



**VOTE
YES FOR
CHANGE**

Business Plan 2016-2021

www.birkenheadbid.co.uk

**BIRKENHEAD
BUSINESS
IMPROVEMENT
DISTRICT**



“The BID can bring new life back into our town centre, and will encourage investment and greater prosperity for the area. Wirral Chamber of Commerce will work closely with our partners in creating a successful BID for Birkenhead.”

**Paula Basnett, CEO,
Wirral Chamber of Commerce**



“It is key to the success of the BID that the private sector takes the initiative by making the changes that they want. A successful BID will bring businesses closer together, creating partnerships as we all work towards the same goal.”

**Cllr Phil Davies,
Leader of Wirral Council**

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What is a Business Improvement District (BID)?

- A Business Improvement District or BID is a scheme where businesses located within a designated area come together to fund initiatives and improvements to their local area over and above the level already provided by the local authorities.
- The creation of a BID is a democratic process, decided following a ballot of the qualifying businesses within the proposed district. The BID lasts for a 5 year term and is funded by the 'BID levy' which is paid by the qualifying businesses and is based on a small percentage of their business premises rateable value.
- The funds raised by the BID levy are then ring fenced and can only be used to fund projects and initiatives that will benefit the businesses within the improvement district, these projects and initiatives must be **over and above any services already being provided by the local authorities such as the Council or Police.**
- Business Improvement Districts are a real success story because they work! The concept originated in the 1970's and Business Improvement Districts are now a global phenomenon, being used in towns and cities across the world as a tried and tested method of enabling businesses to collectively fund the improvements they want to their local trading environment.
- Currently there are over 200 BIDs operating in the UK with that number increasing month on month. Locally Liverpool, Southport and Chester all have Business Improvement Districts operating in their town centres and within 30 miles of Birkenhead there are BIDs under development in Altrincham, Northwich and Runcorn.



“ Birkenhead Business Improvement District is a partnership between Wirral Chamber of Commerce, local businesses and Wirral Council. As a partnership we believe a Business Improvement District will deliver a clean and safe Birkenhead that encourages and supports businesses.

Having taken on board the overriding concerns of the local business community, the time is now right for businesses to seize the initiative and begin the process of returning Birkenhead to the vibrant, dynamic and prosperous town we all know it can be.

This business plan details how Birkenhead Business Improvement District would collaborate with local businesses and Wirral Council to generate over £2 million across the next 5 years to support initiatives and projects that will help create an environment where businesses can grow and prosper.

This can only happen with your support, Vote 'YES' for change! ”



**Alastair Gould,
McEwan Wallace,
BID Steering Group Chair**

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Why Does Birkenhead Need a Business Improvement District?

Birkenhead is a special town, it benefits from a unique historic and cultural heritage coupled with a long established retail centre and business community. Birkenhead has excellent transport links with direct trains from both Liverpool and Chester travelling to the very heart of the town.

With the motorway network on its doorstep the town is perfectly positioned to take advantage of upcoming projects such as Wirral Waters and HS2.

