



Business
Improvement
District

Business Plan

2022 – 2027



shopping centre





Bury needs additional investment and support to enhance its appeal as the best cultural destination in Greater Manchester. The BID will ultimately reduce business costs through joint negotiations as well as creating a central pot of funds to support our ambitions to make our town great. It is important that we work together to secure a YES vote in March 2022 to bring over £2m investment over 5 years to help shape the future of our town.

Victoria Robinson

CEO, The Met Art Centre & Chair of
Bury Town Centre Management Board

Introduction

Bury is a large market town serving the local community but it has the potential to be a great town that people will want to visit for a range of retail, hospitality and leisure experiences.

Located Greater Manchester, the town has good access to the M66 and is served by a tram and bus service. It is also home to several attractions and leisure facilities including the East Lancashire Railway, several museums, a gallery and The Met Theatre.

There are two shopping centres, The Rock and Millgate, plus the renowned Bury Market. Additionally the town centre has sizeable educational and health services footprint located in the BID area adjacent to the ring road which circles the town centre.

With so much to offer, Bury should be a vibrant and bustling town attracting much needed visitors with the capacity to spend in businesses. It seems however that a lack of a coordinated, curated approach to promoting these opportunities has resulted in our potential not being achieved. Together we are aiming to change this.

The process of developing a BID started in 2019 assessing the viability of a Business Improvement District which would allow for a cohesively managed and marketed location. The onset of restrictions related to COVID 19 meant that the development work was suspended from early 2020. With the reopening of the Town Centre and businesses in a fuller way it was felt that the development of the BID will aid the recovery effort now underway and will help drive forward the changes that will ensure Bury will survive as a competitive centre.

The BID Task Group is made up business representatives who have worked voluntarily to move this project forward in an enormously challenging time.

This business plan has evolved following extensive discussions and contributions by businesses across all sectors and geographical locations. It has highlighted the need for a comprehensive marketing strategy and the need to address, safety and cleanliness, wayfinding and business support for Bury's businesses. We must adapt and evolve to survive in these very challenging times.

Bury BID Task Group

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Having been an independent business located in the town centre for over 11 years, I have seen how the town centre has changed over the years & how we are slowly seeing the erosion of our footfall to on-line shopping & other retail hubs that are now able to compete with our strong retail visitor experience. COVID has brought more challenges as well. It is clear that now more than ever that business, stakeholders & communities work together to secure the future of our beloved town. It is important that we are able to share our voice & our visions & to agree on the important issues within the town centre, to enable its' growth & development into the future. By uniting & working together we will all see a greater return for our BID investment which will result in greater security for our businesses, greater community spirit, a greater town centre experience for our customers & staff.

Victoria Kay
Owner, Barista

Business Improvement Districts Explained

WHAT IS A BID?

BIDs are an arrangement whereby businesses come together and decide which improvements they feel could be made in their town or city centre, how they will implement these improvements and what it will cost them. BIDs are financed and controlled by the businesses within the selected area. BIDs deliver additional projects and services over and above those already provided by public bodies.

WHY DO BUSINESSES SUPPORT BIDs?

A BID is a mechanism which allows businesses to raise a sum of money to manage and deliver projects that they have identified and believe will improve their trading environment, ultimately increasing trade for those businesses who are paying for the improvements.

WHO PAYS FOR A BID?

Once projects and services have been agreed by businesses, along with how they are going to be delivered and managed, they are costed and set out in a detailed business plan. The cost to each business is worked out on a pro rata basis. 'This is called the 'BID LEVY'. An independent and formal vote then takes place on the agreed projects and services and if the majority vote is YES then ALL eligible businesses within the BID area HAVE to pay. The BID levy is normally paid by the occupiers of a property. In addition, BIDs can draw in other voluntary funding, grants and 'in kind' contributions to supplement the BID levy.

HOW DOES AN AREA BECOME A BID?

