



# Taunton BID

## Second Term Business Plan

2012 – 2017

**bid**taunton  
LIKE Taunton...back the BID





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## 1. The Aim

The vision for Taunton's second Business Improvement District (BID) term is:

**'To position Taunton as the first choice destination for business. Creating a vibrant, safe and accessible county town for retail, leisure and commerce. By 2017 Taunton will be recognised as the premier shopping and leisure destination in Somerset.'**

### 1.1 Strategic Objectives

Building on the strategic objectives of Taunton Town Centre Company and our partner organisations; Somerset County Council, Taunton Deane Borough Council and Avon & Somerset Constabulary. The second term BID will seek to create:

- A Better Promoted Taunton
- A Safer Taunton
- A Better Taunton for Business

In addition, the BID will have a supporting role with those partners and others:

- A voice for Business
- To support Taunton at Night
- To support the vision of Project Taunton

### 1.2 The Second BID Term

The existing BID term expires on 30 September 2012. Our proposal is to extend the BID for a five year term commencing 1 October 2012 and ending 30 September 2017.

**The second term BID will play an important role over the next five years to aid economic recovery.**





## 2. Objective 1: A Better Promoted Taunton

To increase the appeal of Taunton as a vibrant shopper and visitor destination. To halt decline in footfall; asserting Taunton as the premier business, shopping and visitor destination in Somerset.

Taunton is a great place but many feel that the town lacks identity. As the County Town of Somerset we need to play to our strengths and compete as a retail and business destination in the South West.

Taunton offers quality and choice in the safe setting of a county town and this is hard to beat. During the second term the BID will place the highest importance on marketing and promotion, increasing customer loyalty among the towns 60,000 inhabitants and reaching out to the 250,000 residents within a forty minute drive.

**Building and maintaining footfall is the lifeblood of the town and is a top priority.** The BID will support efforts to increase awareness of Taunton and the retail & service offering.

Through the BID, businesses will raise the profile of Taunton. Independent traders in particular can look forward to marketing campaigns geared to increase awareness of their specialist independent offering while national brands will benefit from the increased opportunity which repeat footfall brings.

### 2.1 Marketing Projects

Consumer Campaigns

The BID will reach out to entice shoppers and visitors to the County Town. On behalf of businesses the BID will seek to develop and deliver seasonal media campaigns to highlight Taunton as a regional shopping destination and counter the pull from other locations. At the same time the BID will invest in local initiatives to reduce seepage from Taunton to out-of-town and other competing destinations.

### Sales Promotion

In this second BID term, businesses have told us they want to see more support to address any weakness in trading conditions. The BID will launch sales promotion initiatives in partnership with local businesses and the media; increasing business competitiveness and rewarding customer loyalty. Initiatives like SHOP TAUNTON have served to highlight the towns independent and national service offering. Businesses have requested that these must continue.

### Business Promotion Issues:

- Encouraging Footfall
- Positioning the County Town
- Rewarding Customer Loyalty
- Increasing Business Competitiveness



**Community Events**

The collective action of businesses through the BID has transformed community events. A second term BID will ensure that we build on the gains made in the last five years to deliver large scale memorable events; stimulating trade and creating a bond between business and visitors to the town. Initiatives like the **Christmas Festival** in November and spring **Family Fun Day** attract an audience of thousands. Events such as these reward customers, create affinity with the town and help to position Taunton as a vibrant welcoming place.

**New public spaces like Castle Green, developed under Project Taunton, will give rise to opportunity for a greater variety of activity in the town. The BID has developed the expertise necessary to provide large community events befitting of the county town - beyond the BID there is no other local mechanism to provide for this.**

**Public Relations**

The BID will invest in public relations to increase the profile of the county town locally and regionally. In addition to developing newsworthy stories for the print and broadcast media the BID will seek to maintain Taunton online at the top of popular search engines. Keeping pace with new developments the BID will introduce the Taunton APP and develop QR codes for use across a range of media.

**Publications**

The second term BID will place less emphasis on printed media however; the printed word will still have its place. The BID will seek commercial sponsorship and advertising revenue to produce a range of seasonal and annual publications to promote the county town. The BID has a proven track record in making the levy go further through additional advertising support. Seasonal event publications and town guides will marry with web and media promotions to ensure an integrated approach to any marketing spend.

