



**Paignton Business Improvement District**  
Business Plan 2011 - 2016



**T**orbay Town Centres Company was set up in 2008 with a Board of 12 directors drawn from the business community of Torbay and a senior representative from Torbay Council. Our specific remit is to reinvigorate and revitalise the town centres of The Bay. The Business Improvement District (BID) initiative gives us the opportunity of working with you to start delivering on that remit in Paignton.

A BID was launched successfully in Torquay earlier this year and the benefits of that scheme are already being felt in the town. Vacancy rates are falling, the town is cleaner and footfall is increasing, coupled with some major marketing campaigns funded by the BID such as Christmas last year.

We would like Paignton to benefit in a similar way. This plan reflects the priorities that you, the business community in Paignton, have told us that you think will make a difference to your bottom line and the greater interests of Paignton as a whole.

Brixham, St. Marychurch, Babbacombe and Plainmoor are looking to take a similar route with BIDs of their own. Like Torquay and Paignton should these BIDs be successful they will be centrally managed by Torbay Town Centres Company. Collectively these BIDs will represent the interests of more than 1500 businesses across the Bay. What a powerful voice that will give to Torbay businesses for collective purchasing and negotiating power on joint service contracts and policy-making. It also gives us an opportunity to promote the Bay as a whole.

As a Torbay businessman I am committed to helping to achieve our full potential as a trading, tourism and business destination. I believe that we now have an opportunity to work collectively in order to attract new ideas, investment and to significantly enhance business profitability in a sustained way. I am grateful to my Board for their support. I urge you strongly to consider this Business Plan and to ensure that your company votes 'YES' when the ballot is held in February.

Yours



**Barry Buxton,**  
**Chairman, Torbay Town Centres Company**



- Business Improvement District schemes (BIDs) were introduced by the Government in 2004 following their success in strengthening and regenerating town centres in other countries, notably the USA and Canada.
- The towns of Torbay have lost market share to The Willows, Exeter, Plymouth and Newton Abbot, resulting in high vacancy levels in the prime retail areas of the town centre. A BID is essential to Paignton if we are to start to address the key problems of this decline.
- A BID will bring stability by providing sustainable funding for long- term improvement projects over the next 5 years.
- The Torbay Town Centres Company (a company limited by guarantee, led by business for business), will be legally and financially responsible for the Paignton BID.
- A BID Steering Group, comprising democratically elected representatives from across the BID area, will monitor the day-to-day management of the BID.
- Paignton BID will include over 500 businesses and each will have a vote.
- A levy of 1.5% of Rateable Value will provide a fund in excess of £125,000 pa for 5 years. Contributions will be based on the 2010 Business Rateable Values as at 1st April 2010 for those businesses existing on 1st January 2011. Where the premises are unoccupied the levy will be payable by the landlord or freeholder.
- A BID for Paignton will:
  - ◇ Increase footfall and spend in the town centre.
  - ◇ Raise the profile of the town as a destination in its own right.
  - ◇ Seek to give Paignton a distinct identity.
  - ◇ Create a safer and cleaner environment for all town users.
  - ◇ Encourage inward investment.
  - ◇ Deliver increased, planned spending on events and marketing.
  - ◇ Ensure that public and private interests are brought together to co-ordinate resources to improve the town centre.
  - ◇ Speak for, and on behalf of businesses to express their concerns and ideas to improve the management of the town.
  - ◇ To co-ordinate with the marketing activities across the Bay and find advantage in collective purchasing and influence wherever possible.
- A ballot of businesses within the defined BID area (over 500 businesses in total), will decide whether to create a BID for Paignton town centre.
- The postal ballot will be held during February 2011, Ballot Day will be 28th February, 2011.
- A successful ballot requires a majority to vote in favour, by both number and rateable value.
- Following a successful ballot the BID will commence implementation on 1st April 2011 and will last 5 years.
- To date there have been over 100 Business Improvement Districts established in the UK, and all sixteen of those re-balloted for a second term have been successful.
- All BID funded projects will be additional to the services already provided by Torbay Council, Devon and Cornwall Police or other statutory providers.

## What is a Business Improvement District?

A Business Improvement District is a business-led initiative which gives local organisations the power to 'raise funds locally to be spent locally' with the aim of improving their own trading environment. It is an investment scheme where local businesses have the opportunity to say how their money should be invested to benefit themselves, their employees, customers and clients.

Business Rate Payers determine what these additional enhanced services should be. These are funded via a levy based on business rateable values (non-domestic rates). All the money raised will be used to deliver this Business Plan in the BID area only.

All Paignton town centre BID services will be additional to those already delivered by Torbay Council, Devon and Cornwall Police and other statutory providers.

## Where did BIDs come from?

BIDs have been successfully run in Canada, South Africa, Australia and the USA for many years.

In January 2004 the Government introduced legislation to allow BIDs to be introduced in the UK. This followed lengthy negotiations with retailers, The British Chamber of Commerce and the Association of Town Centre Management to ensure that the scheme would work for town centre businesses. To date there are just over 100 Business Improvement Districts in the UK in places as diverse as London, Birmingham, Liverpool, Truro, Rugby, Kendall and Torquay.