Normally a 'BID Task Group' is set up which is responsible for putting together a detailed business plan setting out the projects it aims to deliver on behalf of the businesses in the BID area. This is based on a detailed consultation process with businesses. The business plan will include the projects, cost, delivery guarantees, performance indicators and the management structure. A confidential postal vote is held with all the businesses that would pay the BID levy getting a vote. To become a BID a majority of those that vote must be in favour by number and rateable value. A successful BID then has a mandate for a maximum of 5 years after which the BID would need to seek a re-ballot.

HOW IS A BID MONITORED?

Like any good business plan, specific key performance indicators (KPIs) are set and performance is monitored against the KPIs by the BID board. The BID Company is answerable to the businesses that pay the BID levy, and will be required to monitor and inform its members on its progress towards the agreed KPIs.

DOES THIS MEAN THE LOCAL AUTHORITY WILL STOP DELIVERING SERVICES?

No. BID money can only be used to carry out projects/services ADDITIONAL to those that public services have to provide. Prior to the BID business plan being produced, the current services being delivered by all public agencies including the Local Authority and Police are set out in Baseline Statements.



Baseline Statements for the following areas are available for the Bury BID:

- Car Parking
- CCTV
- Street Cleansing
- Grounds Maintenance
- Public Conveniences
- Police

This means the Local Authority continues to deliver that level of service. The BID company can agree to provide additional resources to deliver a higher level of service over and above the benchmarked level if this is what businesses have identified they want.

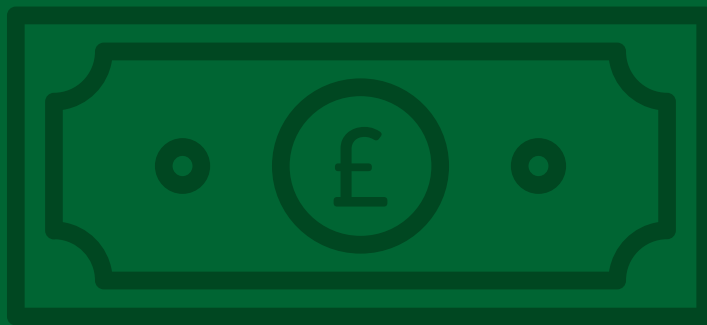
400+
Businesses

... 40+ Streets

... **£26M**

Total Rateable Value

Raising
£400,000
levy per year



Investing Over **£2m** over
the 5 year life of the BID

Key Project Areas



Marketing, Promotion
& Events



Safe & Clean



Access & Facilities



Backing Business

The Opportunity

This is your opportunity to see Bury realise its potential through a Business Improvement District (BID) over £2m investment over 5 years to shape the future of the town. Over the development period, businesses in Bury town centre have been telling the BID Team how they would like to see it improved. Open business meetings, surveys, one-to-one discussions, zoom workshops and presentations have formed a detailed consultation process about the BID's priorities. This document sets out what Bury town centre businesses have said they would like a BID to deliver.