Birkenhead also faces some real challenges

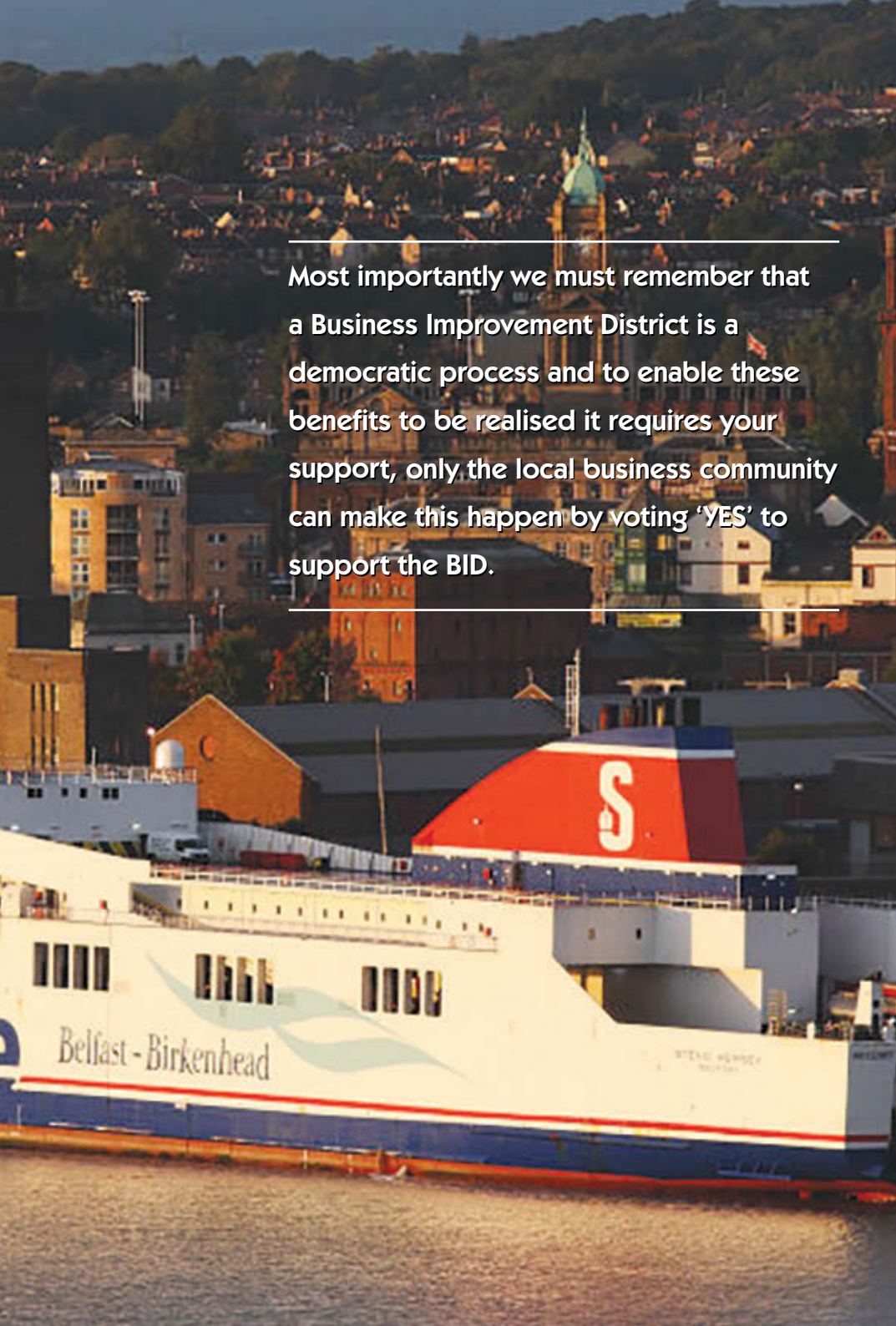
- The town is located between two cities who have adopted the BID model as a way of investing in their business communities and with ever increasing numbers of out of town retail and trading districts the town runs the risk of being left behind.
- Recent years have seen the government cut funding to local authorities and other public sector organisations on a scale not seen for decades. This reduction in spending means we can no longer rely on the public sector to fund long term solutions to the issues faced by businesses in Birkenhead.



“ A Birkenhead BID would enable the private sector to take the initiative by making the changes that they want. It also gives the area the added security of a guaranteed level of funding for five years, allowing us to plan for the long term needs of the town and its businesses. ”

Kevin Adderley, Strategic Director for Regeneration and Environment at Wirral Council





Most importantly we must remember that a Business Improvement District is a democratic process and to enable these benefits to be realised it requires your support, only the local business community can make this happen by voting 'YES' to support the BID.

- A BID is an initiative that is developed by businesses for businesses; the BID can fund a broad range of initiatives and these will overlap different industries and sectors meaning everybody would benefit in some way. It is the businesses themselves who decide what projects and initiatives the BID supports and therefore benefits them the most. There is no other scheme that currently exists which allows businesses to do this.
- Rest assured that Birkenhead BID is not a flash in the pan initiative that will run out of funding after the next budget, it provides sustainable funding for a minimum of 5 years, allowing the private sector to deliver a variety of projects aimed at improving their business environment far over and above the level currently provided by the local authorities.
- The BID also has the advantage of bringing businesses together by creating one voice for the business community and this will allow us to lobby public service providers on the issues that matter most to the businesses in Birkenhead.

This leaves us in the Birkenhead business community with a simple choice, we either do nothing and continue as we are, and run the risk of further decline as public sector funding reduces services to a basic level or we seize the initiative and take this opportunity to make the changes that businesses in Birkenhead want. Birkenhead BID would deliver over £2 million of targeted investment into Birkenhead town centre over the next 5 years giving us the resources to make those changes.



“The Pyramids support for Birkenhead BID demonstrates our commitment to the town, the BID will be of real benefit to retailers and the wider business community by helping to drive footfall and enhance the customer experience.”

