



Northallerton Business Improvement District

Proposal 2022-27



NORTHALLERTON BID 2022-27 PROPOSAL

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welcome

I'm delighted to share with you our BID Proposal for 2022-27 at an important point not just in the history of the BID, but for Northallerton in general.

All of us - whether as individuals or businesses - are recovering from the unprecedented challenges of a global pandemic that has changed the way we lead our lives.

Now, at last, we can start to look forward to harnessing the huge potential of our local business community to build for the future.

I am proud of what we have achieved as a BID in our first term of office. We've launched the biggest and most popular marketing campaigns this town has ever seen. We've brought thousands of people into the town with our big street events. We've campaigned tenaciously for fairer parking.

We celebrate many other achievements that we share with you in this brochure. And now we appeal to you to help us continue the good work by voting for the BID in this autumn's ballot.

We are genuinely excited about our plans for 2022-27, and you can read about them in more detail further on. There is so much to look forward to, with several new businesses opening in the town this summer.

With the new digital technology hub, C4DI, also launching, there are some excellent partnership opportunities ahead on everything from training and recruiting staff to improving business skills.

We know there are challenges, such as countering the rise in online retail and the opening of a major new shopping complex at Scotch Corner. It is more important than ever that customers support our local shops and that we keep shouting about everything Northallerton has to offer.

There also good opportunities for us to embrace in the next few years. We have a growing population, a buoyant housing market and the economic benefits that will surely arise from relocating of Government jobs to our region.

May I thank BID members for all their support and encouragement over the last four-and-a-half years. The town as a whole, with support from our local councils, is working better together now than for many years and that fills me with great optimism for the future.

Our tremendous community spirit in Northallerton has seen businesses support each other in the pandemic, and we at the BID have been delighted to play our part in helping the town get back on its feet.

We all share the same goal - encouraging the health and prosperity of our lovely county town. Please help us to continue serving you in 2022-27.

Lindsay Judd
Chair
Northallerton BID Company Ltd



What is a BID?

Northallerton BID is one of 331 Business Improvement Districts in the UK. A Business Improvement District is a specifically designated area within which businesses work together to invest in services, special projects and events with the aim of increasing economic development and growth.

BIDs are elected by the businesses they represent by means of an annual levy and it is the businesses who decide what they want in their area. Levy money is ring-fenced for use only in the BID area.

Specific aims are to increase footfall and spend, improve staff retention, reduce business costs, provide enhanced marketing services, facilitate networking opportunities for businesses and assist in partnerships with the police, councils and other public bodies.

BIDs are distinctly separate from local authorities but provide complementary services.

Northallerton BID was elected in 2016 with a wide-ranging brief to boost trade and footfall and to promote the town as an attractive place to live, work and shop. BIDs serve for five years before returning to ballot.

There are five key themes:



What Northallerton BID has achieved

Northallerton BID was elected in 2017 with a wide-ranging brief to deliver a comprehensive range of projects and services for businesses in the central commercial area of the town. It is better known to the general public through its highly-visible Love Northallerton marketing brand.

WHAT WE PROMISED

To work with you and for you to promote our vibrant town-centre, enhancing Northallerton’s reputation as an attractive place to shop, work and visit and to protect the strength and variety of our retail sector.

WHAT WE HAVE DELIVERED

Our public-facing Love Northallerton marketing platforms are busy, vibrant and among the biggest in the North of England. Our recent **We Are Northallerton Sky AdSmart TV campaign** was seen **110,747 times** in Hambleton and Richmondshire during its four-week run and enjoyed 15,000-plus views on social media. We have around **10,000 followers on Facebook** and rent **giant billboards** to shout about everything Northallerton has to offer.

Our post-pandemic **Magic Monday videos** were seen by **almost 5,000 people**. We’ve twice taken a stand at the **Great Yorkshire Show** to showcase Northallerton as a destination. And we’ve helped businesses reach more customers through our **Little Book of Treats voucher offers**.

Every year the BID pays for a giant **Christmas tree on the town square** and smaller lights and Christmas trees on business fronts all along the High Street. We work closely with Northallerton Town Council to organise colourful Christmas events such as Santa Sunday. We also support



the **Christmas Tree Festival at Northallerton Parish Church**, promote **Christmas late-night shopping evenings** and organise the ever-popular children’s Elf Trail.

We have given out **3,000 free cotton shopping bags** as part of our Shop Local campaign and distributed thousands of Love Northallerton face masks to businesses during the pandemic.

Our inaugural Love Northallerton **Business Awards in November 2020** celebrated the BID’s retail and service sector heroes and were enjoyed by an **as-live audience of around 9,000 on social media**.

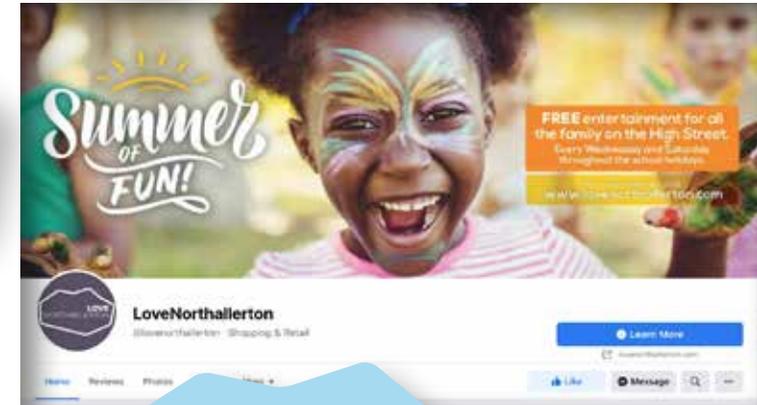


“We are Northallerton” campaign



110,747
Sky AdSmart TV campaign viewings

3,000
Free cotton shopping bags given out



10,000
Followers on FaceBook



5,000
Magic Monday videos viewed

9,000
Live audience on Social Media watched Love Northallerton Business Awards



WHAT WE PROMISED

To deliver a range of events designed to encourage more people to visit Northallerton and enjoy our shops, bars, restaurants and cafes.

