



BUSINESS SUPPORT ● EVENTS ● MARKETING & PROMOTION ● ACCESSIBILITY

ROYAL TUNBRIDGE WELLS BUSINESS IMPROVEMENT DISTRICT

2019-2024



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Message from the Chair

Your Town, Your Aspirations, Your BID

As I'm sure you'll all agree Royal Tunbridge Wells is a fantastic town. It has a rich and fascinating history, one of only a few spa towns in the UK, beautiful picturesque parks, home to a diverse mix of high quality branded retailers, specialist independent shops, hotels, bars & cafes and businesses across a range of sectors.

Despite our strengths and unique selling points Royal Tunbridge Wells has not been immune to the economic challenges facing many town centres. Our businesses have suffered and our retailers particularly have struggled with the changing face of consumer behaviour and impact of online shopping. Our town is competing with other great towns and the internet. How should we address this?

We believe that by creating a Business Improvement District (**BID**) in Royal Tunbridge Wells we can give businesses the power to make significant, targeted and sustained improvements to our town.

You have told us what is important to you; you've given us direction on the projects that you would like us to work on and identified your key concerns. Vote **YES** to a **BID** and we will then have the resources to address your concerns and make the suggested improvements.

We need to put Royal Tunbridge Wells on the map for more than just history, beauty and fantastic shops.

A **BID** would provide a budget of over £450k pa. You have told us that you want bigger and better events and more promotion of the town. Why couldn't Royal Tunbridge Wells have a nationally renowned Festival? There is little chance of any of this happening currently but vote **YES** to a **BID** and we will invest over £635,000 in a 5 year period in developing new events and helping to ensure that the existing events we already have are economically viable. We will invest £495,000 over a 5 year period to promote the town further afield, to shout about our town to a wider audience, to bring in more visitors. That will help every single one of our businesses in our town. Vote **YES** for a **BID**.

We have already proven what we can do. Through Royal Tunbridge Wells Together we have achieved our aims and goals within tight budgetary constraints. Imagine the difference a **BID** could make. We the businesses need to take ownership; we need to work together and collaborate to shape the future of Royal Tunbridge Wells.

Please support us, vote **YES** and we **WILL** put Royal Tunbridge Wells on the map.



NICKY BLANCHARD

Chair of Royal Tunbridge Wells Together
and Centre Manager of Royal Victoria Place
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If your business is eligible to vote in the forthcoming Ballot, you will be sent a Ballot Paper prior to the 11th October 2018.

The Ballot will be open for 4 weeks from the 11th October to 8th November. If a Yes vote is secured at the Ballot, the BID will commence delivery of services laid out in this plan from the 1st April 2019.



“ *A BID is the best opportunity for businesses in Tunbridge Wells to ensure investment and resources go into real initiatives targeted at improving business conditions, employment prospects and a vibrant sustainable local economy.* ”

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THE STORY SO FAR

How have we got here?

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These businesses all felt that there was a need for a town centre partnership to bring businesses in the town centre together, to work collectively. Initially we formed a Board comprising larger businesses that were able to provide financial support. Our mission statement was to help make Royal Tunbridge Wells a high-quality destination for retail, business, leisure and culture and maintain its competitive edge over other locations in the South East.

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We are very proud of Royal Tunbridge Wells Together and our achievements including:

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We have also held a number of networking events, with speakers from other BIDs. We have informed you of progress through information on the RTWT website and via an e-newsletter and social media communications.

Through this consultation programme, you have told us that we should focus on the following priorities:

- **A better place for business**
- **Grow and develop events**
- **Promote the town to a wider audience**
- **Introduce parking initiatives**

These priorities are not an exhaustive list. The BID will be flexible and responsive enough to explore other opportunities as they arise.



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WHAT IS A BID?

An opportunity for you to shape the future

Led and controlled by local businesses, Business Improvement Districts, or BIDs for short, are independent organisations created to deliver targeted improvements to a defined geographical area, such as a town centre.

Businesses within the BID area pay an additional annual levy (based on the rateable value of their premises) to fund defined projects. The funds are ringfenced for the area and controlled by the BID.

Considered as a model of best-practice in town centre management, there are now more than 300 BIDs in existence in the UK from small centres like Oxted in Surrey through to larger towns such as Winchester or Guildford. Nearer to home, Canterbury and Maidstone town centres now also have BIDs.