Derek Millar, Pyramids Shopping Centre

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BID Success Stories



Liverpool BID Company: Liverpool operates 2 BIDs within the city centre, its City Central BID was established in 2005 and was one of the first BIDs in the UK. Currently representing 630 businesses its success is highlighted by the fact it is now in its third term. The City Central BID is responsible for co-funding of the UK's first privately paid for police station, providing dedicated enforcement patrols throughout the BID area. The BID supports additional street cleaning and funds programmes of events such as last year's city centre zip wire, meanwhile Liverpool's Commercial District BID provides services to business including a project to improve broadband access and has co-funded a £1.4m public realm improvement scheme.

www.liverpoolbidcompany.com



Southport BID: Southport BID was introduced in 2014 and will deliver nearly £2.5 million over its 5 year term. Even in the BID's short life it has commissioned a new TV and radio advertising campaign, is in the process of supplying over 300 hanging baskets and planters and the BID has also delivered 2 major new festivals incorporating 8 new events/ activities aimed at driving footfall into the town.

www.southportbid.com



Preston BID: Introduced in 2009, Preston BID's success has seen businesses vote in favour of a second term. BID achievements include investing over £85,000 to upgrade the city's CCTV network, introducing a rolling programme of street washing for the BID area that has seen over 18km of the city's pavements and walkways cleaned and employing four BID Ambassadors to act as a major deterrent to criminal activity and providing a first point of call for dealing with reports of litter, graffiti, and anti-social behaviour.

www.bidpreston.co.uk

The highlights detailed above only touch on some of the benefits being enjoyed by hundreds of towns and cities around the UK who have introduced a Business Improvement District as a way of investing in solutions to the local issues they face. By doing nothing we are immediately putting Birkenhead at a disadvantage, Birkenhead BID gives us a one-of-a-kind opportunity to realise similar benefits but we need your support to do this.

MARKS & SPENCER



“ Marks and Spencer have chosen to support Birkenhead BID as we have seen the positive impact BIDs have had on stores in other areas. We also recognise the benefits a BID will bring not only for our business but for our customers - the BID will create a town that is cleaner and safer, with a programme of events that will give customers a reason to choose Birkenhead. ”

Chrissy Verdin, Store Manager, Marks & Spencer

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Consultation & Engagement

To ensure the BID reflects the ideas and addresses the needs of the businesses it represents, we have been involved in a detailed consultation process to develop a BID that works for you. Since 2014 Wirral Chamber of Commerce and Birkenhead BID have engaged with stakeholders in various ways, enlisting several different communication channels including:

- **One to one meetings** - Our BID co-ordinator and steering group members have been meeting with individual businesses.
- **Focus groups** - We have held focus groups to discuss the outcome of our questionnaires and brainstorm ideas.
- **Electronic surveys** - We have hosted surveys on our website asking businesses for their views and opinions on the town and feedback on our draft business plan.
- **Face to face surveys** - We have approached businesses directly to identify their priorities.
- **Question & answer session** - Held at our launch event.
- **Twitter** - We maintain an active Twitter feed @birkenheadbid updated with the latest news and events.
- **Letters** - Over 2000 letters and postcards have been posted to businesses.

The feedback you gave us through the above methods has helped us to develop the proposals in this business plan.

To ensure Birkenhead BID spreads it's message we have developed our website www.birkenheadbid.co.uk and have a dedicated twitter feed @birkenheadbid to deliver up to the minute information about the BID as well as building an ongoing relationship with the local press.



This consultation and engagement process will continue should the BID be successful, in order to ensure that the BID always meets the needs of the businesses it represents.

So far...

Over the last few months we have delivered a programme of projects and events to demonstrate the benefits a BID could bring.

Clean-Up: Between 1st and 5th June Birkenhead BID arranged a clean-up of the Charing Cross area of Birkenhead. The clean-up focused on Borough Road, Whetstone Lane, Oxton Road and Grange Road West along with the connecting alleyways and car-parks. The clean-up lasted 5 days and over 150 bags of rubbish along with several van loads of larger items such as sofas and fences were removed. The clean-up also dealt with graffiti, removed overgrown plants and planted new shrubs and seeds.

- By supporting the BID we can make these clean-ups more regular and roll them out across the whole of the town centre.



Hamilton Square: During the month of July we held a series of weekly events to breath life back into one of the towns landmarks. Birkenhead BID paid for a police patrol every weekday between 12-2pm in an effort to reassure businesses and encourage them to take advantage of the square over their lunch hour. To support the increased level of security Friday afternoons played host to the 'Summer Sessions', a 4 week programme of live music performances by some of the regions finest musical talent which aimed to revitalise the area by bringing people back into the square.

- By supporting the BID we can make better use of the town's public spaces and discourage crime and anti-social behaviour by bringing people back into the town.

Selfie Marketing Campaign: In June Birkenhead BID joined forces with Juice FM and The Pyramids Shopping Centre to deliver the Birkenhead Selfie campaign aimed at bringing people into the town and driving footfall. Over a four Week period Juice FM listeners were encouraged to visit Birkenhead and take a selfie at the Juice FM displays spread across the town centre. This was followed up with promotional trails, radio coverage with over 100 on-air mentions and digital media reaching over 185,000 Twitter and Facebook followers.

