



**Your**  
**Eastbourne**

BUSINESS  
IMPROVEMENT  
DISTRICT

It's your  
Eastbourne  
**Let's make  
it shine**



Business Plan  
2019-2024

# Contents

|  |    |
|--|----|
| Welcome .....                            | 3  |
| Your Eastbourne Your Goals .....         | 5  |
| Your Eastbourne Your Choice .....        | 6  |
| Your Eastbourne BID Steering Group ..... | 7  |
| Our Success So Far .....                 | 9  |
| Consultation .....                       | 11 |
| Your Eastbourne BID Area .....           | 12 |
| Dressing Our Town .....                  | 13 |
| Footfall, Marketing & Promotion.....     | 14 |
| Safe & Secure .....                      | 15 |
| Stronger Together .....                  | 16 |
| Investing Your Levy .....                | 17 |
| Example Levy Calculations.....           | 19 |
| Key Performance Indicators .....         | 21 |
| We Could Do Nothing.....                 | 23 |
| Frequently Asked Questions .....         | 25 |
| The Next Step.....                       | 27 |
| The Legals.....                          | 29 |



**Harley Davidson nights:** with over 200 bikers and live entertainment throughout the evening. We close the top of Terminus Road once a month to create a pedestrianised precinct.

**Paws for Pudsey:** Eastbourne's world record attempt. The event was devised by the Healthy High Street initiative which aims to increase footfall in the town.





**The Coca-Cola Christmas truck:** which features in the company's television advertising, is always a sure sign that the festive season has arrived.



**Neon Noel:** heralded as one of the lightshows to visit in the UK by the national press, this 3D explosion of colour and sound illuminated our Town Hall to captivate an estimated 25,000.

# Eastbourne has a **once** **in a lifetime** opportunity

**With more than £220m inward investment, these are exciting times in our beautiful seaside town. Over the coming year, Eastbourne will be transformed with a fabulous new shopping centre – bringing with it new retailers, restaurants, a cinema – and the promise of an expanded night-time economy.**

All this alongside the redevelopment of conference and theatre facilities at Devonshire Park, ambitious plans for the seafront and its leisure facilities and much-needed spending on our town centre infrastructure.

There are challenges, though. The past five years have seen our high street change dramatically with some major names disappearing from the shopping scene altogether. We know that for our town centre to thrive and prosper – and to compete against online shopping – we need to create a visitor experience that brings people back, time and again.

So, what can we do to make the most of this investment and make Eastbourne more prosperous for us all?

During the past three years we've talked to you, we've listened to you, we've heard your concerns and we've shared your ambitions. And we've agreed: Eastbourne is a great town but if we all work together, it can be something even more special.

We want Eastbourne to be a place where businesses come, stay and prosper. Where people from a wider area choose to spend their shopping and leisure time. Where every business – large and small – can make the most of the changes happening in and around our town.

We believe the best way we can achieve this is by creating a Business Improvement District (a BID); a business-led organisation to promote and enhance our town centre.

Our BID proposal will profit from the investment already made whilst putting us – the business community – in charge of an additional £1.5m. Our money to be spent as we choose.

To write our own success story we've created this plan reflecting what you've told us so we hope you will support us by voting "Yes!" in our ballot in July. Together, we can make Your Eastbourne a better place to do business.

## **Christina Ewbank**

Chief Executive

Edeal Enterprise Agency and Eastbourne unLtd  
Chamber of Commerce

**On behalf of Your Eastbourne BID Steering Group**



It's your  
Eastbourne  
Let's make  
it shine





"The BID can be a catalyst in bringing all of our various, exciting projects to life. Large or small, if we can bring all of that energy from our businesses together, we really can change the face of Eastbourne. Please get behind us and the BID – and vote yes!"

**Denise Greaves, Commercial Director, Etc Magazine**

"The BID is a great initiative for Eastbourne going forward as it will bring additional funds through the BID levy to spend on additional services – shaped by local business – which will help with the sustainability of our town."

**André Brincat, Manager, Marks & Spencer**





# Your Eastbourne Your Goals

There are already over 300 BIDs working for their communities throughout the UK. Cumulatively, they are investing more than £200 million in projects decided on by their local business communities. They have a record of success, and recently neighbouring towns and cities (such as Hastings and Brighton) have either established or successfully renewed their BID.

During our recent consultation meetings in Eastbourne we have listened carefully to what you said is important to your business and we have carried out a business survey to make sure we understand your ambitions.

As a result we have set out the goals of our BID:

- 1 Bringing more customers to Eastbourne
- 2 Attracting more businesses and jobs to Eastbourne
- 3 Creating a lively and attractive alternative to on-line shopping
- 4 Promoting Eastbourne as a place that residents and visitors will want to come back to time and again
- 5 Making Eastbourne town centre safe and secure





# Your Eastbourne Your Choice

## Your Opportunity

To raise over £1.5 million to invest in Your Eastbourne over the next five years.

## Your Funding

The BID will be funded by a 1.5% levy on each business in the defined area with an annual rateable value of £6,000 or more and will raise over £300,000 per year to be spent on the town centre BID area. We also aim to raise £70,000 additional sponsorship over the five year period.

## Your Control

The BID will be managed entirely by the business people from within the BID area and will oversee the delivery of projects detailed in this business plan. Any levy-payer can apply to join the steering group at the AGM each year from 2020.

## Your Decision

You have told us what you would like to see in the BID area. So this is your chance to vote "Yes" and make it happen.

## Your Vote

We are asking you to nominate the person in your organisation who will be eligible to vote. Ballot papers will be sent to all eligible voters by post in July 2019, and voting will be possible between July 4th and July 31st 2019.

Remember, this initiative is business  
funded and business run.  
**It's Your BID, Your Eastbourne**





# Your Eastbourne BID Steering Group

The BID is comprised of business leaders in our town and includes a range of sectors. From hospitality to retail and the professional services, our BID team also stretches across the town, with each area represented.

