

Northampton

TOWN CENTRE BID

For the businesses by the businesses

Northampton

Business Improvement District (BID)

BID Proposal and Business Plan

2021 – 2026

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1. Foreword

Northampton Town Centre Business Improvement District (BID) Proposal and Business Plan 2021 – 2026

Message from Co Chair Andrea Smith – a collective voice for a stronger future

With the impact of the COVID-19 and the end of the Brexit transition period on 31st December 2020, the national economy is in uncertain times and what-ever happens, many challenges lie ahead and the commercial world continues to change at an ever-increasing pace.

It is probable that many of these changes will have a permanent impact upon the way in which town and city centres operate and the opportunities and challenges which businesses are grappling with.

It is evident that Northampton was exposed, even before COVID, to the same changing dynamics effecting the way in which people use all towns and city centres. The scale of change facing larger cities and towns is even greater but for smaller towns such as Northampton, there are new opportunities emerging.

In this very uncertain world, it is difficult to make any predictions for the long term, however one thing is becoming clear in that people are starting to value their local town more and town and city centres of the future will become hubs for their local community for all aspects of people's lives. They will not simply be shopping destinations but places where people will want to live, work and spend their leisure time in a flexible way.

In many respects Northampton is ideally placed to take advantage of these opportunities and start to develop into a safe, welcoming and forward-thinking town for the whole community.

It is our chance to work together to help Northampton to reach its full potential. With your involvement we will be able to provide the projects and support you need now more than ever. We urge you to look carefully at this proposal and give it your full support.

So please look out for the ballot papers which will be in the post in January and make sure that you tick the box that says 'YES' to create that sense of community and pride in Northampton. Your support, your 'YES' vote, your involvement and your say in how Northampton BID evolves will turn the excitement of this opportunity into a reality for Northampton.

Andrea Smith
Franklin Solicitors
Co-Chair of the Northampton BID.

2. Northampton BID Ltd

BID Board Members

The BID Company, the Northampton Town Centre Limited is limited by guarantee, is the body which has proposed the BID for the purposes of the BID Statutory Provisions and is responsible for the implementation of the BID plan. The membership of the board of the company is open to all business levy payers in the BID area.

The current members of the BID Board are as follows:

Name	Business Name
Brendan Bruder (Chair of the Board)	Abbey Ross
Alan Harland	AK Harland
Dan Roberts	Cottons Accountants
Andrea Smith	Franklins Solicitors
Sarah Grinsted	The Entertainer
Gavin Willis	Gavin Willis Creative Marketing
Mark Cusiter	University of Northampton
Jake Richardson	The Richardson Group
Kerry Reynolds	Metro Bank
James Roberts	The Grosvenor Centre
Jonathan Nunn	Northampton Borough Council
Terry Steers	St Giles Ale House
Andrew Cruden	Market Square News
John Sheinman	Sheinman Opticians
Sali Brown	Chelton Brown

3. Executive summary

3.1. BID background

Business Improvement Districts are created by businesses and organisations which come together to collaborate on initiatives that improve the location where they trade or do business. Business Improvement Districts are driven by participating businesses who work together to draw up a business plan which is voted on and, if agreed, is then funded through a levy based on business rateable values, as well as trying to lever in additional funding where possible for investment into the delivery of projects for the benefit of businesses.

This levy is collected by the Northampton Borough Council and paid directly to the Business Improvement District company. This is a not for profit company set up by the businesses and is accountable to the businesses in the Northampton BID area to manage the delivery of the business improvement district business plan.

3.2. The benefits of the Northampton Business Improvement District

With the economic uncertainty of 'Brexit' and the dynamic change of the commercial world impacting on the way we live and work due to COVID-19, the need for businesses to work together for a better future has never been greater.

Even before the onset of the COVID pandemic, Northampton town centre was already experiencing the challenges faced by other towns and cities with a declining retail offer and a need to redefine itself as an economic and social hub for Northampton as a whole. Over the past few months these trends have accelerated and heightened the need to work together to shape the future of the town.

The BID has worked closely with the Borough Council through forums such as Northampton Forward and the instigation of the Northampton COVID Recovery Task Force. Through these relationships the BID has not only represented business interests but has generated and coordinated practical and financial support for businesses, influenced development plans for the future of the town and played a key role in securing funding from government multi-million-pound initiatives such as the Future High Street Fund to be released in 2021.

There is a lot to do and there are many opportunities which a BID can exploit to the benefit of businesses and organisations across all sectors. This new has a clear goal for the town to build on its unique strengths, enable businesses to share in the promotion and celebration of Northampton's assets and attract new businesses to the town to increase its overall attractiveness as a great place to live, work and do business. It will provide benefits to all business sectors.

The benefits of a BID do not just come from the ability to deliver projects and services from a guaranteed budget but come from the collective influence of the businesses in the BID area. It will have the influence to change key issues which impact upon the operation and success of our businesses such as promotion of the town centre, crime and safety issues and attractiveness of the town centre for our clients, customers and everyone who lives and works here.

The collective voice of businesses working together also translates into productive relationships and outcomes, and when working with other organisations and public bodies, the ability to influence more strategic issues such as the redevelopment of the town centre.

The plan has been developed to ensure that it:

- is balanced to cover all business sectors
- builds on the success to date
- clearly defines the role of the BID

- seeks to create and take advantage of new opportunities
- has focussed activity but remains relevant for next five years
- has deliverable and achievable objectives

It takes account of the changes which have occurred over the last five years and clearly lays out a business-led programme of investment to tackle issues identified by businesses with the aim of creating a positive and more profitable trading environment to potentially benefit all business sectors.

3.3. Finance

This levy will be collected on behalf of the Business Improvement District (BID) by the 'Billing Authority' which is the local authority which has responsibility for the public administration and collection of business rates of the area covered by the BID. This is currently the Northampton Borough Council. The levy will then be paid directly to the BID Company in its entirety. This charge is payable by non-domestic rate payers in the defined BID area, regardless of whether or not they voted in the BID ballot, or how they actually voted. It is collected by the 'Billing Authority' in much the same way as business rates.

The budgeted income over the five-year period of the BID is planned to be of the order of £1.5 million. The yearly income will be made up of some £290,000 from the levy revenues and a sum averaging around £20,000 from voluntary private and public sector contributions. (See income and expenditure charts in Section15)

The BID Company for Northampton town centre is a not for profit company, directed and controlled by nominated business people who manage the business improvement district business plan and are directly accountable to the businesses trading in Northampton.

The manner in which the BID Levy charge is calculated is defined in Section 16.

3.4. The Area

The Northampton Business Improvement District covers the area within the ring road bounded by Upper and Lower Mounts in the north and York Rd and Cheyne Walk in the east, St Peters Way and Victoria Promenade in the south, Horseshoe Street and Horsemarket in the west.

3.5. The Vision

Through a business-led programme our vision is for:

Continue to work with all stakeholders to define, develop and promote the identity of Northampton town centre which reflects its strengths, characteristics and heritage and is a sustainable and vibrant place which generates pride for its businesses, local residents and visitors.

3.6. Strategic objectives and activities

The BID investment programme will be delivered through the three key strategic objectives and their related activities:

Objective 1:

Promote and celebrate Northampton town centre and its businesses

To promote Northampton town centre, its business, cultural, leisure, educational and social offer locally and regionally.

**Objective 2:
Develop the Northampton town centre experience**

To create a sense of 'place' for visitors and people working in the town centre to enjoy.

Objective 3: Business Growth and Investment in Northampton town centre

Encourage growth, development and investment of businesses which complement and build on the strengths of Northampton town centre.

Subject to a successful vote in February 2021, the new BID will start on 1st April 2021

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4. How a BID works

4.1. Background

A Business Improvement District (BID) is a precisely defined geographical area within which the businesses have voted to invest collectively in local improvements to enhance their trading environment.

BIDs were enabled by parliament through the Business Improvement Districts (England) Regulations 2004. This legislation was based on the experience of some twenty years of successful BID activity in America and Canada. Since 2004, over 300 BIDs have been proposed and approved by business communities in England and Wales. These include Leicester, Nottingham, Loughborough, Luton, Milton Keynes and larger cities such as Birmingham and many London boroughs.

There are a more than 120 BID areas which have been operating for more than five years and have gone through a renewal ballot and more than 30 have now entered their third term having gone through a third ballot. In most cases BIDs going on to a second term have received an even greater endorsement in the vote than they did the first time. BIDs have brought significant improvements to the trading environment of the businesses based in these locations. Further information about BIDs is available on the BID Foundation website www.placemanagement.org.

The lifetime of the BID is prescribed by the Regulations and is set at no more than 5 years. It is possible for a BID to be extended by proposing a new Business Plan at the end of the BID lifetime for a fresh formal vote by the businesses.

The purposes of a BID are to provide new or expanded works and services or environmental enhancements within the prescribed BID area, funded via a BID Levy charge. All services/improvements will be additional to those already provided by Northampton Borough Council. This charge is payable by non-domestic rate payers and is collected by the council in much the same way as business rates. The manner in which the BID Levy charge is calculated is defined in Section 16.

All works and services will be contracted by the Northampton Town Centre Ltd, the BID body for the BID area. The objectives and aspirations of the Northampton Town Centre are set out in this BID Proposal and Business Plan.

This business plan has been prepared in line with best practice and with 'reference to the 'Industry Criteria and Guidance' prepared for Revo in association with; Association of Town and City Management, the Association of Convenience Stores, the British Retail Consortium, Intu and the British Property Federation.

A set of definitions for terms used throughout this document is contained in Appendix (1).

4.2. BID life and extension due to COVID 19

As a result of the pandemic experienced by the UK in 2020, the Coronavirus Act, was passed on the 25th March making various provisions and restrictions on the economy and social framework of this country. Chapter 7, Part 1, Section 79 of this act permitted any BID which was due to come to the end of its five-year life between the act being passed and the 31st December 2020, to extend its life until 31st March 2021 and raise any levy bills on a pro-rata basis between the BID's original end date and the new end date. In line with the Coronavirus Act the BID term of the Northampton BID was extended accordingly.

4.3. The Vote

To succeed the ballot has to pass two tests: A simple majority vote of those who vote must register a 'YES' and the aggregate rateable value of those who vote 'YES' must be greater than that of those that vote 'NO'. If these two criteria are met, the Business Plan is activated and all businesses in the area concerned will be required to pay the levy.

The persons entitled to vote, and be liable for the levy, are the ratepayers of non-domestic premises in the Business Improvement District. Properties with a rateable value of less than £5,000 will be excluded from the vote and levy.

The council's returning officer will be the ballot holder for the Business Improvement District vote, Northampton Borough Council's Borough Secretary and Monitoring Officer, Francis Fernandes. Details of voting procedures and how you can confirm persons entitled to vote can be found by contacting Northampton Legal and Democratic Services on 01604 837334 or by e mailing ffernandes@northampton.gov.uk.

4.4. Alteration of arrangements

The Business Improvement District, its boundaries, business plan and the levy percentage cannot be altered without an alteration ballot, although its board can adjust projects and spend as they feel appropriate, provided the basic tenets and budgets are not compromised. This is explained in more detail in Section 16.