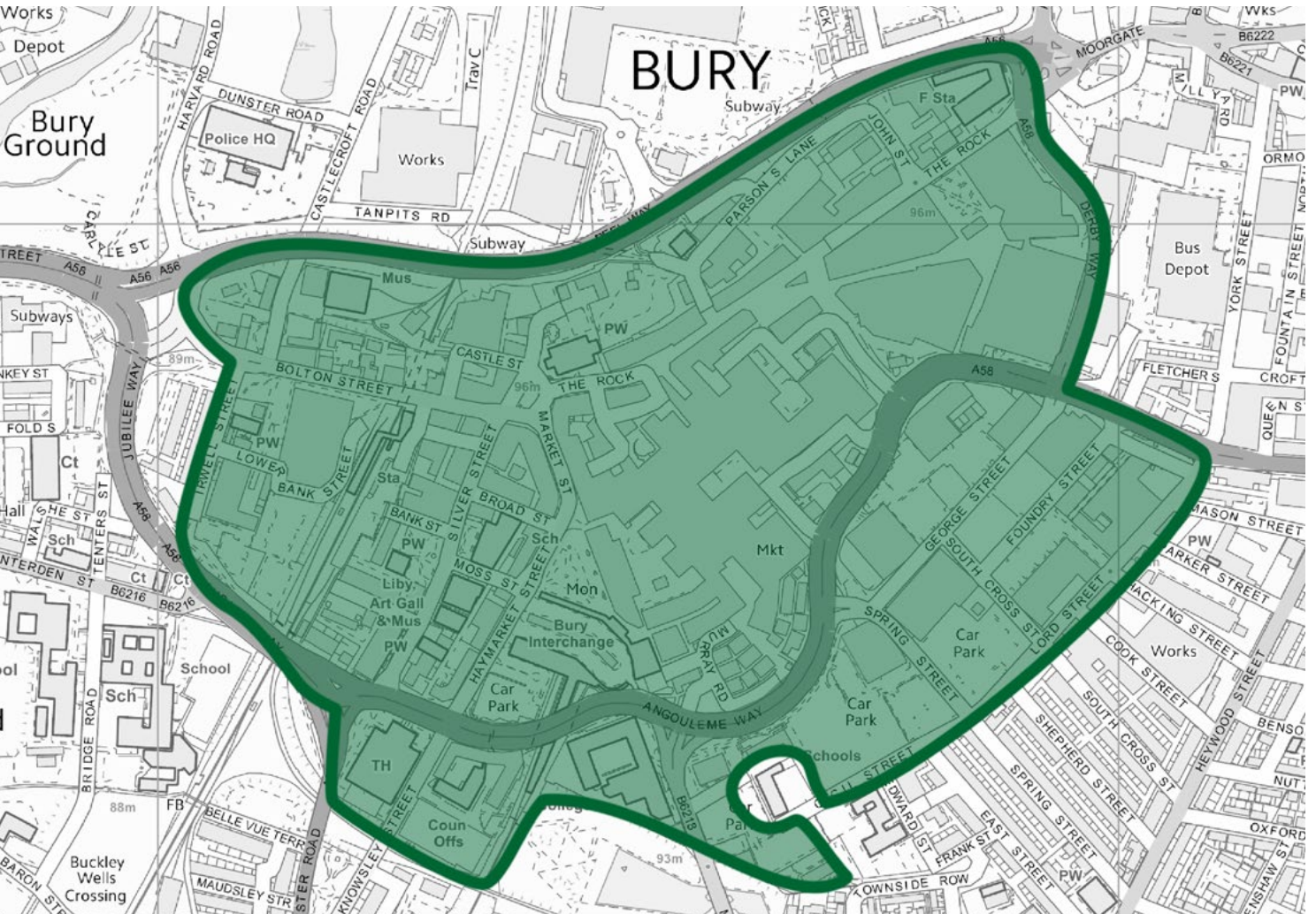
For a BID to be introduced, the vote must meet two conditions:

Over 50% of businesses that vote must vote in favour of the BID

The businesses that vote yes must represent a greater total rateable value than those that vote no

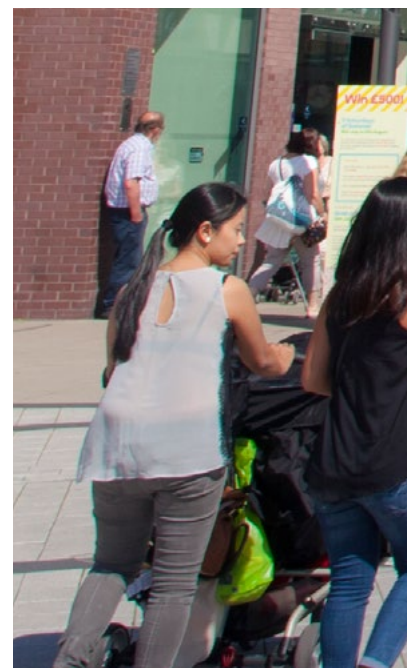
Over 300 BIDs have been set up in the UK already, all investing in their local priorities. This includes towns and cities in the north west including Manchester, Rochdale and Stockport with others in development.

