



NEWMARKET BUSINESS
IMPROVEMENT DISTRICT
BUSINESS PLAN 2016 - 2021



CONTENTS

Introduction	5
What can a BID do for Newmarket?	8
The Process So Far	10
What is next for Newmarket?	10
The BID Area	11
BID Projects	12
5 Year Newmarket Budget and Expenditure	16
What will you pay?	20
Newmarket BID Company and Board	22
BID Rules and Ballot	26
FAQ's	29
The Newmarket BID Team	33



INTRODUCTION

Welcome to your Business Plan for the Newmarket Business Improvement District (BID). Here we will explain what you as a local business need to know about the proposal to improve the local trading environment for Newmarket Town Centre.

In January 2015 a Task Group of local businesses voluntarily undertook the development of a Business Improvement District for Newmarket in order to explore areas of work where changes could be made to better the Town Centre. This development has been going on for over a year and you, the Newmarket businesses now need to make a decision on the future success of your area.



WHAT IS A BID?

- BIDs are a mechanism by which businesses get together to carry out improvements in projects and services and raise the profile of a defined geographical area.
 - BIDs are directly funded by the businesses who fall within the area boundary.
 - BID businesses pay an annual amount over a 5 year period to carry out the improvements.
 - BIDs are voted on by the businesses who would pay. They decide if they want the initiative to go ahead.
 - BIDs last for a maximum of 5 years.
 - There are over 200 BIDs in operation throughout the UK investing over £300m in our towns and cities.
 - The Newmarket BID will raise £240,000 per year to be invested in your area, that's £1.2 million over 5 years.
 - The closest BIDs to Newmarket are Bury St Edmunds, Cambridge, Huntingdon, Ipswich and Bedford.
- In order for a BID to be established, a ballot of all eligible businesses in the BID area is held. For the ballot to be successful, the following conditions must be met:**
- 1. Over 50% of businesses that vote, must vote in favour of the BID.**
 - 2. Of the businesses that vote those voting yes must represent a greater total rateable value than the ones that vote no.**

YOUR PRIORITIES FOR NEWMARKET TOWN CENTRE

For several months the BID Task Group have been consulting with businesses to understand your priority projects for Newmarket:

- Reduce business costs through centrally negotiating services such as trade waste management, recycling, insurance and advertising using the buying power of a collective group of BID businesses.
- Promoting Newmarket to a wider audience through a combination of digital marketing channels including a Town Centre website and Social Media. The marketing plan will maximise the exposure of the events calendar and bring visitors into Newmarket.
- Events – a robust, annual events calendar to drive regular footfall into Newmarket.
- Improve Newmarket's street scene – ensure that a high standard of cleanliness is maintained in the town and enhance the existing floral schemes and Christmas lights display.

“THERE ARE OVER 200 BIDS IN OPERATION THROUGHOUT THE UK INVESTING OVER £300M IN OUR TOWNS AND CITIES”

WHAT CAN A BID DO FOR NEWMARKET?

"As somebody who lives, works and enjoys all that Newmarket has to offer, I was more than willing to Chair the BID development group for Newmarket to ensure that the future for our town is bright. We are now at a turning point, we need to come together as a business community to make the improvements and changes that Newmarket needs to remain competitive. A BID will give us the opportunity and sustainable funds to do that.

With neighbouring locations being run by strongly supported BIDs, it is time for Newmarket to get onboard. Our town has an excellent offer for those that live in and visit Newmarket – from unique independent shops to national retail stores, history, visitor attractions, a great variety of places to stay, eat and drink, events, not to mention our world famous horse racing heritage. But it needs some help.

The BID Task Group has worked hard over the past months to create and build a plan that will promote Newmarket to a wider audience, improve the look of our streets and support businesses through cost saving schemes and the opportunity to share ideas for our area.

"WITH NEIGHBOURING LOCATIONS BEING RUN BY STRONGLY SUPPORTED BIDS, IT IS TIME FOR NEWMARKET TO GET ONBOARD."