**Carl Bird**  
**André Brincat**  
**Adam Chugg**  
**Christina Ewbank**  
**Denise Greaves**  
**Denise Harwood**  
**Stephen Holt**  
**Matt Huddart**

**Luke Johnson**  
**Lawrence Neil**  
**Tom Meggison**  
**Dave Padmore**  
**Ashley Pugh**  
**Keith Ridley**  
**Jackie Seagar**  
**Martin Searle**  
**\* Shoes**  
**Jeremy Sogno**

Coffee Republic  
Marks & Spencer  
3VA  
Eastbourne unLtd Chamber of Commerce  
Etc Magazine  
The Enterprise Centre  
Edeal Enterprise Agency  
The View Hotel on behalf of the  
Eastbourne Hospitality Association  
Town Centre Manager  
Tristore  
Metro Bank  
McDonalds  
W Bruford, Pandora and Inspired  
BID Co-ordinator  
Shakeaway  
The Federation of Small Business  
Dew Drop Inn & The Eagle  
Lawson Lewis Blakers

\* Chair of Eastbourne BID

Fish & Tips  
Agency taken by  
Aless Photography

VOTE  
**YES**  
TO THE BID







"Our town centre has a bright future and real opportunity with the investment being made in the extension to the Arndale and we now have a real chance to capitalise on this. The BID process in my opinion will give us the ability and the finance to make both physical and strategic changes to bring the town centre into the 21st century."

**Ashley Pugh, Managing Director, W Bruford**



"I would like to offer my full support for the BID, after being involved in the successful Hastings BID where I was part of the Board. It is an exciting opportunity for the business people in the town to help shape their own future, whether you are part of a large multi-national chain or a small independent business, everyone has a voice."

**David Padmore, McDonalds, Eastbourne**

# Our Success So Far...

Your BID team has already held a number of successful events as a result of grant funding and sponsorship.

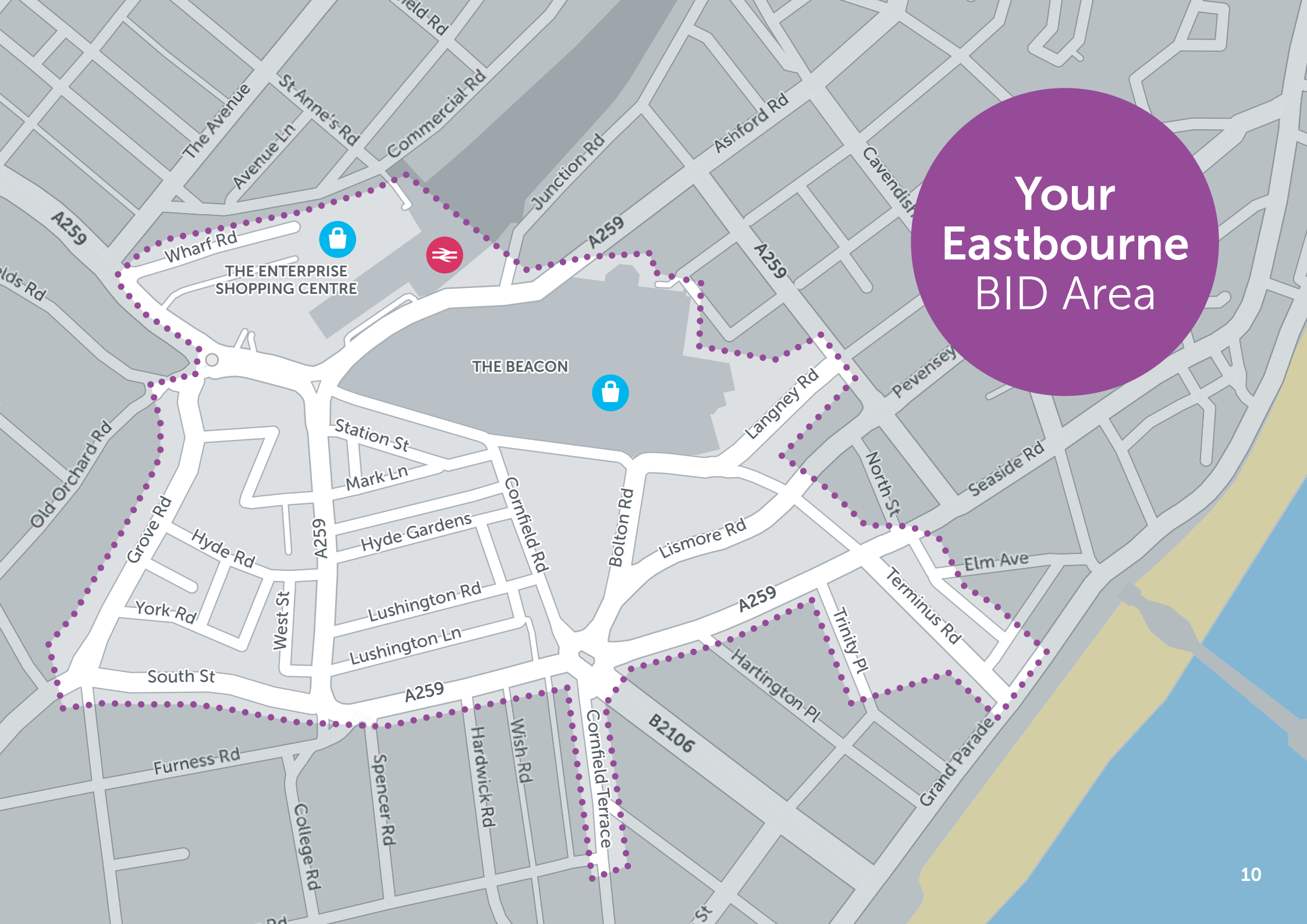
- Over 70,000 attracted to the town over Christmas
- Neon Noel, our Town Hall lightshow gathered widespread national media coverage including TV and newspapers and attracted over 25,000 spectators per year. Neon Noel will not happen again without the BID
- Hosted the Coca Cola truck tour for two successive years attracting 10,000 spectators per annum
- We welcome over 200 Harley Davidson bikers every month during the summer when we pedestrianise the road and attract live entertainment
- 100 zombies and their families attended the first Day of the Undead in Eastbourne
- 250 bears and their owners attended a world record "Paws for Pudsey" attempt
- We successfully lobbied Eastbourne Borough Council to purchase and upgrade Victoria Mansions

We want to **build on these successes** and do so much more to **create a buzz around the town centre**. Failure to invest in our town could lead to our falling behind competitors, like Hastings and Brighton





# Your Eastbourne BID Area



# Consultation

## What We've Done

An initial feasibility study was launched online to all businesses in the town centre in August 2015 to assess support and determine priorities for any future BID.

