



## A MESSAGE FROM THE BID TASK GROUP

You will have recently been sent a Summary Business Plan. The purpose of the Summary Business Plan was to bring together all the information we have gathered in relation to the business engagement so far and put together potential projects and timescales. The intention was to listen to your views and then develop the Full Business Plan and the next steps.

Having listened carefully, the BID Task Group have addressed the following key issues:

1. **Businesses have said that they are busy preparing for the re-opening after lockdown and would like to concentrate on getting their business up and running.**
2. **Businesses said they would like more time to consider the proposals that would go into the final Business Plan.**

In response to this the Task Group feels that it would better if the ballot is rescheduled for **September 2021** and that the time in between be used to review what is happening post lockdown and to further engage with businesses.

We hope that the above will address the immediate priorities. The rest of this newsletter will set out answers to some of the questions we have encountered from businesses during this phase of the engagement.

Thank you for your time and interest.

**THE BID TASK GROUP**

## WHY HAVE A BID?

There are over 300 BIDs in the UK with 9 out of 10 BIDs having been renewed after the initial 5 years demonstrating that the model is largely well received.

Knaresborough has a very special business environment, with over 90% of businesses having a rateable value lower than £10k. These small, independent businesses must compete against shopping centres, out of town retail parks and online businesses. A BID will create an organisation that will have scale and influence larger than these businesses could independently muster to deliver marketing, a cleaner and safer environment, events and business support amongst other things.

**MORE ANSWERS  
TO YOUR  
QUESTIONS  
OVERLEAF** 

**FOR MORE INFORMATION**

Please visit our website for more information or to contact us:

[WWW.KNARESBOROUGH BID.CO.UK](http://WWW.KNARESBOROUGH BID.CO.UK)

## YOUR QUESTIONS ANSWERED

### WHAT IS A BID?

An arrangement whereby businesses get together, decide what improvements they want to their town centre, how they will manage these and what it will cost them. This all goes into a business plan which is voted on by all those who would have to pay. The BID lasts for a maximum of five years and must be able to demonstrate how it benefits the businesses that have funded it. The funds raised are ring-fenced and spent entirely in the BID area on the projects agreed by you and that are over and above public services.

### I HAVE HEARD BIDS CAN SAVE ME MONEY BY REDUCING MY BUSINESS COSTS. HOW?

Most BIDs in the UK centrally negotiate services for independent businesses such as Trade Waste Management, Energy Supply, Insurance, Payments Systems and the like. Because you are negotiating and representing over 200 small businesses rather than everybody doing it individually you get a much better price.

### IS THERE AN ALTERNATIVE TO A BID?

The alternative to a BID is usually some sort of voluntary set up such as a Town Centre Partnership, Chamber of Trade or the like but all of these will have limited membership and funds. Even the best practice and successful voluntarily partnerships will rarely get more than 20% fee paying members. Many voluntary organisations do a great deal of work which benefits those that do not contribute. A BID cuts out the issue of 'free-loading'.

### SURELY A BID IS JUST A WAY FOR THE COUNCIL TO SAVE MONEY?

The BID money can only be used to carry out projects/services **ADDITIONAL** to those that public services have to provide. Prior to the BID business plan being produced, the current services being delivered by all public agencies are set out in Baseline Statements. Baseline Statements for the following areas will be gathered for the Knaresborough BID: Cleansing & Maintenance, Events, Car Parking, Public Conveniences, Landscaping & Planting, Tourism, CCTV and Police. The BID Company can agree to provide additional resources to deliver a higher level of service over and above the benchmarked level if this is what businesses have identified they want.

### I DON'T WANT TO JOIN THE BID TASK GROUP BUT WANT TO GIVE MY VIEWS?

You can easily book a consultation on our website: [www.knaresboroughbid.co.uk](http://www.knaresboroughbid.co.uk)

### HOW WAS THE BID AREA SELECTED AND WHY ISN'T ST JAMES BUSINESS/RETAIL PARK INCLUDED?

The BID area is essentially the core town centre area and was selected by the Task Group on the basis of a manageable area and what projects could be delivered by the funds that could be raised. St James Business/Retail Park will not benefit from these and in any case already has a management company that delivers similar operations through the service charge (the equivalent of the BID Levy).

### WHAT BUSINESS ENGAGEMENT HAS TAKEN PLACE SO FAR?

To date, all 300 were sent a newsletter & survey by post in November 2020. Additionally they were also hand delivered and emailed. All business were invited to 4 workshops in March 2021 as well. All information has been available online at all times as well. These have directly led to the projects and proposals set out in the Summary Business Plan. We have engaged with over 50 businesses in relation to the Summary Business Plan and will continue to do so. Please respond to any consultation so that your views may be reflected in the final plan.

### CAN I STILL JOIN THE BID TASK GROUP AND WHAT WILL BE EXPECTED OF ME?

Yes, any eligible BID Levy Payer can join the Task Group. BID Task Group members will need to be able to give at least 1 hour per week voluntarily. This will be taken in engaging with fellow businesses, telling them about the BID, guiding the overall development process and putting together the final business plan. The intention with the Task Group is to represent the make up of the BID area in the appropriate proportions e.g. (Retail, Office, Food & Drink etc.).