I fully support this new initiative as our only option to ensure success for our Town Centre and to improve the environment in which we trade. I urge all businesses to join me and the Task Group in saying yes to a BID for Newmarket".
Di Robertshaw Chair,
Newmarket Retailers Association

I am particularly interested in the help that the BID marketing portfolio could provide, I hope that the BID will promote the town and increase and encourage footfall. With the money raised the BID will constantly promote the town and the businesses within it which in turn should improve sales to my business and others in Newmarket. I am confident that if the BID is voted in, Coffee & Co will benefit directly from the BID efforts in many ways. Our profile should be raised and enhanced by these initiatives, footfall should improve and I am sure that the BID will do a great job, not just for my business, but for the town as a whole.

Julie Eden
Owner, Coffee & Co. Palace Street



THE PROCESS SO FAR

You have been giving the BID development team your feedback on what improvements you want to make in Newmarket Town Centre over the past months through a wide variety of channels:

- Businesses were sent an initial consultation survey conducted during the feasibility stage of the Newmarket BID development process.
- The Newmarket BID website was launched as a communication platform, visit www.newmarketbid.com
- The BID Task Group was formed.
- An initial newsletter was sent to all businesses

to introduce the Newmarket BID.

- 2 workshops were held in July inviting Newmarket businesses to come and understand more about the proposal.
- The BID Task Group contacted numerous businesses through face to face visits, meetings, phone calls and emails.
- A Summary Business Plan was sent to all businesses inviting feedback in September 2015.
- Two Open Events were held in January 2016 inviting feedback from those who attended on the priority projects for Newmarket.

WHAT IS NEXT FOR NEWMARKET?

From 3rd March 2016: Eligible businesses will receive by post a ballot paper. The vote is then formally open and completed ballot papers can be returned from this date to Electoral Reform Services (ERS).

31st March 2016: Ballot papers need to be returned to ERS BY 5pm this day via post, stating whether they have voted in favour or against the Newmarket BID. Any ballot paper

received by ERS after 5pm will not be valid or counted.

The Newmarket BID postal ballot will be carried out independently by Electoral Reform Services (ERS).

The result will be declared on the 1st April by the Returning Officer at West Suffolk Council or appointed agent and all businesses will be informed of the outcome.