4.5. The Levy

A levy of 1.1% of rateable value (RV) is proposed for businesses with an RV of £10,000 or more and a levy of 0.82% of rateable value (RV) is proposed for businesses inside shopping malls with an RV of £10,000 or more which fall within the levy criteria laid down in Section 16. Those businesses which fall within the levy criteria laid down in Section 16 with a rateable value of £5,000 or more and less than a rateable value of £10,000 will have a charge of £110 and £82.50 if inside a shopping mall. The levy criteria is covered in more detail in Section 16.

This levy arrangement will generate around £1.5 million of ring-fenced funding over the five year life of the BID and will also be used to lever in additional funds where possible adding a further £100,000 over the life of the BID. This will be used to fund the projects identified in this Business Plan.

4.6. Duration & Commencement date of the BID Arrangements

Subject to the successful ballot in February 2021 our proposal is for the Arrangements for the Northampton Town Centre Proposal and Business Plan to operate for five years and to commence, on the 1st April 2021. After five years, in 2026, it can be extended or renewed – but only after being subject to a renewal ballot.

4.7. Timescales

Action Point	Action	Day and Date	
1	Notice by BID Proposer to Billing Authority & Secretary of State of intention to hold ballot (at least 84 days before Ballot Holder requested to hold ballot Action Point 4)	Fri	18 September 2020
2	Establish Register of Businesses as specified in BID proposal	Target Date:	Thu 24 December 2020
		Latest Date:	Thu 14 January 2021
3	BID Proposer requests Billing Authority to instruct Ballot Holder to hold a Ballot (BID proposals need to be completed)	Target Date:	Thu 24 December 2020
		Latest Date:	Thu 14 January 2021
	BID Proposer mail out copies of the BID Prospectus to potential levy payers	Thu	31 December 2020
4	Billing Authority formally requests Ballot Holder to hold ballot	Target Date:	Mon 04 January 2021
		Latest Date:	Thu 14 January 2021
5	Ballot Holder issues Letter to Business Ratepayers to give information about the ballot and identify named person to receive ballot paper (latest date is 42 days before Ballot Day)	Target Date:	Thu 07 January 2021
		Latest Date:	Thu 14 January 2021
6	Ballot Holder publishes Notice of Ballot (latest date = 42 days before ballot day) also to send copy to Secretary of State , a copy of the published notice of ballot, as per Schedule 2 3(d) of the 2004 Business Improvement Districts (England) Regulations	Target Date:	Thu 07 January 2021
		Latest Date:	Thu 14 January 2021
7	Ballot Holder Issues ballot papers (at least 28 days before Ballot Day)	Thu	28 January 2021
8	Last day to appoint a proxy (tenth day before Ballot Day)	Mon	15 February 2021
9	Lost ballot papers – earliest date for issuing a replacement for a lost ballot paper (where papers not received by the 4th working day before the ballot)	Fri	19 February 2021
10	Spoilt ballot papers – last day/deadline to apply for a replacement ballot paper for a spoilt ballot paper (not later thn 3 working days before the ballot)	Mon	22 February 2021
11	Ballot Day (up to 5pm)	Thu	25 February 2021
12	Count and announcement of result	Fri	26 February 2021
13	Disposal of ballot papers	Sat	28 August 2021

5. The first five years

5.1. Northampton BID 2016-2020

Northampton BID is coming to the end of its second five-year business plan. Over the last 5 years, the focus has been very much on business support and promotion, and in providing additional services to help our town centre be a clean, safe and attractive for shoppers, visitors and those who work in the town centre.

We have been a lobbying voice with partners, championing the needs and requirements of the businesses. During 2020 and the COVID pandemic, the BID has undertaken an essential role of initiating and leading the Town Task Force and supporting business through lockdown and recovery in adapting making sure the town centre offers a safe welcome to visitors.

Since the successful ballot in October 2015 and the development of the Business Improvement District, and may be because of the challenges of COVID, over the last few months, businesses across Northampton town centre have started to come together to find a new sense of direction, as a community. In fact in recent months there has been growing interest from businesses and organisations outside the town centre to become part of the Northampton BID business community with particular interest from Northampton University who pay a voluntary contribution to the BID and play an active role supporting the company and its work.

2020 presented un-precedented challenges for all, however the BID stepped up to provide whatever support it could to all businesses across the BID area. Although there are still many challenges to face, working together as a BID we have seen a number of changes, activities and achievements: A summary of some of the activity of the BID can be seen below.

5.2. Additional measures to help make our town safer

- NTARS Northampton Antisocial Reporting Scheme
- Support for Pubwatch and Purple Flag Accreditation & Night Street Marshals
- Funding dedicated additional Police resource

5.3. Welcome and Support

- BID Hosts Bailey Earl, and Kimberly Herbert (BID Project Executive)
- BID Website, Regular ebulletins, newsletters and social media to keep businesses informed of BID activities and events
- Our BID Management Team, provided by BID Management Company pfbb UK and Mark Mullen the BID Operations Manager

5.4. Helping to make our streets more attractive (Services provided in addition to the council statutory services)

- Tidy Days, street cleaning, litter picking, Glutton Machine, high pressure washing and chewing gum removal
- Litter Bins
- Window Vinyls
- Street Floral Planters
- Tree lighting
- Festive lighting

5.5. Events

- Discover Northampton Children's Trail
- Discover Northampton Artists trail
- Easter Shoe Trail, Shoe Sculptures, Shoe Plants
- Street Circus
- Northampton Live Street entertainment
- Heritage Week entertainment
- Summer Sports
- Northampton Memories
- Carnival support
- Northampton Music Festival Sponsorship

5.6. Christmas

- Golden Ticket and Christmas Prize draws to encourage shopper loyalty
- Christmas Window competitions
- Festive Lighting
- Carol Singing
- Character met and greets, including Chase and Marshall from Paw Patrol, Peppa Pig, Peter Rabbit and Paddington
- Discover Christmas Magazines
- Christmas website and Christmas showcase
- Free Car Parking promotions.

5.7. Promotions Supporting and Celebrating Businesses

- Social media campaigns to create awareness of and support businesses
- #Celebrate Northampton campaign
- Independent Retailers month
- Small Business Saturday and Independents Day promotions
- Shop Local Promotions
- Food and Drink and Evening Economy Directory
- Living Advent Calendar
- BID Town Website and online business directories
- Mystery Shopping and Awards nights
- Discover Northampton Summer Magazines
- Business Heroes
- Rediscover Northampton Showcase
- Click and Collect facility during the second lockdown

5.8. Working with Partners

- The BID is a key partner in Northampton Forward, applying for Future High St Funding
- Lobbying for better access and parking
- Coordinating the Town Centre Conference
- Developing a Town Centre Plan and Retail Study
- Involvement within the Cultural Compact.

6. COVID 19 Support

Throughout this challenging time the BID remained open and operational supporting businesses throughout the pandemic wherever they could and ensuring latest guidelines and information were readily available

We have summarised the activities the Northampton Town Centre BID and the BID management company pfb UK have undertaken during the period of COVID lockdown and recovery to ensure that ongoing support and guidance has been available for all businesses in the BID area.

Since March 2020 we undertook the following activity to provide support:

6.1. Working with Government and the Local Authority

- Northampton BID was part of an industry wide campaign to support BIDS throughout the crisis and were successful in securing funding for BIDs through the **Government BIDs Resilience Fund**.
- **Letters were sent to our local MPs requesting support** from the Government for BIDs
- **Liaised with Policy Advisers in MHCLG and dialogue with BID Industry representatives** who have been having direct contact with Ministers and policy advisors, on the challenges facing BID's in respect of those coming towards the end of their current life and the issues surrounding revenue from levy bills.
- **Promotion of the 'Raise the Bar' campaign, lobbying the Government** to increase support for businesses with a rateable value of more than £51k
- **Initiated and led the COVID Recovery Task Force** with the Northampton Borough Council and Northamptonshire County Council for a safe re-opening of the town centre in June. This included identifying hot spots for queuing issues, signage installation around the area to encourage social distancing and review of bus routes and bus stops.
- **Worked with the Borough Council and County Council to increase pavement widths** for social distancing and to allow businesses to utilise the outdoor space for outdoor cafes – this has meant they could apply for pavements licences through the newly announced legislation.

6.2. Communication

Since the beginning of lockdown in March Government guidelines and rules have changed rapidly and frequently. We have ensured that businesses across all sectors have been kept up to date with the rapidly changing information, guidelines and regulations by:

- **Weekly ebulletins** were sent out providing advice and useful information, including links to the latest Government guidance and regulations.
- Ebulletins for **Retailers, Hospitality sector, Hair Salons and Barbers, Beauty services and Tattoo Parlours and Gyms and Sports venues** were sent out offering guidance for re-opening, in line with opening dates announced by the government.
- Posts on **social media** have continued with a mixture of advice, promotion and information for businesses and members of the public
- A **social media campaign**, to highlight business stories and share COVID-19 news and announcements. A new Facebook group **#PayItForwardNN** – to act as an online business support hub
- BID Manager Mark Mullen spoke on **BBC Radio Northampton** on behalf of BID to discuss the impact of COVID-19 on businesses in the town centre and the support provided by the BID.
- Multiple **press releases** were released advising on BID activities and support.
- **Sector specific webinars** were held to guide businesses through the recovery to return to work
- **Dedicated COVID19 Page** –set up immediately on the website with a downloadable

- **Business Support Guide** that was updated each week with latest funding opportunities, grant schemes, information on the Job Retention Scheme and latest issued guidelines – this is ongoing.
- **A new-look BID website** was launched which included a detailed COVID-19 information and advice page for both businesses and visitors, a directory listing business as they reopen and promotion of the **Eat Out to Help Out scheme**.

6.3. Business Support

- **Business Grants** – the BID stepped in to help businesses get their grants swiftly through the local authority - business that were in financial difficulty were given priority helping directly more than 200 individual businesses to apply and receive their grants.
- **Job Retention Scheme** – the BID liaised with businesses about the furlough scheme.
- **Re-Opening Kits** – were offered to businesses ahead of the wide re-opening of shops and businesses in June. These included: Floor Stickers, Social Distancing Posters, Face Coverings, Hand Sanitiser. Over 200 packs were given to businesses allowing them to have the correct measures in place and re-open safely
- **Extra PPE** – was offered to ALL BID businesses in the form of face masks.
- **Shop and Love Local** – social media campaigns have been run throughout June, July, August and September to encourage the local community to continue to support the town during the pandemic
- **Supported – Raise the Bar Campaign** – through promotion to lobby the Government to increase support for businesses with a rateable value of over £51k
- **Eat Out to Help Out** – all businesses within the BID that took part in this scheme were highlighted on the BID website and posts were regularly shared through social media channels
- **BID Hosts** – BID supported the wider re-opening of shops and businesses in June. They assisted with any queuing issues and reported on safety issues within the town centre, checked on closed businesses from a security aspect and reported any problems to the council or Police.
- **Several webinars** by The University of Northampton were communicated to Businesses via the ebulletins, helping to upskill staff and provide advice to proprietors.
- **A guide to help businesses get the most out of their Social Media Channels** was provided via ebulletins and the BID website.
- **The BID also compiled information regarding contactless payment systems** to assist businesses with implementing changes if they did not already have these systems in place.
- The BID has hosted a series of **COVID-19 business support and coaching webinars**, in partnership with town centre business Beyond Theory Specific advice for hospitality and evening and night-time economy businesses were sent out and posted on the website.
- Establishing a dedicated **'Phone or click & collect'** unit in St Giles street to enable businesses to trade even when closed.

