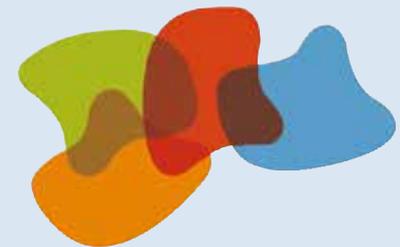




Prospectus for Huddersfield Business Improvement District 2019 – 2024

www.huddersfieldbid.co.uk



Huddersfield BID
Business Improvement District

Chair's intro'

Message from the Chair of Huddersfield BID Steering Group

I am proud to be writing the introduction to this Proposal and Business Plan for the Huddersfield Business Improvement District (BID). Over the last 18 months we have been working hard conducting surveys, consultations, workshops and studying successful BIDs across the UK. Based on this work we have identified a set of initiatives that we believe will make a real difference to the success and prosperity of the Huddersfield business community.

One of the biggest challenges Huddersfield has to overcome is the negative perception by many who have never even visited and from those who live in and around the town. It has its economic challenges but its strength in its manufacturing base and its acclaimed University provide great platforms from which to develop the town into an exciting place to live, work and invest and not a place which simply looks forlorn, tired and locked in the past.

Businesses and organisations in Huddersfield's town centre and surrounding area are not alone in facing challenges of economic uncertainty, the pressures from changing lifestyles, increased mobility, new competition, greater customer choice and changes in working practises. However, it will be those towns which are able to offer a great experience and an attractive environment which are going to thrive in the future.

This BID Business Plan has been created by a volunteer working group of business people like you with a wide range of business experience, representing your interests. They have given their time freely because they believe in the future of Huddersfield

and are willing to play their part in helping to shape it.

This plan sets out projects and initiatives which will support businesses and complement the programmes of others and the investment in the town which, we believe, will make a positive difference to your business.

Our cumulative investment will provide a business-driven focus to ensure essential improvements to Huddersfield, a means of promoting its businesses and organisations and changing those negative perceptions. This investment will also set standards in the town centre and surrounding area which reflect our own aspirations as businesses and organisations, with a budget, over the five-year BID lifetime of over £2 million.

This is a realistic plan with realistic targets at a realistic cost. It is a chance for us to come together and help drive the way in which the town presents itself and is perceived. The only way in which the town can realise its full potential is to work together effectively as a single community of businesses and organisations who share the same vision and goal for the town. Let's not allow this unique opportunity to slip away. We urge you to look carefully at the proposal and to give it your full support at the formal BID vote in June.

Vernon O'Reilly

Manager of the Piazza Shopping Centre Chair of Huddersfield BID Steering Group



List of Steering Group members

Vernon O'Reilly (Chair)
Piazza Shopping Centre

Adam Fletcher
Ridley and Hall

Andrew McConnell
University of Huddersfield

Barney Mynott
Federation of Small Businesses

Bill MacBeth
Textile Centre of Excellence

Brent Woods
The Media Centre

Chris Jennings Asst Mgr
Boots Kings Street

Cllr Julie Stewart-Turner
Kirklees Council

Daniel Krigers
Chadwick Lawrence Solicitors

Donna O'Hara
Boots

Emma Grain
Northern Tea House

Gareth Davies
Voodoo SMS

Hayley Higgins
Boots Opticians

Ian Ferguson
pfbb UK

Jennifer Wolstenholme
Green Island Café

Joanna Wellden
Leeds Building Society

John Hirst
Huddersfield Partnership

Karen O'Neill
Lawrence Batley Theatre

Karl Battersby
Kirklees Council
Strategic Director,
Economy and
Infrastructure

Kay Mulligan
Subway

Kevin Chatham
Northern Tea House

Martin Venning
Venning consultants

Michelle Hodgson
Literature Festival

Milton Brown
Kirklees Local TV

Paul Clarke
McDonalds

Peter Branson
Huddersfield Unlimited

Peter Sargent
Huddersfield Civic Society

Samantha Sharp
Packhorse Shopping Centre

Simon Taylor
Kirklees Council, Head of
Strategic Investment

Steven Leigh
Mid Yorkshire Chamber
of Commerce

Vanessa Scrimshaw
New Dawn Resources
and Huddersfield
Partnership Vice Chair

This prospectus should be read in conjunction with the full Business Improvement District Proposal and Business Plan accessible on www.huddersfieldbid.co.uk or by emailing the BID Development team on enquiries@huddersfieldbid.co.uk or phoning 01484 599233.