A number of these BID schemes have completed their first term and have gone to ballot to secure a second term. In each case the ballot has been positive, and in most cases the majority vote in favour was greater than the original – strengthening the mandate and demonstrating confidence in the BID initiative. BIDs have been credited with halting and reversing the decline in many towns and cities in the UK and elsewhere.

An example of the benefit of a BID is evident from the greatly increased mandate that the Plymouth BID renewal ballot received for their next 5-year scheme. In the first BID term (2005-10) Plymouth's BID area, crime reduced by 23% and BID marketing and events attracted 300,000 additional day visitors.

The BID area regularly scores well above average for cleanliness. The Plymouth BID also helped to secure over £3m of investment in the retail sector.

The BID for Paignton will not be on that scale, but the benefits to the trading environment will be proportionately great.

## Why does Paignton need a BID?

Paignton was once a significant holiday resort and centre for the traditional two week family holiday. It had a thriving retail heart with a diverse range of shops and service businesses. The era of cheap flights and package holidays abroad caused Paignton and other UK seaside holiday resorts to fall into decline. Over the past decade Torbay has lost 400,000 visitors and spending per head has decreased significantly.

In recent research carried out by the Torbay Development Agency with non-visitors to the Bay, the most commonly cited reason for not choosing to holiday here was the poor quality of the town centres and the limited retail offer. This, coupled with the recent extensive redevelopments at Drake Circus Plymouth and Princesshay in Exeter and the expansion of the out-of-town offer at The Willows, means that many residents in the Bay have deserted Paignton town centre in favour of the competition, which has contributed to a very sharp decline in Paignton's retail heart.

A collective effort has to be made between business and the statutory authorities to find ways to turn the fortunes of the town around before the decline becomes even more severe. In an ideal world we might look to the Government and Councils to provide additional services in order to raise standards, but grant funding is being cut in these harsh economic times, and so the reality is that, rather than seeing an increase in funding, the reverse is more likely to be the case.

BIDs provide a mechanism that enables the public and private sectors to work together towards a common goal of enhancing and improving their trading area. The BID initiative supports the long-term sustainability of town centres and will enable Paignton to regain its position as a viable and attractive retail centre and holiday resort for both shoppers and investors. It gives local businesses an opportunity to influence, at a practical level, how the town is managed in the future.

The Paignton BID area illustrated includes over 500 business addresses with a total rateable value in excess of £8m. The BID levy at 1.5% pa will yield in excess of £125,000pa totalling over £600,000 over the 5 year lifetime of the BID.

The area includes:

- |                     |                 |
|---------------------|-----------------|
| Church Street       | Palace Avenue   |
| Clifton Road        | Parkside        |
| Courtland Road*     | Station Lane*   |
| Dartmouth Road      | Torbay Road     |
| Dendy Road          | Torquay Road*   |
| Esplanade Road*     | Totnes Road*    |
| Gerston Road*       | Victoria Street |
| Great Western Road* | Victoria Park   |
| Hyde Road           | Winner Street   |

\*Part of street

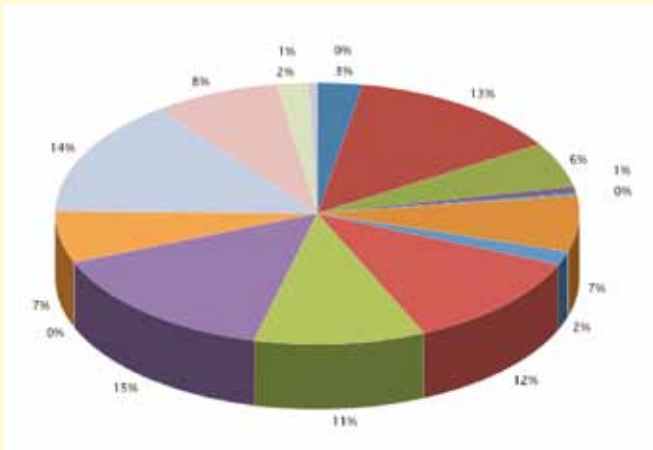


## ACORN population profile in a 20-minute drive-time from Paignton & Torquay

Research commissioned by Torbay Town Centres Company in 2009 profiled the population within a 20 minute drive time from Torquay and Paignton. The pie charts show the breakdown of Paignton's potential customer base compared to the national profile. It is clear from this that, despite popular assumptions, there is a substantial population with a higher than average domestic income and the population of deprived and struggling households is relatively small, but hugely significant.

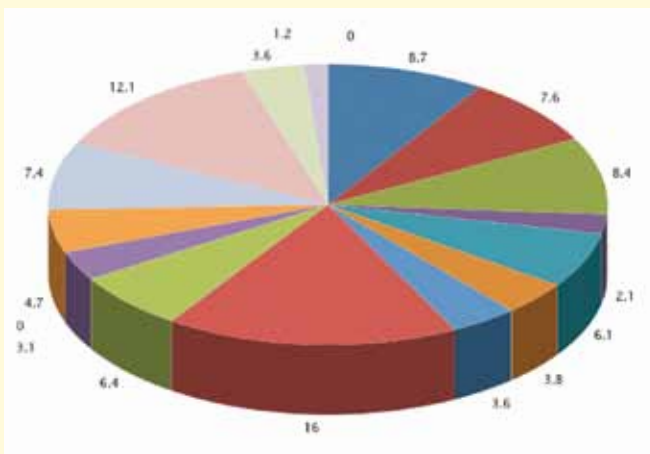
Using this information we should be working hard to persuade those more affluent residents and visitors to return to the town by ensuring that the resort lives up to their expectations and aspirations. All town users expect the town to be vibrant, clean, tidy, secure and orderly, and to have the range and quality of goods and services on offer that they require. Through the BID project we can begin to tackle those expectations and requirements head-on.