- By supporting the BID we can fund a dedicated marketing campaign aimed at bringing people into all areas of the town.



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BID Steering Group

A steering group was established to develop the BID. The group is made up of members of the local business community along with representatives from the local authority who all have a genuine desire to help change Birkenhead for the better. Members of the steering group have recognised the benefits a BID can bring to the town and over recent months have invested their time and expertise by meeting on a regular basis to give guidance and direction. The group consists of:

Paula Basnett - Wirral Chamber of Commerce



Alastair Gould - McEwan Wallace



Kevin Adderley - Wirral Council



Chrissy Verdin - Marks and Spencer



Derek Millar - The Pyramids Shopping Centre



Paul Griffiths - McDonald's



Ian Millington - Hillyer Mckeown



Nigel Hughes - YMCA Wirral



Councillor Jean Stapleton - Wirral Council



Chris Johnson - Smith and Sons



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What Will Birkenhead BID Deliver?

Based on feedback from the consultation process we have identified 4 main themes that Birkenhead BID will focus on:

CLEAN AND ATTRACTIVE



SAFETY AND SECURITY



MARKETING AND PROMOTION



SUPPORTING BUSINESS



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Clean and Attractive - 5 Year Budget £550,000

Birkenhead currently receives a standard level of funding for cleaning and maintaining the town's general appearance. Birkenhead BID would provide an enhanced level of cleaning and develop the attractiveness of the town in different ways including:

- Providing colour to the districts thoroughfares and approaches with banners and planting.
- Supply new and renovate existing street furniture.
- Arrange regular clean-ups of rubbish hotspots.
- Fund street deep cleans.
- Introduce new and update problem litter bins.
- Contribute towards the recruitment of Town Centre Co-ordinators to undertake environmental audits to quickly identify and help eradicate hotspots.
- Monitor existing cleaning and maintenance provisions provided by the relevant local authorities and ensure service standards are maintained.
- Lobby local authorities for improvements to existing cleaning and maintenance services.



Nigel Hughes,
YMCA

The BID funded clean up of the Charing Cross area collected over 150 bags of additional rubbish in an area already cleaned on a regular basis



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Safety and Security - 5 Year Budget £500,000

Birkenhead is no different to any other busy town and is a relatively safe place to trade and do business. However like most towns and cities there will always be issues with low-level crime and anti-social behaviour that play a major part in influencing people's perception of the town. Birkenhead BID aims to tackle these issues using various methods including:

- All BID businesses would become eligible to join the Wirral Against Business Crime Scheme (WABC) scheme free of charge, the current membership fee is £300 per year. The scheme currently operates the online Database and Intranet for Safer Communities (DISC) information sharing website and maintains the retailer radio frequency. Birkenhead BID would further resource WABC to carry out an increased number of crime and public safety initiatives.
- The safety and security budget would contribute towards the recruitment of Town Centre Co-ordinators employed to act as liaison between the businesses and police, provide security patrols, gather intelligence, engage in community safety projects and provide a further security presence in the business district to discourage and disrupt anti-social behaviour.
- Funding training for town security staff to act as first responders.
- Providing access to a Crime Reduction Officer.
- We will work with our partners in the charitable and public sectors to tackle all forms of anti-social behaviour.
- Monitor the existing safety and security provision provided by the relevant local authorities and ensure service standards are maintained.
- Lobby local authorities for improvements to existing safety and security services.



To support the summer sessions Birkenhead BID paid for 40 hours of Police patrols around Hamilton Square



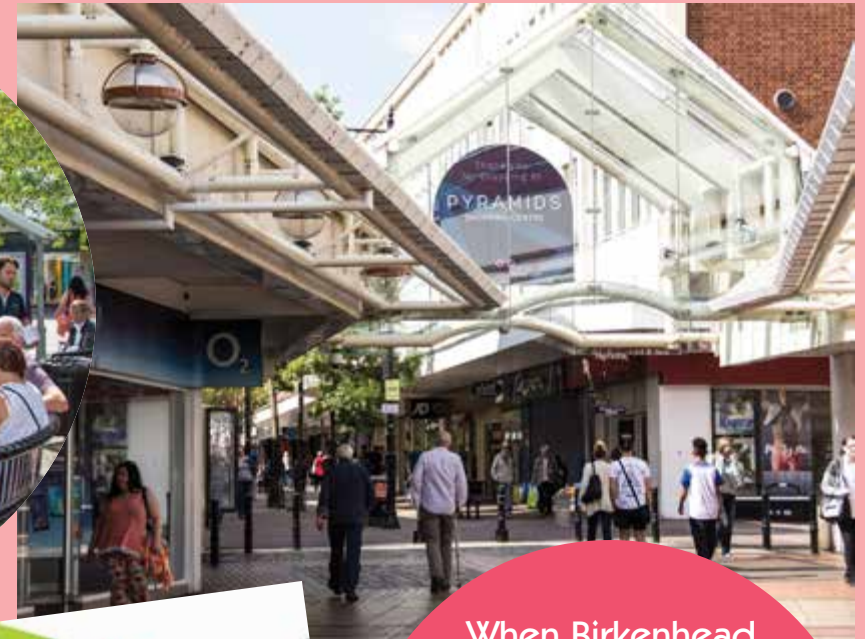
Arfon Williams,
Crime Reduction Co-ordinator WABC