**OUTCOME:**

*Greater recognition for Taunton as a premier location for business, shopping and leisure. Increased footfall and a higher profile of the county town within a forty minute drive. Reduced seepage to out of town locations and a greater affinity with the people of Taunton.*

| Item                                   | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 | Total Spend<br>£ 000's |
|--|--------|--------|--------|--------|--------|------------------------|
| Marketing & Promotion                  | 39     | 39     | 45     | 50     | 55     | 228                    |
| Events                                 | 40     | 40     | 40     | 40     | 40     | 200                    |
| Publications                           | 15     | 15     | 15     | 15     | 15     | 75                     |
| Christmas Lights                       | 40     | 40     | 40     | 40     | 40     | 200                    |
| Web Communications                     | 4      | 4      | 4      | 4      | 4      | 20                     |
| <b>Total Spend To Promote Business</b> |        |        |        |        |        | <b>£723</b>            |





### 3. Objective 2: A Safer Taunton

To reduce crime and the fear of crime for businesses and their customers. To increase the profitability of businesses operating in both the day and night time economy. Reducing anti-social behaviour and creating a safe and pleasant county town for all.

To now the BID has provided additional high visibility policing over and above the service offered to the town by the police under separate arrangements.

It is proposed to continue with this partnership and the award winning BID Police Team into the second BID term.

**Safety Issues:**  
Theft  
Anti-Social Behaviour  
Aggressive Begging  
Drug and Alcohol Abuse  
Graffiti

#### 3.1 Community Safety Projects

##### The BID Police Team

The BID will work with Avon & Somerset Constabulary to continue the presence of officers dedicated to the support of the retail and service sector economy including the licensed trade. Directed by the BID, this Award Winning Team provides for old fashioned 'Bobby on the Beat' high visibility policing and has proved successful in supporting a reduction in anti-social behaviour, youth offending, business crime and the fear of crime within the BID area.

The BID Police Team supports a link to the successful, independently run, business crime reduction partnerships operating within the town.

The Officers directly employed by Avon & Somerset Constabulary, will provide dedicated support to the BID with work patterns geared in support of problems affecting both the daytime and evening economy.

##### Support to the Night Time Economy

The second term BID will go further to support the night-time economy in Taunton. The licensed trade and leisure sector has come under increased pressure as footfall has dwindled and disposable income drops. Better times will return and Taunton needs to ensure it is ready to take advantage of any upturn when it comes. The BID will work with the licensed trade, local authorities and the police to improve standards and encourage diversity within the evening economy. Working with our partners the BID will support Taunton to achieve Purple Flag status for the town (see support objective 5).





**Taunton Community Payback**

The second term BID will provide support to this initiative by Avon & Somerset Probation Trust. The BID will secure a team of volunteers to help keep Taunton looking at its best. Graffiti, fly-posting and littering are perennial problems. The volunteers are deployed to tackle essential work which otherwise would fall through the cracks to be left unattended. Through modest investment by the BID, the Community Payback service is deployed to deal with these low level issues, reducing incidents of vandalism to manage the fear of crime and improve the image of the town.

**Tackling Business Crime**

Taunton BID will seek to support initiatives designed to tackle business crime. The BID will partner with organisations working with the business community across the BID area and direct funds to help ensure that businesses are better equipped to tackle both crime and the fear of crime.

**Street Begging**

The Diverted Giving Scheme provides members of the public with an alternative to giving to beggars on the street; diverting funds to local charities that work with the homeless in Taunton. The scheme can be enhanced under the BID to raise awareness of homelessness and the plight of those most in need. The BID will aim to increase the level of public donation to local charities by increasing the effectiveness of the Diverted Giving Scheme.

As with the existing scheme 100% of funds donated will be passed to local charities. No donated funds will be withheld for administration or other purpose.

**OUTCOME:**

**A safe and welcoming Taunton for businesses, residents, shoppers and visitors.**

| Item                                 | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 | Total Spend<br>£ 000's |
|--------------------------------------|--------|--------|--------|--------|--------|------------------------|
| BID Police Team                      | 66.4   | 66.4   | 66.4   | 66.4   | 66.4   | 332                    |
| Community Safety Projects            | 5      | 5      | 5      | 5      | 5      | 25                     |
| <b>Total Spend To Improve Safety</b> |        |        |        |        |        | <b>£357</b>            |





## 4. Objective 3: Better for Business

**The BID will offer direct support to independent businesses. Providing services which increase business competitiveness reduce costs and support customer loyalty. Under this objective the BID will support businesses and managers across the BID area to increase business performance; creating the right conditions for growth.**

Small businesses, including those on the periphery of the BID area want to know that their investment provides value for money.

Under this new Business Plan Proposal a range of services are designed specifically with small businesses in mind.

By taking up the range of business services on offer, the independent sector will be able to maximise the benefit derived from the BID with the potential to recoup a significant proportion of outlay.

