



This evening we are here to decide whether London Road (and area) businesses wish to pursue a **B**usiness **I**mprovement **D**istrict (BID) and appoint a group to take the BID forward.



Proposed London Road B.I.D. Area





Brief History of London Road's Regeneration:

June 2012 – Application for Portas Pilot Government Funding

Nov 2012 - Portas Pilot Funding Awarded. Extra funding won from other sources

June 2013 – Part time Administrator appointed for 1 Year

July 2013 - Town Team formed from representatives of local trader and community groups (though principally business led)



- Where the funding was used:
- The part-time administrator
- Website (visitLondonRoad.co.uk)
- Branding (Logo)
- On-Street Security (Town Centre Liaison Officers) working in conjunction with Brighton and Hove Business Crime Reduction Partnership (BCRP) including the production of crime statistics
- Vacancy and customer shopping surveys
- Social Media
- Advertising – radio, newsletter, media alerts, banners
- *Dressed for Success*, retail training
- Arts and Events
- Street cleansing
- Refurbishment grants for shop fronts



December 2014

Great British High Street Award

April 2015 to Oct 2016 – Town Team organised local businesses to continue the funding of the TCLOs, supplemented by residual PP funds



The Business Improvement District

- **Funding works!**
- The need to identify a way forward for the London Road
- The move in 2015 to aim for a BID for the London Road Area
- A BID first established in 2006 in Brighton City Centre (now entered its 3rd term)
- Funding approved by BHCC for the initial consultation process

Results of the initial consultation:

- Businesses would like to see the following if a BID is introduced -
- On-Street Security
- Renewed funding of the visitLondonRoad.co.uk website
- Marketing and Promotion
- Street cleansing

Other potential benefits to be had from a BID?

- A London Road BID could also use its purchasing power to negotiate deals on services like parking, card transactions and recycling to reduce daily running costs, as has been the case with the city centre BID

- How is a BID funded?
- Through an annual levy of 1.25% of the Rateable Value of each business
- The levy proposed must be clearly specified in a business plan outlining in detail how the money will be spent. This business plan must be approved by British BIDs
- Once a BID is voted in with a majority, also representing over 50% of the area's rateable value, every business then has to pay. This money is collected by the local authority, after which it is ring-fenced exclusively for use within that BID.
- The BID is governed by a board comprised of local business representatives, which oversees the distribution of the funding.
- A BID runs for a maximum of 5 years, after which a new ballot must be held



- Currently, of those businesses that have responded in the London Road area, there is a 2/3 majority in favour of the BID



- The Next Step
- Establish a group from among local business representatives to carry the BID forward
- Negotiate with BHCC that a ballot should be held



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Thank you for attending