The BID Area



List of Streets

- | | |
|-------------------------------|------------------|
| Angouleme Way | Market Parade |
| Bank St | Market Place |
| Bolton St | Market St |
| Broad Street | Minden Parade |
| Bury Indoor Market (The Mall) | Moss St |
| Bury Market (Murray Rd) | Parsons Lane |
| Castle St | Princess Parade |
| Castlecroft Rd | Rock Place |
| Central St | Silver St |
| Clerke St | South Street |
| Cooper St | St Johns Gardens |
| Crompton St | St Johns Square |
| Cross St | St Marys Place |
| Derby Way (Part) | Tenterden St |
| Duke St | The Haymarket |
| Foundry St | The Mall |
| George St | The Rock |
| Goodall St | The Square |
| Haymarket St | The Wyld |
| John St | Tithebarn St |
| Kay Gardens | Trinity St |
| Knowsley St | Union Arcade |
| Manchester Rd | Union St |



The Consultation Process So Far

The BID Team and Task Group have been talking with businesses in Bury to understand how the town centre can be developed in order to address business concerns, interests and priorities. This valuable information has been collected through a number of channels:

March 2019

BID Feasibility Study completed

September 2019

The BID development phase commences. Consultation with businesses continues and the Task Group is expanded. There are face-to-face visits and workshops to which businesses are invited. Additionally, there are meetings with key stakeholders & public agencies.

March 2020 – April 2021

The COVID-19 pandemic and consequent lockdown and restrictions means the BID development process is put on hold. Some online consultation and BID Task Group meetings continue.

April 2021

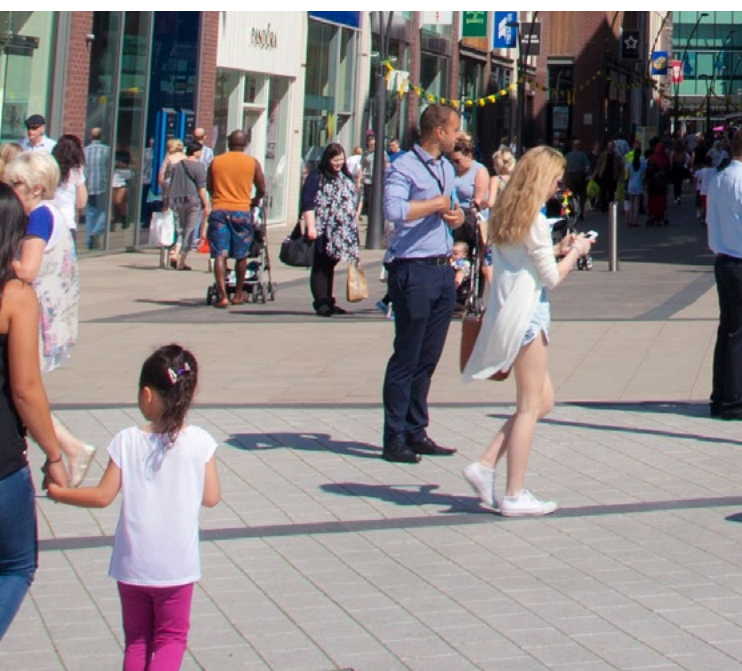
BID process recommences

July 2021 – January 2022

Business Engagement & Consultation

February 2022

Final Business Plan circulated



We will be celebrating 42 years in Bury Town Centre this year and have always believed Bury has a diverse offering both in retail, hospitality and leisure. A BID will help cement it's future to strengthen our town even further for a safer future for generations to come.

Coleen Rhodes

Owner David Spruce Footwear

What's Next?

Businesses within the BID area will receive a ballot paper by post. The vote to establish a Business Improvement District for Bury is then formally open. From this date businesses can complete and return their ballot papers to Civic Election Services, the independent agents acting on behalf of Bury Council's Returning Officer.