A vision for Huddersfield created by you, the businesses

“To develop Huddersfield into an accessible, safe, vibrant and attractive destination which celebrates its culture and heritage, serves its local business, university and residential community and is recognised nationally and internationally as a great place to be”



What is a BID?

- A Business Improvement District (BID) is a defined geographical area within which the businesses have voted to invest collectively to improve their trading environment.
- The lifetime of the BID is covered by Regulations and is set at no more than 5 years
- A not-for-profit company is set up and run by the businesses in the area and is responsible for ensuring that the aims and objectives of the BID Proposal are delivered.
- BIDs are about additionality. They do not replace local authority or police services but have to provide additional resource and activities to benefit the area.

There's already over 300 BIDs operating across the country

Since 2004, over 300 BIDs have been proposed and approved by business communities in England and Wales. These include Altrincham, Stockport, Chester, Manchester city centre, Halifax, Leeds, Birmingham and many London boroughs.

There are more than 120 BID areas which have been operating for more than five years and have gone through a renewal ballot, whilst 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.



Your feedback – what you said

This proposal has been determined by you, the Huddersfield business community.

Extensive research and consultation was undertaken by the BID development team over an 18 month period to understand and highlight key issues for businesses and stakeholders and to explore potential future projects for the Huddersfield BID. This plan reflects the views and aspirations of the businesses in the area.

Research consisted of one-to-one discussions, personal visits, surveys and workshops across the BID area.

“ The BID will help to make Huddersfield a better place to visit, shop, relax, work and live. An improved town centre means a better trading environment and more prosperity for our town, our businesses and our residents.

Steven Leigh
(Head of Policy and Representation at the Chamber of Commerce)



480

Personal Business Visits

207

Detailed surveys completed by businesses



5

Vision and objective setting workshops



3

Newsletters mailed out and hand delivered to all businesses



3

Budget setting workshops



Press releases and radio interviews



Dedicated BID website for businesses

Your priorities

Businesses identified key priority areas for a new BID which fall into four objectives:

1. Promotion of a Lively Huddersfield

To create a vibrant town centre and immediate surrounding area which has a strong sense of identity and a positive awareness locally, regionally and nationally.

2. Creating an Accessible Huddersfield

To create an accessible town centre for visitors, residents and people working in and around the town centre and immediate surrounding area to explore.

3. A safe and attractive place to be

To develop and maintain a safe and attractive environment for visitors, residents and people working in the town centre and the immediate surrounding area to enjoy.

4. A great business, leisure and cultural offer

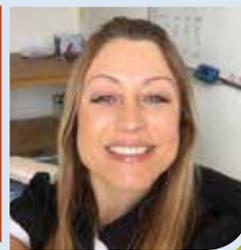
To encourage the growth, development and investment of businesses and organisations which support the development of Huddersfield's identity.

Almost two thirds of businesses commented that the town had become a worse place to do business over the last five years, indicating the need for improvement. Developing the town's identity and branding to attract more visitors was identified as the top priority for businesses.

All activities listed under the four objectives relate to Huddersfield town centre and the immediate surrounding area unless otherwise stated.

Huddersfield has an awful lot to offer to businesses and visitors to the town alike. The BID can help market and promote the area in a positive way, changing perceptions and helping to create a destination which people want to visit at all times of the day, evening and at night.

Kay Mulligan (Subway)



Objective 1: Promotion of a Lively Huddersfield

To create a vibrant town centre which has a strong sense of identity and a positive awareness locally, regionally and nationally.

Amount the BID will spend:

£85,000 in year 1.

Increasing to **£88,000** by year 5.

A total of **£432,000** over the 5 years.



Developing the town's identity and branding to attract more visitors was the initiative which businesses thought would provide the greatest benefit, with 83% of businesses rating this as important.

Businesses also considered having a dedicated website and social media platforms to target more customers and clients and marketing campaigns for retailers, leisure and hospitality venues as important. Both of these aspects were considered

to be top twenty initiatives, with 67% and 58% of businesses respectively rating these initiatives as beneficial.

42% of businesses perceived the town to be either poor or very poor during the day. 63% of businesses thought that events and animation in the streets and open spaces would benefit them and help to make the town a more attractive place to visit.