In order for a BID to be established, a ballot of all eligible businesses in the area must take place. The ballot is an opportunity to respond to proposals set out in the BID’s proposed Business Plan (this document). Two conditions must be met for the BID to be successful:

- 1. More than 50% of businesses that vote must vote ‘Yes’.**
- 2. More than 50% of the rateable value of the businesses that vote, must have voted ‘Yes’.**

If businesses decide that they want a BID, it will be in place for 5 years in the first instance. At the end of this period, businesses are asked to renew the BID by casting their vote again.

BIDs are fully accountable to their levy payers, they are lean, flexible organisations able to respond quickly to local circumstances. They provide a model of equitable and sustainable funding for town centre management.



What a BID will do for Royal Tunbridge Wells?

BIDs are established by businesses to deliver priorities they have identified

Investment of over
£2.3m
in your town over a 5 year period

WORKING TOGETHER FOR A BETTER TOWN

£303,000
investment over 5 years

WORKING TOGETHER TO DELIVER EVENTS

£635,000
investment over 5 years

WORKING TOGETHER TO PROMOTE OUR TOWN

£495,000
investment over 5 years

WORKING TOGETHER TO IMPROVE ACCESSIBILITY

£200,000
investment over 5 years



“ At Metro Bank, we believe in supporting local business and offer all our business customers an expert and personal level of service. From sole traders to international corporates, our Local Business and Relationship Managers can help businesses wherever they are in their journey. For us, being there for the local community is absolutely vital to our model and we are therefore delighted to back the Tunbridge Wells BID and look forward to it making a positive contribution to businesses throughout the area.

ANDRE VAN ZIJL
Local Director
Metro Bank





“ We have been fortunate enough to be involved with Bath BID at our sister site. The Bath BID have been extremely supportive in championing local independent businesses and driving footfall to the City. They are a friendly, approachable and community-orientated organisation, and I think Tunbridge Wells would really benefit from the introduction of a BID. The RTWT team are passionate about improving the town by growing commercial enterprises, and I would fully endorse a BID in Tunbridge Wells.

TOM WALKER
Framptons



Working together for a better town

£303,000
investment over 5 years

You have told us about the support you want for your business. Meeting new customers and suppliers is key for success. A BID will make significant investment in training and networking, equipping businesses with vital skills and knowledge in digital technology, future trends and relationship building. It will provide advice and support for businesses, facilitating an environment in which business can thrive.

- **The BID will facilitate B2B events**
Organising and hosting monthly networking events for businesses
- **The BID will encourage people to work in Royal Tunbridge Wells**
Promoting careers in Royal Tunbridge Wells and working with partner organisations to overcome barriers to recruitment and employment
- **The BID will improve skills**
Investment in training, helping small retailers adjust to a digital retail economy and all businesses to stay ahead of competitors
- **The BID will save you money**
Exploring group purchasing initiatives to save money on overheads such as waste disposal, energy, insurance and telecoms
- **The BID will lobby on behalf of businesses**
Persuading key decision-making bodies and organisations including Central Government, TWBC, KCC, public transport operators and others
- **The BID will promote local**
Wherever possible, the BID will use local businesses to carry out BID projects
- **The BID will invest in safety and security**
Working with local partners, the BID will explore initiatives to improve safety and security in the town

Working together to deliver events

£635,000
investment over 5 years

Events drive footfall and spend. You have told us that you value high quality events. The BID will invest a substantial amount of the budget into developing and growing events and activities. Attracting visitors because of our events and cultural offering will lead to a busier, more vibrant town centre.

- The BID will offer grant funding to existing events and festivals**
Royal Tunbridge Wells Together will increase grant funding to £20,000 per year giving organisers of events like Local & Live, The Puppetry Festival and The Lantern Parade a solid footing to work from
- The BID will develop an annual arts event to put Royal Tunbridge Wells on the cultural map**
Other towns and cities have become renowned for cultural events with national significance, they attract significant footfall and prestige. The BID will work with industry experts to develop a high quality event to attract visitors and acclaim to our town
- The BID will support and organise new events to attract footfall**
Many great events already take place in Royal Tunbridge Wells. The BID will work with businesses to ensure these events bring additional visitors. Opportunities for new events will be explored. We will ensure that the events link main areas of the town together
- The BID will explore bringing high-quality speciality markets**
Markets, just like events can increase visitor numbers, dwell time and footfall. Markets that add to and complement our local retailers will add diversity and appeal to the town centre



“ I am pleased and excited to support the BID. The prospect of it being successful in Tunbridge Wells offers us the chance to significantly raise the profile of our town centre, making it more welcoming, vibrant and enjoyable, increasing footfall and bringing vital new trade into the town. This is our opportunity to collectively help create a stronger and brighter future for Tunbridge Wells.