6.4. Crime and Safety

During the lockdown period the BID have liaised with the police and other agencies to monitor crime and safety in the area. The BID team have also been communicating with businesses in the area to help them put the correct measures and PPE in place for returning to work.

- **Hand Sanitising Stations** – were installed to encourage people to regularly clean their hands whilst using the town centre.
- **Hosts liaised weekly with Police** to ensure safe operations on the streets
- **Hosts** coordinated and led the distribution of **COVID Business Recovery Packs to businesses**.

- **Daily patrols performed by the Hosts with security checks** on premises in the area and reporting any issues to proprietors.
- **Business crime updates** have been included in the ebulletins and are available to view on the COVID-19 page on the BID website
- **The BID's Northampton Town Anti-Social Behaviour Reporting Scheme (NTARS)**, is a bespoke programme designed to enable Northampton town centre levy paying businesses to collate and share intelligence on antisocial behaviour and 'low level crime'.
- **Local and national PPE suppliers updated and sent out weekly** to businesses to aid them in preparing their business for reopening safely.
- **Daily briefings with the Police** and other partners
- **The BID Operations Manager is in regular contact with Northamptonshire Police** to ascertain what the police presence is in the town centre and what contingency plans are in place.
- **The BID reviewed with NBC CCTV** monitoring times and additional locations and the option for additional security.

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7. Working together will make a difference.

With the impact of the COVID-19 and the end of the Brexit transition period on 31st December 2020, the national economy is in uncertain times and what-ever happens, many challenges lie ahead and the commercial world continues to change at an ever-increasing pace. Besides the challenges of the economy, lifestyles are changing and influencing the way in which we use our time and spend our money. Technology continues to develop and change the way we live and work as individuals and operate as businesses.

Trends and changes which impact upon town and city centres such as the increase in on-line shopping had already started before COVID, but over the last nine months many of these trends have accelerated.

It is probable that many of these changes will have a permanent impact upon the way in which town and city centres operate and the opportunities and challenges which businesses are grappling with.

In this very uncertain world, it is difficult to make any predictions for the long term, however one thing is becoming clear in that people are starting to value their local town more and town and city centres of the future will become hubs for their local community for all aspects of people's lives. They will not simply be shopping destinations but places where people will want to live, work and spend their leisure time in a flexible way.

The scale of change facing larger cities and towns is even greater but for towns such as Northampton, there are new opportunities emerging. We need to think about ways in which we can work together to take advantage of these new opportunities and creates a sustainable and vibrant place which generates pride for its businesses, local residents and visitors.

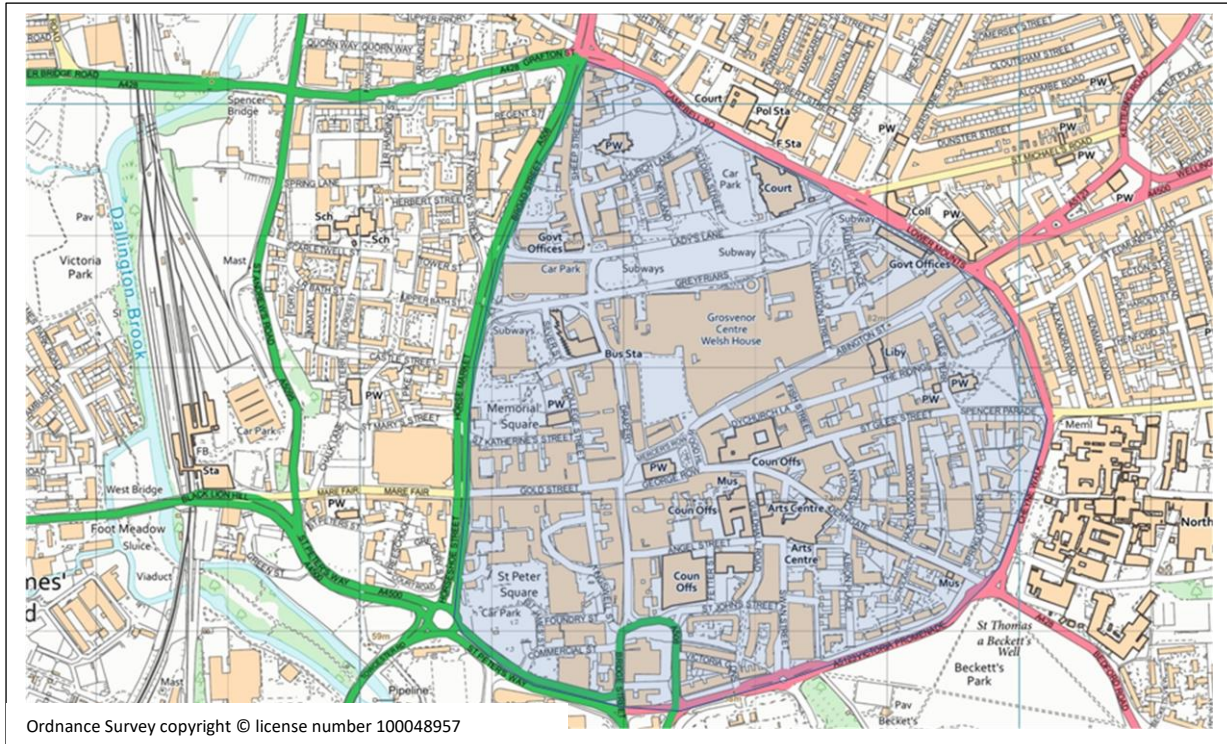
The extensive surveys, interviews and workshops undertaken to develop this BID Proposal identified a clear desire expressed by businesses from across Northampton town centre to work more closely together and with others to raise the town's profile and improve the appeal to visitors, skilled people and business investors. This collective and focused approach would serve to improve the trading and operating environment and allow existing businesses to flourish and grow and attract new business investment.

Northampton is within easy reach of large audiences and business markets, and is competing for an audience against out of town retail parks with facilities parking and services all together in one place. The town centre is not currently fully tapping into the great potential of its own assets by working as a cohesive business community and promoting its collective strength, and what Northampton really has to offer.

Taking onboard all of the above, this Business Plan has identified opportunities and taken account of the needs and challenges faced by all business sectors across the BID area. By working together and with strategic partners and key stakeholders through a renewal there is huge potential to continue on the momentum to make Northampton a great place to visit, live, work and grow a business.

8. Where Northampton BID will operate.

The blue shaded area on the map represents the full extent of the Northampton Town Centre Business Improvement District.



The Northampton Business Improvement District encompasses the main shopping, cultural and heritage hubs in Northampton and covers the area within the ring road bounded by Upper and Lower Mounts in the north and York Rd and Cheyne Walk in the east, St Peter's Way and Victoria Promenade in the south, Horseshoe Street and Horsemarket in the west.

A list of streets within the BID area is shown in Appendix 2. All non-domestic hereditaments within the BID area will, if the BID is approved, be liable for the BID levy (as defined in section 14).

The BID covers those businesses, whose rateable value is £5,000 or greater. Thus banks, building societies, car parks, Council facilities, restaurants, clubs and pubs, estate agents, leisure operators, recruitment agents, retail and health and beauty outlets, solicitors, hotels, museums, the bus station and transport and travel agents and all other non-domestic hereditaments are included within the BID and will, subject to the detailed levy criteria in Section 16, contribute to the BID's collective funding and activities flowing from the combined budget.

9. Services provided by the Councils

9.1. Council's Support for the Northampton BID

Northampton Borough Council and Northamptonshire County Council fully support the Northampton BID. In particular, they endorse the fundamental principle of additionality within the BID by agreeing to ensure that any change to existing services, due to budgetary constraints from either Council does not disproportionately effect the Northampton BID area. Thus, in line with BID legislation, BID services within the Northampton BID will be additional to (not in substitution for) those provided by both Councils.

When Northampton Borough Council and Northamptonshire County Council join in creating one unitary council the baseline services will be covered by the new unitary authority.

The Council's commitment to the Northampton BID and the working relationships between the Northampton Borough Council and the Northampton BID Company are set out in complementary documents agreed between the Council and Northampton BID Company. As and when the local authority structure changes within the lifetime of the next BID, a new Memorandum of Understanding, Operating Agreement and Baseline Statements will be entered into with the new local authority whose responsibility covers the area where the Northampton town centre BID operates. The key documents are:

- Memorandum of Understanding and an Operating Agreement which define the working relationship between the Council and the BID Company, Northampton Town Centre Ltd and set out the Council' Operational Support to the BID on a number of specific issues
- A set of statements of existing baselines services, each defining the benchmark for a specific service provided by the Councils and other public authorities to the businesses in the area.

9.2. Council Services for Business

Thus businesses will continue to benefit from all the statutory council services provided for the benefit of all stakeholders in Northampton town centre (cleaning, lighting, access, safety and highways maintenance). In addition, the Council deliver certain discretionary services either directly or indirectly both for businesses in general and for individual businesses. Details of these services are provided on the dedicated business pages of the Council's web site.

9.3. Individual Baseline Statements

In full support of the above commitments, Heads of Service within the Councils will draw up Baseline Statements on the specific services they are responsible for. These documents define the benchmarks for the provision of these services and how these will be measured.

The Baseline Services are defined below:

- Grounds & Trees Maintenance
- Community Safety
- CCTV Monitoring
- Parking (Surface and Multi storey car parks)
- Street Cleansing (fly posting, graffiti removal of street furniture maintenance, gully emptying)
- Waste Services (waste collection, trade waste)
- Christmas / Festive Lights, Christmas Marketing, Activities & Promotion
- Events
- Marketing and Comms
- Tourism

Northamptonshire County Council

- Public Transport
- Roads & Highway Maintenance
- Street Lighting
- Winter gritting

Other public bodies

- Police

The process of creating the baseline statements proves valuable to both the service providers and the BID Company. The development of these partnerships and the additional focus on the services provided in the area, will give tangible benefits over and above those derived from the projects outlined below. Also by defining baseline services, it becomes possible to review their delivery, allows the BID to assess the impact upon delivery of its own services on a regular basis and provides an opportunity for the Councils to assess whether their service delivery is effective.

9.4. Council's Operational Support for the Northampton BID

The BID regulations also determine that the Northampton Borough Council and any succeeding Billing Authority meets the following obligations:

- Conducting, through the council's Returning Officer, the formal BID vote in accordance with current BID legislation and procedures
- Assuming a positive outcome to the BID vote, collecting the BID levy defined in the BID Business Plan from Northampton businesses and transferring the levy sums direct to the Northampton BID Company. The Council will continue to make a charge for the BID levy collection and will transfer the levy sums to Northampton BID Company within 30 days of collecting it.
- Pay the appropriate BID levy set out in the Business Plan in respect of all its own hereditaments within the Northampton BID area.

The Northampton Borough Council's support for the BID will also take practical shape in the following specific ways:

- Continue to provide a Councillor from the Northampton Borough Council or its succeeding Council from the Cabinet to sit as a Director on the Northampton Town Centre Ltd Board
- Provide a Senior Council Officer to act as adviser to the Northampton Town Centre Ltd Board and to provide a business-focused dynamic link on all BID matters with senior Council staff.

