to benchmark the success of BID activities and share this data with you
- Upload all BID board minutes onto the new BID website to ensure the BID is open and transparent
- Produce and distribute an Annual Report to all businesses to track progress and continue to develop activities in line with business feedback
- Organise an annual survey of BID businesses to seek detailed feedback on their perception of the performance of the town and the BID
- Extensive and regular interaction with BID businesses to gain information on the workings of the town and the BID
- Invite all BID businesses to the BID AGM to report back on operational, project and financial management
- Organise 'Meet the BID Board' meetings so that you have direct access to the Board
- The BID company will be subject to independent, accredited, external audit, leading to the production and submission of an annual report, annual accounts and the submission of statutory financial and corporation tax returns
- Allowing the rotation of Board representatives as required

BASELINE AND OPERATING AGREEMENTS

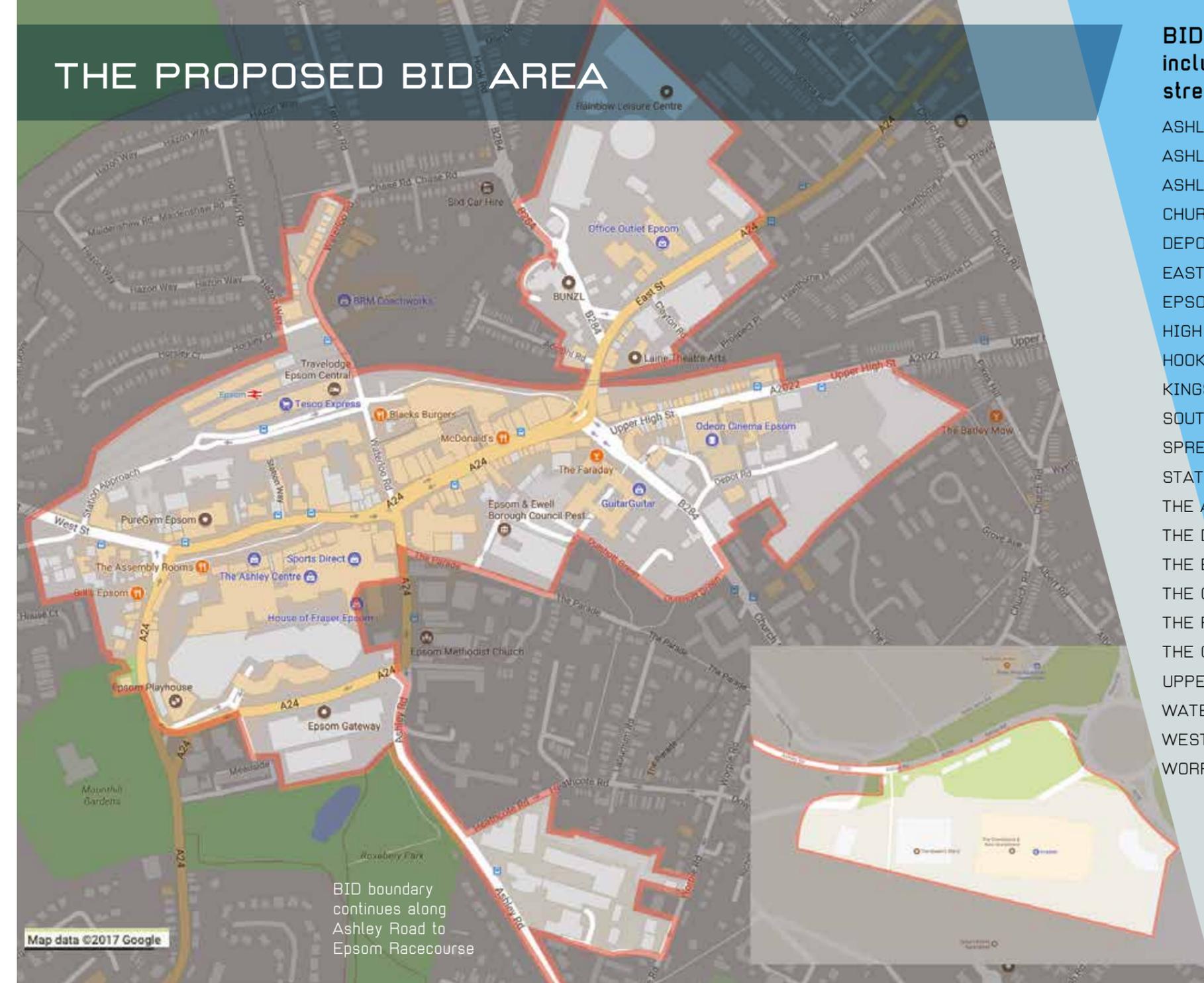
Epsom & Ewell Borough Council has funded the development of the Epsom Business Improvement District (BID).