The BID will already have significant benefits for all businesses in terms of marketing and promotion of the county town and increased community safety. The new business support services will go further than ever to provide a return on investment.

### **Issues for business:**

*Lack of direct support*

*Increased business costs*

*Isolation*

*Availability of information, advice and guidance*

### **4.1 Business Support Projects**

#### **Lobbying and Representation**

The collective action of businesses coordinated under the BID provides for a substantial lobbying body. Through Taunton Town Centre Company (The BID Body) businesses can make effective representation. The BID body acts as a voice for the business community working to bring about positive change.

#### **Shop-front Grants**

This grant scheme implemented during the first BID term has proved popular with firms seeking to improve the trading environment. It is proposed to continue with the scheme and to broaden the scope in order that more businesses will qualify. The BID Steering Group will monitor the success of the scheme and recommend adjustments as necessary.

#### **Business Coach**

In 2011 the BID launched a customer service initiative, 'Who Cares Wins'. Businesses welcomed the initiative and in particular the business coaching provided. The second term BID will develop business coaching initiatives on a range of topics of interest to proprietors and managers. The business coach programme will be offered to all businesses in the BID area to provide practical skills and advice to improve individual and business performance.

#### **Seasonal Planting Schemes**

The BID will subsidise the cost of seasonal hanging baskets in support of Taunton in Bloom; providing businesses with low cost services and creating a welcoming atmosphere in the summer months. The BID will continue to subsidise the cost of seasonal shop-front Christmas trees for orders placed in good time.



### Cheaper Utilities

The BID will create the possibility for levy payers to take up the services of a utilities broker. This free service to businesses could help significantly reduce the cost of electricity and other utilities by obtaining competitive rates from the utility providers. The service seeks to support businesses and avoid the trap of being rolled over into out-of-contract rates.

### Development Fund

Businesses have said that they want the BID to be more responsive and flexible to changing needs over the five year BID term. Responding to this feedback the second term BID will include a Development Fund (see table below) in addition to the greater degree of flexibility written into this plan. This fund, commencing in the second year, will be available to the BID Steering Group, making recommendations to the BID body on how the available funds can best be deployed in direct support of the BID objectives. The Development Fund will be available to allocate to new projects in direct response to the changing needs of businesses within the BID area.

### OUTCOME:

**A more focused BID and a voice for business.**

| Item                                   | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 | Total Spend<br>£ 000's |
|--|--------|--------|--------|--------|--------|------------------------|
| Utilities Broker                       | 1      | 1      | 1      | 1      | 1      | 5                      |
| Business Coach                         | 10     | 10     | 10     | 10     | 10     | 50                     |
| Shop-front Grants                      | 5      | 10     | 10     | 10     | 10     | 45                     |
| Seasonal Decoration                    | 5      | 5      | 5      | 5      | 5      | 25                     |
| Signage & Information                  | 10     | 10     | 10     | 10     | 10     | 50                     |
| Development Fund                       | 0      | 7.21   | 8.42   | 10.63  | 12.84  | 39.1                   |
| <b>Total Spend To Promote Business</b> |        |        |        |        |        | <b>£214.1</b>          |

## 5. Support Objectives

### 5.1 Objective 4: A Voice for Business

**Representing the levy paying business community, the BID will coordinate the response from businesses on issues important to successful trading in the town. The BID creates a strong voice for business united through collective action to bring about positive improvements.**

The BID will use its position as the representative of over 700 levy paying businesses to influence local government and other statutory service providers to improve their services for businesses and their customers.

Maintaining access to the county town is of primary concern to businesses while important redevelopment work takes place. By monitoring

and lobbying, the BID will seek to ensure that the needs of businesses are heard and that suitable measures are put in place to minimise disruption during redevelopment.

The BID can push for improved services - giving shoppers and visitors a better experience of the county town.

Taunton BID needs to be realistic about what it can achieve at a modest levy; it will be unable to engage directly in the provision of major infrastructure (capital projects). However, Taunton BID can continue to press for investment in infrastructure and lobby for improvement through links with Project Taunton, Taunton Deane Borough Council, Somerset County Council and other statutory bodies.

### Access Issues:

Availability of parking  
Temporary reduction in parking spaces during redevelopment  
Information  
Visitor experience

### OUTCOME:

**A champion for business, creating a more coordinated approach to tackling business issues. Improved understanding from statutory bodies and their support for a more accessible and welcoming Taunton.**

### 5.2 Objective 5: To Support Taunton at Night

**To improve the perception of Taunton as a safe and viable destination for leisure and entertainment at night. To improve standards, creating the reputation of a mixed use evening economy for the safe enjoyment of all.**

The second term BID will place greater emphasis on the evening economy with services geared to support mixed use of the county town; from eating and drinking to theatre and entertainment.