NICK MOORE
Commercial Director
Markerstudy Leisure





“ *The bid would be a great opportunity for the businesses of Tunbridge Wells to work together in an effective way to improve life in the town for us all.*

STEVE GURNEY
INDEX Magazine

Working together to promote our town

£495,000 investment over 5 years

You have told us that you think Royal Tunbridge Wells needs to be promoted further afield, creating new markets for our businesses. Locally, we all know that Royal Tunbridge Wells is a beautiful town, but we now need to invest in promoting to a wider audience. We will work on the following initiatives which will benefit all businesses:

- **The BID will invest in promoting the town centre**
Working with businesses to agree high-quality town centre branding and imagery to support promotions
- **The BID will develop marketing campaigns**
Highlighting the strengths of Royal Tunbridge Wells, including promoting our events, food and drink venues, the retail offering and the key Christmas period
- **The BID will produce and distribute printed and online guides**
Making sure that our events and businesses are marketed across a wide catchment area, benefiting attractions, retailers, restaurants and licensed premises
- **The BID will attract visitors**
Establishing links with partner organisations (Visit Kent and Tourism South East), to develop collaborative projects and ensure representation of the town regionally, nationally and internationally at tourism events
- **The BID will shine a spotlight on our outstanding businesses**
Investing in quality PR, bringing press visits and reviewers to our town



Working together to improve accessibility

£200,000
investment over 5 years

You have told us that parking, transport and accessibility are key concerns: these need to work for residents, employees working in Royal Tunbridge Wells and business and leisure visitors. There are several initiatives that a BID could deliver that would assist businesses, employees and customers.

- The BID will provide free parking for visitors for key seasonal events**
TWBC already offers free parking on certain dates in the year in their many car parks. The BID will offer opportunities at other times of the year to coincide with large events or, alternatively to help during quieter trading periods
- The BID will explore making parking easier for businesses**
Businesses have told us that negotiating bulk season ticket purchases for staff is difficult. The BID will help businesses negotiate appropriately priced parking solutions for their staff
- The BID will explore free parking in certain car parks**
If a town centre car park is underutilised, the BID will work with the council to increase occupancy rates, occasionally making it possible to offer free parking spaces
- The BID will explore improved access, signage and wayfinding**
Signage and wayfinding to car parks in the town centre could be significantly improved. We will work with TWBC and KCC Highways to upgrade signage and work on devising other ways of providing parking information
- The BID will work with public transport operators**
Public transport services are vitally important to town centres. The BID will work with and lobby operators to secure improved services



“As a business-driven initiative that will work collectively to make the town a great place to live and work, I am pleased to support a BID in Royal Tunbridge Wells.