83%

of businesses said that developing the town's identity and branding to attract more visitors was important, making it the most important initiative.

67%

of businesses mentioned that a dedicated website and social media to target more customers / clients would be a beneficial initiative.

63%

of businesses thought the provision of events and animation in the streets would be beneficial to the vibrancy of the town centre.

What we can deliver if you vote YES

YES



A	Work with all stakeholders to define, develop and promote the identity of Huddersfield town centre and its immediate surrounding area and which reflects its strengths and creates a sense of pride.
B	Work with businesses and other organisations to develop and organise events and event spaces to create an animated feel to the town, integrate businesses and organisations, and build the reputation of Huddersfield as a great place to be entertained.
C	Develop the use of digital and social media channels, traditional marketing and PR which informs and increases awareness of Huddersfield as a town, its business sectors, its events and all it has to offer, in a way which is consistent with its identity.
D	Design and coordinate campaigns across all business sectors relevant to their target markets, highlighting their strengths and taking advantage of new trading and business opportunities.
E	Promote and develop customer service excellence through award schemes which profile businesses and individuals, and celebrates, recognises and promotes a great shopping, eating, drinking and cultural experience.
F	Develop and implement effective communications between businesses, and between businesses and the BID, to promote awareness of different issues which may affect trading conditions or their immediate environment and to identify opportunities for their benefit.
G	Act as a collective voice and represent business interests with all stakeholders to influence any aspect of marketing and promotion in line with the BID Business Plan objectives.

How are we going to measure success?

- Increased levels of sales activity across the whole of the town centre and its immediate surrounding area.
- Footfall to the town which is stronger than national trends
- Increased number of active users of digital media promoting Huddersfield and its businesses.
- Positive media exposure locally, regionally and nationally measured through key performance indicators
- Numbers of businesses and organisations actively engaged in BID activities and the use of and their association with Huddersfield in their own marketing and promotion.
- Numbers of businesses, organisations and public regularly engaged and involved in a loyalty scheme

Example projects

Regular programme of Huddersfield BID events and support or sponsorship for externally organised events

Innovative social media campaigns based on key trading periods and aspects unique to Huddersfield

Regular ebulletins and newsletters keeping businesses informed on BID projects and initiatives

Digital and printed magazines to promote Huddersfield BID and its different business sectors

Targeted advertising and advertorials promoting Huddersfield BID and its businesses

Secure BID representation on appropriate working groups and Boards

Objective 2: Creating an Accessible Huddersfield

To create an accessible town centre for visitors, residents and people working in and around the town centre to explore.

Amount the BID will spend:

£93,000 in year 1.

Increasing to **£96,000** by year 5.

A total of **£471,000** over the 5 years.



The accessibility of the town was considered to be of great importance, with traffic flow, parking, poor public transport provision and signage all being identified as key challenges.

The most discussed issue in the workshops was actually getting into and around the town itself, and, three out of the top seven issues from the surveys ranked as poor or very poor related to parking in terms of costs and availability, particularly in the evening. 79% of

businesses considered making improvements to the parking experience as being beneficial to making Huddersfield more accessible.

When taking into account pedestrian access to the town, dangerous crossings with fast flowing traffic was considered as a real deterrent and 59% of businesses said improvements to the conditions of the roads and footpaths would be beneficial.

79%

of businesses considered improving the parking experience as important in making Huddersfield more accessible.

59%

of businesses said that improvements to the condition of roads and footpaths would be beneficial.

58%

of businesses commented that improved public transport arrangements would be beneficial.

What we can deliver if you vote YES

YES



- | | |
|----------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| A | Work closely with the Council and other car park operators to improve signage and access to car parks and the provision of a 'parking experience' across Huddersfield for both visitors and those who work in the town. |
| B | Work closely with the Council and others to improve the availability and tariff structures of car parking for those working in the BID area and for those who visit. |
| C | Work with public transport providers and the local authority to encourage easier use, access and integration of public transport with the use of the town centre and its surrounding area during the day, evening and night. |
| D | Work with others to improve safety, access and pedestrian flow between different parts of the town centre, the immediate surrounding area, its businesses and its attractions, to encourage people to explore and make more use of the town and all it has to offer. |

How are we going to measure success?