16 February 2022

Notice of Ballot

02 March 2022

Ballot Papers Posted Out

30 March 2022

Close of Ballot

31 March 2022

Declaration of Result

The BID Projects



Marketing, Promotion & Events

£1,050,000 over 5 years

You told us:

Individual organisations are working hard to promote and market their elements and businesses, but because the effort is not 'joined up', we aren't all pulling together across a single sector, let alone the whole town. Visitors either come to shop, use services or to visit attractions but not both and we need to work on this. We want to have a cohesive offer of all our assets; the museums, the gallery, The MET and shops and cafés.

The BID could deliver:

- Develop a marketing plan and campaigns that will include destination and local marketing to promote the Town and BID businesses. This will include conventional and online marketing platforms to promote all the town has to offer including culture, heritage, hospitality and retail.
- An annual events programme to continuously raise the profile of the Town Centre and drive footfall and spend.
- Work with partners in the culture and heritage sectors to ensure that we are adding value to their campaigns.



Improved Safety & Cleansing

£375,000 spend over 5 years

You told us:

We are very concerned about the rise in anti-social behaviour in the town centre. There have been acts of vandalism and windows have been broken. Some parts the town look dirty and unloved and the presence of charity collectors and unauthorised buskers is off-putting for visitors.

The BID could deliver:

- Town Centre Rangers to provide 'boots on the ground', deterring shoplifting and antisocial behaviour and promoting the town by providing information and guidance to visitors.
- An expanded programme of services such as Retail Radio and Pubwatch, creating a more welcoming and safer environment both day and night.
- Targeted cleansing, gum and graffiti removal will not replace but will be in addition to the service provided by Bury Council.
- We will enhanced planting and displays around the town where appropriate.



Access & Facilities

£375,000 over 5 years

You told us:

Visitors head for The Rock or the Market and don't seem to know how to find other parts of the town. We really should improve the wayfinding and signage to encourage visitors to move around the town more. Also as a small business my own staff find it difficult and expensive to park

The BID could deliver:

- Deliver wayfinding and signage in partnership.
- Car parking and public transport incentives including working with car park operators to look at subsidised/ discounted car park for staff and assist business where the only option is to use the car
- Lobby to ensure high quality public conveniences
- Improve the appearance of the Town through elements such as enhanced floral displays, dressing of vacant units and festive and decorative lighting



Backing Business

£100,000 over 5 years

You told us:

We need a strong voice representing business and lobbying for the changes that we need. We must make sure that the town centre gets the funding it deserves so we are not left behind.

The BID could deliver:

- An influential lobbying group, working on behalf of businesses to ensure that your views are heard and represented at the highest level by all relevant agencies. This will include shaping policy with local in areas such as the Masterplan.
- Provide real support, particularly to small businesses through centralised procurement of services such as trade waste management and recycling, thereby reducing your costs.
- We will also provide free relevant training in areas such as social media.
- Ensure that Bury Town Centre will be able to in a position to take advantage of any stimulus funding and support as we come out of the pandemic.
- Provide a single point of contact and accountability for businesses through a Town Centre Manager

BID Levy

What Will You Pay?

If there is agreement to formally go down BID route and businesses vote 'yes' for the Bury BID, the levy will raise approximately £400,000 per annum for five years this equates to over £2m over 5 years to deliver improvements that will directly benefit you.

If the BID vote is successful, all eligible businesses will pay a levy of 1.5% of the rateable value of the business per annum. Small businesses, with a rateable value of less than £12,000, will be exempt from paying.

The table below gives an example of what the BID levy could be for your business.

Rateable Value	Maximum Annual Levy	Maximum Daily Equivalent Cost
£10,000	£150	£0.41
£25,000	£375	£1.03
£50,000	£750	£2.06
£100,000	£1,500	£4.11
£200,000	£3,000	£8.22

Additional Income

BIDs across the UK on average generate 20% in additional income through their lifetime, Bury BID will endeavour to do this through sponsorship, grant funding and other income generating activities. It is expected that this form of income will generate an additional £80,000 per annum to be invested back into the projects outlined in this plan.