W/C 15TH FEBRUARY

FINAL BUSINESS PLAN DISTRIBUTED

18TH FEBRUARY

NOTIFICATION OF BALLOT

3RD MARCH

POSTAL BALLOT OPENS

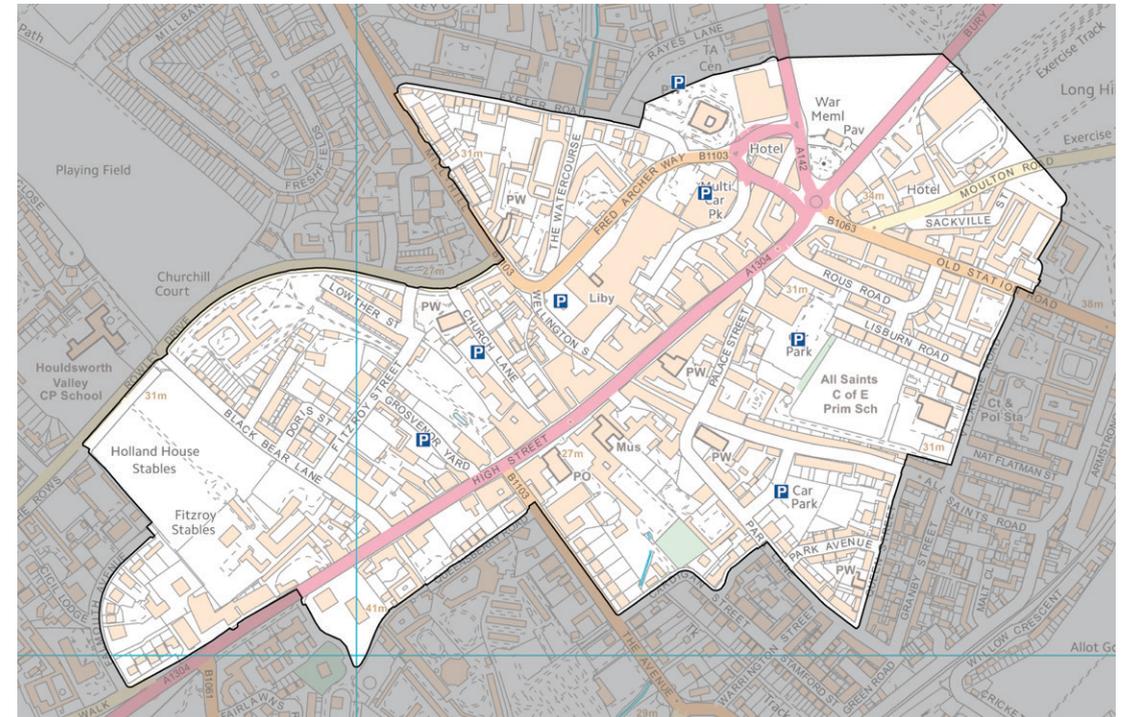
31ST MARCH

POSTAL BALLOT CLOSES

1ST APRIL

FORMAL DECLARATION OF BALLOT RESULT

THE BID AREA



The map above shows the area that will contribute and benefit from the projects laid out in this business plan. If you are unsure as to whether you are liable to pay the BID levy, please contact a member of the BID Team. The streets included are listed below:

ALL SAINTS ROAD
BLACK BEAR LANE
BURY ROAD
CHURCH LANE
CROWN WALK
EXETER ROAD
FITZROY STREET
FRED ARCHER WAY
GROSVENOR YARD
HIGH STREET
KINGSTON PASSAGE
MARKET STREET

MILL HILL
MOULTON ROAD
NEW CUT
OLD STATION ROAD
PALACE STREET
PARK LANE
ROUS ROAD
ROWLEY DRIVE
SACKVILLE STREET
ST MARYS SQUARE

SUN LANE
THE AVENUE
THE GUINEAS
VICARAGE ROAD
WELLINGTON STREET

BID PROJECTS

MARKETING PROMOTION AND EVENTS

£500,000

Over 5 Years

Building the Brand

The BID will develop a Town Centre destination website, either stand alone or in partnership with existing organisations. It will be the online go to point for all information on Newmarket and will be regularly updated with content such as:

- Directory of Newmarket Businesses
- News and 'Whats On' section
- A map of the Town Centre with key points of interest
- Promote local offers and loyalty schemes
- Provide up to date information on the events schedule for Newmarket

Social Media

Social media platforms such as Twitter and Facebook will be used to drive customers to the website and to promote individual businesses, new offers, events and local promotions as well as supporting activity that is already established in Newmarket.

Coordinated Annual Events Programme

The BID will create a yearly events calendar that supports those successful events already taking place in Newmarket and create new ones. It will look to build and enhance the Market offer in the Town Centre developing regular and seasonal markets with a diverse mix of traders and products. The BID will also provide a structured calendar to promote seasonal events and encourage footfall into the Town Centre not just during these busy times, but also promote footfall in quiet periods. The aim of the markets, events and promotions will be to increase footfall but also to raise the profile of Newmarket and create a unique visitor experience. The events programme will be strongly supported by a marketing plan to maximise their potential to increase visitor numbers and profit for Town Centre businesses.

BID PROJECTS

ACCESSIBILITY

£100,000

Over 5 Years

Getting Around

It is important that when people have chosen to visit Newmarket, that once they are here they can easily navigate the town. The BID will work with local agencies to improve the physical signage in the town and introduce web based and physical maps with points of interest and business locations to ensure that every visitor can find their way around and feel that their experience when visiting Newmarket was easy and stress free.

Car parking

The BID will work with the local authority to maximise the car parking space available by introducing deals and incentives to encourage people to shop for longer and later, and providing the 'feel good factor' so that customers return on a regular basis to increase Newmarket's regular footfall and trade.

"The BID will provide the framework and funding for Newmarket not only to be advertised as a place to visit, but also raises the profile of the area for people that want to live and invest here. The success of the local economy is key for us and the BID will be able to look at promoting us as whole but also look to maximise our own personal offers and promotions through the website and social media. I want businesses to back the BID and say YES! This is a once in a lifetime chance to really shout about how great Newmarket is".