9.5. Monitoring and Review

Both Councils are committed to the regular monitoring of the operation of the BID Operating Agreement and reviewing its effectiveness in conjunction with Northampton BID Company. This will be carried out as follows:

- An annual review of each of the specific services for which a Baseline Statement is shown above. This will be led by the respective Head of Service who will provide an account to Northampton BID Company of how the service commitments have been actually delivered during the period and if necessary, update the service levels to reflect the services each will provide in the following year.
- An annual review of the overall effectiveness of the Operating Agreement. This will be led by the Cabinet member with responsibility for the BID and will reflect the Cabinet's

commitment to address any shortfalls and propose measures to evolve the partnerships to the mutual benefit of the Councils and Northampton BID Company. These reviews will be scheduled to best effect for the Council's and Northampton BID Company's yearly budgeting cycles.

9.6. Monitoring of basic service provision

Both Councils are committed to ensuring that their statutory and discretionary services are delivered to the area for the duration of the BID so that the activities of the BID will be totally additional and complementary. Provision of Baseline Statements will allow the BID Company to regularly appraise the delivery of core services and compare them with the details stated in the statements. From experience elsewhere we know this has an impact on delivery and helps to guarantee that money provided to the authorities via the business rates mechanism is targeted appropriately and well spent. This means that local businesses have some influence over Business Rates investment in their area and the effectiveness of local authority service provision.

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10. The Research and Consultation Process

10.1. Background

The last few months has seen extensive research undertaken across a wide range of businesses, organisations and stakeholders to ensure that the plan which has emerged has an in depth understanding of the views and aspirations of the businesses in the area as well as an appreciation of the perceptions of those who visit and also work in the area.

As a result of the Coronavirus Act extending the current BID term it meant that the original ballot date was deferred from autumn 2020 to February 2021. This has provided the opportunity to review the feedback from businesses taken before Coronavirus and undertake further studies to re-evaluate business priorities in preparation for the new BID Proposal. This re-evaluation has proved to be essential in shaping a plan which is fit to support businesses in the recovery and for the next five years.

Research and findings from the surveys, workshops, events, interviews and interactions of businesses and organisations from across the Northampton town centre BID area has been considered, in shaping the ultimate Vision, Objectives and their associated activities.

The research encouraged participation from all businesses across the town centre and involved the following activity:

- Three surveys have been produced over the last year to get the views of businesses and students (pre COVID survey produced in November 2019, 'during COVID' survey produced in June 2020 and a survey for Northampton University students also in June 2020).
- In November 2019, all potential levy paying businesses in the BID area were mailed survey forms and asked to complete them seeking their opinions on a variety of issues.
- In June 2020, all potential levy paying businesses in the BID area were sent 'during COVID' surveys via email, ebulletins, visits from the BID Hosts and were given the option to complete the survey either via telephone or video call with a member of the BID team.
- All potential levy paying businesses were included in mail shots and publicity including BID newsletters and frequently asked questions and e-bulletins where e-mail addresses were available.
- 33% of all businesses which meet the levy criteria had a personal visit to discuss the BID. 262 businesses were visited in total, with 208 of these being unique visits.
- A total of 260 businesses which met the levy criteria completed detailed four-page surveys. 202 of these were unique surveys whilst 58 businesses completed both pre and 'during COVID' surveys.
- A detailed survey was sent to the University of Northampton and the Student Union for distribution, completing the survey and returning their responses.
- All businesses were invited to a launch and information event at the start of the project which was combined with the Mystery Shopping and NTARS launch.

- A series of virtual sector workshops and events took place in July and September 2020 where all businesses were invited to discuss their challenges, opportunities and vision for the future of the town centre.
- Businesses were invited to submit their views via e-bulletins and the BID website.
- The BID website and e bulletins were used to promote all the events and invite feedback and opportunities for businesses to contact the BID team to discuss renewal.
- Active participation and decision making by the business representatives from the Northampton BID Board in the development of this plan.

10.2. What were the aims of the research?

The objective of the research was to:

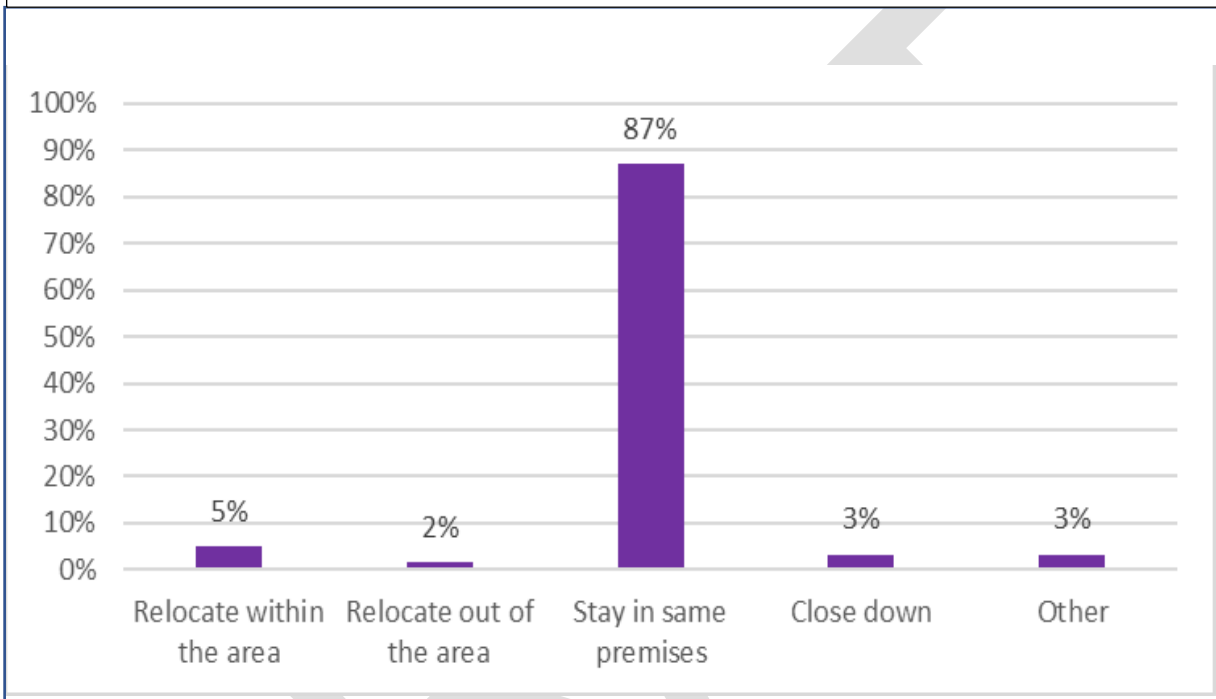
- Identify the key issues which impact upon all businesses in the area across all business sectors and to develop solutions to address them which will help businesses achieve their own internal objectives
- Identify and assess the impact and the relative importance of different potential initiatives on businesses
- Ensure that the Vision, Objectives and their associated activities reflect the business challenges and opportunities for the immediate term and the next five years.

11. Research results

Surveys and virtual workshops were carried out across a range of businesses from all sectors and sizes of Northampton town centre.

Despite the economic uncertainty and current challenges due to the COVID-19 pandemic, the confidence to remain trading in Northampton town centre is quite strong. 87% anticipate that they will stay in the same premises over the next couple of years, with only 3% expecting to close and 2% relocating out of the area.

Fig 1: Anticipated business location in the next 1 – 2 years;



11.1. Promote and celebrate Northampton town centre and its businesses

Marketing and promotion of the town centre seems to be more important than ever to businesses in Northampton. ‘during COVID’, ‘Developing towns identity and branding to attract more visitors’ was ranked as the most beneficial initiative for businesses, with 83% saying that it would be important for their business. This is in comparison to pre COVID where this was only 77%. Also related to the promotion of Northampton, 71% of businesses said that increasing marketing across all media channels, digital, print and social media to attract new customers, clients and visitors would be beneficial to their business, up from only 65% pre COVID.

In both the surveys and the virtual sector workshops, the main suggestions for improving marketing and promotion were focussed on the need to promote the history and heritage of Northampton in order to bring in visitors, such as placing information boards at important historical spots. There were also suggestions about promoting positive stories about Northampton to show the town in a better light to encourage people to the area.

Another important aspect of promotion in Northampton is to develop effective business to business communication. “The way businesses work together” ranked highly in both the pre and ‘during

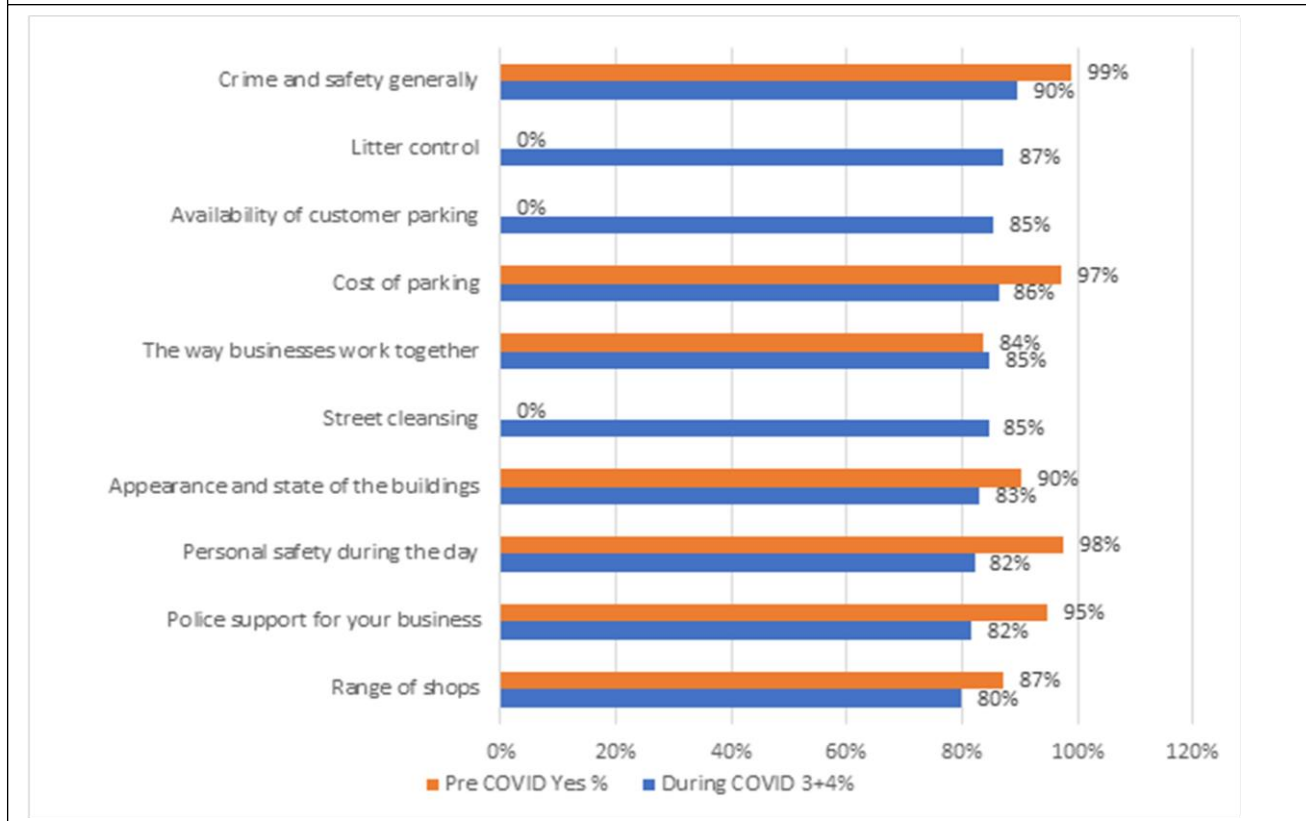
COVID' surveys, with 84% and 85% of businesses saying this was important to them. In the virtual sector workshops, the second most discussed topic was 'business community' with comments focussing around the BID facilitating people being able to network and the need for there to be a collaborative way of working with other businesses.