Reduction in the number of customers is a national problem - in Taunton the effects of the downturn are being felt by businesses operating within the evening economy.

Under objectives 1 & 2 of this plan; the BID will seek to partner with businesses, the licensing authority and police to broaden the appeal of Taunton's night time economy.

The licensed trade in particular will need support as businesses pull out of recession. The BID will serve to market Taunton as a vibrant county town for both the daytime and evening economy.

### Issues for Taunton at night:

Image  
Early Evening Activity  
Crime & Fear of Crime  
Drug & Alcohol Abuse

### Evening Economy Projects

#### Purple Flag Scheme

Businesses operating within the evening economy have told us they wish to see standards improve. Purple Flag is a relatively new accreditation scheme that recognises excellence in the management of town centres at night.

Working in partnership with businesses, the licensing authority and police the BID will work to achieve Purple Flag accreditation for Taunton. Ultimately the aim will be to offer a better night out to visitors.

#### Marketing and Promotion

As with the daytime economy the BID will introduce marketing initiatives to support the evening economy. The aim is to promote the county town and attract footfall from within Taunton and the outlying area. Working closely with leisure operators and licensees the BID will tailor new promotions supporting a more diverse evening economy.

#### BID Police Team

The BID Police Team will work to support both the daytime and evening economy. Shift patterns will reflect the mix of businesses within the BID area and service demands. The BID Team provides an extra resource in addition to the other beat teams and operates alongside regular officers deployed within the town.

### OUTCOME:

**A more appealing evening economy. Raising standards and improving the experience for all visitors to the county town.**

### 5.3 Objective 6: Supporting Project

#### 16 Taunton

Supporting the redevelopment of Taunton to 2017. Maximising the towns potential to attract new business, imaginative use of the public realm and in promoting and encouraging diversity.

Taunton is set for significant growth and change over the next decade. In principle the BID Company supports Project Taunton and strongly welcomes it.

The BID Company will work closely with Project Taunton and Taunton Deane Borough Council to maximize the potential for the development of Taunton to the benefit of BID levy payers.

### OUTCOME:

**A BID which embraces new developments, encourages BID levy payers and supports the Taunton economy.**

## 6. Financials

### BID 2 Business Plan

#### BID 2 Business Plan

| Income                          | Year 1        | Year 2        | Year 3        | Year 4        | Year 5        | Total 5 Years  |
|---------------------------------|---------------|---------------|---------------|---------------|---------------|----------------|
| Levy (see BID Multiplier)       | 300400        | 307610        | 314819        | 322029        | 329238        | 1574096        |
| Sponsorship Income              | 20000         | 20000         | 20000         | 20000         | 20000         | 100000         |
| <b>Total Income</b>             | <b>320400</b> | <b>327610</b> | <b>334819</b> | <b>342029</b> | <b>349238</b> | <b>1674096</b> |
| Expenditure                     |               |               |               |               |               |                |
| A Better Promoted Taunton       |               |               |               |               |               |                |
| Marketing Events and Promotions | 134000        | 134000        | 140000        | 145000        | 150000        | 703000         |
| Web Communications              | 4000          | 4000          | 4000          | 4000          | 4000          | 20000          |
| A Safer Taunton                 |               |               |               |               |               |                |
| BID Police Team                 | 66400         | 66400         | 66400         | 66400         | 66400         | 332000         |
| Community Safety Projects       | 5000          | 5000          | 5000          | 5000          | 5000          | 25000          |
| Better for Business             |               |               |               |               |               |                |
| Business Support Projects       | 31000         | 36000         | 36000         | 36000         | 36000         | 175000         |
| Development Fund                | 0             | 7210          | 8419          | 10629         | 12838         | 39096          |
| Operating Costs                 |               |               |               |               |               |                |
| Management & Administration     | 60000         | 60000         | 60000         | 60000         | 60000         | 300000         |
| Levy Collection                 | 20000         | 15000         | 15000         | 15000         | 15000         | 80000          |
| <b>Total Expenditure</b>        | <b>320400</b> | <b>327610</b> | <b>334819</b> | <b>342029</b> | <b>349238</b> | <b>1674096</b> |

#### Notes

TTCC Reserves the right to make adjustments and movements between budget headings as budget pressures demand

The Levy on hereditaments on Firepool is deferred (see section 8.3) and has not been included within this projection