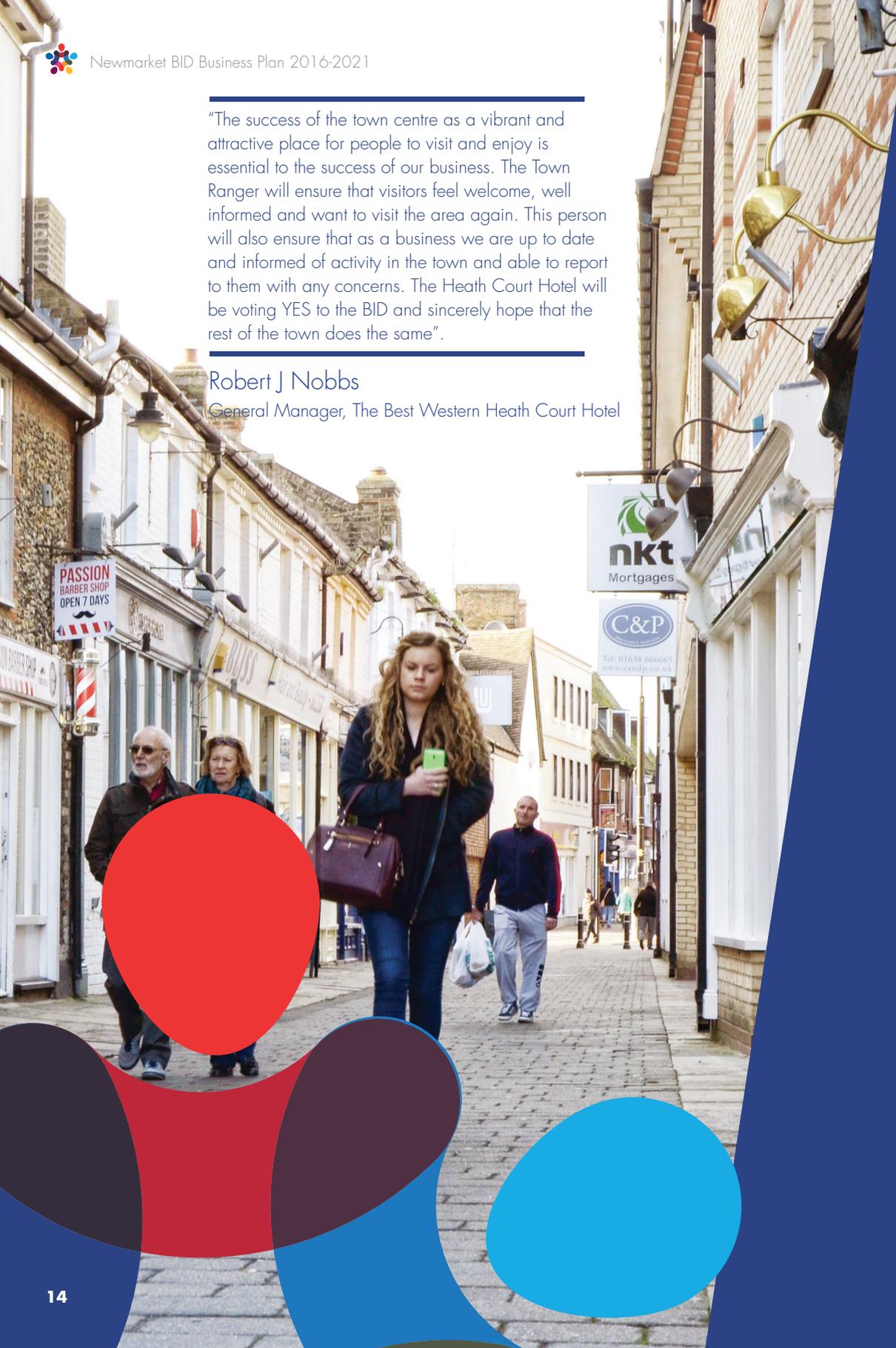
Edward Russell

Partner, Jackson-Stops
& Staff



“The success of the town centre as a vibrant and attractive place for people to visit and enjoy is essential to the success of our business. The Town Ranger will ensure that visitors feel welcome, well informed and want to visit the area again. This person will also ensure that as a business we are up to date and informed of activity in the town and able to report to them with any concerns. The Heath Court Hotel will be voting YES to the BID and sincerely hope that the rest of the town does the same”.