- Increased numbers of cars using car parks and street parking in Huddersfield BID area.
- Improved perception of the 'parking experience' in Huddersfield BID area.
- Numbers of parking spaces available in or near the BID area both on and off-street.
- Increased numbers of bus passengers recorded using the buses into and out of the BID area.
- Increased numbers of people using taxi services in the BID area.

Example projects

Install BID branding at car parks and public transport hubs

.....

Work with the council and private car park operators to introduce tariffs which encourage greater patronage during quieter periods

.....

Work with public transport providers to offer discounted travel for BID business employees

.....

Provide improved signage in and around Huddersfield town centre at key vehicular and pedestrian locations

.....

Create pedestrian trails around the town centre which encourage circulation of footfall

“ The BID represents an excellent opportunity for the businesses of Huddersfield town centre and the immediate surrounding area to work in partnership with the Police and other key stakeholders to address issues which impact on the visitor experience. It is only by coming together and taking action that we can continue to make Huddersfield a place that people who live and work here can be proud of.

Hayley Higgins
(Boots Opticians)



Objective 3: A safe and attractive place to be

To develop and maintain a safe and attractive environment for visitors, residents and people working in the town centre and the immediate surrounding area to enjoy.

Amount the BID will spend:

£130,000 in year 1.

Increasing to **£135,000** by year 5.

A total of **£661,000** over the 5 years.



When considering the most beneficial initiatives for businesses, four out of the top ten all related to crime and safety and this topic was also the second most important issue discussed during the workshops.

80% of businesses rated the current levels of antisocial behaviour and begging as either poor or very poor, whilst an improved business crime prevention scheme and an extension of current CCTV monitoring and coverage was regarded as being beneficial to many.

There were some aspects to the way in which the town looked which came out well, including the floral and greenery. However, there were factors which impacted upon the overall appearance including the look of derelict, vacant or old buildings of which 73% of businesses said that improving this would make Huddersfield a more attractive destination for visitors. Marketing to target and attract new businesses or investors was also considered as a top ten initiative beneficial to businesses.

80%

of businesses rated the current levels of anti-social behaviour and begging as either poor or very poor.

73%

of businesses felt that improving the look of derelict, vacant or old buildings would make Huddersfield a more attractive destination for visitors.

70%

of businesses said that an extension of the current CCTV monitoring and coverage would be beneficial, ranking this as a top five initiative.

What we can deliver if you vote YES

YES



A	Employ uniformed day time Rangers to: <ol style="list-style-type: none"> help promote the area, to welcome visitors and provide support for the implementation of events and animation in the streets and open spaces support businesses in tackling and communicating issues which affect their business on a day to day basis work closely with the Police and other agencies in tackling anti-social behaviour and crime issues which impact upon the visitor experience
B	Work with businesses and other partners including the Police and Local Authority to create a safe, clean and attractive evening and night time environment for people of all backgrounds and ages to enjoy.
C	Tackle anti-social behaviour, street drinking, begging and crime issues which impact upon the visitor experience and businesses, by working with partners and organisations to develop the existing business crime prevention scheme.
D	Enhance, where possible, the appearance and vibrancy of the streets and open spaces by targeted and additional cleaning, additional floral displays, public art, and festive and creative lighting, in a way which complements and develops the heritage and culture of the Huddersfield BID area.
E	Support the development and implementation of initiatives which improve and protect the public realm and buildings which complement and develop the characteristics of the town.
F	Work with landlords, agents and others to ensure that vacant premises or derelict properties are maintained and presented in a smart and tidy appearance and do not detract from the appeal of the immediate environment.
G	Influence, support and encourage plans and proposals for new buildings, signage, building refurbishments and public realm developments which build upon the town's strengths, serve to develop its identity and complement its heritage and culture.

How are we going to measure success?

- Footfall to the town centre which is stronger than national high street trends.
- Increased numbers of people visiting Huddersfield from the catchment area and beyond.
- Improved perception of attractiveness of the town centre and the surrounding area measured through surveys of visitors and those who work in the BID area.
- Improved perceptions of visitor and business safety and feeling of welcome.
- Reduction of incidents of crime and anti-social behaviour.