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Marketing and Promotion - 5 Year Budget £375,000

We realise the importance of marketing and promoting the town to both the public and wider business community, Birkenhead BID would support further marketing and promotion by various methods including:

- Developing a year round programme of events aimed at bringing more people into the town.
- Delivering a dedicated social media campaign to specifically promote BID businesses.
- Raising awareness of Birkenhead's geographic benefits and transport links.
- Working with partners to sell the town to potential investors and businesses who could relocate here.
- Supporting existing marketing and promotion campaigns



When Birkenhead BID partnered with Juice FM on their 'selfie' campaign we received over 100 on-air mentions, 6,290 unique web page views and reached 241,000 listeners

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Supporting Business - 5 Year Budget £250,000

Any initiative that makes Birkenhead a cost-effective place for businesses to operate will not only help benefit existing businesses but also make Birkenhead a more attractive proposition to potential new businesses. This will help boost the local economy for the benefit of us all. Birkenhead BID will extensively explore methods to save money and support businesses in various ways including:

- We will take advantage of our collective buying power to negotiate discounts on business costs such as waste collection, utilities etc.
- Offer free and subsidised staff training opportunities to BID members.
- Developing the Birkenhead BID website to include a business database and place for businesses to display offers and network.
- Offering incentive packages to emerging businesses and businesses moving into underused areas.
- Working with landlords and key partners to bring empty premises back into use.
- The BID would use its collective voice by speaking up for businesses and lobbying the local authorities on the issues that matter to them.

“ AEV is a proud and longstanding Birkenhead business, and we recognise how a safe, clean and well-resourced town centre can bring benefit not only to our business, staff and customers, but also to the wider business community. We therefore pledge our support for the Birkenhead Business Improvement District. ”

Jonathan Kemp, Managing Director, AEV



Baseline Provision

Birkenhead BID is committed to providing value for money for levy payers and ensuring that the BID cannot be used to subsidise or replace services which the local authorities have an obligation to provide. **The rules that govern Business Improvement Districts state that the services a BID provides must be in addition to or over and above those already provided by the local authorities.**

Birkenhead BID will ask Wirral Council and other statutory service providers to provide details of their current baseline provision (historically known as a 'baseline agreement') which will outline the existing level of service that they already provide within the BID area. This baseline gives us a standard against which we can measure BID initiatives that may overlap existing services to ensure that the BID levy only funds services and projects over and above this level. Birkenhead BID will ask for baseline agreements relating to:

- Cleaning and appearance
- Safety and security provision
- Levels of police coverage
- Marketing and events

Birkenhead BID will regularly monitor these baseline agreements to ensure we only ever support projects and initiatives to a level over and above those already provided.

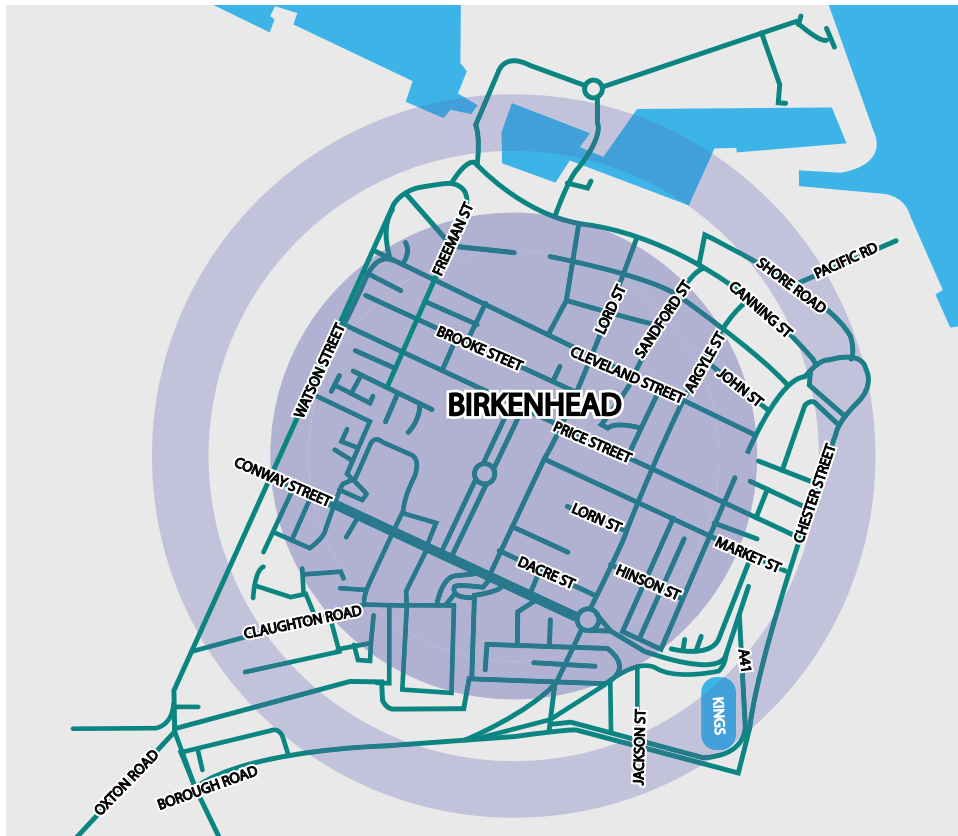
“ The bid will ensure it only ever funds initiatives over and above what the local authorities have an obligation to provide, this guarantees the BID will always provide added value and not simply subsidise the local services. ”