WHAT WE HAVE DELIVERED

Regular large-scale events such as **Classic Car Sunday** and **Homefront Sunday** each attract around **6,000 people to Northallerton**. The BID was actively involved in organising the arrival of the **UCI Road World Cycling Championships** in 2019, which attracted a worldwide **TV audience of 28 million**.

Smaller BID events include **Northallerton Doggie Days**, children's town trails for Halloween and Easter and the business houses' **Pancake Race on Shrove Tuesday**. The BID also gives financial support to the popular **Homegrown Food Festival**.

In 2021, we organised **the Summer of Fun festival** of street acts including jugglers, stilt-walkers and comic-book heroes.

The BID covers the running costs of the central **Northallerton Wi-Fi network**, ensuring businesses and customers can stay in touch.



Classic Car Sunday and Homefront Sunday each attract **6,000** people to the town





Around **40** Companies attended our annual Jobs Fairs



WHAT WE PROMISED
To provide training and advice and recruitment and opportunities.

WHAT WE HAVE DELIVERED
Our **annual Jobs Fairs** - organised jointly with Northallerton Job Centre - have been highly successful in helping BID businesses recruit staff. **Around 40 companies attend these events** and frequently there is a waiting list for stalls. We have also run popular **e-commerce and social media training seminars**.

WHAT WE PROMISED
To lobby local authorities and other public sector bodies to robustly represent the views of businesses in the BID area.

WHAT WE HAVE DELIVERED
The BID has campaigned tenaciously for a **permanent one hour free parking slot** in Northallerton town-centre. Our 2020 petition attracted 114 signatures, representing over 56% of the total businesses within the affected area, and led to North Yorkshire County Council extending **free parking to one hour for seven and a half months** at the height of the pandemic.

We have not slackened in our efforts to put Northallerton on a level playing field with our neighbouring market towns and are also lobbying for a permanent one hour free on the northern High Street and the **introduction of smart parking technology**.

The BID is also championing the need for **new town toilets**, which visitors and businesses tell us are much needed.



WHAT WE PROMISED

To assist with environmental improvements to make Northallerton more welcoming and appealing for shoppers and visitors, including deep cleaning of streets where necessary.

WHAT WE HAVE DELIVERED

We finance the very popular and successful cardboard recycling scheme, saving around **40 BID businesses thousands of pounds a year**. We have forged an excellent community collection partnership with Northdale Horticulture, who provide training and work-based activities for adults with learning difficulties.

The BID also co-funded the **Northallerton Design Guide**, which will set standards for the delivery of everything from the town's environment and local planning for years to come.

We also spearheaded the **award-winning Refill scheme**, which provides free water refills in the town, and have worked with North Yorkshire County Council and Northallerton Town Council to transform the formerly neglected East Road underpass. **The BID has financed several visits from gum-zappers to clean town-centre streets.**

The BID also helps to fund the **Heritage Action Zone**, which is designed to deliver shopfront improvements, as well as the **Connections Project** to enhance alleys including New Row.



1,300

Direct engagements with local businesses during the pandemic

WHAT WE PROMISED

To work closely with North Yorkshire Police and the Safer Hambleton Hub to enhance security and clamp down on anti-social behaviour.

WHAT WE HAVE DELIVERED

The BID works closely with **North Yorkshire Police and Safer Hambleton Hub** on town-centre security. Filling a gap in the **CCTV network**, we **funded a camera at the North End of the High Street** outside Sainsbury's that has been used to track and convict criminals in hundreds of incidents since it was installed in September 2018.

We also work with Hambleton District Council to promote **ShopWatch and the BID funds the DISC retail security app**, which helps to keep the town and its traders safe.

WHAT WE PROMISED

To work with partners to establish a team of marshals to help keep the town-centre safe for visitors on Saturday nights.

WHAT WE HAVE DELIVERED

The BID supports **Northallerton Street Angels**, who help to keep the town-centre safe on Saturday evenings.



WHAT WE PROMISED

To keep businesses informed and engaged with regular, informative newsletters.

WHAT WE HAVE DELIVERED

From the start of the coronavirus pandemic in spring 2020, the **BID has had more than 1,300 direct engagements** with businesses on everything from grants to hands-on help with accountancy and lease advice to ensure they were able to continue to trade.

Weekly newsletters keep businesses informed of forthcoming events, networking opportunities and how to get involved in the latest marketing campaigns.

What you told us

We are always keen to receive feedback and ideas from businesses and consultation has played a key part in the development of the BID's 2022-27 Proposal. Earlier this year we undertook a survey of levy payers to find out opinions about the services the BID delivers for the town's central commercial area and your priorities for the next five years, should the BID be renewed this October.



A total of 54 businesses completed the survey. A more detailed analysis appears in Appendix One on pages 40-42.

Here are some of the main findings:

87%

of businesses say they will vote for the BID to continue

55%

feel commercial performance has increased moderately

71%

of businesses want the BID to continue its campaign for more free parking

51%

of businesses who responded class themselves as independent

82%

feel Northallerton is a stable or improving place to do business

76%

of businesses value the power of the Love Northallerton marketing platforms

78%

of businesses back the BID's campaign for new town toilets

What businesses want to see the BID deliver

COACH PARTIES

Maximum support for the BID's efforts to introduce regular coach visits to Northallerton.

NIGHT-TIME ECONOMY

Maximum support for new BID projects to encourage the early-evening economy with regular events on the town square.

BRINGING HERITAGE RAIL SERVICES TO NORTHALLERTON

Businesses want to see the BID explore opportunities with the Wensleydale Railway to bring heritage rail services to Northallerton West station.