Voluntary Membership

A voluntary investment can be made by businesses that are exempt such as those that have a rateable value under £12,000 and those outside the BID area. This will entitle them to all the projects and services outlined in this business plan as well as full rights as members in the management and governance of the BID company. Details and eligibility will be set by the Board.



The aspirations of the Bury BID closely align with the College's vision of providing excellent outcomes and positive futures for the individuals and communities we serve. We look forward to building on our existing employer and stakeholder relationships and working together to further improve opportunities for Bury's local businesses and its citizens.

Paul Maykels

Director Strategic Development, Bury College

BID Income & Expenditure Forecast

	2022/23	2023/24	2024/25	2025/26	2026/27	Totals
Income						
BID Levy	£400,000	£400,000	£400,000	£400,000	£400,000	£2,000,000
Additional Income	£80,000	£80,000	£80,000	£80,000	£80,000	£400,000
Total Income	£480,000	£480,000	£480,000	£480,000	£480,000	£2,400,000
Expenditure						
Marketing, Promotion & Events	£210,000	£210,000	£210,000	£210,000	£210,000	£1,050,000
Safe & Clean	£75,000	£75,000	£75,000	£75,000	£75,000	£375,000
Access & Facilities	£75,000	£75,000	£75,000	£75,000	£75,000	£375,000
Backing Business	£20,000	£20,000	£20,000	£20,000	£20,000	£100,000
Sub Total	£380,000	£380,000	£380,000	£380,000	£380,000	£1,900,000
Overheads						
Staff	£80,000	£80,000	£80,000	£80,000	£80,000	£400,000
Office/IT	£10,000	£10,000	£10,000	£10,000	£10,000	£50,000
Insurance	£1,000	£1,000	£1,000	£1,000	£1,000	£5,000
Levy Collection Cost	£8,000	£8,000	£8,000	£8,000	£8,000	£40,000
Legal and Professional Fees	£1,000	£1,000	£1,000	£1,000	£1,000	£5,000
Sub Total	£100,000	£100,000	£100,000	£100,000	£100,000	£500,000
Total Costs	£480,000	£480,000	£480,000	£480,000	£480,000	£2,400,000

BID Governance & Management

If the BID ballot is successful, an independent, not-for-profit company, limited by guarantee, will govern the BID. The board will have up to 15 directors made up of representatives of levy paying businesses. Additional non-levy paying members may be co-opted, as required.

The board will serve voluntarily (without payment) and will be composed to reflect the make-up of the BID area in business sectoral terms. The board of directors will be directly accountable to BID levy payers for:

- Effective delivery of the projects and services as set out in the BID business plan.
- Upholding and promoting the BID’s vision and objectives.

Board elections will be held where any levy paying business or equivalent financial contributor will be eligible to stand as a BID board director. Nominated representatives from Bury Council and the Police will also be present at board meetings.









All levy payers will have a stake in the BID company. They will control what the BID funds are spent on and can hold the BID company accountable throughout the duration of the five years.



The BID company will not be able to make a profit and any surplus must be spent on projects and services agreed by levy payers and the board of directors.

In Year 1, the BID Task Group normally form the interim Board until preparations can be made for a full election. Board elections will be held and any levy paying business or equivalent financial contributor will be eligible to stand as board director. Nominated representatives from public sector will be invited to the board meetings but will not have voting rights unless they are formal directors of the company.