JO JAMES

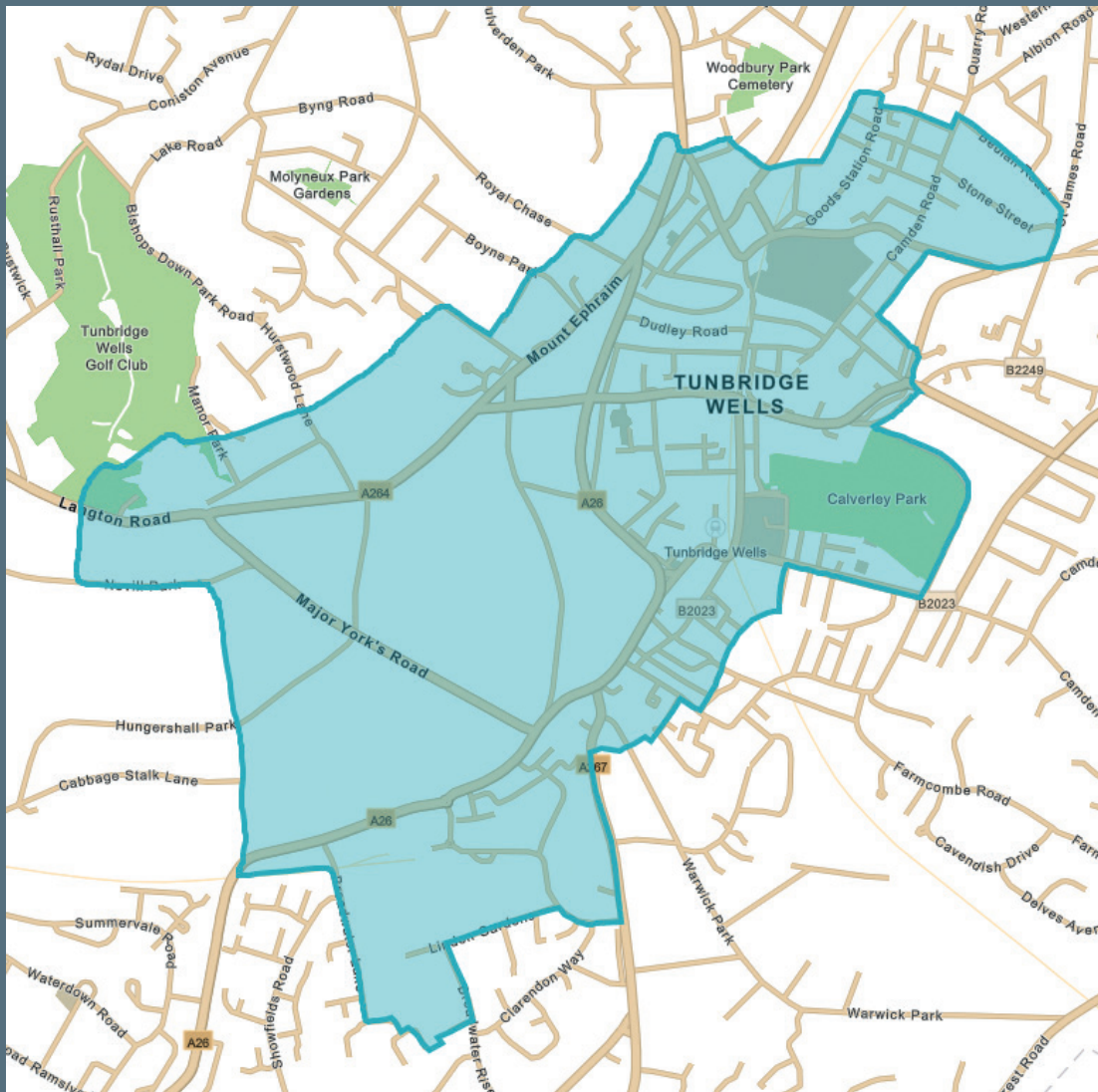
Chief Executive
Kent Invicta Chamber
of Commerce



THE BID AREA

Royal Tunbridge Wells Town Centre

It is proposed that the BID would cover the town centre of Royal Tunbridge Wells. This map shows the proposed boundary.



For a comprehensive list of streets that fall within the BID boundary area visit www.tunbridgewellstogether.co.uk



HOW MUCH WILL IT COST?

Explaining the BID levy

BIDs are designed to be sustainable and equitable, with larger businesses paying more than smaller ones via an additional levy based on the rateable value of each business premises.

The following financial model is proposed for Royal Tunbridge Wells' BID:

- **The levy rate to be paid by each property or hereditament is to be calculated as 1.25% of its rateable value as at the 'chargeable day' (1st April each year)**
- **A reduced levy rate of 1% of rateable value for businesses within serviced accommodation, following national guidelines to take into account existing service charges paid**
- **A cap per individual premises of £5,000**
- **Exemptions for all businesses with a rateable value of £15,000 or less (these businesses will not be eligible to vote)**

This proposal would create an annual fund of £450,000 and a total for the 5 year life of the BID of £2.3 million.

In addition, wherever possible the BID will seek additional funds and income streams, from sponsorships, grants and voluntary memberships (for those under the £15,000 threshold).

The tables below provide examples of the amount of levy that a business will contribute to the BID.