11.2. Developing the Northampton town centre experience

In the surveys, the top two issues ranked as very poor or quite poor were both crime and safety related issues. Street begging and rough sleepers ranked as the worst issue with 93% followed by drug and drink issues on the streets with 88% of the businesses saying this was either very poor or quite poor. This was also one of the key factors which affected the way in which people feel about Northampton and there were noticeable negative perceptions about the amount of homelessness and drink and drug issues on the streets. In the 'during COVID' survey, "Crime and safety generally" was ranked the highest in terms of importance at 90% and in the pre COVID survey this was a whopping 99%, suggesting the need for improvement in this area.

Another important factor in creating an attractive town is the cleanliness and appearance of the area. Litter control was ranked second in terms of importance in the 'during COVID' survey, with 87% saying it was important to their business. 'Street cleansing' was also rated highly, with 85% saying it was important. In regard to future projects, 'Litter control' and 'Targeted cleaning' appeared in the top 6 as being beneficial, with 76% and 75%.

Fig 2: Top ten aspects ranked by businesses as important 'during COVID' with pre COVID comparison.
 *0% = question was not asked in pre COVID survey



From the comments in the business surveys and virtual workshops, as well as the University surveys, there was a general consensus that there is a need to make Northampton a cleaner and more inviting place to visit, in the form of cleansing of the town centre and litter control initiatives. Suggestions for improvement included more regular street cleaning, additional bins to help out with litter and smartening up vacant units to improve the look of the town.

Despite the COVID restrictions in place when filling in their responses, 'Improved use of Market Square, other streets and open spaces for events, animation and specialist markets' was ranked as the second most beneficial project in the 'during COVID' survey, at 78%. 'Events' was also the most suggested project when the businesses were asked to give ideas on any other projects that they would like the BID to deliver in the 'during COVID' survey. Suggestions included there being regular events in the Market Square to re-attract people into the town centre, more family orientated events that are suitable for all ages and more variety of events, such as ones that take place in the evenings as well as during the day.

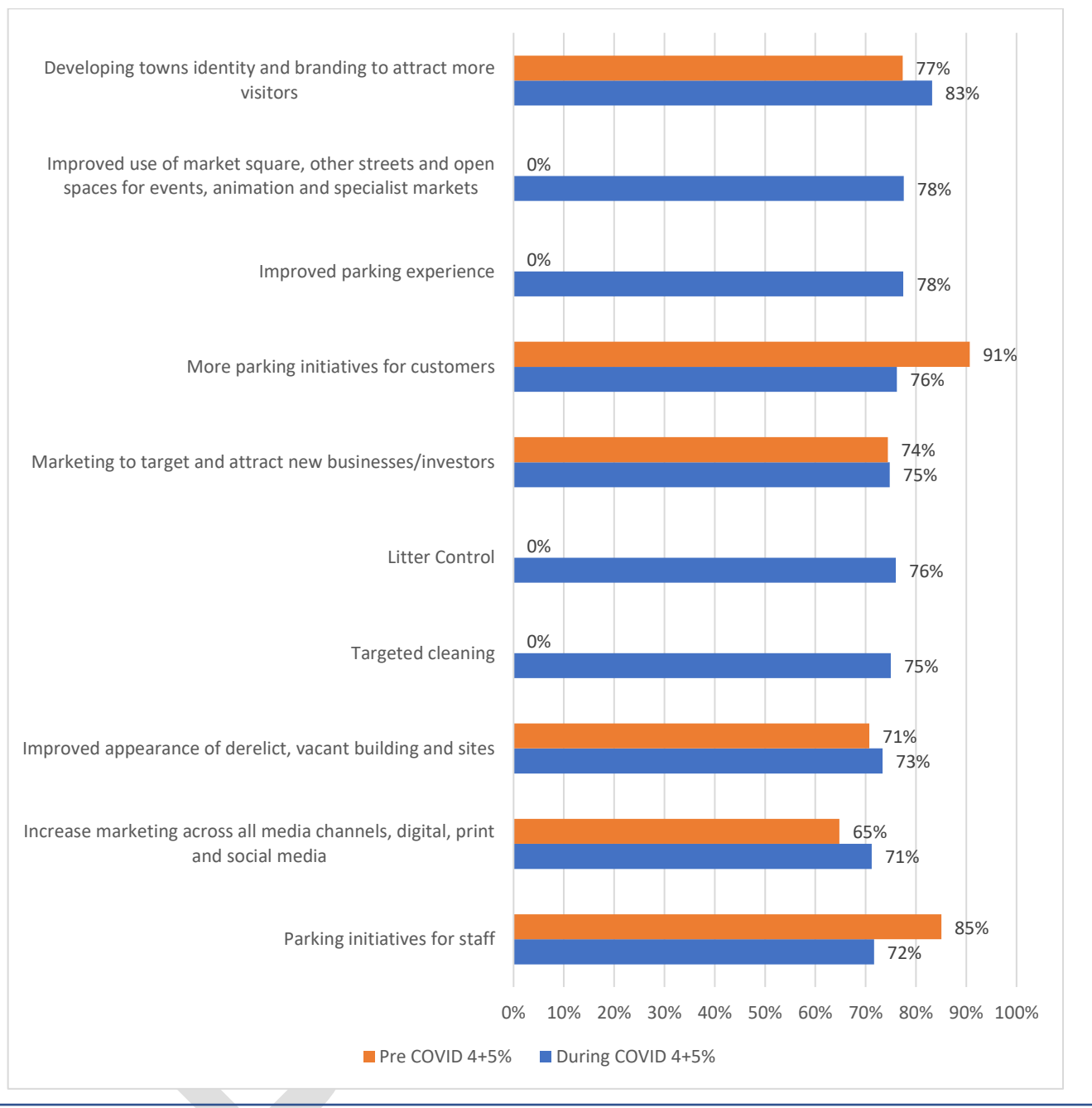
Also related to creating a welcoming town is the accessibility into Northampton. Parking continues to be a key issue coming out of the survey responses, as 'Availability of customer parking' and 'Cost of parking' were both in the top four in terms of importance in the 'during COVID' survey. 'Improved parking experience' and 'More parking initiatives for customers' were also in the top four for beneficial future projects in the 'during COVID' survey. Comments related to parking were centred around the need for there to be cheaper or free parking available. There were comparisons made to a nearby Retail Park that offers free parking, which seems to be more appealing for customers.

11.3. Business Growth and Investment in Northampton town centre

In the virtual sector workshops, commercial attractiveness was the topic that was discussed the most. There was a general consensus that this needs to be improved in Northampton, to attract new businesses into the area and people into the town. The need to improve the range of shops in the town centre was discussed as well as the need for there to be more restaurants that offer a high-quality dining experience.

In the surveys, there were comments made that alluded to the need to attract the bigger brands back into Northampton as there are a number of these that have ceased trading in the town, often leaving empty units which aren't attractive for people coming to visit Northampton. Some stated that they preferred to shop in nearby Retail Parks which offer these big-name brands, and there were suggestions that cheaper rent and reduced business rates could help to attract prime trade back into Northampton.

Fig 3: Top ten projects ranked by businesses as beneficial 'during COVID' with pre COVID comparison
 *0% = question was not asked in pre COVID survey



12. The BID's response

Following our extensive research three key project areas of the Northampton BID have emerged reflecting the key issues and opportunities identified by the businesses and visitors. The activities within each of the project areas have been specifically designed to address and take advantage of these.

It is evident that Northampton was exposed, even before COVID to the same changing dynamics effecting the way in which people use all towns and city centres. Over the last nine months during the challenges of COVID, these changes have simply accelerated and now is an ideal time to review the needs of businesses building a plan for the future.

The BID will continue to act as a catalyst for businesses and organisations to come together and play a key role in this new and exciting era in the life of this town. The BID's ability to influence has increased significantly and it is now leading and driving key initiatives working closely with the local authority and other key businesses and organisations on plans which will shape the future of Northampton.

The BID will continue to work with all stakeholders to define, develop and promote the identity of Northampton town centre which reflects its strengths, characteristics and heritage and is a sustainable and vibrant place which generates pride for its businesses, local residents and visitors.

This BID Proposal and Business Plan has been designed to ensure that the activities benefit as wide a range of businesses as possible. It will do this by becoming an accessible, safe, vibrant and attractive town which celebrates its culture and heritage, serves its local business, university and residential community and is recognised as a great place to be.

12.1. The role of the BID

All businesses and organisations stand to benefit from these additional projects and activities which have been identified by businesses across Northampton as crucial to their future:

- To continue to work with all stakeholders to promote Northampton, its business, leisure and cultural offer locally and regionally
- To build on creating a sense of 'place' for visitors and people working in the town centre to enjoy
- Act as a collective voice to represent business to encourage growth, development and investment of businesses of Northampton town centre

12.2. How will the delivery be monitored?

Monitoring and measuring the performance and effectiveness of the BID activities is an integral and essential part of the plan. Businesses need to be confident that their levy money is being invested as productively as possible to maximise results.

The effectiveness of the measures undertaken will be gauged by key performance indicators monitored and relevant for each project area, including footfall, customer surveys, business surveys, photographic evidence, vacant properties and footfall trends.

13. Vision and objectives

Assuming a positive BID vote by a majority of businesses by both rateable value and number of hereditaments, BID operations will start on 1st April 2021 and will continue for a total of 5 years.

13.1. The Vision

Through a business-led programme our vision is to:

Continue to work with all stakeholders to define, develop and promote the identity of Northampton town centre which reflects its strengths, characteristics and heritage and is a sustainable and vibrant place which generates pride for its businesses, local residents and visitors

13.2. Objectives, activities and outcomes

Strategic objectives and activities

The BID investment programme will be delivered through the three key strategic objectives and their related activities:

Objective 1

Promote and celebrate Northampton town centre

To promote Northampton town centre, its business, cultural, leisure, educational and social offer locally and regionally.

Objective 2:

Develop the Northampton town centre experience

To create a sense of 'place' for visitors and people working in the town centre to enjoy.

Objective 3: Business Growth and Investment in Northampton town centre

Encourage growth, development and investment of businesses which complement and build on the strengths of Northampton town centre.

Objective 1

Promote and celebrate Northampton town centre and its businesses

To promote Northampton town centre, its business, cultural, leisure, educational and social offer locally and regionally.

Expenditure

An initial budget of £88,424 p.a, to £87,777 by year 5 – a total of £440,511 over five years.

- a. Develop and promote the identities of the different parts of Northampton town centre to encourage increased pedestrian flow around the whole area with reference to all aspects of its business, cultural, leisure, educational and social offer.
- b. **Retail and Health and Beauty** - Design and coordinate campaigns which highlight the particular strengths of this sector in Northampton town centre
- c. **Culture and Leisure** - Raise the profile and awareness of the quality and diversity of this sector in Northampton town centre

- d. **Professional Services** - Develop specific campaigns to enable the professional service businesses in Northampton to raise their profile locally and regionally.
- e. Develop effective communications between businesses and organisations to encourage, collaboration and awareness of different issues which impact on trading and operating conditions and promote a sense of a community.
- f. Help businesses and organisations to achieve more by supporting them to increase their operating and trading ability across and between a range of, digital, virtual and physical channels.