With the overwhelming majority of respondents giving their support, the decision was taken to launch a steering group, comprising of leaders from the different sectors and parts of our proposed BID area.

Over 250 one-to-one consultation meetings have been held to help form this business plan and further individual consultations will continue in the weeks leading up to the ballot.

Consultation has also included talks and presentations with interested local businesses and organisations such as the Chamber of Commerce, the Federation of Small Business and the local town centre crime reduction partnership.

From October to February we held a series of group consultations with businesses across the town drilling down into your priorities. Each meeting was attended by between 25 and 34 individual businesses. In total we have contacted all of the hereditaments, and spoken to over 60%.

In January 2017, an online survey was conducted to ask for input on our BID priorities. Since then, we have been working with you to address your priorities. If you would like further members of your staff to receive this survey or any other information about the BID, please do pass on their contact details and we will happily add them to the distribution list.

Our BID has also attracted strong media support both locally and regionally, including a number of articles in the Eastbourne Herald, Platinum Business Magazine and ACESussex. We have also been featured on Eastbourne Buzz and BBC Radio Sussex.







# Consultation What You Want

From the consultations held,  
the BID will:

- 1 Enhance the environment with striking winter lighting, signage, and impactful planted areas whilst creating an identity to promote Eastbourne's independent shopping areas; like Little Chelsea, Terminus Road, Cornfield, Langney and Bolton Roads
- 2 Support and run events that will help increase footfall to our town
- 3 Introduce family friendly street ambassadors and work with partners to make our town safer
- 4 Lobby all levels of Government to ensure the needs of our town centre are heard

# Dressing Our Town

## What you told us:

"It's difficult to find your way around the town"

"Parts of our town are looking very tired"

"We need to inject some colour"

"Eastbourne doesn't have a focal point"

## The challenges:

- Eastbourne is a beautiful town, but parts are starting to look a little dated.
- This will only get worse as the new development spotlights the areas that need enhancement.
- This was the number one concern that was raised during our consultation meetings.
- Your BID will invest heavily in improving the street scene, and helping people find their way around the town. Whether it's the perfect coffee shop, the tastiest treats or the essential gift, we will make it easy to find where to go.



## What we'll do:

- 1 Invest in winter and Christmas lighting, to brighten up the town between October and March
- 2 Install wayfinder signage between the station and the seafront to help people find their way to the places they want to visit!
- 3 Create an attractive visual identity for wider areas of our town
- 4 Create 50 new installations of planters in the street – bringing colour to the town!
- 5 Ensure a high level of street cleaning

ALLOCATED  
**£578,000**  
OVER 5 YEARS



# Footfall, Marketing and Promotion

## What you told us:

"We need more events in our town centre"

"Events make the centre exciting"

"Any events that entice families and locals to the town rather than internet shopping is a good thing"

"We don't always see the benefit of the seafront events as they are located away from the centre"

## The challenges:

- Eastbourne has a busy Summer events schedule, but often these are located on the seafront and have little direct impact on the town centre.
- Few events are held within the town centre itself. This will change with funding from the BID.
- Eastbourne's event schedule during the Spring, Autumn and Winter also needs investment – to drive footfall throughout the year.
- Footfall is vital to a town centre – but the offering has to be right. With a co-ordinated campaign, our events and marketing will push our town to the next level.



## What we'll do:

- 1 Employ street ambassadors to meet and greet visitors to the town during peak periods. They will know what's going on in the town, and direct footfall and guide them to places less visited
- 2 Provide funding and support for seasonal events across the town centre, for example in Little Chelsea and the seafront end of Terminus Road
- 3 We will shout about what's going on in Eastbourne, working with media partners to promote our events to families and visitors
- 4 Fund Eastbourne's Christmas activities – making sure we are a destination town for Christmas
- 5 Develop and promote an Eastbourne app for visitors and residents

ALLOCATED  
**£232,500**  
OVER 5 YEARS

# Safe and Secure

## What you told us:

"There is no night-time economy"  
"We are worried about street drinkers and homeless people"

## The challenges:

- Improvements to our Town Centre are superficial if our visitors do not feel safe and secure.
- Whilst the crime statistics for our town are low, there is a perception of increasing anti-social behaviour within our town.
- Tackling street drinkers, homelessness and crime are all areas that require partnership working and the BID makes us stronger together.



## What we'll do:

- 1 We will employ a business crime warden for the sole use of the town centre BID area – tasked with tackling anti-social behaviour
- 2 We will co-fund an outreach worker to engage with the local homeless community
- 3 We will tackle the areas of anti-social behaviour
- 4 We will establish a business led night time economy working group to take advantage of this great opportunity
- 5 We will work with partners to help tackle street drinkers, property damage and anti-social behaviour
- 6 We will work with the Joint Action Group on street drinkers, beggars and homelessness to implement a plan and make sure the business community is appropriately heard

ALLOCATED  
**£287,500**  
OVER 5 YEARS



# Stronger Together

## What you told us:

- "We want to see improvements to our town's infrastructure"
- "We need a powerful lobbying voice"
- "We want more shared space and pedestrianisation"
- "We want better parking controls and easier access"
- "We want help to grow our business"

## The challenges:

- We need to take charge of our own future. We need to make sure the voice of the business community is heard loud and unified.
- We need to communicate about our town and the issues that affect us more clearly.
- We've heard complaints about poor parking, poor paving, increased costs, a lack of night time economy and poor access.
- We also know that the Southern Rail strikes have had a devastating effect on our local economy.
- Working together, with 600+ businesses in the town centre – our voice cannot be ignored!