Example projects

Introduce a formal business crime prevention scheme and work with partners to address key issues

Install window vinyls and/or hoardings on vacant properties to improve their appearance

Undertake targeted 'hotspot' cleaning to address troublesome areas which would otherwise detract from the visitor experience

Install hanging baskets and floral displays to improve the appearance of the town

Additional and improved lighting for festive periods and key events

Objective 4: A great business, leisure and cultural offer

To encourage the growth, development and investment of businesses and organisations which support the development of Huddersfield's identity.

Amount the BID will spend:

£37,000 in year 1.

Increasing to **£38,000** by year 5.

A total of **£187,000** over the 5 years.



“ Huddersfield is home to a fantastic array of quality businesses. We share the ambition for the town to further develop and prosper and see great opportunities for working more closely with other businesses through the BID to drive improvements and encourage future business development.



Brent Woods (The Media Centre)

Seventy per cent of businesses considered marketing to attract new businesses and investment to the area as being important in continuing the development of Huddersfield's identity whilst the way in which businesses work together was also considered to be important.

A key issue identified by businesses was the range of shops in the town centre, with 61% of businesses considering this to be poor or very poor.

Furthermore, things to do in the town for visitors and locals, together with things to do in the evening and events and animation, were all issues which businesses considered needing to be addressed, as they were ranked in the top twenty as being poor or very poor.

70%

of businesses considered marketing to attract new businesses and investment as important in supporting the development of Huddersfield's identity.

67%

of businesses ranked networking and initiatives to encourage more local trading as an important consideration.

61%

of businesses considered the range of shops in Huddersfield to be poor or very poor.

What we can deliver if you vote YES

YES



A	Work with others to develop a retail, leisure and cultural framework for the town and support its implementation with partners.
B	Work with partners, landlords and property agents to market the town centre and immediate surrounding area to potential new businesses and investors in line with recommendations from a retail, leisure and cultural framework for the BID area.
C	Encourage and support relationships between businesses and organisations which seek to develop skills and have a positive impact upon their current business performance and future business development.
D	Work with other organisations to monitor footfall, commercial performance, parking statistics, customer perceptions and other key measures across the Huddersfield BID area and provide regular reports and performance updates for businesses.

How are we going to measure success?

- Increased range of retail, leisure, cultural and evening economy offer.
- Reduced levels of vacant and derelict properties in the Huddersfield town centre and surrounding area.
- Numbers of business enquiries through commercial property agents
- Monitoring of footfall and sales performances across Huddersfield town centre and the surrounding area with regular reports and feedback to businesses.
- Gain the 'Purple Flag' award.

Example projects

Install cameras and/or wi-fi equipment to monitor footfall and pedestrian movement

Provide reports and commentary to businesses on local, regional and national commercial trends

Work with partners to achieve Purple Flag status and other national accreditations

Develop a Huddersfield investment prospectus for use by agents and marketing agencies

Hold networking events and seminars, designed to build relationships, increase inter-trading and develop business skills

Work with partners to target selected businesses which would broaden the appeal of Huddersfield to the visitor and other businesses

“ We are a professional service business and our brand stands for quality and honesty. The whole area stands to gain from the work the BID will do to develop the town's identity and to establish Huddersfield as a place recognised locally, regionally and nationally for its outstanding businesses.



Daniel Krigers
(Chadwick Lawrence Solicitors)

The BID area

The highlighted area represents the full extent of the proposed Huddersfield Business Improvement District.

The BID Area includes any smaller business areas located off the roads or streets that are located within the boundary of the BID Area defined by the shaded area on the map and any other road or street, even if they are not listed in Appendix Two of the full Business plan & Proposal.