### I HAVE SEEN THE SUMMARY BUSINESS PLAN BUT I WANT MORE DETAIL?

The Summary Business Plan is NOT the Final Business Plan. The Summary Business Plan is designed to bring together all the consultation to date for people to see. Based on the response to this Summary Business Plan, we will create the Final Business Plan in July 2021.

### WHY IS THE BID COMPANY NOT A CHARITY OR A COMMUNITY INTEREST COMPANY (CIC)?

BIDs do not have a charitable aim so could not be registered as one. BIDs of course can have an impact across the whole community because a thriving town benefits all. A BID is also designed to give a return to the business community primarily, and therefore is not normally registered as a CIC. However it does require strong governance and accountability and therefore registers as a Company Limited By Guarantee which needs to file annual accounts and report.

## CAN I JOIN THE BOARD OF DIRECTORS OF THE KNARESBOROUGH BID IN THE EVENT OF A SUCCESSFUL BALLOT?

If there is a successful yes vote, all BID levy payers will be able to put themselves forward for election as a Board Director. Candidates will put themselves forward with their qualifications and experience and this will then go to a ballot of all eligible businesses. The Board composition will be set out in the final business plan but will look something like the graphic (right). All Director positions are voluntary and unpaid and likely to take up 1-2 hours per week.



4 RETAIL



2 OFFICE, 2 FOOD & DRINK, 2 PUBLIC SECTOR



1 ENTERTAINMENT & LEISURE



1 VOLUNTARY CONTRIBUTOR/INVESTOR MEMBER

## WHAT WILL HAPPEN IF THE BALLOT IS SUCCESSFUL?

Arrangements will be made to bill and collect the BID Levy and the projects in the business plan will start to get delivered. This happens at the earliest about 3 months after the ballot as things take time to set up.

## WHAT DOES A 'COMPANY LIMITED BY GUARANTEE' MEAN?

All 'Company Limited by Guarantee' means is that any business who becomes a member or director of the company has their personal liability restricted to £1. This type of company also does NOT have shareholders or pay dividends.

## HOW MANY STAFF WILL KNARESBOROUGH BID HAVE?

We do not expect more than 1 member of staff to be employed and this may be part time and/or on a contracted basis.

## WHY DOES KNARESBOROUGH BID HAVE A DIFFERENT EXEMPTION LEVEL TO SAY RIPON?

The make up of towns' businesses vary significantly. Knaresborough is predominantly smaller businesses and does not have as many larger national chains that often make higher contributions to the overall budget. The presence of larger chains allow us to set the exemption level higher sometimes, whilst still being able to raise enough funds to carry out projects that make a difference.

## WHO GETS TO VOTE?

The registered ratepayer (usually the tenant) for all eligible businesses gets the vote.

## WHO CONDUCTS THE BALLOT?

The ballot is conducted independently of the BID organisers by the Returning Officer at Harrogate Borough Council very much like a local council election and observing the same rules. The Returning Officer may appoint an agent to do this such as Civica Election Services.

## WHEN WILL I GET MY BILL AND HOW MUCH WILL I PAY?

The first bill is unlikely to go out before January 2022, more likely April 2022 and will be sent out and need to be paid to Harrogate Borough Council in the first instance. The money collected is then transferred to the BID and is under the control of businesses to spend delivering the agreed projects set out in the Business Plan. The following table sets out what you would pay:

Rateable Value Band	Levy (pa)	Daily Equivalent
£200K+	£7,500	£21
£100K - £200K	£3,000	£8
£75K - £100K	£2,000	£5
£50K - £75K	£1,000	£3
£25K - £50K	£750	£2
£10K - £25K	£365	£1
£2.5K - £10K	£250	68p
Below £2.5K	Exempt	

## WHY DO COUNCIL OWNED PROPERTIES GET A VOTE?

Council owned properties pay business rates like anybody else (even car parks and public conveniences). Therefore they get a vote as an organisation, for each property they own, like everybody else. **Please remember that they pay a levy for each property as well.**

## WHY DO EMPTY PREMISES GET A VOTE?

All properties whether vacant or occupied carry a rateable value and will always have a registered ratepayer (usually the tenant if occupied or owner if vacant) who is eligible to vote and pay. Empty properties are NOT automatically counted as a yes vote.

## THE BID TASK GROUP

The BID Task Group guides the development of the BID in Knaresborough  
can be viewed on our website. Please feel free to contact them:

[WWW.KNARESBOROUGHVID.CO.UK](http://WWW.KNARESBOROUGHVID.CO.UK)

## NEXT STEPS

**JUNE 2021**  
Business Engagement

**JULY 2021**  
Final Business Plan

**SEPTEMBER 2021**  
BID Ballot

## FOR MORE INFORMATION

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