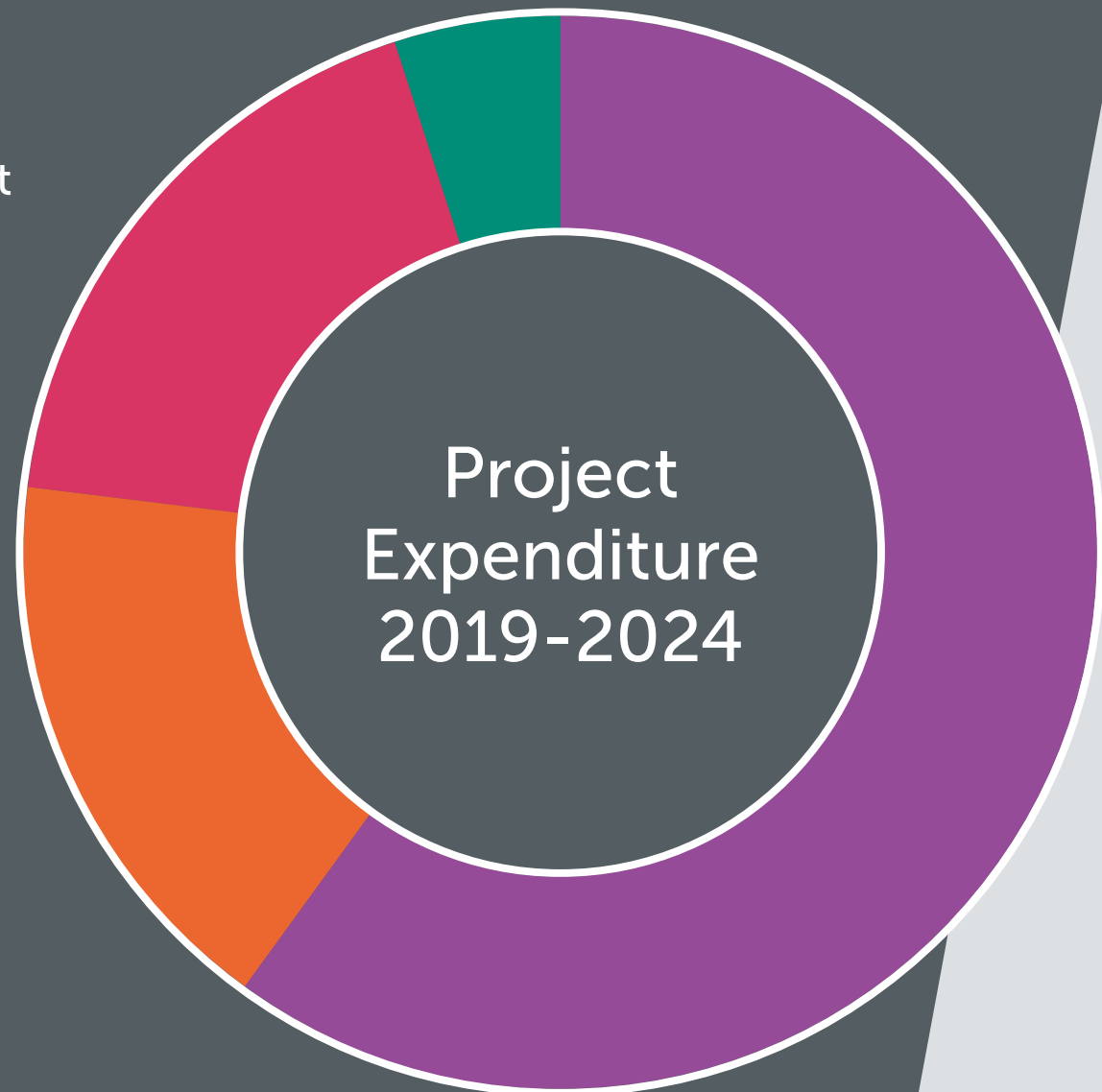
## What we'll do:

- 1 We will campaign for increased pedestrianisation and public spaces
- 2 We will campaign for free parking after 4pm
- 3 We will campaign for better pavements, bus and cycle routes
- 4 We will work with partners to find mentors to help grow your business
- 5 We will organise regular website briefings and networking events
- 6 We will be an inclusive BID – bringing all sectors and areas of the town together

ALLOCATED  
**£25,000**  
OVER 5 YEARS

# Investing Your Levy

A "Yes" Vote will allow us to invest approximately £1.5 million in our town between 2019 and 2024.