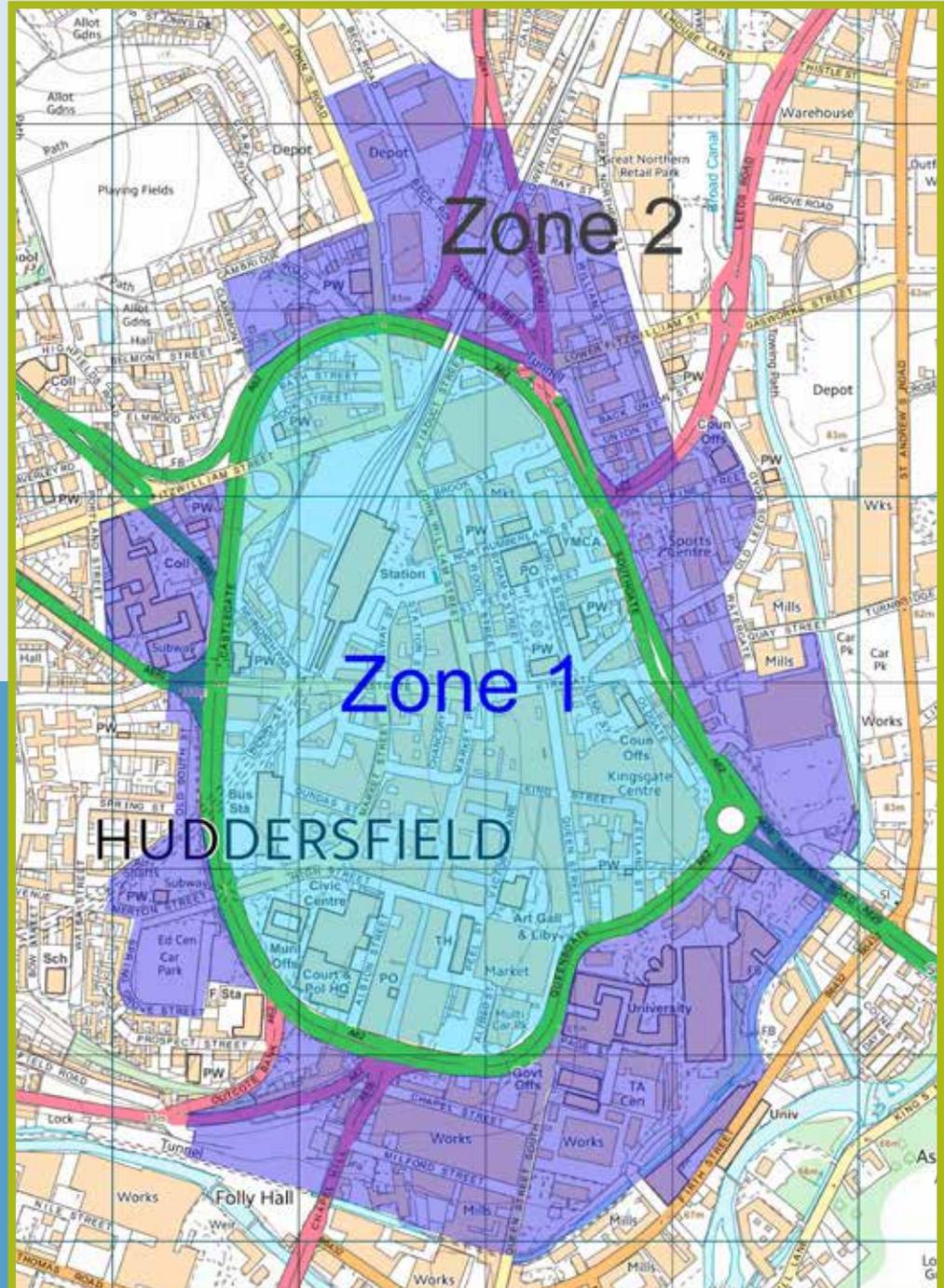
Any new road or street which is developed or created during the life of the BID which is within the BID Area will be included.

A full list of streets included in the BID area can be obtained by referring to the full Business Improvement District Proposal and Business Plan accessible on www.huddersfieldbid.co.uk or by emailing enquiries@huddersfieldbid.co.uk or Tel: **01484 599233**.

“ We see ourselves as an integral part of Huddersfield and want our students to have an exceptional experience. We share the ambition for the town to further develop and prosper and see great opportunities for working more closely with businesses through the BID.”



Andrew McConnell
(University of Huddersfield)