Any levy payer or voluntary contributor can stand to be elected onto the board during this process. Board positions are laid out below (up to 15 in total):

-  **5 Retail**
-  **2 Office/Commercial**
-  **2 Food/Drink/Leisure**
-  **1 Public Sector**
-  **1 Education Sector**
-  **1 Tourism Sector**
-  **1 Property Owner**
-  **2 Voluntary Contributor/ Investor Member**

REMEMBER THE BURY BID IS DEVELOPED, MANAGED AND CONTROLLED BY YOU, THE BUSINESSES

Measuring Results

Bury BID and its board will keep levy payers up to date on all the projects that the BID will implement over the 5 year term in a variety of ways. It will demonstrate that it is delivering against its objectives. The board will set the key performance indicators (KPIs) and criteria upon which to measure the BID's performance. Examples of the criteria the BID will use include:



Footfall figures



Visitor numbers



Rental levels



Car parking usage



New business activity



Annual surveys



Business feedback



Consumer feedback



Media coverage



Website/social media interactions



Businesses pay an annual amount, collected once a year. This income is then used year-by-year over the 5 year lifetime of the BID to carry out the projects defined in this business plan. BIDs are funded by the businesses within the BID boundary.

If businesses vote 'yes' for Bury BID, it will raise over £400,000 pa, for five years, to deliver improvements that will directly benefit you. If the BID vote is successful, all eligible businesses will pay a levy of 1.5% of the rateable value of the business. Small businesses, with a rateable value of less than £12,000, will be exempt from paying.

Performance measurement will be carried out at regular intervals and the results will be reported back to levy payers through the following channels:

- Annual meetings
- Group liaison forums and briefings
- Direct communications (for example: e-bulletins, newsletters and face-to-face meetings)



Mill Gate Shopping Centre supports the Bury BID as this provides all stakeholders with an opportunity to work collaboratively. This would ensure we invest in shaping the future of our town centre and would encourage people locally and beyond to visit Bury.

Kirsty Williams

Centre Manager, Mill Gate Shopping Centre

BID Levy & Ballot Rules

The BID Regulations of 2004, approved by the Government, sets out a regulatory framework within which BIDs have to operate, including the way in which the levy is charged and collected, and how the ballot is conducted.

The BID levy rate will be fixed for the full term of the BID (five years) and will not be subject to inflation or alterations.

The BID levy will be applied to all businesses within the defined area with a rateable value of or exceeding £12,000, provided they are listed on the Non Domestic rates list as provided by Bury Council for the 'Chargeable Date', set annually.

The following will be exempt from paying the levy:

- Organisations with a rateable value below £12,000.
- Non-retail charities with no trading income, arm or facilities and are predominantly volunteer based.
- Non-profit making organisations with an entirely subscription and volunteer-based set up.
- Businesses that fall in the following sectors: industrial, manufacturing, storage, workshop.

Eligible ratepayers within a managed estate such as a shopping centre, arcade or paying a service charge will receive a discount of up to a maximum 30%. This will dependent on the management providing a service charge schedule for the BID to assess the actual level of discount annually. If no satisfactory service level schedule is provided then the full levy rate will apply in those Managed Estates.

All educational facilities within the BID area will receive a 50% discount on the BID Levy payable.

New businesses will be charged from the point of occupation based upon the rateable value at the time they enter the rating list.

If a business ratepayer occupies the premises for less than one year, the levy paid will be on a daily basis.

BID Levy payment will revert to the property owner or the registered business ratepayer of vacant properties. Those undergoing refurbishment or being demolished will be liable to pay the BID levy.

The BID levy will not be affected by the small business rate relief scheme, exemptions, reliefs or discount periods in the non-domestic rate regulations prevailing at the time.

VAT will not be charged on the BID levy.

The levy rate or boundary area cannot be increased without a full alteration ballot. However if the BID company wishes to decrease the levy rate during the period, it will do so through a consultation, which will, as a minimum, require it to write to all existing BID levy payers. If more than 25% object in writing then this course of action will not proceed.

The billing body is authorised to collect the BID levy on behalf of the BID company.

Collection and enforcement regulations will be in line with those applied to non-domestic business rates, with the BID company board of directors responsible for any debt write-off.

The BID funding will be kept in a separate BID revenue account by Bury Council and transferred to the BID company.

BID projects, costs and timescales may be altered by the BID board of directors, provided they remain in line with the overall BID objectives.