SKILLS AND LEARNING COURSES

Business are interested in opportunities to improve skills and learning through courses arranged with partners such as C4DI, councils and development agencies.

NORTHALLERTON TV

Businesses are keen to see us develop a monthly video magazine programme with free content for BID businesses to promote the town.

RECRUITMENT

Staff recruitment is a growing problem in Northallerton and businesses want the BID to help fill vacancies.

TOWN AMBASSADORS

Businesses like the idea of having a friendly welcome team to greet visitors and inform them of the town's many business and leisure attractions.

FLORAL DISPLAYS

Businesses have expressed interest in the BID's campaign to improve floral displays in central Northallerton and at the North End.

PARKING

Businesses have given us strong backing to keep up the fight for a fairer parking regime on Northallerton High Street.

OTHER BUSINESS PRIORITIES

Other strong messages from businesses in the survey were:

- Help the arcades and side streets, not just the High Street
- Fill empty shops
- Organise more Christmas promotions, and not just on the High Street
- Make parking simpler and easier for visitors to understand
- Provide more cycle parking
- Launch a campaign to eradicate weeds
- Promote better street cleaning
- Tidy up scruffy shops and offices





“ Northallerton BID provides an effective voice for town-centre businesses and has been responsible for great work in helping to maintain the town’s attractiveness for traders and residents alike over the past five years.

I was pleased to support the BID’s establishment in 2017 and very much support its continuation in 2022.

Rishi Sunak, MP for Richmond (Yorks) ”

“ We feel privileged to be voluntary members of a BID that is really committed to helping our business succeed. They arranged for the Mayor of Northallerton to open our shop in July 2020 and have given us incredible support ever since.

Andrew and Melanie Turner, Owners, Boggle Hole Gift Shop ”

“ Since opening our High Street store just over a year ago we have enjoyed the full support of the Northallerton BID and have felt a valued part of the overall process. Graham and Helen continue to be ever-approachable and receptive to suggestions and opinions. With their assistance we look forward to the town moving forward in the forthcoming year and attracting much-needed new visitors.

Phil Atkinson, Manager, Brook Taverner Northallerton store ”

Testimonials

“ I feel very proud to be part of a BID that speaks up for businesses of all sizes and campaigns tenaciously for the causes that really matter to them, such as fair parking. The BID is a force for good in Northallerton and is absolutely passionate about helping the town and its businesses succeed.

Guy Barker, Director, Barkers Northallerton ”

“ The BID has been absolutely essential in helping us to continue trading in a very tough year. They were there when we needed them most following the loss of my father and have given us incredible support on grants, accountancy and so much more. We couldn’t have managed without them.

Steve Sanderson, Owner, Keith Sanderson Cameras ”

What a **yes vote** means for you and your business

YES in this year's ballot will ensure we can continue to be the flag-bearer for Northallerton and BID businesses.

YES means we can continue to draw thousands of visitors to our town through our busy annual programme of events such as Jurassic Northallerton, Classic Car Sunday and spectacular Christmas celebrations.

YES means we can continue to promote your business on the Love Northallerton website, on our big and busy social media channels and through our bi-annual Business Awards.

YES means we can continue to fight on your behalf for a fairer parking regime and a level playing field with our neighbouring market towns.

YES means we can continue to provide vital services such as cardboard recycling, retail security, job recruitment and training.

YES means we will continue to be there when you need us for hands-on help with basic business necessities such as accounting and lease advice.

YES means we can continue to support you with practical help in unexpected emergencies such as the global pandemic.



WHAT YOU COULD LOSE

If Northallerton BID is unsuccessful in the ballot, all its services and activities will cease on 31 March 2022.

- No Love Northallerton website and closure of the Love Northallerton social media sites
- No large outdoor events such as Jurassic Northallerton and Classic Car Sunday
- No large town Christmas tree and no Christmas promotions such as late shopping and the Snowmen and Elf Trails
- No billboards, adverts or publicity campaigns promoting Northallerton and its businesses
- No support for retail security and no funding for extra CCTV cameras
- No biennial Love Northallerton Business Awards
- No cardboard recycling and other environmental schemes
- No more Jobs Fairs, recruitment support, breakfast networking meetings and skills courses
- No-one to campaign for a fairer parking regime
- No-one to provide unique support such as the BID Hardship Fund in emergencies such as the recent pandemic

WE ARE SUPPORTIVE.
WE ARE CREATIVE.
WE ARE A TEAM. **WE ARE PROUD.** WE ARE PASSIONATE. **WE ARE FOCUSED.** WE ARE ACHIEVERS. **WE ARE INCLUSIVE.** WE ARE LOCAL. **WE ARE HERE FOR YOU.** WE ARE JUST GETTING STARTED...

WE ARE NORTHALLERTON BID.



The 5 BID themes

As well as continuing to deliver successful core services, we have a range of exciting new projects planned for 2022-27 should the BID be re-elected.

1. APPEARANCE AND ENVIRONMENT

Setting the highest standards for the upkeep of Northallerton's central commercial area to ensure we create a welcoming atmosphere for visitors.

NEW FOR 2022-27 IF THE BID IS RE-ELECTED

CHAMPIONING INSTALLATION OF NEW TOWN TOILETS

We will encourage partner agencies to identify a site and investigate funding and maintenance.

FILLING EMPTY SHOPS

We will encourage businesses to relocate to Northallerton.

IMPROVING FLORAL DISPLAYS

We will develop partnership arrangements with Northallerton Town Council to help to fund new planting to create attractive street displays.

SHOPFRONT IMPROVEMENTS

The BID helps to finance the Heritage Action Zone, which includes facelifts for store fronts and neighbouring alleys. These improvements will start to take effect from 2022 onwards.

2. BUSINESS SUPPORT

Giving maximum support to businesses through the delivery of key services. Encouraging recruitment and inspiring new businesses to relocate to Northallerton. Providing network opportunities and celebrating our key mixture of independent shops and service providers and major multi-nationals.