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Where will the BID operate?

The map below shows the boundary for Birkenhead BID.



- Addresses will be taken from the National Non-Domestic Rates Database.
- All hereditaments (properties) within the boundary line are included in the BID.
- Some roads on the outer boundary are split down the middle, only properties on the inside of the boundary line are included in the BID.

Adelphi Street	Europa Boulevard	Morpeth Wharf	Tower Wharf
Albion Street	Europa Square	Mortimer Street	Trinity Lane
Argyle Street	Exmouth Street	Oliver Lane	Tunnel Road
Barton Street	Florence Street	Oliver Street East	Twelve Quays
Birchwood Ave	Freeman Street	Oxton Road	Walton Street
Borough Rd East	George Street	Pacific Road	Watson Street
Borough Road	Grange Precinct	Park Street	Whetstone Lane
Brandon Street	Grange Road	Parkfield Ave	Wilbraham St
Bridge Street	Grange Road East	Parkfield Place	Wood Street
Brook Street East	Grange Road West	Pine Court	Woodside Ferry Approach
Brunswick Mews	Hamilton Lane	Price Street	William Street
Canning Street	Hamilton Square	River Street	Dacre Street
Cardigan Ave	Hamilton Street	Robert Street	Rendel Street
Charing Cross	Hemingford Street	Salisbury Street	Marcus Street
Chester Street	Henry Street	Sandford Street	Sidney Street
Claughton Road	Hinson Street	Shore Road	Woodside Ferry
Cleveland Street	Jackson Street	Simpson Street	Woodside
Clifton Crescent	John Street	Sisters Way	Great Western House
Conway Street	Kendal Street	St Anne Street	Rosebrae Court
Cross Street	Kings Square	St Annes Close	Athol Street
Douglas Street	Kinmel Close	St John Street	Gertrude Street
Duncan Street	Lord Street	St Laurence Drive	
Egerton Wharf	Lorn Street	Taylor Street	
Elgin Way	Marion Street	Thomas Street	
Elm Street	Market Street	Tower Road	

Roads highlighted in red form part of the BID's outer boundary, certain sections of these roads are split down the middle and only properties and hereditaments located on the inside of this boundary will be included in the BID. These include: **Borough Road** - From Chester Street to Whetstone Lane, **Chester Street** - From Bridge Street to Borough Road, **Exmouth Street** - From Claughton Road to Watson Street, **Watson Street** - From Exmouth Street to Rendel Street, **Rendel Street** - From Watson Street to Canning Street, **Tower Road** - From Canning Street to Tower Wharf

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Projected Income and Expenditure

Budget	2016	2017	2018	2019	2020	Total
Total levy contributions (100% collection rate)	£435,517	£435,517	£435,517	£435,517	£435,517	£2,177,585
Total levy contributions (95% collection rate)	£413,741	£413,741	£413,741	£413,741	£413,741	£2,068,705

Income	2016	2017	2018	2019	2020	Total
Levy contributions (95% collection rate)	£413,741	£413,741	£413,741	£413,741	£413,741	£2,068,705

Expenditure	2016	2017	2018	2019	2020	Total
Clean and Attractive	£110,000	£110,000	£110,000	£110,000	£110,000	£550,000
Safety and Security	£100,000	£100,000	£100,000	£100,000	£100,000	£500,000
Marketing and Promotion	£75,000	£75,000	£75,000	£75,000	£75,000	£375,000
Supporting Business	£50,000	£50,000	£50,000	£50,000	£50,000	£250,000
Employment, Legal and Administration	£56,271	£56,271	£56,271	£56,271	£56,271	£281,355
Collection Costs	£22,470	£22,470	£22,470	£22,470	£22,470	£112,350
Total	£413,741	£413,741	£413,741	£413,741	£413,741	£2,068,705

The Levy forecast is derived from the data provided by Wirral Council in the Non-Domestic Rates list

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How much will you pay?