The Epsom BID Steering Group (of local businesses) has worked with the Council in assessing the levels of service currently provided by the public sector in the proposed BID area. These are called Baseline Agreements and detail the current level of service provided for by the local authority. This ensures that the BID only delivers additional activities over and above this level of service.

We have also drawn up an Operating Agreement, which details the proposed arrangements for BID levy collection.

Both the Baseline Agreement and the Operating Agreement are available for any potential BID levy payer to view on the BID website www.epsom.bid

THE PROPOSED BID AREA



BID boundary includes the following streets / areas:

- ASHLEY AVENUE
- ASHLEY ROAD
- ASHLEY SQUARE
- CHURCH STREET
- DEPOT ROAD
- EAST STREET
- EPSOM DOWNS
- HIGH STREET
- HOOK ROAD
- KINGS SHADE WALK
- SOUTH STREET
- SPREAD EAGLE WALK
- STATION APPROACH
- THE ASHLEY CENTRE
- THE DERBY SQUARE
- THE EBBISHAM CENTRE
- THE OAKS SQUARE
- THE PARADE
- THE QUADRANT
- UPPER HIGH STREET
- WATERLOO ROAD
- WEST STREET
- WORPLE ROAD

BID boundary continues along Ashley Road to Epsom Racecourse

EXAMPLES OF BID ACHIEVEMENTS

Camberley BID - www.collectivelycamberley.co.uk

- Introduced 124 hanging baskets and flower towers
- BID car show increased footfall in the town by 18.8%
- New town centre website received 400,000 views
- The Little Book of Offers - over 90,000 printed and delivered to local residents. Providing a great opportunity to promote businesses
- Industry Insider Card - employee discount scheme generated more than 4000 transactions since its introduction 2 years ago, fantastic way to encourage employees to shop locally as well as attract and retain staff for each BID business
- Heroes Welcome Military Discount - Camberley welcomed the armed forces and provided discounts for them and their families. This has helped to generate awareness and promotion of the town's military heritage
- Market Street Festival, Saturday footfall increased by 12.9%, Sunday footfall increased by 34%

Sutton BID www.successfultutton.co.uk

- Created a brand 'Enjoy Sutton' - Launched a loyalty card - over 5000 cards in circulation
- Managed the Christmas lights event - over 4000 visitors
- Organised a variety of events including Easter Egg Hunt, Pop-up farm, deck chairs on Trinity Sq. in the summer, Crazy golf and Sunset cinema
- Launched the monthly Farmers' and Artisans markets and also speciality markets
- Launched the shopper shuttle (BID golf buggy) that takes elderly and less able shoppers the length of the High Street
- Organised promotional campaigns and competitions to promote Sutton and highlight businesses

Worcester BID - www.worcesterbid.com

- 2,689 employees signed up to the BID employee loyalty card
- 348 mystery shopper reports undertaken
- 40% increase in footfall for Food Festival
- BID rangers patrolled over 21,000 miles and conducted 13,500 business visits over 5-year BID term
- 49 new pedestrian finger post signs installed highlighting 67 different commercial areas and attractions
- RingGo used 231,62 times since introduced by the BID
- 11.4% of all parking transactions were through RingGo
- 580 businesses benefited from discounted parking throughout Worcester BID
- 119 businesses benefited from Christmas lights for business frontages
- 15 TV and radio interviews to promote Worcester as open for business during and after the floods
- Chuggers reduced in number and frequency thanks to BID lobbying