Robert J Nobbs
General Manager, The Best Western Heath Court Hotel



BID PROJECTS WELCOME AND CONNECTED

£250,000
Over 5 Years

Your Town Ranger

The BID will employ a dedicated member of staff responsible for welcoming customers and acting as an information point and ambassador for the town. They will be equipped to answer questions and queries about the area in order to promote businesses as well as ensuring that standards of cleanliness are maintained. They will act in a supporting role to all BID businesses and be a familiar face as you go to for questions and concerns supported by a

dedicated BID Manager (see page 22). A friendly and welcoming presence in the Town Centre to make customers really remember their visit to Newmarket.

The BID will support and enhance the Floral Displays and Christmas light schemes that already exist in the Town Centre to make sure that Newmarket looks smart, vibrant and seasonally there is always a reason to visit.

BID PROJECTS BUSINESS SUPPORT

£75,000
Over 5 Years

Connecting the Business Community

Knowing your neighbours is key for sharing ideas and concerns and connecting the business community in Newmarket. This kind of networking will play a big part in the success of the BID through feedback and analysis of activity in the Town Centre once projects begin to be implemented. The BID will introduce monthly early morning networking meetings to allow the BID team, business owners and managers to meet, chat and connect over a hearty breakfast!

waste management, insurance, recycling and advertising for all BID businesses to drive down the cost of these for each business.

Workshops and Training

The BID will set up workshops across the year for BID businesses that require support and training in areas such as:

- Website Development
- Social Media Presence
- Finance and Accounting
- Marketing and Promotion
- Customer Service

Driving Down Costs

When talking about the return on your investment into the Newmarket BID, we can achieve that in a very direct sense through the power of joint purchasing. The BID will compare suppliers in order to achieve economies of scale on services such as trade

This will be supported by a peer-to-peer mentoring system where individuals can gain one-to-one help and support in areas of business that will help strengthen their offer and improve their profitability.

BID BUDGET

INCOME AND EXPENDITURE – 2016 - 2021

	2016/17	2017/18	2018/19	2019/20	2020/21	5 Year Totals
Income						
BID Levy	£240,000	£240,000	£240,000	£240,000	£240,000	£1,200,000
Total Income	£240,000	£240,000	£240,000	£240,000	£240,000	£1,200,000
Expenditure						
Marketing, promotion & events	£100,000	£100,000	£100,000	£100,000	£100,000	£500,000
Welcome and Connected	£50,000	£50,000	£50,000	£50,000	£50,000	£250,000
Accessibility	£20,000	£20,000	£20,000	£20,000	£20,000	£100,000
Business Support	£15,000	£15,000	£15,000	£15,000	£15,000	£75,000
Subtotal	£185,000	£185,000	£185,000	£185,000	£185,000	£925,000
Overheads						
Core Staff	£30,000	£30,000	£30,000	£30,000	£30,000	£150,000
Training	£1,000	£1,000	£1,000	£1,000	£1,000	£5,000
Office and IT Support	£5,300	£5,300	£5,300	£5,300	£5,300	£26,500
Insurance	£1,000	£1,000	£1,000	£1,000	£1,000	£5,000
Levy Collection Costs	£10,500	£9,500	£9,500	£9,500	£9,500	£48,500
Legal & Professional	£1,000	£1,000	£1,000	£1,000	£1,000	£5,000
Bank Charges	£200	£200	£200	£200	£200	£1,000
Contingency	£6,000	£7,000	£7,000	£7,000	£7,000	£34,000
Subtotal	£55,000	£55,000	£55,000	£55,000	£55,000	£275,000
Total Expenditure	£240,000	£240,000	£240,000	£240,000	£240,000	£1,200,000
Surplus/Deficit	£0	£0	£0	£0	£0	£0

The budget is subject to annual review based on the evaluation of project results.