Qualifying businesses will make a payment towards the BID each year for five years. This payment is called the BID levy and will be calculated at 1.5% of the rateable value of your individual property (hereditament) according to the 2010 rates listing.

The BID levy is collected on behalf of Birkenhead BID by Wirral Council through your business rates and can be paid either in one lump sum or in monthly instalments. The funds are paid into a separate account solely for the use of the BID.

You are not paying additional business rates you are paying the BID levy, the Business Rates scheme is simply the mechanism used to collect the BID levy.

Rateable value	Annual charge
£10,000	£150
£20,000	£300
£50,000	£750
£100,000	£1,500
£500,000	£7,500

BID Levy @ 1.5%

In some cases where businesses have a low rateable value it would not be financially viable for the BID to collect the levy, because of this we have applied a lower rateable value threshold of £6,000. Businesses with a rateable value below the threshold will not be asked to contribute financially to the BID nor will they be able to vote on it's creation. When the BID is established we will look to introduce a voluntary contribution scheme for smaller businesses should there be a demand.



“ Wilko's is passionate about Birkenhead and the opportunity to make it a more vibrant town that offers its visitors a great shopping experience. A BID will allow us to realise Birkenhead's potential by bringing businesses together to make a real difference. ”

Dave Gibson, Store Manager, Wilko

15 What if I vote 'No'?



- A 'NO' vote means your business is against a Business Improvement District for Birkenhead.
- A 'NO' vote means we will not have the resources to fund the projects and initiatives we have identified in this business plan.
- A 'NO' vote means the £2 million investment in Birkenhead town centre that the BID could generate would not materialise.
- A 'NO' vote will give competing towns and cities an advantage over Birkenhead as they adopt Business Improvement Districts as a way of investing in what matters to them.
- A 'NO' vote means nothing will change and the town's future will remain in the hands of others and out of our direct control.
- A 'NO' vote would be a disaster for Birkenhead and a massive opportunity missed.

Hundreds of other towns and cities are already experiencing the benefits a BID can bring. Don't miss this opportunity, Vote 'YES'.

The Ballot

The creation of a BID is decided following a ballot of all the qualifying businesses. If your rateable value is £6,000 or over and you are located within the BID area you will be given the opportunity to vote. This vote will have a massive impact on the future of Birkenhead, a 'YES' vote will give businesses the opportunity to take the lead in deciding how over £2 million will be spent in the Business Improvement District over the next 5 years. For the BID to be approved the ballot must meet two tests:

- More than 50% of businesses that vote must vote in favour.
- The total rateable value of those businesses voting in favour must represent a greater rateable value than those voting against.

Voting commences on the 4/11/2015. You will receive your ballot paper by post, simply fill it out and return it in the envelope provided by 1/12/2015.

“ Birkenhead BID will bring real value to all businesses regardless of their industry or sector. It's this diversity which gives the BID its strength as it brings all these different businesses together to work towards the common good of improving our business environment. ”

Ian Millington, Hillyer Mckeown



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Who will run the BID?

If the BID is successful 'Birkenhead BID' will continue as a subsidiary of Wirral Chamber of Commerce who would employ a BID Manager.

Birkenhead BID would be managed by its own board of directors and keep its own set of audited accounts. This set-up ensures the BID would be independent, transparent and accountable to its levy payers while keeping management costs to a minimum as Wirral Chamber will provide any management and financial support required.

All BID levy payers will be entitled to join the BID Company which will allow you to stand for election to the BID Board. Board members would not benefit financially by being a member of the BID Board.

The Board will be made up of up to 12 members including the Chair and the BID Manager. The BID manager would be a non-voting board member.

What is Wirral Chamber of Commerce?