*Population profile within 20 minutes drive-time of Paignton town centre*



*\*Source CACI retail Footprint 2008 - full report available on request or visit [www.torbaytowncentrescompany.co.uk](http://www.torbaytowncentrescompany.co.uk)*

*Population profile - national average baseline*



- Wealthy Executives
- Settled Suburbanites
- Affluent Greys
- Prudent Pensioners
- Flourishing Families
- Asian Communities
- Prosperous Professionals
- Post Industrial Families
- Educated Urbanites
- Blue Collar Roots
- Aspiring Singles
- Struggling Families
- Starting Out
- Burdened Singles
- Secure Families
- High Rise Adversity

*ACORN is a standard population analysis tool*

## What are your priorities for a BID for Paignton?

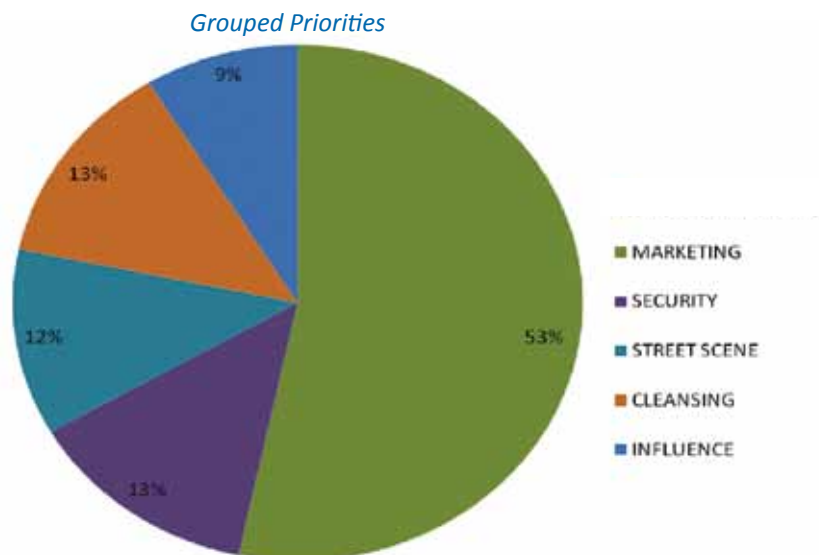
As part of the process of developing this Business Plan we invited all the businesses in the Paignton BID area to complete a questionnaire to tell us what you feel the priorities should be to drive your businesses forward over the next 5 years. You were asked to rank in order of importance the top three of 15 initiatives that you felt were important and to highlight any other areas not listed in the questionnaire. 20% of these questionnaires were returned.

This Business Plan reflects the results of that consultation. The chart below illustrates the broad priorities that resulted from that survey. It clearly shows that Marketing is the over-whelming key concern for Paignton. Security, Street Scene and cleanliness are prioritised almost equally behind marketing. Issues about Parking and future development of the town were also expressed in unprompted comments on the returned questionnaires.

Security concerns expressed in the consultation process will be addressed through the future formation of a Business Crime Partnership in conjunction with the newly formed Torquay BID Business Crime Partnership. Information and best practice will be shared.

This Business Plan therefore focuses the BID budget on marketing, promotion, events and presentation as its key priorities for delivering a more vibrant town centre in Paignton. In addition a key priority will be to ensure that the collective influence of business in Paignton is utilised to shape policy decisions on development, management and service provision in the BID area.

There will be a management resource employed by the TTCCo to deliver this Plan. The Paignton BID Steering Group (see page 16) will monitor progress of the scheme, ensure that your voice is heard and hold The Torbay Town Centres Company to account in delivering this Plan.



*This chart illustrates the priority themes identified from the questionnaire and consultation results.*

Do you want to see more people shopping in Paignton? Would you like to see Paignton a more enjoyable place to visit? Then I would urge you to make sure the Paignton BID succeeds - vote YES for the BID.

**Mark Bushby, Bushby's Opticians, Hyde Rd**

## If the BID vote is positive, what will it do for Paignton?

**Paignton BID** will be able to provide a number of the additional services that you, as business people, have identified as being important to the viability of your business by fundamentally improving the trading environment of Paignton town centre.

### The BID aims and objectives:

- Provide Paignton business people with a strong democratic voice and influence.
- Improve the shopper/visitor experience.
- Raise Paignton's profile.
- Broaden and increase Paignton's customer base.
- Attract more tourists to the town centre.
- Increase footfall.
- Increase spend per head.
- Encourage inward investment and reduce vacancy rates.
- Improve the presentation and management of the streets.
- Ensure better marketing, publicity and events to attract new customers and retain existing.
- Provide opportunities for collective purchasing of services, utilities and investment.