Budget



Huddersfield BID
Business Improvement District



Average Annual
Levy Income

£432,501



Objective 1
Annual Average

£86,480



Objective 2
Annual Average

£94,205



Objective 3
Annual Average

£132,264



Objective 4
Annual Average

£37,414

Huddersfield BID 5 year budget: 2019 – 2024

	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Income						
BID levy revenue (Note 1)	£415,544	£423,855	£432,332	£440,979	£449,798	£2,162,508
Other Income (Note 2)	£40,000	£40,800	£41,616	£42,448	£43,297	£208,162
Total Income	£455,544	£464,655	£473,948	£483,427	£493,095	£2,370,669
Expenditure						
Objective 1: Promotion of a lively Huddersfield	£85,000	£85,726	£86,466	£87,221	£87,991	£432,403
Objective 2: Creating an accessible Huddersfield	£92,593	£93,383	£94,190	£95,012	£95,851	£471,029
Objective 3: A safe and attractive place to be	£130,000	£131,110	£132,242	£133,396	£134,574	£661,322
Objective 4: A great business, leisure and cultural offer	£36,774	£37,088	£37,408	£37,735	£38,068	£187,073
Central Management Costs, Administration, Office (Note 3)	£80,000	£81,600	£83,232	£84,897	£86,595	£416,323
Levy Collection costs	£10,400	£10,608	£10,820	£11,037	£11,257	£54,122
Contingency (Note 4)	£20,777	£21,193	£21,617	£22,049	£22,490	£108,125
Total Expenditure	£455,544	£460,707	£465,974	£471,346	£476,825	£2,330,396
Accrual for Renewal (Note 5)	£-	£3,948	£7,974	£12,081	£16,271	£40,274

Notes

- Assumes a 95% collection rate and 2% per annum inflation
- Including income from landlords, associate members of the BID and other sources (including in-kind)
- Central admin, office and fixed overheads
- 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

What it will cost you

How much will you pay?

A levy of 1.5% of rateable value (RV) is proposed for businesses inside the ring road with an RV of £12,001 or more and a levy of 0.75% of rateable value (RV) is proposed for businesses outside the ring road with an RV of £12,001 or more which fall within the levy criteria.

Properties which fall under the management of a shopping mall operator and/or who pay a service charge to the shopping mall operator and organisations which are registered charities or who have charitable status will receive discounted levy tariffs or be exempt, dependent upon the criteria identified in Section 12 of the Huddersfield Business Improvement District Proposal and Business Plan.

The investment being sought from businesses in the BID area is still modest in relation to what can be achieved.

Example costs to a business based on a 1.5% levy

Rateable Value	Levy Rate	Annual	This equates to: Weekly	This equates to: Daily
£1 - £12,000	Zero	Zero	Zero	Zero
£12,001	1.50%	£180	£3.46	£0.49
£25,000	1.50%	£375	£7.21	£1.03
£75,000	1.50%	£1,125	£21.63	£3.08
£150,000	1.50%	£2,250	£43.27	£6.16
£350,000	1.50%	£5,250	£100.96	£14.38

The Benefits

As a business which pays, whether through a levy or voluntary payment, you will have the opportunity to be directly involved in the decision making and action planning for everything the BID delivers based upon the BID's business plan.

In addition to receiving the broad benefits that the BID offers your business in terms of driving local business investment and growth, you will gain direct access to collective promotional campaigns and have the opportunity to link into social and digital media activities. You will have access to collective business security initiatives, the opportunity to participate in seminars and workshops offering business support and advice, invitations to regular BID networking events to develop greater local business community collaboration and much more.

As a business who pays into the BID this is an investment. The aim of the BID is to deliver as much value back in benefits, if not more, than the money you pay in.

By working together as a collective voice, you will be not only be benefiting your business but improving Huddersfield.

Additional funding and inflation

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 matches 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 at least £200,000 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.

There will 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 2% increase 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. Inflation will not apply for the first billing cycling in 2019.

Ballot Timetable

Ballot and voting

Businesses in Huddersfield will be asked to vote on whether or not they wish the Huddersfield BID Company to implement the business plan over the next five years 2019 to 2024.

Ballot papers will be sent out on Thursday 13th June 2019 to the person identified in the specially prepared register of potential voters held by Kirklees District Council.

Each rateable property has one vote. A proxy vote will be available. Completed ballot papers are to be returned no later than 5pm Thursday 11th July 2019. The result will be announced on the following day.

“Huddersfield deserves to be showcased as an attractive and interesting place to visit. Huddersfield BID will help achieve this, so a “Yes” vote is a vote for Huddersfield and its future.

Samantha Sharp
(Packhorse Shopping Centre)



“We strongly support the BID as it brings organisations together across Huddersfield Town Centre with the common aim of improving the economic wellbeing of Huddersfield. Huddersfield Unlimited is working to bring significant inward investment to Huddersfield and having a safe, vibrant and attractive town centre is of vital importance to the whole area and to our work. The BID is an important component of achieving this.