"As a business not formally included within the BID area, we will be making a voluntary contribution in order to support all of the projects and improvements in services the BID will provide to Newmarket. It is important to us to play an active part in the future success of Newmarket and stay connected and up to date with all the businesses in the Town Centre. We support the BID and look forward to seeing our area grow, for the benefit of all in Newmarket and those that visit Newmarket in the future".

Noel Byrne
Chief Executive, Bedford Lodge
Hotel and Spa

WHAT WILL YOU PAY?

The projects that the BID will undertake and implement in Newmarket are directly funded by you, the business community.

Each business will contribute an annual amount that will total in excess of £240,000 to be invested in the area each year, that's £1.2million over the 5 year period. This annual levy is based on your business' rateable value.

Newmarket BID businesses with a rateable value of £5000 and over will contribute the amounts shown on the table below. Please refer to your business' rateable value to calculate which band of payment you fall into.

This payment is mandatory and if the BID is voted in favour of, there is no option to 'opt out'.

Businesses that have a rateable value of under £5000 will be formally exempt

from paying the levy and will not receive a postal ballot form nor have the ability to vote in the ballot.

THIS PAYMENT IS MANDATORY AND IF THE BID IS VOTED IN FAVOUR OF, THERE IS NO OPTION TO 'OPT OUT'.

Voluntary Membership

A voluntary investment can be made by businesses that are exempt such as those that have a rateable value under £5000 and those outside of the BID area. This entitles 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.

Banding	Levy amount per Business
£400,001+	£10,000
£200,001 - £400,000	£6,500
£100,001 - £200,000	£3,500
£70,001 - £100,000	£2,500
£60,001 - £70,000	£2,000
£50,001 - £60,000	£1,500
£40,001 - £50,000	£1,000
£30,001 - £40,000	£750
£20,001 - £30,000	£500
£10,001 - £20,000	£365
£7,501 - £10,000	£200
£5,000 - £7,500	£100

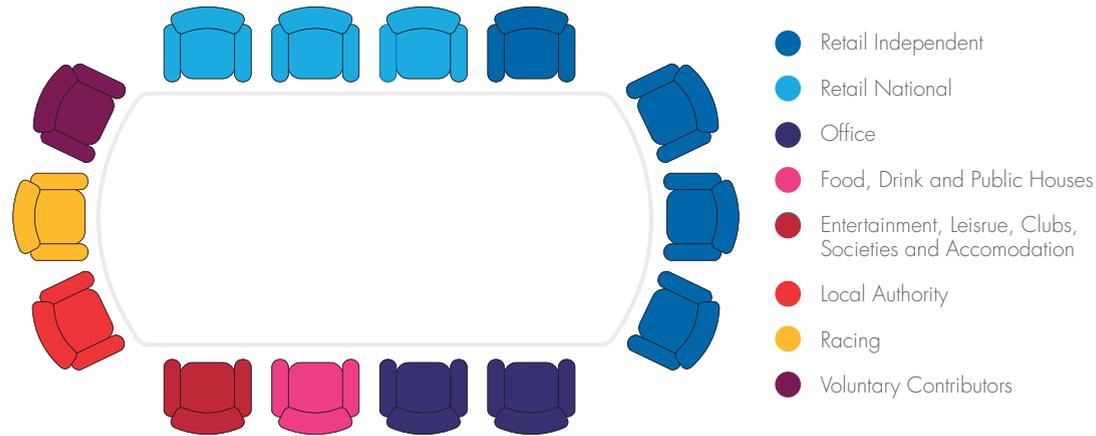
Amounts shown are per annum



NEWMARKET BID COMPANY AND BOARD

The Newmarket BID will be run by a private, not for profit company governed by a Board of Directors. This Board will be comprised of BID Levy payers and voluntary financial contributors. In year 1, the BID Task Group who have been involved with the development

available to members. It is the role of the Board to oversee delivery and management of the BID projects that will be undertaken by a dedicated BID Manager. This member of staff will be responsible for the day-to-day implementation of BID projects,



of the BID so far will form the interim Board to allow for continuity as much as is possible. During this first year, elections will take place to establish the Board from year 2 onwards. Any levy payer or voluntary contributor can stand to be elected onto the Board during this process. One of these Board members will also be elected as Chair. This position will be voted on by the Board members once they are in place. Board members will be known to all businesses and there will be regular updates via newsletters and e-bulletins to BID levy payers informing them of the projects being carried out. The annual reports and accounts will be produced at the end of each year and

management of the Town Ranger and interaction with levy payers.