### The BID will also help to:

- Raise the profile of Torbay as a resort.
- Co-ordinate activities for maximum benefit and value.
- Give the public sector a better understanding of business needs.
- Change public perceptions of the town.
- Influence future regeneration and development projects in Paignton.
- Create a safer and cleaner environment.
- Reduce businesses' vulnerability to crime.
- Improve co-ordination of events and activities across the Bay to increase visitor numbers and retain more visitor spend in the area.
- Increase prosperity for businesses.



## Paignton BID projects –this is what the BID will deliver.

### Project One Marketing - putting Paignton back on the map

*In the business survey we carried out to establish the priorities for this BID Plan, businesses told us that they wanted to see far more consistent marketing of the town centre within the Bay and beyond, and high profile events in the town centre to increase awareness, attraction and footfall in Paignton.*

#### The Issue

Paignton has lost its unique identity and market share to the competition, and has suffered steep decline and high vacancy rates as a result. With Torquay's BID now in operation the threat of increased competition is very real.

#### The BID Proposal

**Paignton BID** will raise the town's profile; strengthen its identity as a family resort and retail centre, look to regain market share and encourage the resident and visitor population to use the town and its facilities throughout the year.

#### Marketing Projects

**Paignton BID** will deliver marketing campaigns and creative PR to target specific customer groups, to encourage our resident population to shop locally, and to work with the holiday industry (hotels and coach companies), to increase visitor numbers into the town throughout the year. This will be driven through the use of sales promotions, competitions, voucher schemes etc.

##### Identity

**Paignton BID** will work with BID businesses to develop a clear and positive brand for the town as a friendly family destination that focuses on service and individuality.

##### Website

**Paignton BID** will fund the creation of a one-stop vibrant website for the town, which will provide all the information for residents and visitors to know what is on offer and what is happening in the town throughout the year. This website will be hosted as part of the broader Torbay Town Centres website to give it greater prominence and a higher hit rate.

##### Shopping Directory and Map

**Paignton BID** will pay for a comprehensive directory and map of all businesses in the BID area by sector. These will be available both as hard copies and on the website. They will be distributed throughout the town and the Tourist Information Centres across the Bay.

##### Fill Empty Shops

**Paignton BID** will actively work with Commercial Agents and the TDA to market Paignton to inward investors looking to open outlets in the south west.

##### Newsletter

**Paignton BID** will produce a newsletter delivered to every BID business, every two months, keeping you in touch with what we are doing and how you can get involved.

## Paignton BID projects –this is what the BID will deliver (cont'd)

### Project Two

#### Events - injecting vitality and excitement into the town

##### The Issue

Paignton needs to raise its profile to attract new customers and to give them another reason to visit the town throughout the year. Events are a very valuable and cost-effective way to drive footfall and spend. Extending the tourist season will greatly enhance trading performance in the town and encourage inward investment.

##### The Proposal

**Paignton BID** will build on the events already established as part of Paignton's calendar and ensure that their benefit is felt throughout the whole town. It will introduce new events and activities that will reinforce Paignton's role as a family orientated town and reinvigorate Paignton's offer as a Christmas destination and regain market share at this vital time for retail.

##### Events Projects

**Paignton BID** will allocate funds to run events and activities in the BID area in conjunction with other organisations e.g. Paignton Zoo, Palace Theatre, Children's Week and Paignton Carnival to ensure that the benefit of these major events is felt throughout the town.

##### Theatre in the town

**Paignton BID** will establish Palace Avenue Gardens as an entertainment space in the town centre and programme activities there which will attract the public to the heart of the town and beyond. There will be well regulated good quality street entertainment programmed for special events and activities.

##### Paignton Safari

Attractions could include working in partnership with Paignton Zoo to install throughout the BID area models of zoo animals combined with a safari competition and special offers and prizes around the BID area to attract families and others to circulate the whole town.

##### Seasonal Events

**Paignton BID** will pay for a programme of Christmas activity and marketing throughout the BID area to attract visitors and residents to use the town at this crucial trading time. These could include Victorian themed days and late night shopping, a switch on event to highlight the start of the Christmas season. Competitions and treasure trails to encourage shoppers to explore the town.

##### Extending the season

**Paignton BID** will put on a programme of events in the off-season months of the year in the heart of Paignton town centre to stretch the key tourist season. These events could include a programme of themed markets (e.g. farmers' markets, continental markets, flea markets, auto markets etc). These markets are very popular with the public, they increase footfall, raise awareness and generate income to contribute to the marketing budget. These will be sited in a location that will not conflict with established retail but enhance footfall and spend in the area. These will be promoted to residents of the Bay and through the English Riviera Tourism Company to ensure that all accommodation providers promote these to their guests.

##### Attracting tourists

**Paignton BID** will work with the tourism industry to ensure that all events and promotions held in Paignton are publicised across the Bay to all tourism service providers, **Paignton BID** will work with existing events held in the town to ensure that their benefit is distributed across the BID area from the sea front to Winner Street, e.g. The Agatha Christie Festival, Sleuths (Torbay's festival of crime and thriller writing), Paignton Regatta and Children's Week and Paignton Carnival.



**Paignton BID projects – this is what the BID will deliver (cont’d)**

**Project Three  
Festive Lights - putting Christmas magic back into Paignton**

**The Issue**

The current lighting display is limited poor and ad hoc; funding is insecure and dwindling.