## 7. Voting and Levy Arrangements

### 7.1 The Ballot

Taunton Deane Borough Council will contract Electoral Reform Services to carry out the referendum on behalf of the Taunton Town Centre Company. It will be conducted via a postal ballot. The ballot papers and any other relevant information will be sent out to the appropriate person/organisation for every hereditament (rateable premises) within the BID area. The results will be published as soon as practicable after the close of ballot and posted on the Town Centre Company website

[www.tauntontowncentre.co.uk](http://www.tauntontowncentre.co.uk)

### 7.2 Who Can Vote

Every non-domestic ratepayer will be entitled to vote, provided that they are listed on the National Non-domestic Rates List for the defined area on the day the notice of ballot is given by Taunton Deane Borough Council. In the case of unoccupied buildings the owner will be entitled to vote. Each eligible voter in the BID ballot will have one vote in respect of each hereditament in the Taunton BID area. Proxy votes will be available, details will be sent with the notice of ballot. The vote has to meet two tests for the second term BID to go ahead. First a simple majority of those voting must vote in favour, secondly the aggregate rateable value of those voting 'YES' must be greater than those voting 'NO'. Following a positive ballot the BID levy will be charged on all hereditaments listed within the BID area (defined in this plan).

None of the costs incurred while holding the ballot, are to be recovered through the levy.

### 7.3 The Levy

The following conditions must be read in conjunction with the Business Improvement Districts (England) Regulations 2004 and Part 4 of the Local Government Act 2003. Where the conditions conflict with the Regulations the Regulations prevail.

The annual BID levy proposed is 1.25% of the Rateable Value shown in the Local Non-domestic Rates List at commencement of the new BID term. The levy will be calculated on the 2010 Non Domestic Rating List for the duration of the BID term.

The levy rate will be subject to a BID Multiplier, increasing the levy each year to keep pace with increasing costs over the five year BID term. The BID levy will be payable by the liable party. There will be no adjustments during the year to reflect changes in the liable party. Where property is taken out of rating the BID levy will be due up to the day before the effective date of the removal from the list. In the case of a new business opening in the area the BID levy will become payable by the occupier on the next due date for the BID levy.

No subsequent reduction or increase in rateable value will affect the BID levy with the exception of new properties, splits and mergers. Where properties split or merge, the BID levy will be calculated on the new value at the next due date on the current rating list.

There will be no reduction to the BID levy for exemptions relief or discounts prescribed in the Non-Domestic Rating (Collections and Enforcement).

Regulations 1989 made under the Local Government Finance Act 1988 will not apply. Unoccupied and part occupied hereditaments charities or not-for-profit organisations, in the BID area will be liable for the full BID levy. The annual amount payable for a chargeable period will be due in one payment within the payment period detailed on the demand notice.

### 7.4 Levy Collection

Taunton Deane Borough Council will collect the BID levy on behalf of Taunton Town Centre Company (The BID Body). The funds are then controlled by the private sector through the BID body and the BID Steering Group. The council may make an annual charge for the cost of collecting the levy (see 6. Financials).

Levy payers will be advised of the amount of levy in the ballot information. You can check rateable values online at [www.voa.gov.uk](http://www.voa.gov.uk).

### 7.5 Keeping Up With Inflation

There will be an annual increase in the levy each year (the BID multiplier) for the life of the BID.

**The BID multiplier will be measured by the Consumer Price Index (the lower of the two standard measures of inflation) or 3% whichever is the least.**

The BID multiplier is expressed by the following calculation;

Levy = BID RV x Bid Multiplier\*

**The Table below shows the maximum levy rate to be applied in each year of the BID term. If the rate of inflation drops below 3% it will be less. If inflation rises above 3% the rate of levy will be capped at the rates illustrated below.**

| Year    | BID Multiplier |
|---------|----------------|
| 2012/13 | 1.25% fixed    |
| 2013/14 | 1.28% max      |
| 2014/15 | 1.31% max      |
| 2015/16 | 1.34% max      |
| 2016/17 | 1.37% max      |

The annual BID Levy will be calculated as RV x BID Multiplier where:

The RV is the current RV of the hereditament on 1 October 2012 (the commencement date) and applied for the duration of the BID term.