NEW FOR 2022-27 IF THE BID IS RE-ELECTED

SKILLS COURSES AND BUSINESS TRAINING

Working with partner agencies to train and develop staff, especially in the wake of the pandemic.

ULTRAFAST FIBRE BROADBAND

Encouraging swifter connections in North Yorkshire's county town.



New digital technology hub C4DI occupies the former prison site.



3. MARKETING AND ADVERTISING

Promoting Northallerton as the ideal place to work, shop and visit through promotions, campaigns and advertising.

NEW FOR 2022-27 IF THE BID IS RE-ELECTED

COACH PARTIES

Developing new markets by encouraging coach operators to make regular visits to Northallerton.

NORTHALLERTON TV

Working with partners to create a quality video magazine platform showcasing the town and promoting its wide variety of businesses.

TOWN AMBASSADORS

Providing a friendly welcome to visitors to promote the town and engage with businesses.

MAKING NORTHALLERTON A TOURISM DESTINATION

Strongly marketing Northallerton as a destination for leisure stays, partnering with transport providers and local visitor attractions.

HERITAGE TRAIN SERVICES

We will investigate ways to bring heritage train services to Northallerton with the Wensleydale Railway.

4. SAFE AND SECURE

Providing a secure environment for businesses, shoppers and clients. Working closely with North Yorkshire Police and Safer Hambleton Hub to help provide reassurance that Northallerton is a safe and welcoming town.

NEW FOR 2022-27 IF THE BID IS RE-ELECTED

EXTRA CCTV CAMERAS

We would partner with Safer Hambleton Hub to improve security in key parts of the town that require improved surveillance as a deterrent to crime and anti-social behaviour.

5. EVENTS AND NIGHT-TIME ECONOMY

Raising the profile of the town through regular large-scale events in the town-centre to attract new audiences and boost footfall. Developing the early-evening economy to support bars, restaurants and entertainment outlets.

NEW FOR 2022-27 IF THE BID IS RE-ELECTED

FRIDAY ON THE SQUARE

Regular Friday events on the town square with musical entertainment to boost the early-evening hospitality trade and persuade people to stay in the town.

PARKING

Campaigning for a fairer parking regime on Northallerton High Street, putting us on a level playing field with neighbouring towns where free parking provision is much more generous.

We will keep up the fight if the BID is re-elected and lobby North Yorkshire County Council for a permanent one-hour free on the northern High Street and the introduction of smart parking technology.



What the new BID would cost your business

The BID's primary purpose is to ensure Northallerton remains an attractive and prosperous town to visit; to encourage footfall and inspire visitors to enjoy our attractive shops and partake of our excellent hospitality and popular services; to support businesses with recruitment and training; and to encourage new businesses and create jobs.

All organisations at or above a rateable value of £10,000 would be liable to pay. The levy provides the BID with funds to deliver the services businesses have requested.

BIDs can raise a levy on the rateable value of a business property up to a maximum of 5%. We propose to stay unchanged at 1.5% of RV, maintaining our levy as one of the lowest in the UK.

The BID does not propose any increase in the levy should it be successful at ballot in autumn 2021. This is an effective freeze from 2017 when the levy was originally set.

Northallerton BID receives additional income from Voluntary Contributors. In 2021, these numbered 18 businesses, a record amount in 2017-22. Voluntary Contributors whose hereditaments are valued at less than £10,000 pay a minimum of £150+VAT per year, which is less than £3 per week.

If re-elected, we will work with partners to find ways of attracting external funding for BID projects and services.

A second BID term would start on 1 April 2022 to serve for five years. It is proposed to keep the management structure unchanged, with two part-time members of staff delivering day-to-day services to businesses.

The table opposite illustrates how the levy would continue to be applied across a range or rateable values:



RATEABLE VALUE	£10k	£50k	£200k	£500k
COST PER YEAR	£150	£750	£3,000	£7,500
COST PER WEEK	£2.88	£14.42	£57.69	£144
COST PER DAY	41p	£2.05	£8.22	£20.54



Management and governance of the BID

BID STRUCTURE

Northallerton BID Company Ltd is a not-for-profit company limited by guarantee (CLG). It is regulated by the Business Improvement Districts (England) Regulations of 2004.

Love Northallerton is the public-facing marketing brand for the BID.

BID MANAGEMENT

The BID management team is answerable to the BID Board of Directors, with set targets for the delivery of key BID services, events and promotions and maintenance of the Love Northallerton website and marketing channels.

It is anticipated that if re-elected the BID will continue to employ two staff, a Manager and a Co-Ordinator, each working on a part-time basis of 22.5 hours a week. Their remit would remain the same - to liaise with businesses, implement the business plan and deliver projects that make the town an attractive place to live, work and shop.

COMPANY MEMBERSHIP

In addition to the levy payers ("liable businesses"), businesses outside the BID area that volunteer to pay 1.5% RV ("voluntary contributors") are eligible to become members. Businesses and rate-paying authorities such as Hambleton District Council, North Yorkshire County Council and North Yorkshire Police are included.