Peter Branson, (Huddersfield Unlimited)



Mandatory Levy

Following a successful ballot, the levy becomes mandatory on all defined ratepayers. Any necessary enforcement of payment is undertaken in the same way as it is for business rates. A full explanation of the levy criteria can be found in the BID Proposal and Business Plan available at www.huddersfieldbid.co.uk

The ballot has to meet two tests to succeed:



A simple majority of those who vote must register a **YES** vote.

AND



The aggregate rateable value of those that vote **YES** must be greater than that of those that vote NO.

VOTE 'YES'

Timetable

- **Tuesday 14th May 5pm** – Launch of Business Plan
- **Thursday 13th June 2019** – Ballot papers issued
- **Thursday 11th July 2019** – Ballot closes at 5pm
- **Friday 12th July 2019** – Ballot results announced
- **Tuesday 1st October 2019** – Operations of the new BID start



Monitoring Success

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 and Town Councils 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.

Monitoring basic service provision

Kirklees District Council is committed to providing core or basic services to the area for the duration of the BID in such a way 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 services identified in the statements. From experience elsewhere we know this has an impact on that delivery and helps to guarantee that money provided to the authorities via the business rates mechanism is well spent and that standards are maintained.

Monitoring BID delivery

Huddersfield BID will be fully transparent and accountable to the businesses paying the BID levy.

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 for each project area. They will include business surveys, photographic evidence, vacancy levels, new investment into the area and parking, sales and footfall data.



Governance

A new and separate company will be set up to act as the BID Company. It will be a not for profit company, limited by guarantee which will be legally and operationally responsible to the businesses in the BID area for the delivery of the BID proposal and business plan and its associated activities and will act on their behalf.

The Board will be responsible for the governance of the BID Company and for creating a management structure which will aim to encourage continuous business involvement in determining priorities and shaping and evolving activities within the terms of this BID Proposal and Business Plan. All businesses will be encouraged to be actively involved in the BID and associated working groups to represent the levy payers.

The Board will be elected by the members of the 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 project. It will be driven by the private sector and will include one senior officer from Kirklees District Council who will act as a key operational link to council services, 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.

The Board will provide a consistent, collective and effective voice for the businesses in Huddersfield.

All roles on the Board and specific working groups are voluntary and are undertaken with a commitment to represent the interests of all businesses in the area.

Collaborative working will be actively encouraged to build upon the sense of business community in the area and ensure that the skills and resources available for delivery of the BID are enhanced and deliver best value.

There will also be hands-on project and contract management to support the initiatives from the working groups. This support will provide administrative support to the BID Company, coordinate activity with partner organisations and ensure cost-effective delivery of projects through tendering and careful project and contract management.

The Huddersfield BID financial accounts and governance arrangements will be independently scrutinised and 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 and retail turnover movement full measures are identified in this plan with each objective.

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 providing an opportunity for new Directors to be elected in accordance with the articles of the company.

“ It is essential that we make

Huddersfield a more attractive environment to businesses, residents and visitors. As part of the BID we can work together to help to improve the town centre, revive the economy of the town and make Huddersfield a vibrant and bustling town centre once more.



**Emma Grain & Kevin Chatham
(Northern Tea House)**



“ I have been privileged, over the last eighteen months to work closely with business people who have been committed to creating a new opportunity for all businesses across the whole of Huddersfield. It is a place which has a sense of community but is seeking direction, a sense of purpose and a clear identity in a rapidly changing world.



A Business Improvement District provides us with an opportunity to forge even stronger links between us and work on projects which we initiate and which 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 Huddersfield does not get left behind but takes advantage of its unique position in terms of its attractive environment, its cultural heritage and the strength of its people through their passion for the town.

This plan provides us with a clear direction for a new exciting era in Huddersfield. I urge you to get involved and work together for the future of the town and our businesses by voting YES in the ballot in June.

Vernon O'Reilly
Chair of Huddersfield Steering Group
and Director of the Town Centre Partnership
Piazza Shopping Centre Manager

VOTE 'YES' 

Let's shape the future of Huddersfield together

This prospectus should be read in conjunction with the full Business Improvement District Proposal and Business Plan accessible on **www.huddersfieldbid.co.uk** or by emailing the BID Development team on **enquiries@huddersfieldbid.co.uk** or phoning **01484 599233**.