- **The fastest growing Chamber of Commerce in the UK**
- **Re-launched in 2014**
- **Accredited by British Chambers of Commerce**
- **In 2014 helped businesses create 970 new jobs**
- **Last year generated investment of more than £26 million into the borough**



Accountability

Birkenhead BID will be accountable to the Levy Payers who fund the scheme. To ensure the BID delivers what is set out in the business plan we will survey all levy payers on a yearly basis asking them gauge the BID's performance against the 4 areas of focus:

- **Safety and Security**
- **Clean and Attractive**
- **Marketing and Promotion**
- **Supporting Businesses**

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Essential Information

Ballot rules:

- Each business rate payer will have a vote provided they are A. listed on the Non-Domestic Ratings List on 1/10/15 (when notice of ballot is given by Wirral Council) B. sit within the BID boundary C. have a rateable value £6000 or more.
- In November 2015 the person with authority to vote will receive a ballot.
- All votes must be returned by 1st December 2015 by 5pm.
- For the BID to go ahead two conditions must be met:
 - More than 50% of businesses that vote must vote in favour.
 - The aggregate of the rateable values of the 'yes' votes must represent more than 50% of the total rateable value of all votes cast.
- Under the legislation, if these conditions are fulfilled payment of the 1.5% levy becomes mandatory for all eligible businesses, regardless of how they voted.
- A "yes" vote for Birkenhead will mean that the additional activities promised will start happening in April 2016. The first invoices will be sent in March 2016 in order to prepare for this.
- The BID area, the BID levy percentage and the criteria of businesses eligible cannot be altered at any stage during the 5 year lifetime of the BID without a full alteration ballot. This is to protect ratepayers and provide certainty of BID levy costs.
- Board Members (and Company Members) will not gain financially from taking on the position of BID Director.



The Levy:

- The BID levy will be 1.5% of each hereditaments rateable value for the full five years as detailed in the NNDR rates list 2010.
- There is no distinction to be made between occupied or unoccupied hereditaments.
- The BID levy will not be affected by the small business rate relief scheme.
- Any exemptions will be made at solely at the discretion of the BID board.
- The Local Government Act 2003 enables the Local Authority to issue a bill for a BID Levy. The Local Authority shall collect the BID Levy and hold such sums in the BID Revenue Account.
- The levy will be charged according to chargeable day procedures. It will be based on the 2010 ratings list records for each hereditament in the BID area taken at the September 2015 data capture point. The data capture point is referred to in the Operating Agreement with Wirral Council which any potential levy payer may request.
- Businesses may become liable to pay the levy where they were not previously, for example where a hereditament in the BID area that was absent from the ratings list is subsequently added. In such cases, the rate payer for that hereditament will become liable for the levy from the next billing run for the next year of the BID. New hereditaments will not be retrospectively charged for previous BID years.
- If a business leaves the BID area in the BID period, they will be removed from the list at the next billing run.
- There will be no other adjustments of the BID levy during the year and no refunds will be paid for businesses which are removed from the ratings list during a financial year.
- The non-payment of the BID Levy will be pursued via debt recovery procedures and court action where necessary.
- Wirral Council will charge £35 per BID levy demand to cover collection costs, this will be reviewed at the end of year 1.

Key Dates:

- The proposed BID will last five consecutive financial years from 01/04/2016.
- All eligible businesses will be entitled to vote for the BID proposal in a 28 day postal ballot which will commence on 4th November 2015 and voting will close on 1st December 2015 at 5pm with the results announced as soon as is possible after the result is known on the BID website and publicly displayed within the Town Hall.
- The levy will be calculated for each hereditament on an annual basis and billed in time for the start of each year of the BID.
- The levy will be charged according to chargeable day procedures. It will be based on the 2010 ratings list records for each hereditament in the BID area taken at the data capture point referred to in the Operating Agreement with the Local Authority. This will ensure the completeness and accuracy of the rateable value listing used for generating bills each year.
- The Operating Agreement will be made available on request by a potential levy payer.

Who is involved?

- The liable person to pay the BID Levy is the ratepayer liable for non-domestic rates in respect of the Hereditament. The chargeable period will be the 5 year BID Term from 01/04/2016. No account will be taken of the rating revaluation in 2017, unless a hereditament is shown in that list for the first time, in which case the rateable value shown in that list will be used.
- The only exception to the above will be any change of use or a physical change to a property or hereditament. Any adjustments will not take effect until the following billing run.
- The BID Levy will apply to all hereditaments located within the Birkenhead BID boundary area. A map of this boundary is available on page 15.
- Hereditaments with an NNDR (National Non-Domestic Rates) address on the outside of a boundary road will not be included in the BID.
- Businesses with a rateable value that is below £6000 will not be liable to pay the BID levy.



What next?

Vote 'YES' and support Birkenhead BID

Birkenhead Business Improvement District is a one of a kind opportunity for businesses to take the lead in deciding the future of the town.

The projects and initiatives identified in this business plan would make a real difference to Birkenhead. Every business in the town regardless of sector or industry would benefit in some way.

KEY DATES

- **Delivery plan and campaign launch – 2nd September 2015**
- **Ballot starts – 4th November 2015**
- **Ballot closes – 1st December 2015**
- **Ballot results announced – After 2nd December**
- **BID starts five year term from – 1st April 2016**



**Carl Critchlow,
BID Co-ordinator**



For further information about Birkenhead BID please contact:

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