**The Proposal**

The infrastructure, power supplies and installation hardware and the lighting features need to be modernised and increased to include the whole BID area, and particularly at the key gateways to the town.

**The Project**

**Paignton BID** will pay for a five-year improvement plan for festive lighting; which will include all the streets within the BID area, including those that do not currently have Christmas lights. Our intention would be to hire the lighting display units in order to maximise the extent of the display.



**BID Investment - Projects One and Two**

Events	Year 1	Year 2	Year 3	Year 4	Year 5
Marketing	£18000	£18000	£18000	£18000	£20000
Events /promotions	£17200	£23200	£22700	£22700	£27200
<b>Total</b>	<b>£35200</b>	<b>£41200</b>	<b>£40700</b>	<b>£40700</b>	<b>£47200</b>

**BID Investment - Project Three**

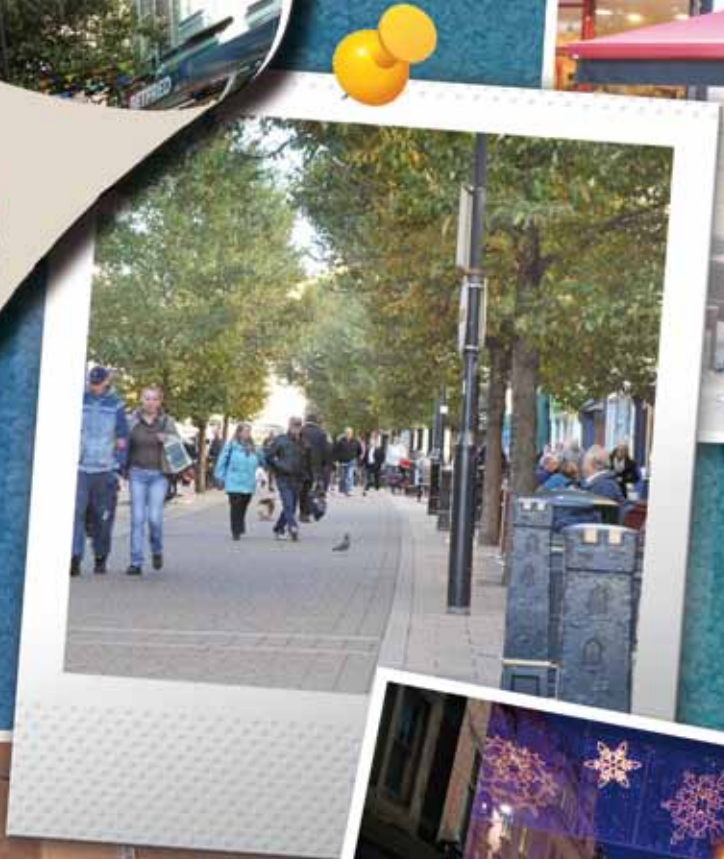
Christmas Lights	Year 1	Year 2	Year 3	Year 4	Year 5
Infrastructure /energy	£ 3000	£ 5000	£ 5000	£ 1000	£ 1000
Lights display	£18000	£18000	£18000	£18000	£20000
<b>Total</b>	<b>£21000</b>	<b>£23000</b>	<b>£23000</b>	<b>£19000</b>	<b>£21000</b>



“ 2010 has been so much busier than 2009 - Victoria Street’s been busier and we’ve been busier too. But we saw from the Continental Markets just how massive the potential increase in footfall can be, so we hugely support the BID in its objective of bringing more shoppers into Paignton as a whole.”

**Paul Snowden, The Sandwich Bar**

# Town Snapshots







## Paignton BID projects – this is what the BID will deliver (cont'd)

### Project Four Dressed to impress

#### The Issue

Results from our questionnaire to establish the priorities for the town centre BID highlighted the need for Paignton's streets to look more inviting and vibrant, and to reduce the impact of the many vacant shop fronts.

#### The Proposal

Parts of Paignton are looking tired and shabby; in order to attract more customers and investment, the outward appearance of the town needs to improve. Torbay Council and the TDA are looking at some major redevelopment for the town over the coming decade or sooner; meanwhile the BID can provide some quick fixes to make the town look more welcoming and attractive.

#### The Projects

##### Permanent lighting displays

**Paignton BID** will install permanent lights in the street trees in Torbay Road, Torquay Road and Palace Avenue Gardens to add night time interest all year round. The trees in Victoria Street are due to be replaced with smaller varieties to prevent damage to the footway, but when they reach sufficient size these could also be part of this scheme. A lighting feature at the gateway to Winner Street is also included in this scheme, the exact design for this would need to be determined within budget.

##### Banners and bunting

**Paignton BID** will install lamp post banners (subject to planning permission), and bunting annually during the summer months. The banners can be used to advertise events or to simply enliven the street and welcome customers to the town. This plan allows for installation and two changes per year.

##### Vacant shop fronts

**Paignton BID** will work with landlords to use these units for exhibitions, temporary shops or apply bespoke, designed vinyls to the windows to promote the town or act as an attraction.