### 7.6 The cost to your business

Introducing a BID multiplier, the indicative costs to a business in each year are:

| Rateable Value | Annual Levy |          |          |          |          | Ave. Weekly Cost<br>£ | Ave. Daily Cost<br>£ |
|----------------|-------------|----------|----------|----------|----------|-----------------------|----------------------|
|                | Year 1 £    | Year 2 £ | Year 3 £ | Year 4 £ | Year 5 £ |                       |                      |
| £5,000         | 62.50       | 64       | 65.5     | 67       | 68.50    | 1.26                  | 0.18                 |
| £10,000        | 125         | 128      | 131      | 134      | 137      | 2.52                  | 0.36                 |
| £20,000        | 250         | 256      | 262      | 268      | 274      | 5.04                  | 0.72                 |
| £50,000        | 625         | 640      | 655      | 670      | 685      | 12.6                  | 1.80                 |
| £100,000       | 1250        | 1280     | 1310     | 1340     | 1370     | 25.2                  | 3.59                 |
| £250,000       | 3125        | 3200     | 3275     | 3350     | 3425     | 62.98                 | 8.97                 |
| £300,000       | 3750        | 3840     | 3930     | 4020     | 4110     | 75.58                 | 10.77                |

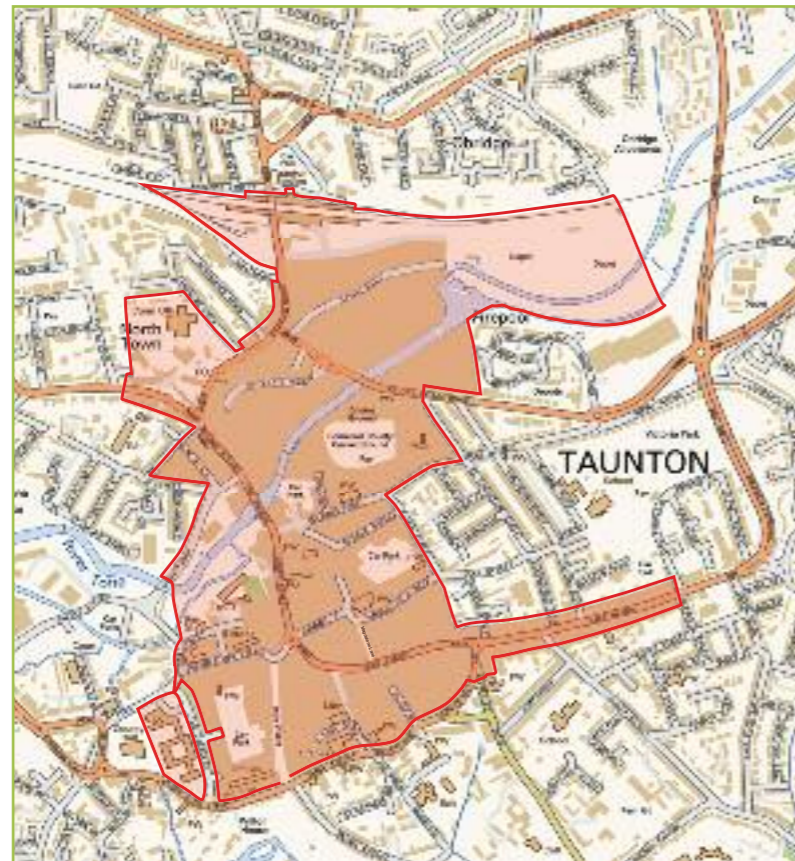
\*Under this proposal the BID multiplier is capped at 3% per annum. Taunton Town Centre Company (The BID Body) reserves the right to decrease the BID multiplier should the annual rate of inflation, expressed as the Consumer Price Index, fall below 3%.

## 8. The BID Area

### 8.1 Principal Streets within the BID area

| STREET/AREA          |                       |                           |
|----------------------|-----------------------|---------------------------|
| ✓ Bath Place         | ✓ East Street         | ✓ Riverside Place         |
| ✓ Billet Street      | ✓ Firepool            | ✓ Silver Street (part)    |
| ✓ Blackhorse Lane    | ✓ Fore Street         | ✓ Somerset Square         |
| ✓ Bridge Street      | ✓ Foundry Road        | ✓ Staplegrove Road (part) |
| ✓ Castle Green       | ✓ Goodlands Gardens   | ✓ Station Road            |
| ✓ Cheapside          | ✓ Hammet Street       | ✓ St James Street         |
| ✓ Church Square      | ✓ High Street         | ✓ The Bridge              |
| ✓ Coal Orchard       | ✓ Lower Middle Street | ✓ The Courtyard           |
| ✓ Corporation Street | ✓ Magdalene Lane      | ✓ Orchard                 |
| ✓ County Walk        | ✓ Magdalene Street    | ✓ Tower St                |
| ✓ Crown Walk         | ✓ Middle Street       | ✓ Wood Street (part)      |
| ✓ Dellers Wharf      | ✓ Mill Lane           | ✓ Yarde Place             |
| ✓ Eastgate           | ✓ North Street        |                           |
| ✓ East Reach (part)  | ✓ Paul Street         |                           |

### 8.2 BID Area Map



### 8.3 Extension to Firepool

The BID area has been extended to include Firepool to the north of the area established in the first BID term. Firepool is an important planned extension to the town which could see a significant retail and leisure development over the life of the second BID term. The BID Company wishes to be fair and equitable in its treatment of all rateable value properties (hereditaments) within the BID area. The following paragraphs set out when and how hereditaments on Firepool are to be included.