Measures and Results:

- Increased levels of sales activity & footfall across the whole of the town centre
- Positive media exposure locally and regionally measured through numbers of articles, publications, click-throughs on digital media and value through using advertising value equivalent. (a.v.e)
- Numbers of businesses and organisations actively engaged in BID activities and the use of and their association with Northampton BID in their own marketing and promotion.
- Numbers of businesses, organisations and public regularly engaged and involved in a loyalty scheme.
- Increased interaction with and support from stakeholders including local authorities.
- Maintaining Purple Flag accreditation.

Objective 2:

Develop the Northampton town centre experience

To create a sense of pride in the town centre, for businesses, organisations, students and local residents.

Expenditure

An initial budget of £89,000 p.a, to £88,349 by year 5 – a total of £443,381 over five years.

- a. Uniformed day time Hosts to:
 - I. Work closely with the Police and other organisations in addressing antisocial behaviour and crime issues which impact upon the visitor experience.
 - II. Act as a welcome presence for visitors to the town.
 - III. Support delivery of BID projects and events.
 - IV. Support businesses by communicating issues which affect their business and the benefits and opportunities which exist through engagement with BID activities.
- b) Work collaboratively with the Police, Local Authority, CCTV, voluntary organisations and other agencies to influence reduction in business crime, antisocial behaviour, street drinking and begging on the streets which impacts upon businesses and the visitor experience.
- c) Work with businesses and other organisations to organise, coordinate and integrate culture and leisure events to improve the visitor experience, benefit businesses and create a sense of community.
- d) Work with others to improve pedestrian flow between different parts of the town centre and its businesses through information and improved signage which encourages people to explore the town centre and all it has to offer.
- e) Provide targeted street cleaning, deep cleaning and litter control where appropriate and only in addition to the services provided by the local authority, to improve the town centre environment and make it more attractive.

- f) Where appropriate, support the use of additional floral displays and festive and creative lighting to improve the appearance and vibrancy of the streets and open spaces, in a way which complements and develops the characteristics of each part of the Northampton town centre.
- g) Work closely with the Councils and Car Park operators to influence the provision of a 'parking experience' across Northampton town Centre for both visitors and those who work in the area, in a way which is commercially sustainable, increases patronage and meets the needs of the town centre's businesses and organisations.
- h) Work closely with partners to provide support to businesses at times of national or local incidents or emergency situations.

Measures and Results:

- Improve visitor and business perception of the sense of community & business safety
- Reduction of incidents of crime and anti-social behaviour
- Regular flow of information and sharing of intelligence to support business crime prevention
- Measured assessment of the degree of litter and cleanliness of the Northampton town centre
- Numbers of parking spaces available in or near Northampton town centre both on and off-street
- Improved perceptions of ease with which visitors, workers, and residents they can navigate and traverse the Northampton town centre.

Objective 3 : Business Growth and Investment in Northampton town centre

Encourage growth, development and investment of businesses and organisations which complement and build on the strengths of Northampton town centre.

Expenditure

An initial budget of £52,967 p.a, increasing to £52,580 by year 5 – a total of £263,871_ over five years.

- a) Work with key stakeholders to influence the attractiveness and marketability of vacant sites and properties across the town to encourage growth and investment.
- b) Work with businesses, landlords and potential investors to encourage flexibility on the use of space for new and existing businesses to encourage development and growth.
- c) Work with key stakeholders to develop links between businesses and organisations in the town centre and its surrounding area to encourage a town centre focused Northampton economy.
- d) Act as a collective voice to represent business and organisation's interests with all stakeholders in planning and delivery of developments for the town centre and its public realm.
- e) Encourage and support relationships between businesses and organisations which develop skills and share best practise and have a positive impact upon business performance.
- f) Seek match funding, grant opportunities and other sources of revenue, both financial and in-kind, to increase value and enhance the BID budget to enable us to achieve our vision and objectives.

g) Work with other organisations to monitor foot-flow, commercial performance and customer perceptions across Northampton town centre and provide regular reports and performance updates.

Measures and Results:

- Increased level of investment in existing and new businesses.
- Increased range of businesses and organisations.
- Reduced levels of vacant and derelict properties across the Northampton town centre.
- Increased number of new businesses and organisations established in Northampton town centre
- Numbers of businesses and organisations actively engaged in award schemes for customer care and businesses performance.

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14. Organisation, Resources and Delivery

The preparation of this BID Proposal has been managed by the Northampton Town Centre Ltd which is a not for profit company, limited by guarantee. It is legally and operationally responsible to the businesses in the BID area for all BID activities and acts on their behalf.

The Board is elected by the members of the Northampton BID Company, drawn predominantly from those paying a levy in the area and made up of a representative cross-section of the businesses and stakeholders of the area and key agencies associated with the successful delivery of the BID projects. It will continue to be driven by the private sector and includes one Councillor from Northampton Borough Council as a Director and one Council Officer who acts as an advisor, but not as a Director.

The main role of the Board is to safeguard the interests of levy payers by ensuring that the business operates in line with the BID plan, is professional and offers consistent value for money in line with its targets. The Board will ensure that the implementation of the BID will be monitored and delivered cost effectively, through keeping overheads to a minimum and using methods which will optimise the use of the revenue budget and add real value to the delivery of the plan.

All businesses will be encouraged to be actively involved in the Board and associated working groups to represent the levy payers. Through specific working groups, the Board will be instrumental in prioritising the requirements of the levy payers into deliverable projects which address their needs, within the framework of the business plan.

The Board will continue to provide a consistent, collective and effective voice for the businesses and organisations in Northampton. All roles on the Board, and any working groups are voluntary and are undertaken with a commitment to represent the interests of all businesses in the area.

In support of its vision and objectives, the BID will encourage collaboration with all key stakeholders involved in the town centre through a town centre forum. Collaborative working between businesses and other organisation in the town centre will also be encouraged to build upon the sense of the business community and ensure that the skills and resources available for delivery of the BID are enhanced and deliver best value.

There will also continue to be hands-on dedicated Project and Contract Management to support the initiatives from the working groups. This management role will also provide administrative support and project delivery for the BID Company as well coordinating activity with partner organisations and ensuring cost-effective delivery of projects through tendering and careful management of contracts.

The effectiveness of the measures undertaken will be gauged by Key Performance Indicators for each project area, including footfall, customer surveys, business surveys, photographic evidence, car parking usage and retail turnover movement.

Besides regular newsletters and other forms of bulletins, there will be an annual report providing details on activities and performance of the company against the objectives of the delivery plan for the previous year.

All levy payers shall be entitled to be members of the BID Company. There will be an Annual General Meeting at which all members are invited to attend and vote and at which Directors will be retired by rotation and new Directors elected in accordance with the articles of the company.

15. Northampton BID Budget and Finances

15.1. Balancing the Budget

2020 presented the businesses and organisations of Northampton with unprecedented and significant challenges and the Board have tried to balance the costs to businesses with the requirement to generate sufficient funds to provide support, make a tangible difference on the ground and help drive the changes needed in Northampton forward.

Given the unprecedented challenges facing businesses this year and that once levy criteria is set it cannot be changed during the term of the BID, the Board has made provision for any business ratepayer who is legally required to cease use of their premises will be given 100% relief for that time period.

The investment being sought from businesses in the BID area is modest in relation to what can be achieved. For the smallest business in the business improvement district, the cost is less than the cost of a coffee from a coffee shop once a week and even for a larger business the cost is less than a cost of a coffee per day.

The BID has been successful in leveraging in additional funding and will continue to look to leverage in additional cash funding, grants and value in kind, to support the delivery of this plan and add to the investment made by Northampton businesses through the BID.

With a 1.1% of rateable value contribution, the indicative costs to a business would be:

Rateable Value	Annual	This equates to weekly cost of	This equates to a daily cost of
£0 - £4,999	zero	zero	zero
£5,000 - £9999	£110	£2.12	£0.30
£15,000	£165	£3.17	£0.45
£20,000	£220	£4.23	£0.60
£50,000	£550	£10.58	£1.51
£100,000	£1,100	£21.15	£3.01
£250,000	£2,750	£52.88	£7.53
£500,000	£5,500	£105.77	£15.07

15.2. The Northampton BID Budget five years 2021 - 2026

	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Income Based on Levy at 1.1%						
BID levy revenue (Note 1)	£ 296,642	£ 299,608	£ 302,605	£ 305,631	£ 308,687	£1,513,172
Other Income (Note 2)	£ 20,000	£ 20,200	£ 20,402	£ 20,606	£ 20,812	£ 102,020
Total Income	£ 316,642	£ 319,808	£ 323,007	£ 326,237	£ 329,499	£1,615,192
Expenditure						
Objective 1 –Promote and celebrate Northampton and its businesses	£ 93,310	£ 93,149	£ 92,986	£ 92,822	£ 92,656	£ 464,922
Objective 2 - Develop the Northampton town centre experience	£ 92,000	£ 91,841	£ 91,681	£ 91,519	£ 91,355	£ 458,395
Objective 3 -Business Growth and Investment	£ 55,000	£ 54,905	£ 54,809	£ 54,712	£ 54,614	£ 274,041
Central Management Costs, Administration, Office (Note 3)	£ 56,000	£ 56,560	£ 57,126	£ 57,697	£ 58,274	£ 285,656
Levy Collection costs (NBC)	£ 5,500	£ 5,555	£ 5,611	£ 5,667	£ 5,723	£ 28,056
Contingency (Note 4)	£ 14,832	£ 14,980	£ 15,130	£ 15,282	£ 15,434	£ 75,659
Total Expenditure	£ 316,642	£ 316,990	£ 317,342	£ 317,698	£ 318,056	£1,586,729
Accrual for Renewal (Note 5)	£ -	£ 2,818	£ 5,664	£ 8,539	£ 11,443	£ 28,464

Notes

1. Assumes a 1% per annum inflation
2. Including income from landlords, associate members of the BID and other sources (including in-kind)
3. Central admin, office and fixed overheads
4. Calculated as 5% of total levy billed
Accrual retained from levy revenue to provide for costs of renewal of the BID for any additional term, otherwise they will be spent on additional projects in the final year

15.3. Cost of the BID Development

The costs incurred in undertaking the research and developing the new BID proposals have been built into the budget of the current BID. The costs for holding the renewal ballot, are being met by Northampton Borough Council, for which we give sincere thanks.

15.4. Sources of Additional Funding

The BID Company is committed to seeking additional funding where possible to increase the benefits that can be delivered by the BID to businesses. Other possible income sources will include grants where the criteria match the aims of the business plan, voluntary contributions from property owners, companies and organisations outside the BID area and those not liable for the levy. It is estimated that this could be around £100,000 over the five year period.

Through discussion, developers, property owners and other stakeholders in the area will be invited to participate in the Business Improvement District and improve delivery against the business plan objectives even further.

15.5. Application of BID Funds

The BID funds will be ring-fenced and will be controlled by participating businesses. Details of the BID Company's accountability to businesses are given in Section 12. The BID's Response.