##### Street Furniture

**Paignton BID** can help to make better use of space for activities by relocating and modifying the street furniture in some areas of the town. Victoria Street is dominated by bollards and seating; some of the bollards could be removed and, without losing seating capacity, the benches should be grouped in a more efficient way and made easily removable to free up space for activities such as street theatre and music. Palace Avenue Gardens is an ideal venue for larger events and markets. In collaboration with the Council and the Friends of the park minor remodelling of the garden would create more space and open it up.

##### Navigating the town

**Paignton BID** can help to get customers to your door – from the sea front to Winner St, from the station to the hospital; directional signs are a key way to do this. There is provision in years 3 and 4 of the BID scheme to install directional signs. These should be creative and amusing, reflecting the brand image of the town. This project would be cumulative over several years to facilitate the budget.



“ In these increasingly challenging times, the opportunity for Paignton businesses to work together with a positive BID vote, to my view, is our one and only chance to sustain our survival. ”

Matthew Clarke, Torbay Bookshop, Torquay Road

### BID Investment - Project Four

Project	Year 1	Year 2	Year 3	Year 4	Year 5
Permanent lighting/trees	£12000	£ 3300	£ 1300	£ 1300	£ 1300
Vacant shops dressing	£ 5000	£ 4000	£ 4000	£ 4000	£ 3000
Lamp post banners/bunting	£ 7856	£ 7358	£ 7358	£ 7358	£ 7358
Street furniture/event space	£ 5000				
Directional signs		£ 2500	£ 5000	£10000	£ 1000
<b>Total</b>	<b>£29856</b>	<b>£17158</b>	<b>£17658</b>	<b>£22658</b>	<b>£12658</b>



## Project Five – Have your say!

A vote in favour of the Paignton BID will provide a clear mandate for action in the BID area for the delivery of all the practical measures set out in this Plan. The BID cannot and should not pay for services provided by the Local Authority but working collectively gives businesses a very powerful voice to influence the way those services are run and to influence policy on key issues that directly affect you and your business.

You will have control over those areas of the BID that you are paying for; The Town Centres Company has to provide you with a fully transparent, annual report on how we have spent the money you are paying us to deliver this Plan.

The democratically elected BID Steering Group will ensure that the Plan is delivered and any changes that are made to it will not be made without their approval. They will also represent your views to Torbay Council, the Torbay Town Centres Company Board and the Police to make changes and improvements to your trading environment.

Examples of areas you can influence:

- Planning
- Transport
- Parking
- Policing
- Cleaning
- Marketing
- Maintenance
- Street trading
- Refuse collection



## BID Management

The **Paignton BID** will be the legal and financial responsibility of The Torbay Town Centres Company. The Company will be responsible for delivering the Business Plan and for recruiting the staff and resources necessary to do this. The company will also be responsible for ensuring that the levy is collected and that all financial and legal obligations are fulfilled, including producing the end of year audit report.

There will be a member of staff dedicated to Paignton BID - the BID Co-ordinator - employed on a part time basis supported by the CEO of Torbay Town Centres Co and staff. Subject to a positive BID ballot, a job description will be produced and this post will be advertised. The candidate will be selected via an interview panel appointed by the TTCCo.

The Paignton BID Co-ordinator will be a permanent member of the BID Steering Group and will be responsible for ensuring that views from that group are represented to the TTCCo CEO.

Management costs will be kept to a minimum by utilising the resources of the TTCCo for back office functions. The cost of managing the Paignton BID will be £36000 in year one to include the recruitment costs and salary of the co-ordinator and the administrative costs of the BID. The cost will be £34000pa for the remaining years of the BID.

### The Paignton BID Steering Group

The Torbay Town Centres Company Board of Directors, as promoters of this scheme will be legally and financially responsible for the Paignton BID. It is, however, very important that those who are paying for the scheme have a say in how it is managed on an operational basis.

A BID Steering Group will be established to represent the interests of the BID Levy Payers (BLPs) Torbay Town Centres Company (TTCCo) and Torbay Council (TC).

The BSG will comprise:-

- ◆ 6 elected representatives of the BLPs representing the areas of the BID.
- ◆ The Chairman to be elected from the BLP representatives.
- ◆ At least 1 Director from the TTCCo Board.
- ◆ 1 senior representative from Torbay Council.
- ◆ The CEO of TTCCo.
- ◆ The Paignton BID Co-ordinator.



The Paignton BSG will have no legal financial powers. The group will meet on a regular basis to monitor and guide the overall delivery of the BID Plan and to bring representations to the group from their fellow BLPs.

The Chairman of the BSG will be invited to attend at Board meetings of the TTCCo to report on progress and matters relating to the Paignton BID.

Subject to the ratification of the TTCCo Board of Directors, the BID Steering Group will have discretion when necessary to transfer funds between budgets in order to achieve best value or maximise efficiency, provided it does not compromise the overall delivery of the Business Plan.

The BSG will be set up as matter of urgency following a positive BID ballot. The BSG will be responsible for ensuring that the Paignton BID plan is delivered and your views are represented.