DIRECTORS

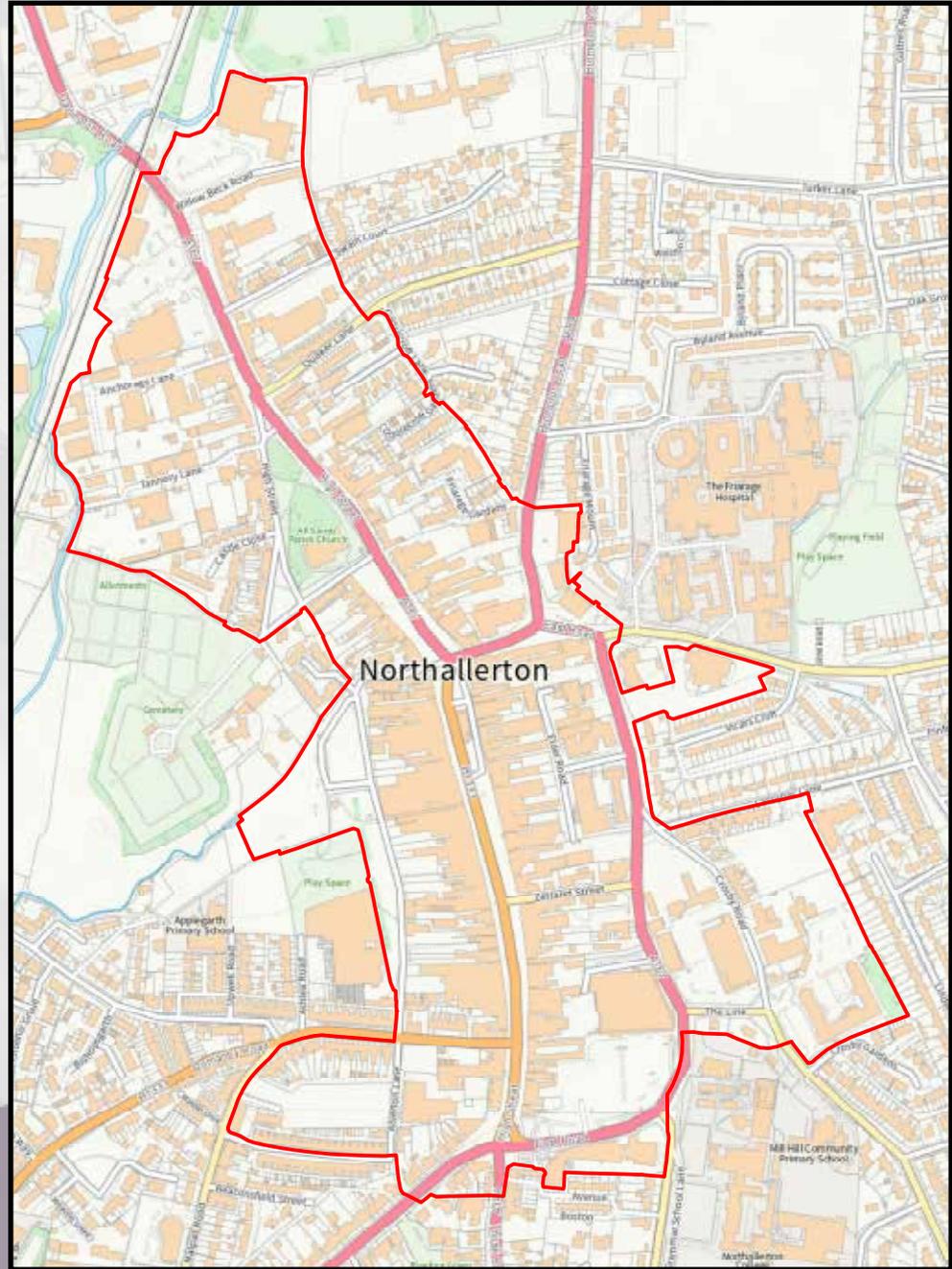
The BID's constitution allows for a Board of up to 12 directors, two-thirds of whom are drawn from liable businesses. Directors are subject to re-election by rotation at Annual General Meetings during the five-year BID term of office.

Directors represent a broad cross-section of businesses within the BID area, such as retail, hospitality and services, as recommended by the constitution.

ELIGIBILITY FOR VOTING

BID members are entitled to one vote per hereditament.





BID area map



Income and expenditure

The start date of the new BID would be 1 April 2022. The Business Improvement District would last for a five-year period from April 2022 until March 2027.

A 1.5% levy would generate an annual income of £161,292 from the liable businesses. In addition, the BID would expect to continue receiving additional income from voluntary contributors and will seek to leverage extra funding from external agencies where possible.

In the current financial year, the BID has 18 voluntary contributors paying a total of £3,000. These include smaller companies whose rateable value is below the levy threshold as well businesses whose premises fall marginally outside the BID boundary. All support the BID and wish to benefit from its services.

The salary and associated costs for two part-time members of staff would be expected to amount to £41,000 per annum. Additionally, £15,000 has been included for estimated annual administration and insurance costs and annual contingency has been set at £10,000. So the annual sum available for expenditure on projects would be £98,242. A notional £500 per annum has been added to continue fighting the Fairer Parking campaign.

The BID Board would determine the distribution of funds across the five themes of Appearance and Environment, Business Support, Marketing and Advertising, Safe and Secure, Events and Night-Time Economy. For planning purposes, a percentage allocation of funds per year has been set, as indicated in the pie chart.

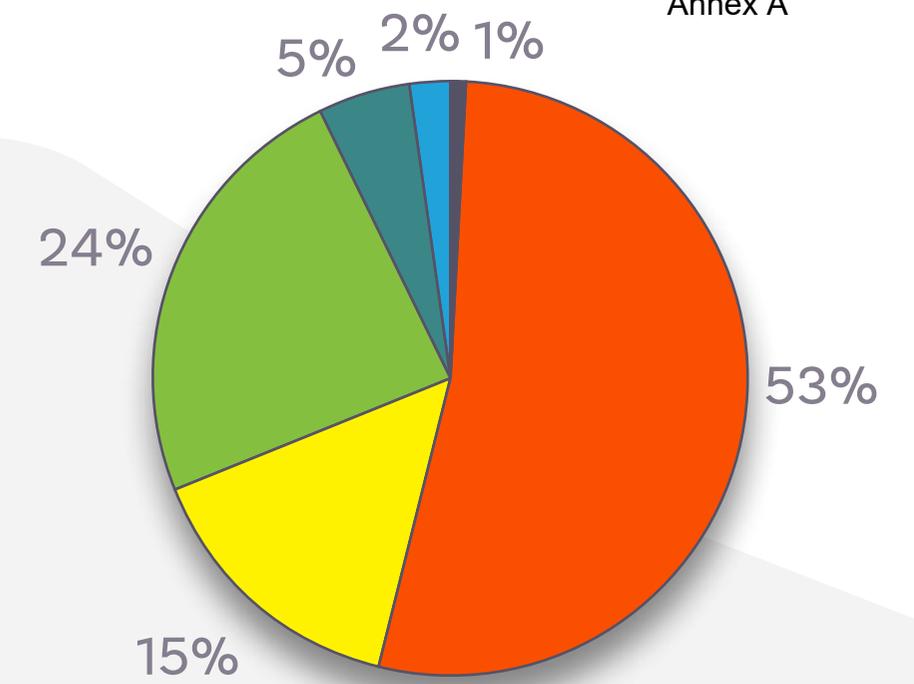
From the above considerations, the proposed income and expenditure breakdown for the Business Improvement District is detailed here:

NORTHALLERTON BID FIVE-YEAR BUDGET 2022-27

Income Profile	2022-2023	2023-2024	2024-2025	2025-2026	2026-2027	TOTAL
BID Levy Income	£161,292	£161,292	£161,292	£161,292	£161,292	£806,460
Voluntary Contributions	£3,000	£3,000	£3,000	£3,000	£3,000	£15,000
TOTAL	£164,292	£164,292	£164,292	£164,292	£164,292	£821,460
Expenditure						
Appearance and Environment	£5,000	£5,000	£5,000	£5,000	£5,000	£25,000
Business Support	£14,500	£14,500	£14,500	£14,500	£14,500	£72,500
Marketing and Advertising	£52,200	£52,200	£52,200	£52,200	£52,200	£261,000
Safe and Secure	£2,200	£2,200	£2,200	£2,200	£2,200	£11,000
Events and Night-time Economy	£23,892	£23,892	£23,892	£23,892	£23,892	£119,460
Fair Parking Campaign	£500	£500	£500	£500	£500	£2,500
TOTAL	£98,292	£98,292	£98,292	£98,292	£98,292	£491,460
Other Costs						
Management/Staff Costs	£41,000	£41,000	£41,000	£41,000	£41,000	£205,000
Fixed Costs	£15,000	£15,000	£15,000	£15,000	£15,000	£75,000
Contingency	£10,000	£10,000	£10,000	£10,000	£10,000	£50,000
TOTAL	£66,000	£66,000	£66,000	£66,000	£66,000	£330,000
TOTAL BID EXPENDITURE	£164,292	£164,292	£164,292	£164,292	£164,292	£821,460

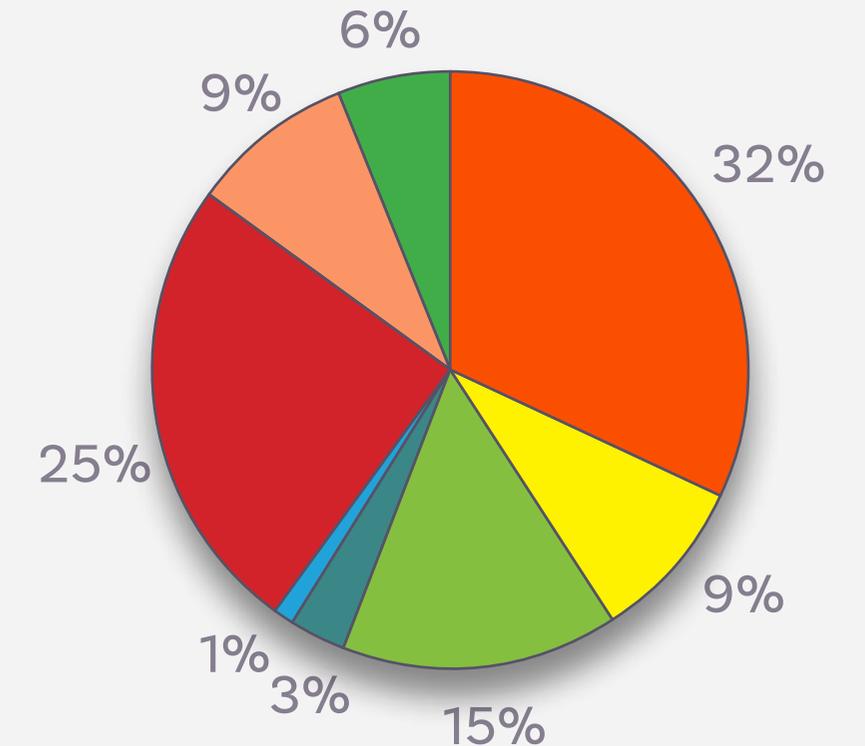
Budget percentage split on BID themes

- Marketing and advertising
- Business support
- Events and night time economy
- Appearance and Environment
- Safe and secure
- Parking



Budget percentage split on total costs

- Marketing and advertising
- Business support
- Events and night time economy
- Appearance and Environment
- Safe and secure
- Management staff costs
- Fixed costs
- Contingency



The ballot and alterations of agreements

A non-domestic ratepayer (business ratepayer) will be entitled to vote if they were listed as a non-domestic ratepayer on the date the notice of ballot is published and their rateable value is £10,000 or greater.

Each business ratepayer entitled to vote shall have one vote in respect of each hereditament (premises/building with an individual rateable value) in the geographical area of the Business Improvement District on which non-domestic rates are payable.

For the Business Improvement District to proceed there must be:

1. A majority in favour of the BID in the number of those voting.
2. A majority in favour of the BID in the proportion of rateable value of those voting.

Ballot papers will be sent out on 20 October 2021. The ballot will close at 5pm on 17 November 2021. The result of the ballot will be declared on 18 November 2021 or as soon as possible after that date.