| INCOME  | 2019/20         | 2020/21         | 2021/22         | 2022/23         | 2023/24         | TOTAL             |
|---|-----------------|-----------------|-----------------|-----------------|-----------------|-------------------|
| Levy Income   | £300,000        | £300,000        | £300,000        | £300,000        | £300,000        | £1,500,000        |
| Sponsorship + Grant Funding *   | £10,000         | £15,000         | £15,000         | £15,000         | £15,000         | £70,000           |
| <b>TOTAL INCOME</b>   | <b>£310,000</b> | <b>£315,000</b> | <b>£315,000</b> | <b>£315,000</b> | <b>£315,000</b> | <b>£1,570,000</b> |
| PROJECT EXPENDITURE   | 2019/20         | 2020/21         | 2021/22         | 2022/23         | 2023/24         | TOTAL             |
| <b>Dressing our town</b><br>Signage, winter lighting, identity & planters                           | £102,000        | £133,000        | £123,500        | £112,000        | £107,500        | £578,000          |
| <b>Footfall, Marketing &amp; Promotion</b><br>Bringing in new customers and promoting your business | £34,000         | £39,000         | £51,500         | £54,000         | £54,000         | £232,500          |
| <b>Safe and secure</b><br>Street ambassadors and security   | £44,000         | £54,000         | £54,000         | £66,500         | £69,000         | £287,500          |
| <b>Stronger together</b><br>Working to get what we want   | £5,000          | £5,000          | £5,000          | £5,000          | £5,000          | £25,000           |
| <b>TOTAL SPENT ON BID PROJECTS</b>  | <b>£185,000</b> | <b>£231,000</b> | <b>£234,000</b> | <b>£237,500</b> | <b>£235,500</b> | <b>£1,123,000</b> |
| MANAGEMENT / ADMIN COSTS  | 2019/20         | 2020/21         | 2021/22         | 2022/23         | 2023/24         | TOTAL             |
| Bad debt provision (3% of levy income)  | £9,000          | £9,000          | £9,000          | £9,000          | £9,000          | £45,000           |
| Levy collection **  | £9,000          | £9,000          | £9,000          | £9,000          | £9,000          | £45,000           |
| Office costs ***  | £47,000         | £47,000         | £47,000         | £47,000         | £47,000         | £235,000          |
| BID loan repayment ****   | £42,000         | -               | -               | -               | -               | £42,000           |
| BID development costs   | £10,000         | £10,000         | £10,000         | £10,000         | £10,000         | £50,000           |
| <b>TOTAL SPENT ON RUNNING BID</b>   | <b>£117,000</b> | <b>£75,000</b>  | <b>£75,000</b>  | <b>£75,000</b>  | <b>£75,000</b>  | <b>£417,000</b>   |
| <b>TOTAL EXPENDITURE</b>  | <b>£302,000</b> | <b>£306,000</b> | <b>£309,000</b> | <b>£312,500</b> | <b>£310,500</b> | <b>£1,540,000</b> |
| <b>BALANCE</b>  | <b>£8,000</b>   | <b>£9,000</b>   | <b>£6,000</b>   | <b>£2,500</b>   | <b>£4,500</b>   | <b>£30,000</b>    |

\* Figure based on previous sponsorship and grant funding raised by Edeal.

\*\* Fee charged by Eastbourne Borough Council to collect the BID levy.

\*\*\* Office costs include office rental, insurance, website, bookkeeping and accounting, postage, IT, telephony, staffing, stationary & printing.

\*\*\*\* A one off payment to the Department of Housing, Communities and Local Government following our BID loan application.

Any reduction in spending towards the administration and management of the BID will be re-invested on the projects as defined by the steering group or BID Board. There is a small contingency within the BID calculations. This will be re-invested on the projects as defined by the steering group or BID Board.

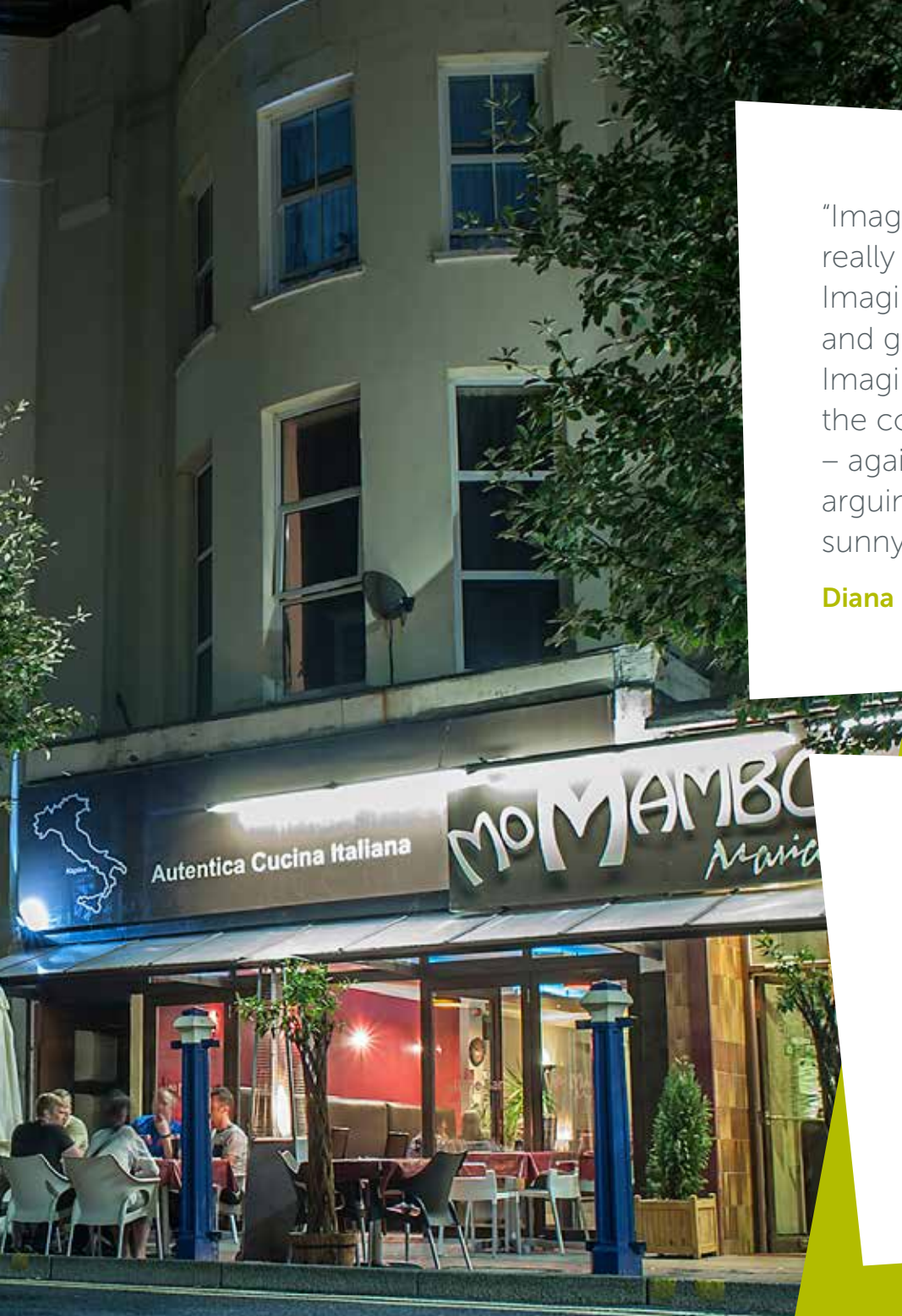
# Example Levy Calculations

| Rateable Value | Annual Levy       | Monthly Equivalent | Weekly Equivalent |
|----------------|-------------------|--------------------|-------------------|
| Up to £5,999   | Donations welcome | £0                 | £0                |
| £6,000         | £90               | £7.50              | £1.73             |
| £8,000         | £120              | £10.00             | £2.30             |
| £10,000        | £150              | £12.50             | £2.88             |
| £50,000        | £750              | £62.50             | £14.42            |
| £100,000       | £1,500            | £125.00            | £28.85            |