**Paignton BID Projects**  
**Total Revenue due £126500 pa**

Project	Year 1	Year 2	Year 3	Year 4	Year 5	5 Year Totals
<b>PROJECT 1/2 Marketing &amp; Events</b>						
Events & promotions	£17200	£23200	£22700	£22700	£27200	
Marketing inc website, directories and ads	£18000	£18000	£18000	£18000	£20000	
<b>TOTAL</b>	<b>£35200</b>	<b>£41200</b>	<b>£40700</b>	<b>£40700</b>	<b>£47200</b>	<b>£205000</b>
<b>PROJECT 3 Christmas Lights</b>						
Infrastructure/energy	£ 3000	£ 5000	£ 5000	£ 1000	£ 1000	
Lighting display	£18000	£18000	£18000	£18000	£20000	
<b>TOTAL</b>	<b>£21000</b>	<b>£23000</b>	<b>£23000</b>	<b>£19000</b>	<b>£21000</b>	<b>£107000</b>
<b>PROJECT 4 Dress to Impress</b>						
Street trees/permanent lights	£ 12000	£ 3300	£ 1300	£ 1300	£ 1300	
Vacant buildings dressing	£ 5000	£ 4000	£ 4000	£ 4000	£ 3000	
Directional signs		£ 2500	£ 5000	£10000	£ 1000	
Banners/bunting	£ 7856	£ 7358	£ 7358	£ 7358	£ 7358	
Event space/street furniture	£ 5000					
<b>TOTAL</b>	<b>£29856</b>	<b>£17158</b>	<b>£17658</b>	<b>£22658</b>	<b>£12658</b>	<b>£ 99988</b>
Project support/contingency		£ 6000	£ 6000	£ 6000	£ 7000	£ 25000
Admin/BID Manager (set-up cost year1)	£36000	£34000	£34000	£34000	£34000	£172000
<b>TOTAL</b>	<b>£36000</b>	<b>£40000</b>	<b>£40000</b>	<b>£40000</b>	<b>£41000</b>	<b>£197000</b>
<b>GRAND TOTAL</b>	<b>£122056</b>	<b>£121358</b>	<b>£121358</b>	<b>£122358</b>	<b>£121858</b>	<b>£608988</b>

Wherever possible Paignton BID will look to maximise the BID levy through sponsorship, commercial activity, in kind support and grants and voluntary contributions.



## BID Levy Liability & Collection

A fixed levy of 1.5% of the 2010 rateable values will be charged on all existing business rated premises in the BID area. This percentage can be varied only by a specific Alteration Ballot of all businesses in the BID area.

There will be no exemptions. The BID levy will be payable by the liable party. In the case of vacant premises, the liability rests with the landlord. There will be no adjustments during the year to reflect changes in the liable party or rateable value.

**This levy will raise over £125,000 pa for each year of the BID period = almost £650,000 in 5 years.**

Where a property is taken out of rating, the BID levy will be due up to the day before the effective BID levy will become payable by the occupier when the change is entered onto the Non-Domestic Rating List.

There will be no reduction to the BID levy for Exemptions' Relief or discounts prescribed in the Non-Domestic Rating (Collections and Enforcement) Regulations 1989 made under the Local Government Finance Act 1988. Unoccupied and part-occupied premises, charities or not-for-profit organisations in the BID area will be liable for the full levy.

The annual amount payable for a chargeable period (BID year) will be due in one payment within the partnership arrangements, joint funding opportunities and any other relevant funding streams over the lifetime of the BID period.

If the BID ballot is positive every business premises in the BID area, regardless of how they voted, will contribute 1.5% of rateable value.

The chart below gives you an idea of how much this will cost.



### How much will it cost?

Ratable Value £	Annual Cost @ 1.5%	Monthly Cost	Weekly Cost	Daily Cost	Equivalent
£ 2500	£ 37.50	£ 3.13	£ 0.72	£ 0.10	Pencil
£ 5000	£ 75.00	£ 6.24	£ 1.44	£ 0.20	An apple
£ 10000	£ 150.00	£ 12.50	£ 2.88	£ 0.41	1st Class Stamp
£ 15000	£ 225.00	£ 18.75	£ 4.32	£ 0.62	Daily paper
£ 25000	£ 375.00	£ 31.20	£ 7.21	£ 1.03	Cup of coffee
£ 40000	£ 600.00	£ 50.00	£ 11.53	£ 1.22	1ltr diesel
£ 55000	£ 822.00	£ 68.50	£ 16.44	£ 2.34	Sandwich
£ 75000	£ 1125.00	£ 96.70	£ 21.63	£ 3.09	Coffee & cake
£100000	£ 1500.00	£ 125.00	£ 28.85	£ 4.12	A4 notebook
£150000	£ 2250.00	£ 187.50	£ 43.26	£ 6.18	Envelopes

## Financial arrangements for the collection of the BID

Following a positive vote all business premises within the BID area will be sent an annual invoice equivalent to 1.5% of RV, on the 1st April each year for the duration of the BID. Torbay Council will be responsible for invoicing and collecting the BID levy from every BID levy payer in the Paignton BID area. That money will be ring-fenced and passed to the Torbay Town Centres Company.

Torbay Council is obliged to use the same powers of enforcement to recover the BID levy as for Business Rates payment.

The BID levy will be payable by the liable party. There will be no adjustments during the BID year to reflect changes in the liable party or rateable value.

Torbay Town Centres Company and Torbay Council will sign an Operations Agreement, which will set out in detail the obligations on each party for the collection and management of this fund. This agreement will be available on request.