Provided that the BID was meeting its overall objectives and subject to full consultation with the members, it would have the ability to vary service delivery and expenditure allocation according to the changing demands of levy payers. However, any change to the BID boundary or to the headline levy rate would require a formal alteration ballot.

Baseline Agreements

To ensure that the Business Improvement District will not duplicate statutory services provided by the local authorities or North Yorkshire Police, a number of baseline commitments have been provided by North Yorkshire Police, North Yorkshire County Council, Hambleton District Council and Northallerton Town Council.

These baselines relate to:

- **Footpath cleansing**
- **Highway cleansing**
- **Litter picking**
- **Litter bin emptying**
- **Grass cutting**
- **Highway signage**
- **Street nameplate cleansing and maintenance**
- **Management of the Northallerton High Street Wednesday and Saturday markets**
- **Public conveniences**
- **Car parks**
- **Trade waste**
- **Landscaping and maintenance of grounds, parks and entrance routes**
- **Existing town centre events**
- **Police town-centre team**
- **Floral displays in the Northallerton BID area**

The BID's baseline agreements can be viewed at www.lovenorthallerton.com



Our Standards

The BID aims to work with businesses at all levels to achieve the following targets:

- To encourage the prosperity of Northallerton's central commercial area
- To provide outstanding service to all BID members, irrespective of business size or status
- To be open and transparent and actively communicate progress and achievements to BID members
- To forge positive and effective partnerships with local authorities, voluntary organisations and other agencies to maximise the commercial health of the town and its businesses
- To respond swiftly and effectively to enquiries from BID members and speak up for their interests and concerns
- To set the highest standards for the delivery of BID services



Chair:

Lindsay Judd

Directors:

Guy Barker

Nicky Burton

Tyrone Crow

Joan Dyke

Jacqui Fedyszyn

Marcus Grover

Julie Hutson

Marianna Kettlewell

David Pears

BID Management Team

Graham Bell (Manager)

Helen Crannage (Co-Ordinator)

Contact the BID office at:

Joe Cornish Galleries, Zetland Street, Northallerton, North Yorkshire DL6 1NA

Tel: +44 (0)7393445613

Email: info@lovenorthallerton.com

Web: www.lovenorthallerton.com



Appendix 1: 2021 BID SURVEY ANALYSIS

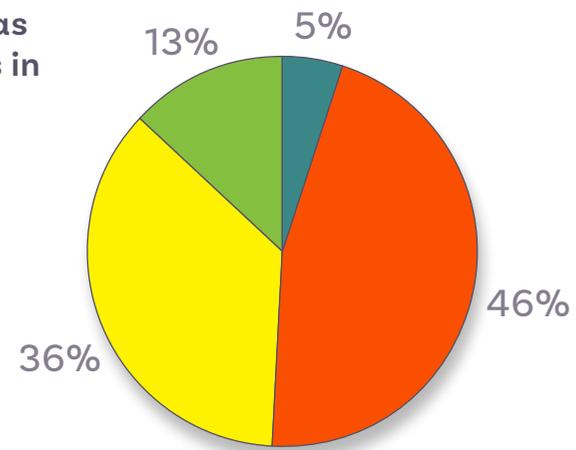
A comprehensive BID survey was issued to all members in May 2021 to explore awareness of our services and to identify what businesses would like to see us deliver should we be elected for a second five-year term in 2022-27.

One of the key questions was how quickly businesses expect to recover from the global pandemic and how optimistic they were about commercial performance over the next five years.

The survey was completed by 54 businesses, with the majority saying that commercial performance had increased moderately over the last four years of the BID term and reacting positively to future trading prospects.

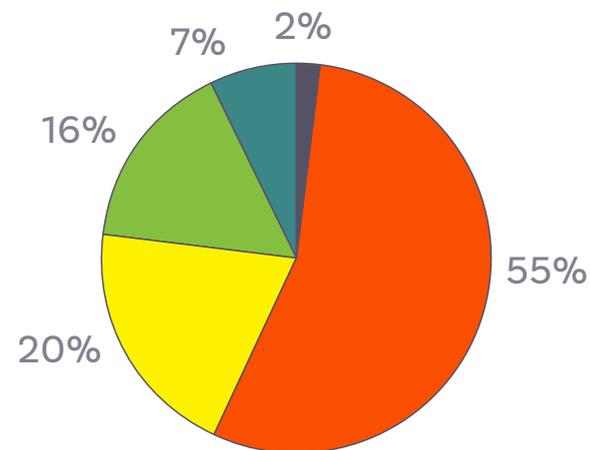
What is your perception of how Northallerton as an area has changed as a place to do business in the last 4 years (i.e. since 2017?)

- A better place to do business
- Stayed the same
- A worse place to do business
- No answer



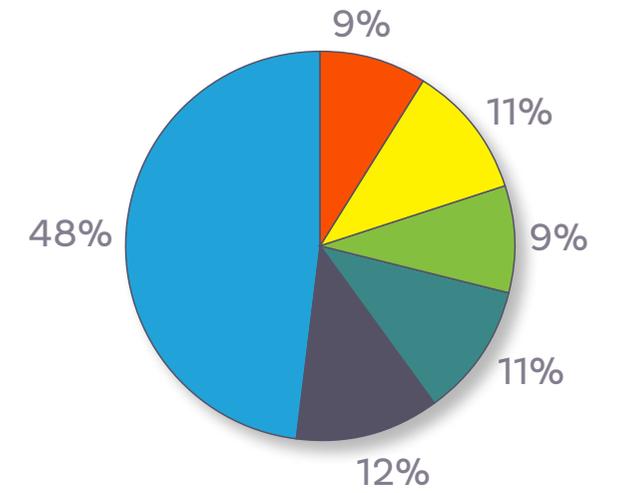
How do you think your commercial performance within Northallerton will change in the next 5 years?