The Firepool site is not yet developed and so hereditaments within the extended BID area will have their liability to pay the BID levy deferred until significant redevelopment has taken place. Because the liability to pay the levy is deferred the linked obligation on behalf of the BID Company to deliver services in the Firepool area is also deferred. The BID Company will monitor developments on Firepool and retains the discretion to decide when to commence delivery of BID services to that area and bring the deferral period to an end.

An important factor in the BID Company decision on if and when to end the deferment will be the extent of retail and leisure etc. business activity on

Firepool. The BID Company believes it would be wrong to continue the deferment of BID services and BID levy once such activity is a significant proportion of the Taunton retail offer.

The BID Company will consult with Taunton Deane Borough Council (the billing authority) before the alterations required by the end of the deferment are implemented. All businesses across the BID area, including those on Firepool will be notified of the changes to the BID arrangements bringing the period of deferment to an end before the changes come into effect. The BID levy will then be applied to all properties on Firepool at the next due date. The levy, once applied to Firepool, will be the same as the prevailing annual rate applied to all hereditaments throughout the BID area.

The BID Company reserves the right to bring the deferment period to an end on giving notice at any time during the operation of the five year BID term. When the deferment period comes to an end - and the BID levy becomes payable on hereditaments at Firepool - the BID Company will commence the delivery of BID services to the benefit of that area.

## 9. Baseline Statements

The BID is absolutely **NOT** designed to subsidise or replace services that are already covered by contribution to the local councils through Non-domestic Rates (these rates are collected locally but transferred in total to the Treasury; only a proportion of this fund is returned to the local authority for local services).

The BID provides for additional services identified by businesses as important to a successful trading environment. These services are to be funded and controlled by the business community through the application of the BID levy. The BID levy is collected locally, stays locally and is spent locally. It is not transferred to the Treasury.

It is very important that current levels of public sector service are understood, so we have collected baseline statements from the relevant public service providers in the town to agree the levels, scale, frequency and extent of their service provision.

The baseline statements set out where existing public sector service provision ends and the BID scheme begins.

The baseline statements cover the following areas:

### **Objective 1. A Better Promoted Taunton**

- Stimulating Business Investment and Growth
- Town Centre Management
- Town Centre Planting
- Street Cleaning

### **Objective 2. A Safer Taunton**

- Police
- CCTV
- Community Payback

### **Objective 3. Better for Business**

- Environmental Health
- Car Parks

The baseline statements are available to view online at [www.tauntontowncentre.co.uk](http://www.tauntontowncentre.co.uk)

Following a successful ballot Taunton Town Centre Company will draw up formal contracts with the Police, Borough Council and other service providers to deliver the BID services outlined in this document.

## 10. Targets

Naturally, businesses will want to know how the levy is being invested and the outcome of the projects and programmes delivered. The BID Steering Group will regularly review progress of the BID to ensure that your contribution is invested wisely.

### **10.1 Measuring Success**

The BID will conduct an annual business survey to assess the views of levy payers on projects delivered by the BID and trading conditions across the BID area. The results will be published online and used by the BID Steering Group and the BID Company to ensure that BID projects remain relevant.

#### **A Better Promoted Taunton**

- Timely delivery of successful seasonal marketing campaigns
- Advertising equivalent generated as editorial
- Numbers attending events and turnover of businesses measured like for like on recurring event days
- Income generation target £100,000 commercial sponsorship & advertising over the BID term
- Arrest decline in footfall as measured against national statistics

#### **A Safer Taunton**

- BID Police Team patrolling hours
- Issues identified and outcomes published on our website
- Development of new initiatives in support of businesses
- The number and type of incidents occurring, detections and interventions

#### **Better for Business**

- Number of businesses engaged
- Value of training provided
- Take up of available shop-front grants
- Take up of other subsidised BID services
- Feedback from businesses and savings achieved

#### **Supporting Taunton at Night**

- Achievement of Purple Flag Accreditation
- Reduce decline and stimulate early evening & night time footfall
- Change perceptions of Taunton at night measured against favourable media coverage

### **OUTCOME:**

**Collective action by businesses for businesses; creating a more welcoming, vibrant county town. Fighting the negative effects of recession and increasing opportunity for growth.**

## 11. Governance

**The BID will be controlled and operated by the Taunton Town Centre Company Limited (TTCC). The Company Management Board which will be responsible for the proper application of funds raised through the BID Levy.**

The second BID term and business plan proposal must be more responsive and flexible. TTCC reserves the right to make sensible adjustments to the BID budget and to move funds between budget headings as budget pressures demand.