## The BID ballot

The person(s), registered company or organisation who is the ratepayer for non-domestic (business) rates within the BID area, as of the rating list on 1st January 2011, or their appointed proxy is entitled to vote. Each person entitled to vote in the BID ballot will have one vote in respect of each business premise.

The BID ballot has to meet 2 tests to succeed:

- ◇ A simple majority (over 50%) of those voting must vote in favour.
- ◇ Those voting in favour must represent a majority of the total rateable value of all the business premises voting.

The ballot papers will be sent to all those eligible to vote on 1st February 2011. They must be returned by 5pm on Monday 28th February 2011 (Ballot Day). The result will be announced within a week of Ballot Day.

## Commencement and duration of Paignton BID

If the BID proposal is approved it will operate for five years from 1st April 2011 until 31st March 2016. At or before the end of this period the TTCCo Board may seek renewal of the BID mandate by way of a renewal ballot.



## Alteration of BID arrangements

All budget headings and project costs can be altered within the constraints of the revenue received through the BID levy, and the BID Steering Group and TTCCo Board will be empowered to move funds between budget headings by agreement between both parties. The BID area and the BID levy percentage cannot be altered without an Alteration Ballot.

## Monitoring results and delivery

An essential part of the **Paignton BID** will be to provide added value, value for money and effective delivery of the BID Business Plan. Performance data will provide you, the BID Levy payer, and investors in this scheme evidence that we are delivering what the Business Plan states, and that you are benefitting from a return on your investment into the BID scheme. Setting performance targets will help you to judge the overall performance of the town centre and the BID.

To help you to evaluate our success across the key areas of this Business Plan we will measure performance in the following areas:

Indicator	Measure	Source	Frequency	Publication
Trading performance	Growth %	Sample of retailers from across sectors within BID area	6 times per year	Quarterly
Customer surveys	Customer satisfaction	Market research company	Annually	Annually
Car park usage	Tickets issued	Torbay Council	Monthly	Quarterly
Crime	Town centre crime stats	Devon & Cornwall Police	Monthly	Quarterly
Property vacancies	% of total in BID area	Torbay Council/Paignton BID	Twice per year	Twice per year
Street cleaning	Complaints received	Torbay Council/Paignton BID	Quarterly	Quarterly

“ Wetherspoons fully supports the BID. It is already working well in Torquay, it would be great to see Paignton take advantage of this scheme too so that we can work together to make the Bay a great destination again. ”

**Rob Gibson, Wetherspoons**



## Baseline council services

**Paignton BID** projects will be **additional** to any services delivered by Torbay Council as at 31st March 2011. A Baseline Agreement setting out current service delivery will be available on request.

The Torbay Town Centres Company will regularly monitor and review services currently delivered by the public sector in the BID area. Once the BID is established, Torbay Council (and its agents), will not be permitted to use the services of the BID to replace or subsidise the current standards of performance for all their existing services including:

### Safety

- CCTV
- Community Safety
- Licensing and Enforcement
- Street Lighting

### Cleansing

- Street cleaning
- Waste collection
- Public conveniences

### Maintenance

- Floral displays
- Grounds maintenance
- Highways maintenance

### Other Services

- Car parking
- Environmental Health
- Transport and transport information
- Planning policy



*Having researched and witnessed the successes of BIDs around the country, the 'yes' vote in February to me is a 'no brainer'. The reasons are simple.*

*This is our one and only chance for us as a business community to work together in these extremely challenging times to increase footfall in our town thus helping to ensure our survival. The plans we have put together for Paignton will gain us publicity, create reasons for local and neighbouring town residents to visit and will encourage coach party organisers to add Paignton shopping centre as a destination throughout the year.*

*Without this 'yes' vote, we will, in my view, be in a catastrophic position, an unacceptable situation which will only hasten the demise of many local businesses.*

*We need each and every business to vote in February. When the voting papers arrive please respond immediately before they get buried. Let's look forward to a busy and profitable 2011 and beyond. It's up to you!*



**Matthew Clarke, for The Paignton Business Partnership**

“ Paignton has huge potential; I am fully supportive of the Paignton BID as it will bring the town centre community together to really achieve it.” James

James O'Dwyer, O'Dwyer Property Management Paignton.

“ In these times of negativity it is about time Paignton had a positive outlook and with the BID this can, and will be achieved it is the only way forward. If you think someone else is going to do it then nothing will ever get done. Support the bid and see the difference. Your vote does count.”

Matthew Dart, Paignton

“ I think the BID is a great idea. If Paignton businesses work together to improve the town we'll take a big leap forward.”

Gesche Buecker, Publisher of The Beach Hut

“ I have been a retailer in Winner Street Paignton, for 27 years. I advise you that the BID will be the saving grace for Paignton; not just for our businesses, but for the community as a whole. There has been a steady decline of the business community, and in particular retailing, within Paignton over the last four or five years, mainly because of a lack of direction. With the planning and management provided by the BID, whose remit is to implement the wishes of the business community, I honestly believe that the only way that we will see short to long term survival is to support the BID by voting for it at the required time.”

Ron Sharpe, Gadgets n' Things, Winner Street



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**Useful sources of information:**

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[www.ukbids.org.uk](http://www.ukbids.org.uk)  
[www.atcm.org.uk](http://www.atcm.org.uk)