- The median BID levy is £195 per year.
- Please note that there is a discount of 15% for serviced tenants of the Beacon. Charities without a retail unit (e.g. the Foodbank) will not be charged the levy. NHS only properties will not be charged the levy
- Suggested donations for those with a rateable value of under £5,999 of 1.5%







"Imagine an organisation that supports, really supports business in our town. Imagine people who listen to our views and get things done here, in Eastbourne. Imagine someone representing us before the council, arguing actively – vociferously – against an increase in parking charges, arguing for better, cleaner pavements, for sunny hanging baskets in the summer."

**Diana Hing, Manager, C&H Fabrics**




"We have a unique opportunity to follow on from the recent large investments in the town to help improve the independent retail offering in Eastbourne. For a small addition to our outgoings each year, we could attract a tremendous return in funding available to help us ride on the back of the improvements elsewhere in the area."

**Lawrence Neil, Proprietor, TriStore**

# Key Performance Indicators

- 1 Footfall in the town centre**
  - Measured manually by the BID team in controlled locations according to need
  - A footfall camera near the main entrance to the Beacon (position to be finalised with Highways Department)
- 2 Shop vacancy rates**
  - Reduce the current rate of 5.38% (NB National Average is 10.1%)
  - To be recorded and updated monthly by a member of the BID team on the BID website
- 3 Business confidence and crime perception**
  - Via annual business surveys of all hereditaments
- 4 Reduce anti-social behaviour and crime incidents**
  - Measured via reported crime statistics including the monthly Community Safety Partnership statistics
- 5 Event impact**
  - Via online competitions and exit interviews to monitor our geographical catchment area
  - Via tactical footfall comparisons
- 6 Dressing our town over the 5 years of the BID**
  - 50 new planters throughout the town centre including annual maintenance
  - New winter lighting in 8 small trees, 6 medium trees and 8 large trees stretching from the seafront to the train station
  - New up lighters for 6 trees in the main pedestrian precinct between Bolton Road and Cornfield Road. (These trees keep their leaves until February so need a different lighting solution.)
  - Creating visual and unique identities for various areas around the town centre
  - Identity signage to signal the entrance to Little Chelsea, Cornfield and Victoria Place
  - Colour co-ordinated lamp post banners, bunting and umbrellas in independent areas including Little Chelsea, Cornfield and Victoria Place





# VOTE YES TO THE BID

7

## **Footfall and promotion**

- Events to keep Eastbourne town centre active from October to March, outside the tourist season:
  - Easter-Bourne (Mar - Apr)
  - Eastbourne Day of the Undead Zombie Walk (Oct)
  - Town Centre Christmas event (Dec)
  - Chinese New Year (Jan - Feb)

8

## **Seeder funding for areas around the town centre to run events**

- Harley Davidson Nights in Victoria Place (May-Sept)
- Little Christmas (Dec)
- Cornfield Winter Fayre (Nov)

9

## **A co-funded outreach worker to work with the street community**

10

## **A business crime warden for the BID area**

# We Could Do Nothing...

We could save the median BID levy of £195 per year and fail to attract shoppers to our town. We could leave the town centre to become shabby and fail to manage the street community, rough sleepers and anti-social behaviour.

We could leave the independent shops around the town to survive the uncertain economy and, fingers crossed, hope that shop vacancies don't increase.

With over 300 successful BIDs established across the UK, including Hastings, Worthing, Brighton and Bournemouth, we could risk that other towns attract visitors and shoppers while Eastbourne loses out.

Without a BID, the general appearance of our town centre will decline. The perception of crime will increase and businesses will struggle to compete with increasing online sales. Who wants to visit a town full of rough sleepers and

street drinkers? It's less threatening to shop online or go to one of the attractive towns with an active BID.

Local Authorities are under increasing pressure to fund their statutory duties. They have no duty to fund a business crime warden or improvements to the town centre such as planters, winter lighting or Christmas lighting. Neither is there a 'minimum' requirement for the number of police or housing officers tackling homelessness.

**It's up to us!**







## Let's take control of our town centre...

59% of your customers told us that they want to see increased security. Customers want to shop in a vibrant, attractive and safe environment. They want to feel secure in our town centre.

Your Eastbourne BID will employ a business crime warden, tasked with patrolling the BID area. They will be available to tackle shop lifting or anti-social behaviour for your business.

The BID will also invest in creating a warm and welcoming atmosphere in town with street ambassadors and stylish decoration throughout; not just in front of The Beacon Centre.

We welcome the investment already made but we need to make sure that the whole town centre benefits.

### Prevent a two-tier town centre

The biggest fear we have heard from businesses during our consultations is that the new investment in the town could create a "two-tier" town centre.

The risk is very real. Without the BID it is too easy for customers to visit The Beacon Centre and not venture elsewhere. Whilst welcoming the town

centre redevelopment, we must be careful to make sure that everyone benefits from this investment.

The BID is the best opportunity to prevent a two-tier town centre. It focuses activity on independent and small retailers and strengthens our ability to draw down government funding for our town.

The BID will represent 100% of businesses in the town centre, that's almost 600 premises, which means that local authorities must take note of what we want.

A unified voice empowers us all.

### Your Eastbourne BID puts you in control

A BID is a recognised body which influences development across a whole town, extends pedestrian areas, introduces public squares and leverages funding for what we want.

A BID is a recognised body that local authorities have to listen to.

Your Eastbourne BID represents you and can achieve what you want for your business.

# Frequently Asked Questions

There are more than 300 successful BIDs currently operating in different towns and cities around the UK. Here are some of the FAQs asked about BIDs.