Rateable Value	Levy per year	Levy per day
Small - Rateable Value of £15,000	£187.50	£0.51
Medium - Rateable Value of £50,000	£625	£1.71
Large - Rateable Value of £150,000	£1,875	£5.13

Reduced levy rate for serviced accommodation

Rateable Value	Levy per year	Levy per day
Small - Rateable Value of £15,000	£150	£0.41
Medium - Rateable Value of £50,000	£500	£1.40
Large - Rateable Value of £150,000	£1,500	£4.10

- **Owners of untenanted properties or hereditaments will be liable for payment of the levy**
- **The levy will be charged annually in advance for each chargeable period (April to March of each year), starting in June 2019. No refunds will be made**
- **From 2019 onwards, for the duration of the BID, the levy payable per hereditament will increase by a fixed rate of inflation of 2% per annum**
- **The number of hereditaments or premises liable for the levy is approximately 640**



“ I've seen BIDs become the beating heart of their community and a fantastic network for local businesses. A BID would celebrate and support all the best of business in Tunbridge Wells.

ALEXANDER BISHOP
Thomson, Snell & Passmore



THE BID BUDGET

PROPOSED BID BUDGET 2019-2024						
Year	2019/20	2020/21	2121/22	2022/23	2023/24	Total
BID Levy Income	£450,000	£459,000	£468,180	£477,544	£487,095	£2,341,819
Better town for business	£43,000	£60,000	£65,000	£65,000	£70,000	£303,000
Events	£115,000	£130,000	£130,000	£130,000	£130,000	£635,000
Promotion	£90,000	£95,000	£100,000	£105,000	£105,000	£495,000
Accessibility/parking/transport	£40,000	£40,000	£40,000	£40,000	£40,000	£200,000
Establishment/administration	£55,000	£22,750	£22,750	£22,750	£22,750	£146,000
Overheads @ 18%	£81,000	£82,620	£84,272	£85,958	£87,677	£421,527
Contingency	£23,200	£23,664	£24,137	£24,620	£25,112	£120,733
Total	£447,200	£454,034	£466,159	£473,328	£480,539	



“ A BID would be great news for Tunbridge Wells. I thoroughly support the campaign and would encourage other businesses in the area to get behind the project.

MARC HOOPER
Marks & Spencer



- A cautious approach has been adopted in providing the indicative budget for the BID term
- A levy collection rate of 97% has been assumed, reflecting a national average
- The average annual levy available for investment is approximate and can vary if new businesses are created or premises are redeveloped
- A contingency provision on expenditure, together with availability of reserves, provides an anticipated surplus of £25,000 by the end of the first term. This equates to c5% of expenditure
- National guidance dictates that overhead costs of a BID company should be 20% of total expenditure. In Royal Tunbridge Wells, our intention is to allow 18%

GOVERNANCE & ACCOUNTABILITY

Business in control

Royal Tunbridge Wells Together (RTWT), the existing town centre partnership is the BID proposer and has been set up as a Community Interest Company. RTWT will become the BID Company following a successful ballot and continue as a not-for-profit organisation. RTWT will then start to deliver the BID's priorities and projects as described in this Business Plan.

A Board of Directors will provide oversight and governance. Board members will all be levy payers and will reflect business sectors and size, and geographical representation across the BID area. Directors will serve on the Board on a voluntary basis.

It is proposed that the majority of the existing Board of RTWT will remain in place for the first 12 months of the BID, to ensure continuity. Thereafter, elections will take place annually for Board Members. The Board will also include an elected Councillor and an Officer from Tunbridge Wells Borough Council.

Two full time staff will be responsible for:

- Delivery and project management of the BID Business Plan
- Communication of progress and projects to all levy payers
- Identifying and developing additional income streams for the BID company
- Financial monitoring/Budgetary control

How will I know if the BID is delivering for my business?

All levy payers will have a stake in the BID company and will be able to hold the BID company to account throughout the BID's lifetime. The BID Board will meet regularly with agendas and minutes published online to ensure transparency and accountability.

Other measures will be put in place to measure the effectiveness of the BID from the start:

- Reports on town centre indicators will be prepared and published
- Sample business surveys will be undertaken each year to hear your feedback on performance
- Interaction between the BID Board and town centre businesses through regular stakeholder meetings
- Production and distribution to all levy payers of an Annual Report
- Opportunity for all businesses to attend an AGM
- Mid-term review of the BID to be sent to levy payers

Information will also be available via a dedicated BID webpage and regular e-newsletters.