### 11.1 Operating Agreement

An operating agreement between Taunton Town Centre Company (The BID Body) and Taunton Deane Borough Council (The Collecting Authority) will set out how the BID revenue account is to be controlled and managed.

It is however very important that those who are paying the levy have a say in how the scheme is delivered on an operational basis. The BID Steering Group established during the first BID term will continue as the forum representing the interests of the levy payers.

### 11.2 BID Steering Group

The Steering Group comprises of two representatives of the Taunton Town Centre Company Board, the Chief Executive of TTCC, a representative of Taunton Deane Borough Council and a representation of six BID levy payers from the BID area by sector and geography. The Chairman of the steering group is a representative of the BID levy payers, but not a member of either the TTCC or TDBC.

The Steering Group meets monthly to monitor progress and direct the overall delivery of the plan. In turn these activities are reported formally to the TTCC Management Board for ratification.

Regular information about Taunton Town Centre Company and progress of the BID is to be reported in the local media and circulated to levy payers providing a contact email address. Regular updates will also be published online at [www.tauntontowncentre.co.uk](http://www.tauntontowncentre.co.uk)

The levy paying representatives of the BID Steering Group will be voted in by the business community on an 18 month cycle when nominations are invited from across the BID area. Nominations to the BID Steering Group will be invited following a positive BID ballot and prior to commencement of the new BID term.

BID Steering Group Representation

| Directors of TTCC | Chief Exec TTCC | TDBC | Levy Payers |
|-------------------|-----------------|------|-------------|
| 2                 | 1               | 1    | 6           |

## 12. Business Consultation

**The Steering Group is responsible for ensuring that the Business Plan is delivered and for representing the views of the levy payers.**

Taunton Town Centre Company (The BID Body) has undertaken an extensive consultation exercise with the business community, particularly non domestic rate payers within the current BID area.

The views of businesses have been instrumental to the Town Centre Company bringing forward plans

for a second term BID and in determining the priorities within this business plan proposal.

Consultation began in May 2011 and concluded in January 2012. During the consultation, businesses were provided with information about plans to extend the BID for a second term and responded with valuable feedback about services and priorities for business over the next five years.

### 12.1 Consultation Summary

| Date           | Action                                     | Indicator   | Outcome  |
|----------------|--|---|--|
| May 2011       | Telephone survey                           | 530 contacts  | Participation in survey highlighting the current and future BID                |
| June 2011      | Invitation                                 | 750 contacts by letter or email                               | Invitation to attend consultation event  |
| July 2011      | Consultation Event                         | Attendance by business community                              | Report survey findings and consult businesses. Outline BID2 timetable          |
| July 2011      | Business mailing                           | Consultation document mailed to 750 businesses                | All businesses advised of consultation and invited to complete survey online   |
| July 2011      | Online Survey                              | Extend survey period  | Increased response from businesses   |
| September 2011 | Company Meeting                            | Consultation with partners                                    | Increased awareness of plans   |
| October 2011   | Invitation                                 | 750 contacts by letter or email with follow up telephone call | Greater feedback received  |
| November 2011  | Consultation event                         | Attendance by business community                              | Consult on priorities, costs and ballot timetable within outline business plan |
| December 2011  | Draft business plan                        | Publish to website  | Raise awareness & feedback from local businesses                               |
| December 2011  | Invitation and Final Consultation Document | 750 contacts by email or letter                               | Businesses invited to further consultation to feedback on draft business plan  |
| December 2011  | Survey                                     | Invite feedback on draft business plan                        | Response to draft business plan  |
| December 2011  | Survey                                     | Contact with Nationals at head office                         | Increased awareness of local plans   |
| January 2012   | Final Consultation Event                   | Attendance by businesses                                      | Response to draft business plan proposal                                       |

## 13. Contacting the BID

**This Business Plan Proposal has been prepared following consultation when businesses took the opportunity to input to proposals by Taunton Town Centre Company to extend the BID for a second term.**

You can contact the BID office through Town Centre Manager Graham Love using the details overleaf or your BID Representative.

This BID Business Plan has been published in advance of the ballot and is available to download from the Taunton Town Centre Company website [www.tauntontowncentre.co.uk](http://www.tauntontowncentre.co.uk)

Copies of the BID Business Plan are available on request.



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