## 1 What is a Business Improvement District?

A BID is a business led organisation working to implement projects that benefit an area and its businesses. Your Eastbourne BID can only start operating after a successful ballot of businesses in the BID area which will be conducted by the local Council on our behalf.

## 2 How long would our BID last?

Your Eastbourne BID would last five years after which it has to submit to a new ballot. (N.B. The vast majority of BIDs vote "yes" in larger numbers when their second ballot is held.)

## 3 How would Eastbourne BID be run?

The day to day operation of the BID is managed by a steering group which any levy payer can apply to join. The group includes town centre retailers, pubs, clubs, restaurants and offices. In effect, every business whose rateable value is £6,000 or more.

Following the first AGM in 2020, an Advisory Panel will be established comprising volunteer members who will formulate strategy, projects and priorities and oversee the delivery of the BID.

## 4 Are any businesses excluded?

Some charities are excluded - including those who do not make money selling goods in a retail shop. For example, the Food Bank would be excluded while charity shops are included.

NHS premises are excluded but any premises practicing health services privately are included.

Businesses with annual rateable value of £5,999 or less are excluded but will be encouraged to make a donation each year.

## 5 How is a BID funded?

It is funded by a small levy on all businesses within the BID area. In Eastbourne this would be calculated at 1.5% of your rateable value and would be collected annually.

Serviced tenancies who pay a charge to The Beacon Centre for security and marketing will receive a 15% discount on the total levy payable.

If you decide Your Eastbourne BID would help make Eastbourne a better place to do business, please vote "Yes" in the ballot.

## 6 When will the ballot be held in Eastbourne?

The ballot lasts for 28 days and will start on the 4th July 2019. For a BID to be set up, there needs to be a ballot of eligible businesses. The ballot will ask a simple question: "Are you in favour of the proposals for the Eastbourne Business Improvement District?"

## 7 How is the vote calculated?

In order for the BID to come into existence, a simple majority of those voting must vote in favour. However, their votes must also represent a majority of the aggregate rateable value of the properties that vote.

## 8 Who actually votes?

The owner of the business normally votes. National chains may delegate the responsibility to a local manager or appoint someone to vote from head office. They may consult the local manager before voting.

If you wish to nominate a local manager or individual to vote in the BID ballot on your behalf, please get in touch with the Eastbourne BID team (contact details are on the back page).

If your business falls within the proposed BID area and has a rateable value above £5,999, you are eligible to vote in the BID ballot.

## 9 How will the levy be collected?

The BID levy will be collected through the current business rates system, but will be the subject of a separate bill. The levy may be amended on an annual basis in line with inflation, at a rate to be agreed by Your Eastbourne BID Advisory Panel to a maximum of 2%.

The Eastbourne BID will be clear and transparent about how it is spending the money. Regularly updated information about income and expenditure will be available to all members of the BID.

## 10 Why do my business rates not cover this?

The BID will provide services and benefits over and above those offered by the local authority and other statutory agencies. The BID will sign what is known as a Baseline Agreement with both Eastbourne Borough Council and East Sussex County Council, which will legally establish what the local authorities already

deliver, and the steering group will monitor these agreements.

## 11 How long will the BID last?

The BID will last for five years, meaning guaranteed investment in Eastbourne until 2024. If you want the BID to continue beyond 2024, you will make this decision in 2024 through a further ballot process.

During the five year term, there will be KPIs reported to the BID advisory board, measuring the success of the BID in achieving its goals, including footfall and awareness of the town.

## 12 How will I be represented?

If the ballot in 2019 is successful, the Eastbourne BID Limited will be a subsidiary of the not-for-profit Edeal enterprise agency, in operation for over 30 years. It will have separate management accounts and bank accounts which will be independently audited annually. The levy will be ringfenced for the purposes of the operation and delivery of the BID.

EDEAL will be responsible for the governance of the BID, whilst operational matters overseen by the Your Eastbourne BID Advisory Panel. The Advisory Panel will formulate strategy, projects and priorities for the BID whilst ensuring accountability.

The first AGM will take place within the first 12 months after the BID starts its work.

The Advisory Panel has already been appointed for the first year to represent every part of the BID Area.

Any business owner who is eligible to vote and pay the levy may become a voluntary member of the BID Advisory Panel, alongside representatives of our business partners – including Healthy High Streets, the Chamber of Commerce, EDEAL, The Beacon Centre, The Enterprise Centre and Eastbourne Hospitality Association.

Any levy payer (or staff member appointed by the levy payer) can stand for election to the Board at the AGM each year from 2020.

## 13 How will we hear about the progress of the BID?

We will hold regular Board meetings and will log performance against agreed KPIs. We will also send out regular emails, networking events and an annual report will be sent to all levy payers. Board reports will be published on the website.

## 14 What if I am new hereditament or my rateable value changes?

If a new hereditament joins during the year, then they will be added to the BID at their first annual billing. Should a hereditament have their rateable value re-assessed, this will be updated at their next annual billing. Amendments will not be issued.



# The Next Step "Vote Yes!"

The Business Improvement District ballot is YOUR chance to have YOUR say in the future of your Eastbourne – a town centre that you will be investing in.

This is your chance to help Eastbourne to move ahead of its competitors and to make us an attractive "destination town".

This is your chance to make Eastbourne shine.  
**Please don't miss it.**

## **July 2019**

You will receive your voting pack from Electoral Reform Services and you will then be able to vote.

## **4th July to 31st July 2019**

The 28 day ballot will open and close on these dates.

## **1st August 2019**

We will announce the result of the ballot.

## **4th September 2019**

Commencement date.

## **2019 – 2024**

Five years of exciting investment and improvements to our town centre.

## **2025**

You decide on a five-year renewal, based on the performance of Your Eastbourne BID.





"The BID will allow us all to be able to add the finishing touches to our town, such as helpful way finder signage and the possibility of friendly and helpful town centre street ambassadors at peak times."