As part of the Alteration of BID Arrangements (see Section 4.4), the budget headings and the project costs can be altered within the constraints of the revenue received through the levy. The

Northampton BID Company will be empowered to move funds between budget headings and between financial years to provide the services which best meet the requirements of the BID area within the framework of the BID Proposal and Business Plan's objectives. Such adjustments will be fully accountable to the businesses through the performance monitoring arrangements set out in Sections 12 and 13.

15.6. Governance and management of the BID Budget

In order to ensure that the projects remain relevant and continue to address needs and priorities of the businesses in Northampton during its five-year life, the Board may from time to time make modifications to the budget allocations for each of the main projects and the management and administration of the BID.

It will be the responsibility of the Board to make adjustments to the allocations of expenditure budget as and when they deem appropriate and to ensure that all the main aims of the BID, stated in Section 13, continue to be addressed and that all BID activity contributes towards the achievement of the vision. The Board will also monitor and gauge the effectiveness of the BID operations and activities.

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16. Levy Criteria for the Northampton BID

Every BID has to establish its own levy rules. Reference has been made to the use of the 'Industry Criteria and Guidance' prepared for Revo in association with; ATCM, ACS, BRC, Intu and BPF in developing the rules which will apply to the Northampton BID.

Business Improvement Districts use rateable values of businesses as a means of calculating levy and determining the associated criteria. This provides the basis for an equitable approach to charging to reflect the value which businesses will receive in services and support from the activities of the BID.

The Northampton BID Company has tried to balance the ambitions of businesses in the BID plan against the affordability of the levy and the requirement to ensure that the BID is able to deliver best value.

A hereditament is defined in Section 115 (1) of the General Rate Act 1967 (the 1967 Act) as: 'property which is or may become liable to a rate, being a unit of such property which is, or would fall to be, shown as a separate item in the valuation list'. For the purposes of this levy criteria the words, 'land, 'properties' and 'premises' will also be interpreted as a hereditament

1. Assuming a positive BID vote by a majority of businesses by number and rateable value of those who vote, the BID levy will be charged on all hereditaments listed in the local Non-Domestic Rating List located within the BID area. This applies irrespective of whether or how a business has voted in the formal BID ballot. Legislation within the Local Government Finance Act (2003) enables the local authority to issue a bill for the levy. The levy is collected by the billing authority, which is currently the Northampton Borough Council but will be collected by whichever 'Billing Authority' succeeds the existing responsibilities of the Northampton Borough Council. The Northampton BID Company will invoice the billing authority, for the levy collected for exclusive use of the BID.
2. All businesses which will be subject to the BID who are shown on the Northampton Borough Council Rating Database on the day before the postal ballots are printed and who should be shown as the liable party for the 4th January 2021, subject to final check and audit, will be entitled to vote for the BID proposal in a 28 day postal ballot which will commence on 28th January 2021, with the close of ballot at 5pm on 25th February 2021. The result will be announced as soon as possible thereafter.
3. If successful at the ballot, the BID will be fixed for a term of 5 years. The BID will commence operation on 1st April 2021 and will run until 30th March 2026. Levy bills will be issued for the first payment due 1st April 2021 and thereafter on the 1st April each year. (see paragraph 9 for more detail).
4. The levy amounts for ratepayers who have business premises which do not fall under the management of a shopping mall or a market and who do not pay service charges to the shopping mall operator or market operator will be applied as follows:
 - a. The BID levy will be 1.1% of the 2017 rateable value shown on Northampton Borough Council's (the billing authority's) Capita's NNDR billing system as at 4th January 2021 for the first billing cycle April 2021 and will only be subject to the changes as stated in the clauses below for each defined business within the scope of the BID for each year thereafter, with the exception of those hereditaments with a rateable value of less than £10,000 showing on the billing authority's Capita system as at 4th January 2021.
 - b. Ratepayers with a rateable value of less than £10,000 but of £5,000 or more showing on the billing authority's Capita system as at 4th January 2021, will pay a fixed band

charge of £110 and will only be subject to the changes as stated in the clauses below for each defined business within the scope of the BID for each year thereafter.

- c. Ratepayers with a rateable value of less than £5,000 showing on the billing authority's Capita system as at 4th January 2021 will pay nothing for these properties and will not have a vote for these properties although they will enjoy the benefits that come with trading in the BID area
5. The levy amount for ratepayers who have business premises which do fall under the management of a shopping mall operator and who do pay a service charge to the shopping mall operator will be applied as follows:
- a. The BID levy will be 0.82% of the 2017 rateable value shown on Northampton Borough Council's (the billing authority's) Capita's NNDR billing system as at 4th January 2021 for the first billing cycle April 2021 for each defined business (including any premises used and owned by the shopping mall operator for purposes relating to the management of the shopping mall, excluding car parks) within the scope of the BID, with the exception of those premises with a rateable value of less than £10,000 showing on the billing authority's Capita system as at as at 4th January 2021 for the first billing cycle April 2021 and will only be subject to the changes as stated in the clauses below for each defined business within the scope of the BID for each year thereafter.
 - b. Ratepayers with a rateable value of less than £10,000 but of £5,000 or more showing on the billing authority's Capita system as at 4th January 2021, will pay a fixed band charge of £82.50 and will only be subject to the changes as stated in the clauses below for each defined business within the scope of the BID for each year thereafter.
 - c. Ratepayers with a rateable value of less than £5,000 showing on the billing authority's Capita system as at 4th January 2021, will pay nothing for these properties and will not have a vote for these properties although they will enjoy the benefits that come with trading in the BID area.
6. The levy amount for ratepayers where the occupier is a charitable organisation in receipt of 80% mandatory charitable rate relief (awarded under section 43 – part 5 and 6 – of the Local Government Finance Act 1988), showing on the billing authority's Capita system as at 4th January 2021, except those identified in paragraph 15 i below, will be applied as follows:
- a. The BID levy will be 0.55% of the 2017 rateable value shown on Northampton Borough Council's (the billing authority's) Capita's NNDR billing system as at 4th January 2021 for the first billing cycle April 2021 and will only be subject to the changes as stated in the clauses below for each defined business within the scope of the BID for each year thereafter, with the exception of those hereditaments with a rateable value of less than £10,000 showing on the billing authority's Capita system as at 4th January 2021.
 - b. Ratepayers with a rateable value of less than £10,000 but of £5,000 or more showing on the billing authority's Capita system as at 4th January 2021, will pay a fixed band charge of £55 and will only be subject to the changes as stated in the clauses below for each defined business within the scope of the BID for each year thereafter.
 - c. Ratepayers with a rateable value of less than £5,000 will pay nothing for these properties and will not have a vote for these properties although they will enjoy the benefits that come with trading in the BID area
7. The levy will be due from businesses who are liable to pay business rates, including empty properties other than those that are exempt within the criteria laid out in this section 12 of this

business plan 'BID Levy Criteria for the Northampton BID'.

8. The liable person is the ratepayer liable for occupied or unoccupied premises in the year of the collection of the levy. In accordance with the Non-Domestic Rating (Collection and Enforcement) (Local Lists) Regulations 1989 (S.I. 1989/1058) and the Non-Domestic Rating (Collection and Enforcement) (Miscellaneous Provisions) Regulations 1989 (S.I. 1989/1060), The existing Billing Authority, Northampton Borough Council and any new Billing Authority which will be responsible for the imposition, administration, collection, recovery and application of the BID levy. The Billing Authority will also be responsible for any enforcement action that may be appropriate in case of non-payment of the levy.
9. There may be an annual inflationary increase of all levy charges year on year for the duration of the Business Improvement District. This will be a minimum of 1% increase year on year or the inflation percentage as determined by the Consumer Price Index as at the 1st December of the year before the next billing process, whichever is the greater, rounded to the nearest tenth of a penny. (e.g if a levy bill is £200 the inflation applied to this at a level of 1% would be £2 per annum). Negative inflation will not apply.
10. The BID financial year will last for 365 days (366 in a leap year) between 1st April and 31st March. The BID's chargeable period is a year or pro-rata, broken down into daily charges based on rateable value. It is to be paid in full in advance, the payment due date being the 1st April in the first year and for each year thereafter. The first billing period will run from 1st April 2021 to 31st March 2022 and the last billing period will run from 1st April 2025 to 31st March 2026. The only exception to the due date is where a proportional liability exists under paragraph 10, in which case, the levy charge will fall due one month after the demand is issued. The daily BID levy charge for each individual ratepayer is to be calculated by multiplying its rateable value by the BID percentage levy and dividing the result by the number of days in the financial year.
11. The levy will be charged annually in advance. Any business which ceases to become the liable party during the year must apply to the Northampton Borough Council or the appropriate Billing Authority for a refund for the remainder of the period if an apportionment is required between the outgoing and incoming liable parties, and the new liable party will be charged on a pro-rata basis.
12. If a property is deleted from the Rating List revised bills will be issued provided that the amount due on charge or refund is £10 or more. The charge or refund amount will be calculated pro rata between the date of the change in occupation and the date of the financial year end.
13. The BID levy is payable in one installment. This installment date will be specified on the Demand Notice. The notice will be served as soon as practicable after the Billing Authority becomes aware of a BID levy liability and the liability will be calculated from the effective date of any of the following changes being recorded on the Rating List:
 - a. New premises, or properties which were not on the rate valuation list at the start of the BID but become subject to rates within the BID boundary or on new streets within the BID boundary after the BID is in force, will be expected to pay a BID Levy based on the % or fixed levy charge appropriate in relation to its new/current rateable value
 - b. Where property is split, two or more BID levies should be made on the revised premises from the date of split on the basis of the revised new/current rateable values.
 - c. Where premises are merged the BID Levy should be based on the % or fixed levy charge appropriate in relation to the revised property's new/current rateable value.
 - d. Any change of use which affects the rateable value of the property.
 - e. Any change of ownership or occupancy of a property where the business rate payer as the liable party for the levy, changes.

- f. The creation of a new business rated hereditament within the BID boundary will be liable to the levy rate based on the rateable value at the time of change of use or creation of the new business hereditament.
- g. If a property which had been deleted from the rating list or been assigned a zero rateable value is added back on or assigned a rateable value of more than zero.

Adjustments will be made and revised bills issued provided that the amount due on charge or refund is £10 or more. The charge or refund amount will be calculated pro rata between the date of the change covered by this paragraph 12 and the date of the financial year end.

- 14. No amendments will be made to the rateable value of any property in the BID area as a result of any general or property specific re-valuation other than for the criteria listed above whether or not it is applied retrospectively to a point in time prior to the 4th January 2021.
- 15. No other relief will be given to any class of non-domestic ratepayer and there is no distinction made between occupied or unoccupied hereditaments, both occupancy status attracting the full BID levy, unless it is a hereditament: -
 - a. whose owner or occupier is prohibited by law from occupying it or allowing it to be occupied;
 - b. which is kept vacant by reason of action taken by or on behalf of the Crown or any local or public authority with a view to prohibiting the occupation of the hereditament or to acquiring it;
 - c. which is vacant and is included in the Schedule of monuments compiled under section 1 of the Ancient Monuments and Archaeological Areas Act 1979(b);
 - d. where, in respect of the owner's estate, there subsists a bankruptcy order within the meaning of section 381(2) of the Insolvency Act 1986(c);
 - e. whose owner is entitled to possession of the hereditament in his capacity as trustee under a deed of arrangement to which the Deeds of Arrangement Act 1914(d) applies;
 - f. whose owner is a company which is subject to a winding-up order made under the Insolvency Act 1986 and as amended in the Corporate Insolvency and Governance Act 2020 or which is being wound up voluntarily under that Act;
 - g. whose owner is a company in administration within the meaning of paragraph 1 of Schedule B1 to the Insolvency Act 1986 and as amended in the Corporate Insolvency and Governance Act 2020 or is subject to an administration order made under the former administration provisions within the meaning of article 3 of the Enterprise Act 2002 (Commencement No. 4 and Transitional Provisions and Savings) Order 2003(e);
 - h. whose owner is entitled to possession of the hereditament in his capacity as liquidator by virtue of an order made under section 112 or section 145 of the Insolvency Act 1986 and as amended in the Corporate Insolvency and Governance Act 2020.
 - i. where it is a place of religious worship, a hostel, a place of refuge or a place of rehabilitation.

in which case the hereditament will be exempt for the period of time where any one of these criteria apply.