Truro BID - www.enjoytruro.co.uk

- Three consecutive Gold awards for South West in Bloom
- Events bringing in an additional 25,000 people
- Website receives 1,000 hits per day, with one page for every business
- Production of 17,500 event guides - marketing coverage valued at £30,000 - £40,000 - 9th lowest retail vacancy rate in UK (out of 750)

Falmouth BID - www.falmouth.co.uk

- Falmouth Spring Festival
- New logo and brand for the town
- 100,000 new visitor map guides distributed
- New logo to support Fal 350
- New Falmouth shopper bag
- Six vacant sites revamped eg Woolworths and Threshers
- Official new website with over 500 pages
- National PR campaign achieving £200,000 worth of national coverage - a return on investment of 15:1
- New street furniture, 200+ new flags, 2,500+ metres of bunting and 100+ floral displays
- New Christmas festival
- A new cruise ship scheme that has trialled the dropping of 5,000 passengers in the centre of town
- Numerous free training courses for local businesses and financial support for all major local events

Stratford-upon-Avon BID - www.stratforward.co.uk

Events and entertainment

- Organise the Fringe and River Festivals and co-organise the Food Festival
- Supported the Diamond Jubilee celebrations in the town
- Partnered with Stratford Vision on a large screen for the Olympics opening ceremony
- Deliver the Christmas events programme - expand the plan of events and entertainment, to include an outdoor Fashion Show

Marketing and promotion

- Print and distribute major leaflet campaigns
- Develop and maintain key websites to promote Stratford-upon-Avon
- Organise a major social media campaign
- Deliver promotional radio campaigns
- Set-up a series of quarterly features in key quality publications

Customer service and safety

- Employ Town Hosts to assist visitors, support businesses, oversee street entertainment and to uphold the appearance of the town
- Organised a pilot system of Street Marshals to support the evening economy
- In Holborn BID's bulk buying club achieved 25% savings on electricity costs



Winchester BID - www.winchester.co.uk

- 25% increase in daily tours of the city
- 48,000 Christmas campaign
- Generated £2.1 million of positive media coverage in 12 months
- Installed 37,000 LED tree lights
- BID branded taxi marshals



Plymouth BID - www.waterfrontbid.co.uk

- Daytime crime reduced by 23%
- 300,000 additional day time visitors to the city since the start of the BID
- Parking promotions
- Plymouth BID manages the Council car parking service



Camden BID - www.camdentownunlimited.com

- Funded an additional 28 uniformed Police Officers to patrol the BID area
- Reduced crime by over 30%
- Removed 4,000 pieces of graffiti
- Prepared and delivered a £10 million streetscape regeneration plan
- All BID streets cleaned at least once a day, in addition to the Council standard service
- Introduced London's first 24 hour commercial pop up space



Broad Street, Birmingham BID - westsidebid.co.uk

- Recorded crime down by 50.7%
- 87% of visitors thought that Broad Street was safer than before the BID
- 385 hanging baskets in the BID area
- Generated £2.1 million of positive media coverage in 12 months
- Created the high profile 'Walk of the Stars'
- Installed 37,000 LED tree lights
- BID branded taxi marshals



Rugby BID - www.rugbyfirst.org

- Installed state of the art CCTV system in the town
- 24/7 monitoring by BID CCTV operatives
- Rugby Rangers - high visibility, friendly, helpful town ambassadors patrolling the town
- Shoplifting incidents decreased by 54%
- Every week the BID Clean Team visit 90+ businesses to clean the exterior of business premises, shop frontages and doorways
- Introduced events and marketing to encourage more visitors to Rugby



The Swansea BID - www.swanseabid.co.uk

- Chewing Gum and Graffiti Removal Project has now removed over 1.8 million pieces of gum
- Works with NCP and offers - 'Free Parking on Sundays'



Shrewsbury BID - www.shrewsburybid.co.uk

- Trialled 'Free Sunday Parking' in June and footfall at the Darwin Shopping Centre and Pride Hill Shopping Centre rose by 35% and 34% respectively, on last year's figures



FREQUENTLY ASKED QUESTIONS

1. What is the Epsom BID?

The Epsom BID is a non local authority body responsible for providing the Business Improvement District services for Epsom BID area. It is run for local businesses by local businesses and is 100% business managed and controlled.