**Denise Harwood, Commercial Director, Enterprise Centre**

"The Devonshire Park development as well as a transformed Beacon Centre, along with all that Little Chelsea and the independent sector has to offer, will allow us to establish ourselves as a destination town in the South East. The BID gives us a terrific chance to get shops, restaurants and hotels working together, to create a better business environment for us all"

**Matt Huddart, General Manager, View Hotel**



# BID Legislation

## The small print

### 1 GOVERNANCE

- 1.1 Your Eastbourne BID will be a subsidiary of the not-for-profit Edeal Enterprise Agency and will have separate management accounts and bank accounts which will be independently audited annually.
- 1.2 The governance of Eastbourne BID will be the responsibility of EDEAL Enterprise Agency with operational matters overseen by the Your Eastbourne BID Advisory Panel. The steering group will be the Advisory Panel until the first AGM.
- 1.3 The Advisory Panel will consist of business and other stakeholders within the BID area. Any business within the BID area is entitled to be elected to the Advisory Group. The Advisory Panel will be made up of voluntary representatives of levy paying businesses and property owners who will be elected annually (starting in 2020) with the process advertised to all levy payers. Additional members may be co-opted on as required.
- 1.4 The Advisory Panel will have responsibility for financial arrangements, contractual obligations, human resources, standards and compliance, and strategic direction. The Panel will be made up primarily of appointed representatives of levy payers with additional expertise as required.
- 1.5 During the first year of the term, appropriate rotation policies for all Panel members, including the chair, will be approved by the Board. When the period of office of the current chair expires, the position will be advertised among all the hereditaments.
- 1.6 Provided the BID is meeting its overall objectives, the Panel shall have the ability to vary service delivery and expenditure allocation, according to the changing demands of the levy payers. However, any changes to the BID boundaries or to the levy rate proposals would require an alteration ballot.
- 1.7 BID levy contributions will be spent entirely to service the area within the identified boundary and ringfenced for BID projects and its operational costs. The Panel will be responsible for controlling and managing the finances of the BID. The EDEAL Board will monitor the monthly management accounts and annually audited accounts.
- 1.8 The BID accounts will be audited annually by independent accountants.
- 1.9 An Operating Agreement, which includes the two councils' baseline service statements, has been agreed and will be in place from the commencement of the BID term. (The two councils are East Sussex County Council and Eastbourne Borough Council.)
- 1.10 Notice of the intention to hold a ballot was provided to the Secretary of State on 25th January 2019.
- 1.11 Representatives of the BID Advisory Panel will provide copies of statutory accounts and financial statements to the local billing authority annually and to local levy payers on request. An electronic financial summary and chair's statement will be sent to all levy payers annually, including a website link to the statutory accounts.
- 1.12 Representatives of the BID Advisory Panel will meet with the billing authority on a quarterly basis to discuss service delivery, levy collection and financial management issues.
- 1.13 An annual presentation to levy payers and stakeholders will be held which will help determine priorities for the following year.
- 1.14 The BID will ensure that all businesses within the BID area are engaged with its work and that BID communications assist inclusivity.



## 2 BID RULES

In developing the rules that will apply, consideration has been given to The Industry Criteria and Guidance Notes for BIDs (2019), published jointly by the British Retail Consortium, the Inter Bank Rating Forum, the Federation of Small Businesses, the British Council of Shopping Centres and the British Property Federation.

The ballot:

- 2.1 In July 2019, Electoral Reform Services will send a ballot paper to those responsible for properties or hereditaments subject to the BID.
- 2.2 Each property or hereditament within the BID liable to pay the levy will be entitled to one vote in respect of the proposal in a 28-day postal ballot period which will commence on 4th July and close at 5pm on July 31st 2019. Ballot papers received after 5pm on July 31st 2019 will not be counted.
- 2.3 In order for the vote to be successful at ballot, the result will need to meet as a minimum, two independent criteria which are (a) of those ballot papers returned by the close, those voting in favour must exceed those voting against it, and (b) of those ballot papers by the close, the total rateable value of those properties or hereditaments which vote in favour, must exceed the total of those voting against.
- 2.4 The result of the ballot will be announced on Thursday 1st August 2019.
- 2.5 If successful at ballot, the BID company will commence delivery of its proposed services on 4th September 2019 and will continue for a period of five calendar years until 3rd September 2024.

## 3 FINANCES

- 3.1 The proposed BID levy is 1.5% of rateable value, with an exemption up to and including £5,999. The levy will be collected via Eastbourne Borough Council through an adaptation of its billing software, after which the funds will be deposited within a BID company bank account.
- 3.2 Performance elsewhere would suggest that 97% of the BID levy will be successfully collected.
- 3.3 The average annual levy available to be spent by the BID for the term is £300,000.
- 3.4 A DCLG government loan of £42,000 (secured to help establish the project) will be repaid in the first year of the term, and this is reflected in the budget.

## 4 BID LEVY

- 4.1 From the beginning of the five-year BID term, the levy rate to be paid by each property or hereditament will be 1.5% of its rateable value.
- 4.2 All non-domestic properties or hereditaments with a rateable value of £6,000 or more will be required to pay the levy with the exception of charities who do not make money selling goods in a retail shop (such as People Matter) and NHS premises which do not practice private health services.
- 4.3 Serviced tenancies who pay a charge to The Beacon for security and marketing will receive a 15% discount on the total levy payable .
- 4.4 The number of properties or hereditaments liable for the levy is approximately 660.
- 4.5 The levy will be charged annually in advance for each chargeable period, starting in 2019. No refunds will be made.
- 4.6 The owners of untenanted properties or hereditaments will be liable for payment of the levy.
- 4.7 Eastbourne Borough Council, as the rating authority, will be responsible for the collection of the levy.

**Voting YES** will  
ensure the success  
of Eastbourne

**Voting YES** will see  
**£1.5 million** invested  
in our town



BUSINESS  
IMPROVEMENT  
DISTRICT



Contact: Stephen Holt  
Phone: 01323 641 144  
Email: [info@youreastbournebid.com](mailto:info@youreastbournebid.com)  
Visit: [www.youreastbournebid.com](http://www.youreastbournebid.com)

Created by Firebrand