- 16. For clarity a hereditament which is the subject of a building preservation notice within the meaning of the Planning (Listed Buildings and Conservation Areas) Act 1990(a) or is included in a list compiled under section 1 of that Act will be subject to levy unless its use is covered by any of the other exemptions listed in this section 15 of this business plan 'BID Levy Criteria for the Northampton BID'
- 17. The levy will be due from businesses or individuals who are liable to pay business rates, from any hereditaments on any roads which have not yet been constructed or named at the time of the ballot and any new hereditaments built or created within the shaded area of the map shown

in Section 8 in this Proposal and Business Plan which fall within the levy criteria of Section 14, from the 4th January 2021 at any time during the life of the BID but which are not specifically identified on the map in Section 8, with effect from the date at which their rateable value takes effect.

18. The BID levy contribution will not be reassessed if the rateable value is amended after the end of the BID.
19. Businesses with a rateable value of less than £5,000 will be exempt from the levy and will not be permitted to vote in the ballot. Any business with a rateable value which falls below or above these thresholds will be encouraged to enter into a voluntary arrangement direct with the BID Company so that they can benefit from the full range of services provided by the BID.
20. Subject to the criteria stated above and within the BID boundary as defined in this document, the BID levy is a statutorily compulsory payment regardless of whether the business rate payer exercised its vote or voted against the BID.

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17. Risk analysis

17.1. The responsibilities of BID Company

The BID Company is a legal entity, a company limited by guarantee and a significant business in its own right. It not only has all the attendant risks and responsibilities that go with this but also, subject to the vote in favour of the BID, will have a mandate from the businesses in the area to deliver the BID Business Plan. This is a significant responsibility which has an influence over the commercial prosperity of Northampton Town Centre, the businesses in the area and everyone who rely upon it for their living.

It is important therefore, to articulate some of the external and internal issues that have a direct bearing on the ability of the Company to trade successfully, as well as highlight the consequences of not adopting the principles of the BID and the benefits that accrue from the delivery of the plan.

17.2. BIDs in other places

BIDs have been proving their worth and commercial value across the UK over the last fifteen years as effective mechanisms to improve trading environments for all sorts and types of businesses. Over the last few months, during the challenges faced by businesses during the pandemic BIDs have stepped up to provide whatever support they can to their businesses

Where BIDs have reached the end of their first term the majority have seen even greater votes in favor and larger turn-outs than the first time of voting. They are seen as providing businesses with very effective returns on investment. A few ballots have already taken place during the last few months despite the challenges of COVID generating high turnouts and significant votes in favour. These include Nottingham and Altrincham, both renewals into their second term, reflecting the value businesses place upon them.

There are many towns and cities in the midlands which now have Business Improvement Districts. These include These include Bedford BID and Derby's Cathedral Quarter which are now in their third term, Milton Keynes and Luton which is in its second term and Birmingham which has thirteen BIDs within its administrative boundary.

17.3. The Importance of Voting 'YES'

If you want the BID and its collective influence and all its associated benefits to continue and support your business you will need to vote for it. If the vote does not get sufficient votes in favour both by number and rateable value the BID and all its associated activities will stop as of 31st March 2121 There will be no collective voice or mechanism through which you can shape or control the support you receive and businesses will be left to face the challenges and uncertainties of the future alone.

17.4. Working with key partners

In order to deliver exceptional value for money within the framework of the aims and objectives of the plan, the BID will work closely with other key stakeholders such as property owners, developers, the Borough Council and the Police. It will seek, wherever possible to influence and shape larger projects to the benefit of its own aims while supporting others to achieve their own objectives.

In working with others, the over-riding principle of the BID should not be compromised i.e that the BID is providing services and benefits additional to those which would have happened if the BID had not been in existence.

17.5. Sustainable mechanism for the development of Northampton

The BID is a unique mechanism which combines solid business support with a compulsory payment scheme which creates benefit for all on an equitable basis. It also guarantees constant cash flow to deliver the projects and priorities identified by the businesses. It provides a solid platform for the BID Company to control costs, plan over the longer term and rise to the expectations of its stakeholders.

A contingency is contained within each of the project areas, meaning, that should the income from the additional voluntary contributions fall short of those budgeted for any period, costs can be adjusted accordingly.

In the unlikely event that circumstances beyond the control of the BID Company mean that it fails to bring about the benefits envisaged, the business electorate will have the final say. At the end of the 5 years, if no discernable difference is detected then a vote against renewal can simply “switch off” the BID and with it all business contributions.

There is no plan to rely upon bank or other financial support other than the levy and so there is no prospect of financial insecurity. In any event, the Company will produce monthly management accounts and financial forecasts for information for the Board, nominated by the levy payers. Appointed auditors will produce end-of-year accounts, made available to all contributors and the local authority and these will be filed at Companies House in the normal way.

Northampton Town Centre Ltd is VAT registered to ensure that the tax can be reclaimed on expenditure. It also benefits from mutual trading status meaning that it is exempt from any Corporation Tax liability on the levy and grants revenue received.

18. Final thoughts

The BID has worked throughout the last year to do whatever it can to support businesses and use their collective influence to generate as much support as possible from others, including the government at national level and the Borough and County Councils.

We have to look forward and the BID will continue to act as a catalyst for businesses and organisations to come together and play a key role in this new era in the life of this town. The BID's ability to influence has increased significantly and it is now leading and driving key initiatives working closely with the local authority and other key businesses and organisations on plans which will shape the future of Northampton.

A renewal of the Business Improvement District provides us with an opportunity to forge even stronger links between ourselves and work on projects which we initiate and are important to us as committed and hardworking business people. Towns and cities across the UK are changing rapidly and we need to ensure that Northampton does not get left behind but takes advantage of its unique position in terms of its heritage and the strength of its people through their passion for the town.

Without the BID, there will be no collective voice or mechanism through which you can shape or control the support you receive and businesses will be left to face the challenges and uncertainties of the future alone.

This plan provides a renewed energy for the businesses of Northampton and a clear direction in the post COVID recovery phase.

The first step in your involvement and the forthcoming journey is to vote 'YES' in the ballot in February.

Brendan Bruder
Abbey Ross Property Consultants
Co Chair of Northampton BID

Appendices

Appendix 1 – Definitions

The following terms, used throughout this Proposal document, shall have the same meaning as provided in the Local Government Act 2003 and the Business Improvement Districts (England) Regulations 2004.

- “BID” means Business Improvement District.
- This document is a BID proposal for the purposes of the Act. If approved it will become the BID arrangements which govern the way in which the BID levy can be used.
- “the 2003 Act” means the Local Government Act 2003.
- “the 1988 Act” means the Local Government Finance Act 1988.
- “the COVID Act” means the 2020 Coronavirus Act, Chapter 7, Part 1, Section 79.
- “BID ballot” means a ballot under Section 49(1) of the Local Government Act, 2003.
- “BID body” means, the body (whether corporate or not corporate) responsible for the implementation of the arrangements in this case defined in the plan as the ‘Northampton Town Centre Ltd’.
- “BID Company” is the ‘Northampton Town Centre Ltd’ and is accountable for the budget and delivery of the BID Arrangements in accordance with this BID Proposal and Business Plan.
- “BID proposer” means the person or body who draws up BID proposals as defined by the BID Regulations, in this plan it is the ‘Northampton Town Centre Ltd’
- “commencement date” subject to regulation 9(12) of the Business Improvement Districts (England) Regulations 2004, means the day, pursuant to Section 53 of the 2003 Act, the BID arrangements are to come into force.
- “hereditament” means anything which is or is treated as being a hereditament by virtue of the provisions of or any provisions made under Section 64 of the 1988 Act including any hereditament to which regulation 6 of the Non-Domestic Rating (Miscellaneous Provisions) Regulations 1989 applies but otherwise excluding any hereditament to which regulations made under Section 64(3)(b) of the 1988 Act apply.
- “renewal ballot” means a ballot under Section 54(2) of the 2003 Act.
- “BID Levy” means a charge imposed on the non-domestic ratepayers, or a class of such ratepayers in the district

Appendix 2 – Streets included in the BID Area listed alphabetically

Abington Street
Adelaide Place
Albert Place
Albion Place
Angel Street
Bedford Place
Bradshaw Street
Bridge Street – *from Junction at George Row/Mercers Row/ Gold Street up to the A508 / A5123 junction*
Broad Street – *Town (east) side only*
Campbell Square – *Town (south) side only*
Campbell Street – *Town (south) side only*
Castilian Street
Castilian Terrace
Cheyne Walk – *Town (west) side only*
Church Lane
College Street
Commercial Street
Derngate
Dychurch Lane
Fetter Street
Fish Street
Foundry Street
Gas Street
George Row
Gold Street – *from Junction with Mercers Row/George Row up to A508 junction*
Gold Street Mews
Greyfriars
Greyfriars Bus Station
Greyfriars Car Park
Grosvenor Shopping Centre
Guildhall Road
Hazelwood Road
Horse Market – *Town (east) side only*
Horseshoe Street – *Town (east) side only*
Kingswell Street
Ladys Lane
Latymer Court
Lower Mounts – *Town (south) side only*
Market Square
Market Walk Shopping Centre
Mercers Row
Newland
Notre Dame Mews
Princes Walk
Regent Square
Scholars Court
Sheep Street
Silver Street
Spencer Parade
Spring Gardens
St Giles Square
St Giles Street

St Giles Terrace
St Johns Street
St John's Terrace
St Katherine's Street
St Katherine's Terrace
St Peters Square
St Peter's Walk – *Both sides (runs from Gold St to St Peters Square)*
St Peters Way – *Town (north) side on stretch from Bridge Street to Horse Shoe St / Towcester Road Junction*
Swan Street
The Drapery
The Parade
The Ridings Arcade
Upper Mounts – *Town (south) side only*
Victoria Gardens
Victoria Parade
Victoria Promenade – *Town (north) side only*
Victoria Street
Wellington Street
Wood Hill
Wood Street
Woolmonger Street
York Road – *Town (west) side only*

The BID area includes any road or street and all small business areas, courtyards and parks located off these roads that are located within the boundary of the defined BID area as per the shaded area on the map shown in section 8 in this Proposal and Business Plan, even if they are not listed in the tables in Appendix 2.

It will also include any roads yet to be constructed and named and any new development sites created within the shaded area of the map shown in section 8 in this Proposal and Business Plan and any building, land or property, which exists within the shaded area, which falls within the levy criteria of section 16, but which is not specifically identified on the map in section 8.