2. Who has funded the BID development?

Epsom & Ewell Borough Council has funded the Epsom BID project development. Following on from the achievements of 250+ other BID areas across the UK including Camberley, which recently achieved a second 'yes' vote following their first 5-year term and Kingston-upon-Thames which is in its third 5-year BID term, the Local Authority in Epsom wanted to offer businesses the same opportunities and see if there was an appetite for a BID. Epsom & Ewell Borough Council is supportive of the local business community working together to form a Business Improvement District (BID).

3. How have the projects in this business plan been chosen?

The projects in this business plan are based entirely on ideas put forward by businesses in Epsom through various surveys and meetings. The most popular ideas and priorities have been included in this document and, pending a successful BID ballot, will all go ahead.

4. What if most businesses vote 'yes' during the ballot?

Just like a political election there is no minimum turnout required during the 28 day postal ballot. If a majority of businesses (both in terms of total number and overall rateable value) vote 'yes' Epsom will achieve 'Business Improvement District' status and join the 250+ established BIDs across the UK.

All eligible businesses (with a business rateable value of £10,000 and above) will be asked to contribute to the BID, even if an individual voted 'no'.

The money collected will be ring-fenced and managed by a new BID Board, made up of business representatives across the town, for sole use by the BID to deliver the projects set out in the BID Business Plan. You and your business can join the Board.

5. What if the majority vote 'no'?

Very simply, the projects set out in this BID Business Plan will not go ahead. As a result, Epsom could fall behind other comparable local centres, especially those with established BIDs, such as the 50+ areas in London and nearby BID areas including Kingston-upon-Thames, Camberley, Sutton, Guildford and Twickenham.



“ The Assembly Rooms, Wetherspoons are voting yes to the Epsom BID ”

Tony Cave,
Manager The Assembly Rooms, JD Wetherspoon

6. What if I don't vote?

Much like a political election, there is no minimum turnout for a BID. So, if you don't vote, it will not affect the outcome of the ballot in any way.

7. Who has to pay BID levy?

If Epsom achieves a 'yes' vote, all eligible occupiers of a business premises with a rateable value of £10,000 and above within the BID area would pay the levy. This applies to both occupied and non-occupied business premises. Property landlords only become liable where the property is empty and a lease does not exist.

8. Are there any exemptions on BID levy?

All business premises with a rateable value below £10,000 will not be eligible to vote at ballot or pay the BID levy. The Epsom BID will develop a voluntary BID membership scheme to ensure all businesses can take advantage of the BID benefits. No business classifications within the proposed boundary are exempt from the Epsom BID.

9. What will the BID cost me?

The amount you pay will be based on your individual business rateable value (not your business rates) and so smaller businesses will pay less than larger businesses. Find out more on page 23 or email michelle@Epsom.bid for your own BID levy statement.

10. Which rateable value will be used to calculate my BID contribution?

The 2017 listings, which came into force on 1st April 2017. These figures, as well as the opportunity for you to check your rateable value, are available at www.voa.gov.uk

11. Isn't this just a way for councils to save money?

No, legally BIDs cannot replace existing or proposed public services provided by bodies such as the Council, Police and others. In this way, the BID only improves current standards and does not subsidise or replace them. In order to ensure this is the case, all BIDs are legally required to draw up Baseline Services Agreements that set out the services the public sector currently provide and will deliver during the 5-year BID term; this ensures the BID is only delivering additional value to businesses. You can view the Baseline Service Agreements at www.epsom.bid

Organico Coffee Shop, Epsom



12. Who will run the BID?

BIDs are operated as not-for-profit organisations which are led and managed by local business representatives (managers or business owners) within the BID area. Pending a 'yes' vote at ballot a new Limited by Guarantee Company will be incorporated - 'Epsom BID Limited. It is likely that this will be formed from the current BID Steering Group and all businesses within the BID area are welcome to join and be part of the new Board. If you would like a place on the BID Board, please email Michelle@epsom.bid or tel 07527 016338.