IT IS THE ROLE OF THE BOARD TO OVERSEE DELIVERY AND MANAGEMENT OF THE BID PROJECTS THAT WILL BE UNDERTAKEN BY A DEDICATED BID MANAGER.

All Board Member positions are voluntary and do not receive payment.



"The BID will provide the framework and funding for Newmarket to not only be advertised as a place to visit, but will also raise the profile of the area for people that want to live and invest here. The success of the local economy is key for us and the BID will be able to look at promoting us as a whole, but also look to maximise our own personal offers and promotions through the website and social media. I want businesses to back the BID and say YES! This is a once in a lifetime chance to really shout about how great Newmarket is".

Sam Moore
Retail Director, Specsavers. The Guineas



MEASURING RESULTS

You as a business will be kept up to date on all the projects that the BID will implement and demonstrate to you 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



Attraction Numbers



Business Mix



Car Parking Usage



Public Transport Usage



New Business Activity



Annual Surveys



Business Feedback



Consumer Feedback



Monitor Spend Figures



Media Coverage



Website/
Social Media Interactions

This performance measurement will be carried out at regular intervals and the results will be reported back to you through the following channels:

1. Annual Meetings
2. Group Liaison Forums and Briefings
3. Direct Communications (for example: e-bulletins, letters and face-to-face meetings)

BID RULES AND BALLOT

NEWMARKET BID RULES

- The BID Regulations of 2004, approved by the Government, sets out a legal 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 term of the Newmarket BID will be for a period of five years.
- The levy is fixed and will not be subject to variation by the annual rate of inflation. VAT will not be charged on the BID levy.
- The BID levy will be applied to all eligible business ratepayers within the defined area of the Newmarket BID with a rateable value of £5000 or more.
- The following exemptions to the BID Levy apply.
 - Those with a rateable value of less than £5,000
 - Non-retail charities with no paid staff, trading income, arm or facilities.
 - Entirely, not-for-profit, subscription and volunteer-based organisations
- The levy will be a fixed rate based on the rateable value per hereditament as shown in the banded table on page 20 as at 1st April each year using the most current Non-Domestic Ratings list. It will be updated for any changes in ratepayer appeals, additions or removals.
- The BID levy will be paid by any new ratepayer occupying any existing hereditaments (a business rated property) within the BID area.
- New hereditaments will be charged from the point of occupation based on the rateable value at the time it enters the rating list, even though they did not vote on the initial proposal.
- If a business ratepayer occupies premises for less than one year, the amount of BID levy payable will be calculated on a daily basis.
- Empty properties, those undergoing refurbishment or being demolished will be liable for the BID levy via the registered business ratepayer with no void period.
- The BID levy will not be affected by the small business rate relief scheme, service charges paid to landlords, exemptions, relief or discounts prescribed in the Non-Domestic Rating (Collection and Enforcement) (Local Lists) Regulations 1989 made under the Local Government Finance Act 1988.
- Under the BID regulations 2004, Anglia Revenues Partnership is the only organisation that can collect the levy on behalf of the BID Company.
- The levy income will be kept in a separate ring fenced account and transferred to the BID on a monthly basis.
- Collection and enforcement arrangements will be similar to those for the collection and enforcement of non-domestic business rates with the BID Company responsible for any debt write off. The BID area and the levy rate cannot be altered without a further ballot.
- The BID projects, costs and timescales can be altered subject to board approval providing the changes fall within the income and overall objectives of the BID.
- The BID Board will meet at least six times

- a year. Every levy paying business will be eligible to be a member of the BID Company and vote at Annual General Meetings.
- The board will produce a set of annual accounts available to all members.
- None of the costs associated with the development of the BID, or the ballot will be recovered through the levy.