The BID board of directors will meet at least six times a year. Every levy paying business and equivalent financial contributor will be eligible to be a member of the BID company. Company members can vote at annual meetings.

The BID company will produce a set of annual accounts made available to all company members.

The BID will last for five years. At the end of the five years, a ballot must be held if businesses wish the BID to continue.

The Ballot

All eligible businesses have the opportunity to vote.

The ballot will be conducted through an independent, confidential postal vote by Civica Election Services, on behalf of Bury Council, which is the responsible body as determined by the BID Regulations of 2004.

Each eligible business ratepayer will have one vote in respect of each hereditament within the BID area, provided they are listed on the National Non Domestic Rates List for the defined area as provided by Bury Council.

A proxy vote is available and details will be sent out by the Ballot Holder.

Ballot papers will be sent out to the appropriate person/organisation.



I have worked in Bury for over 30 years and during that time it has changed beyond recognition. New and improved shopping and leisure facilities have been created and as a result Bury has become a popular destination for shoppers and visitors alike. To make sure that people keep coming we need to give them reasons to come back. A BID will enable Bury to do that by coordinating and promoting the great things that we have to offer from Bury's Famous Market to The Fusilliers Museum. Having a vibrant town centre makes it a great place to work and to attract the best people to work in our businesses. The BID will inject extra funds into our local economy to spend in the way that the businesses have chosen for themselves so that we can all benefit.

Fiona Gaskell
Partner, Clough & Willis Solicitors

For the BID to go ahead, two conditions must be met:

More than 50% of businesses that vote must vote in favour.

The businesses that vote 'YES' must represent more than 50% of the total rateable value of all votes cast.

The results of the ballot will be declared on 31 March 2022.

Under the BID Regulations of 2004, if the BID is approved at ballot by businesses, all those eligible, regardless of how or if they voted, will be legally obliged to pay the annual levy amount.

Your BID Team

The Bury BID has been guided to this point by a Task Group, of local business people, champions and stakeholders who are passionate about the future success the town centre:

Bury BID Task Group

Victoria Robinson
The Met Art Gallery

Michael Shroot
WHN Solicitors

Paul Maykles
Bury College

Graham Leigh
GLP Law

Victoria Kay
Barista Café

Anthony Popadic
BoHAIRmia

Matthew Kendall
Newtons

Lee Hollingworth
Automatic

Arnold Wilcox Wood
The Rock

David Jones
Kwoff

Fiona Gaskell
Clough Willis

Coleen Rhodes
David Spruce

Kirsty Williams
Mill Gate

Rachel Crossley
Nationwide

Jill Youlton
Bury Council



The Bury BID is an opportunity to bring together all the major players in a partnership which helps to deliver stronger, economic success to the benefit of businesses in Bury Town Centre.

The Council are developing a new masterplan to guide the future of Bury town centre and to attract inward investment such as a new town centre hotel, Levelling up Funding for the Market Flexi Hall, and a funding for a new interchange. The BID, through the proposed Business plan, will help to ensure the town centre not only recovers from the impact of Covid 19 but that it goes from strength to strength as a place to live, visit and do business.

Councillor Eammon O'Brien
Leader, Bury Council



Why Vote Yes For a BID in Bury?

The old ways of managing town centres and doing business seems no longer to be working. Customers and visitors have increasingly sophisticated expectations, the trading environment is in flux and public sector funding is increasingly challenged.

The COVID-19 pandemic has accelerated changes which had already been foreseen and businesses must now adapt and organise themselves to optimise the opportunities that exist. A BID provides the structure and means to drive and deliver change in the town centre.

A BID enables you, the businesses, who have a vested interest in ensuring the town centre thrives, to sit in the driving seat, ensure sustained income, make the decisions and deliver the projects that will improve your trading environment.

More Information

To find out more about the Bury BID contact
Sue McGeown, Senior Project Manager:

sue@themosaicpartnership.co.uk

07766 915111

or visit

www.burybid.co.uk