13. What period would the BID cover?

The BID would cover a five year period between 1st April 2018 and 31st March 2023.

14. What benefits do BIDs bring to everyone?

Experience across the country has shown that the 250+ established BIDs have resulted in the following key benefits:

- Increased customer footfall
- Boost in trade
- A more buoyant local economy
- Gives your town the competitive edge
- Reduced individual business costs through joint projects
- Physical improvements to the area
- A strong and united business voice on key issues
- Businesses being more involved in community projects
- Fair fee structure in that all contribute
- Builds local pride

15. What's in it for me?

BIDs across the country have proven that they increase customer numbers visiting a town centre like Epsom, help to grow business profits, give businesses like yours a greater voice and create a fair system of contribution towards key improvements.

16. Will the BID look for other sources of funding?

Yes. The BID will pursue other sources of funding and support including sponsorship, a voluntary BID membership and voluntary contributions from businesses, landlords, landowners and organisations that are not covered by the BID arrangements.

17. Why do businesses have to pay for all this - why isn't someone else paying for it?

A BID only delivers projects that are not already being done and without the BID would simply not be done. BID income cannot be used to pay for services already being provided. In this sense, the BID will add value by delivering additional activities in Epsom that cannot currently be funded/delivered by others.



18. Who will I pay my BID levy to?

The BID is an independent organisation, led and managed by local businesses. You will receive a BID invoice from Epsom & Ewell Borough Council on behalf of Epsom BID Limited as the local authority are responsible for the collection of BID levies as they are the billing authority for all BIDs across the UK and have the statutory powers to invoice and collect levy. BID levy is collected by the local authority and is ring-fenced in its entirety and transferred directly to the BID Company. BID levy is invoiced from 1st April each year and is payable in one annual instalment.

19. Will the Council and other public sector bodies pay the BID levy?

Yes, they will pay BID levy on properties / car parks / premises within the BID area for which they are liable to pay non-domestic rates.

20. Who can vote?

All eligible businesses within the BID boundary shown on page 25 with a rateable value of £10,000 and above will be entitled to vote during the 28 day postal ballot.

21. Can BID projects be altered?

BID projects, costs and timescales can be altered, subject to approval from the BID company's Board, providing they fall within the resources available. In this way the BID can be responsive and flexible during the 5-year BID term. The minutes of all Board meetings will be published on the new BID website.

22. Will my levy change?

No, the BID levy will remain the same throughout the 5 year BID term 1st April 2018 - 31st March 2023 and will not increase in line with inflation.

The 2017 rateable values will be used to calculate BID levy contributions each year. Any changes in property rateable values will be reflected in a corresponding change to levy in the following year.

The BID levy will apply from 1st April each year between 2018-2023. The 1st April will be the 'chargeable day' and BID levy will be payable in one annual instalment. No refunds will be given where a business vacates part way through the billing year or if a property is taken out of the ratings list. Where a new assessment is brought into the ratings list the BID levy will apply from the 1st April in the following year.

23. Have BIDs worked elsewhere?

Yes, there are 250+ established and highly successful BIDs operating across the UK. Sutton town centre BID 'Successful Sutton' is in their second 5-year BID term and Kingston-upon-Thames BID 'Kingston First' are in their third 5-year BID term. Staines-upon-Thames and Dorking have recently developed BIDs. 95% of BIDs are re-elected by businesses after their first 5-year term which demonstrates their value to local businesses.



Vote 'YES' between 12th October - 9th November 2017



Your business. Your voice. Your town. Your BID.