BID RULES AND BALLOT

THE POSTAL BALLOT

- All eligible businesses have the opportunity to vote.
- The ballot will be conducted through an independent, confidential postal vote by the Electoral Reform Services, on behalf of Forest Heath District Council which is the responsible body as determined by the BID legislation.
- 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 on the 02 February 2016 as provided by Forest Heath District Council. Organisations occupying more than one hereditament will have more than one vote.
- A proxy vote is available and details will be sent out by Electoral Reform Services.
- Ballot papers will be sent out to the appropriate person/organisation on 03 March 2016, to be returned no later than 5pm on 31 March 2016.
- For the BID to go ahead, two conditions must be met:
 - More than 50% of businesses that vote must vote in favour.
 - Of the businesses that vote, the 'yes' votes must represent more than 50% of the total rateable value of all votes cast.
 - The results of the ballot will be declared on 01 April 2016.

Under the legislation, if the BID is approved, all businesses regardless of how or if they voted will be legally obliged to pay the banded levy amount shown on page 20 (subject to minimum or maximum level contribution each year for five years).

FAQS

How will this affect me and my business?

As a business within the designated area in Newmarket you will be formally included in this Business Improvement District if you have a rateable value of £5000 or over. The businesses included in the BID will pay a sum of money each year collected by Anglia Revenues Partnership on behalf of the BID Company. This money will be used to carry out the projects laid out in this document. If businesses vote in favour of the BID, you will see these projects and services happening over the 5 year period.

Is this just another tax and will it substitute those services that the Local Authority is responsible for providing?

A BID cannot replace or substitute local authority statutory services. We have established baseline service provision from the public agencies for the following (Both statutory and discretionary services) which can be viewed upon request)

- Policing
- Highway maintenance
- Street lighting
- Town centre management
- Events
- Markets
- Street cleaning
- Public conveniences
- Planting and landscaping
- Car parking

BIDs can only carry out services or improvements that are additional to those which are already statutorily provided. The

public agencies will also contribute to the BID as they will own properties in the BID area, and will therefore be treated as any other levy payer.

Which businesses are exempt?

Businesses that have a rateable value of under £5000 alongside non retail charities and entirely volunteer or subscription based organisations and businesses that are not within the BID boundary map on page 11 are formally exempt from paying the BID Levy. However if any exempted business would like to be a part of the Newmarket BID they can. Please see next question.

My business is not formally included in the Newmarket BID but I would still like to be part of it, is this possible?

Yes, any businesses that are formally exempt from paying the Newmarket BID Levy, that feels they can benefit from the projects and services can opt to contribute voluntarily. If you join the BID in this way, you have exactly the same rights to the governance and management of the company as any other business. To discuss voluntary contributions please contact the BID Team using the contact details on the last page.

What happens at the end of the BID term?

A BIDs mandate is for a maximum of five years. A BID wishing to continue beyond that must reaffirm its mandate through re-ballot, based on a new business plan. In the UK nine out of ten BIDs that have gone to re-ballot have been successful, a testament to their success.





THE NEWMARKET BID TEAM

Di Robertshaw
Partner Co-ordination Manager, Waitrose. Chair, Newmarket Retailers Association

Ross McKittrick
Centre Manager, The Guinness Shopping Centre

Suzanne Hallam
Centre Administrator, The Guinness Shopping Centre

Tolly Considine
Owner, Tolly's Flowers. Vice-Chair, Newmarket Retailers Association

Robert Nobbs
General Manager, Best Western Heath Court Hotel

Noel Byrne
Owner, Bedford Lodge Hotel

Graham Abbey
Owner, Factotum. Chairman, Newmarket and District Chamber of Commerce

Mark Edmondson
Director, Edmondson Hall

Rosa Dos Santos
Owner, Exact Sourcing

Noli Shelala
Creative Director and Owner, Twin Dots

Amy Starkey
Regional Director, The Jockey Club

Cllr David Bowman
Forest Heath District Council

Cllr Warwick Hirst
Newmarket Town Council

Julie Eden
Owner, Coffee & Co

Graeme Lockey
Principal Growth Officer, Forest Heath District Council

Joe Watson
Growth Officer, Forest Heath District Council



For any information regarding the Newmarket BID please get in touch using the contact details below
Project Manager: Joe Watson
T: 01284 757223
E: joe.watson@westsuffolk.gov.uk
W: www.newmarketbid.com