- Increase moderately
- Stay the same
- Increase significantly
- Decrease
- No answer



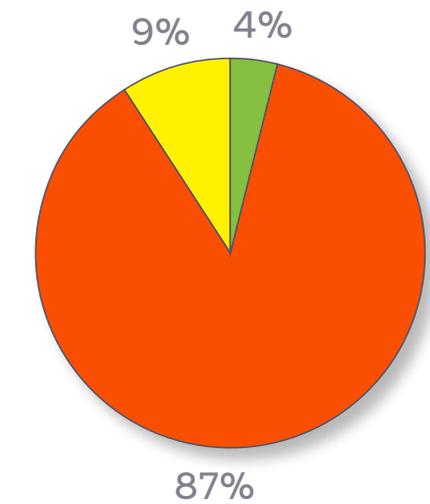
Number of years trading in Northallerton

- NA
- 0-2 years
- 2-5 years
- 5-10 years
- 10-20 years
- 20+ years



Will you vote for the BID to continue?

- Yes
- Don't know
- No



What are the most important things the BID can do to help your business recover from the global pandemic?

Sample of 36 comments:

- Provide a good economic and working environment in the town
- Support local businesses to drive footfall into the town
- Help to sell the 'Northallerton experience'
- Improve town toilet facilities and provide proper coach parking
- Keep campaigning for longer free parking
- Put on special events to encourage people from outside Northallerton to visit

Support for current BID services

Marketing	In favour
Love Northallerton marketing platforms	76%
Continue organising large events (dinosaurs etc)	64%
Continue organising smaller events (dog days etc)	62%
Promotion of all other Northallerton events	78%
Hiring a stand at Yorkshire Show	51%
Promoting late-night Christmas shopping	52%
Providing advertising billboards	58%
Arranging Christmas snowmen festival	61%
Arranging window dressing competitions	55%
Business Support	In favour
Weekly newsletters	57%
Funding Northallerton wi-fi	51%
Recruitment advertising	51%
Annual Jobs Fair	52%
Love Northallerton Business Awards	53%
Breakfast networking meetings	47%
Cardboard recycling	61%
Skills and learning courses	50%
Appearance and Environment	In favour
Northallerton Design Guide	55%
Financing visits from gum-zappers	61%
High Street free parking campaign	74%
Funding town Christmas tree	70%
Funding additional Christmas lighting	63%
Funding improvements on New Row	64%
Funding Heritage Action Zone project	60%
Safe and Secure	In favour
Funding DISC security app	57%
Supporting Northallerton Street Angels	61%
Funding extra CCTV cameras	70%
Developing Northallerton Retail Security Partnership	58%
Supporting Shopwatch	52%

Appendix 2 LEVY ARRANGEMENTS

The BID levy would be fixed at 1.5% of rateable value for those hereditaments with a rateable value of £10,000 and above. All hereditaments with a rateable value below £10,000 would be exempt. However, these businesses could make a voluntary contribution if they wish (see below).

The rating list and business plan is based on the current rateable values. The levy would be paid by a Chargeable Day method on the business rate valuation at the start of the financial year and remain fixed for the year.

Any new entries to the national Domestic Rating list within the BID geographical area would attract the levy from the date of entry in the list at the value first entered in the list.

The Business Improvement District levy would be charged at the beginning of the 2022/23 financial year, and annually in April - the last billing period being the 2026/27 financial year. Hambleton District Council (HDC), or a successor authority, would be responsible for billing and collecting the levy on behalf of the Business Improvement District.

A separate BID levy bill would be sent out showing the amount of levy due. Payment would have to be paid in full within 30 days unless an instalment plan was agreed. Instalments would normally be over a 10-month period.

HDC would pursue any non-payment of the BID levy in accordance with its usual procedures for the collection of non-domestic rates. Businesses that have a rateable value of less than £10,000 or those businesses that fall outside the BID geographical area would be able to make a voluntary contribution towards the Business Improvement District, enabling them to benefit from the projects and services of Northallerton BID.

The voluntary contribution would be calculated using the same BID levy calculation as any liable hereditament within the BID area. Therefore, the voluntary BID levy would be calculated on 1.5% of the rateable value. All voluntary members would have the same benefits as full levy-paying members.

As a result of future revaluations, the rateable value of hereditaments may change and the levy may therefore affect more or fewer businesses than currently is anticipated as a result.

Appendix 3 CONSULTATION PROCESS

We have consulted extensively with businesses and key stakeholders to gauge opinions about the BID's performance and to invite ideas for future projects. A series of focus groups began in January 2021 and have included the leaders of all applicable local authorities: Northallerton Town Council, Hambleton District Council and North Yorkshire County Council. Regular discussions have also been held with the North of England Regional BIDs Forum.

Further meetings to discuss projects have been held with the former Deputy Lieutenant of North Yorkshire, David Kerfoot OBE, John Connolly, Managing Director of C4DI, Tom Riordan, Chief Executive of Leeds City Council, the Wensleydale Railway, the University of Sunderland and the Confederation of Passenger Transport UK.

A comprehensive BID survey was distributed to the owners of all hereditaments in May 2021, with the findings used to influence the content of the 2022-27 Proposal.

In the build-up to ballot, a total of four business networking meetings were scheduled to discuss details of the Proposal and invite comments. Strenuous efforts were made to ensure the voices of levy payers and Voluntary Contributors were heard.

The BID Manager and Co-Ordinator have regular one-to-one meetings with business owners, North Yorkshire Police and Safer Hambleton Hub. The BID is also a founder member of the new Northallerton Pubwatch group.

The BID team has staged regular check-ins with businesses throughout the Proposal development and more will be undertaken leading up to the ballot.



Annex A



WE ARE JUST GETTING STARTED...
WE ARE NORTHALLERTON BID.



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North Yorkshire DL6 1NA

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