Statutory Notices

- Notification of the intention to hold a ballot was sent to the Secretary of State on 26th June 2018
- The BID company will aim to be certified through British BIDs Accreditation, an award in respect of internal quality management systems within its first term
- The number of Directors of the BID Company should number no more than 12, this may include non-levy payers, although always in a minority. The Board will meet quarterly
- Provided that the BID company is meeting its overall objectives and subject to consultation with the BID Advisory Group, it shall 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 an alteration ballot
- Levy paying businesses will become Members of the BID Company
- The BID will file annual accounts compiled by independent accountants with Companies House
- An Operating Agreement, which includes the Council's Baseline services within the BID area can be found at www.tunbridgewellstogether.co.uk

The BID Ballot

1. Royal Tunbridge Wells Borough Council will send those responsible for properties or hereditaments subject to the BID levy a ballot paper prior to Thursday 11th October 2018.
2. Each property or hereditament subject to the BID will be entitled to one vote in respect of this BID proposal in a 28 day postal ballot which will commence on Thursday 11th October 2018 and close at 5pm on Thursday 8th November 2018. Ballot papers received after 5pm on that day will not be counted. The result of the ballot will be announced on the following day.
3. In order for the proposal to be successful at ballot the result will need to meet, as a minimum, two independent criteria which are: (a) of those ballots returned by the close, those voting in favour of the proposal must exceed those voting against it, and (b) of those ballot papers returned by the close, the total rateable value of those properties or hereditaments which vote in favour, must exceed the total of those voting against.





ROYAL TUNBRIDGE WELLS
TOGETHER

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- 1. More than 50% of businesses that vote must vote ‘Yes’.**
- 2. More than 50% of the rateable value of the businesses that vote, must have voted ‘Yes’.**

If businesses decide that they want a BID, it will be in place for 5 years in the first instance. At the end of this period, businesses are asked to renew the BID by casting their vote again.

BIDs are fully accountable to their levy payers, they are lean, flexible organisations able to respond quickly to local circumstances. They provide a model of equitable and sustainable funding for town centre management.



What a BID will do for Royal Tunbridge Wells?

BIDs are established by businesses to deliver priorities they have identified

Investment of over
£2.3m
in your town over a 5 year period

WORKING TOGETHER FOR A BETTER TOWN

£303,000
investment over 5 years

WORKING TOGETHER TO DELIVER EVENTS

£635,000
investment over 5 years

WORKING TOGETHER TO PROMOTE OUR TOWN

£495,000
investment over 5 years

WORKING TOGETHER TO IMPROVE ACCESSIBILITY

£200,000
investment over 5 years



“ At Metro Bank, we believe in supporting local business and offer all our business customers an expert and personal level of service. From sole traders to international corporates, our Local Business and Relationship Managers can help businesses wherever they are in their journey. For us, being there for the local community is absolutely vital to our model and we are therefore delighted to back the Tunbridge Wells BID and look forward to it making a positive contribution to businesses throughout the area.

ANDRE VAN ZIJL
Local Director
Metro Bank





“ We have been fortunate enough to be involved with Bath BID at our sister site. The Bath BID have been extremely supportive in championing local independent businesses and driving footfall to the City. They are a friendly, approachable and community-orientated organisation, and I think Tunbridge Wells would really benefit from the introduction of a BID. The RTWT team are passionate about improving the town by growing commercial enterprises, and I would fully endorse a BID in Tunbridge Wells.

TOM WALKER
Framptons



Working together for a better town

£303,000
investment over 5 years

You have told us about the support you want for your business. Meeting new customers and suppliers is key for success. A BID will make significant investment in training and networking, equipping businesses with vital skills and knowledge in digital technology, future trends and relationship building. It will provide advice and support for businesses, facilitating an environment in which business can thrive.

- **The BID will facilitate B2B events**
Organising and hosting monthly networking events for businesses
- **The BID will encourage people to work in Royal Tunbridge Wells**
Promoting careers in Royal Tunbridge Wells and working with partner organisations to overcome barriers to recruitment and employment
- **The BID will improve skills**
Investment in training, helping small retailers adjust to a digital retail economy and all businesses to stay ahead of competitors
- **The BID will save you money**
Exploring group purchasing initiatives to save money on overheads such as waste disposal, energy, insurance and telecoms
- **The BID will lobby on behalf of businesses**
Persuading key decision-making bodies and organisations including Central Government, TWBC, KCC, public transport operators and others
- **The BID will promote local**
Wherever possible, the BID will use local businesses to carry out BID projects
- **The BID will invest in safety and security**
Working with local partners, the BID will explore initiatives to improve safety and security in the town

Working together to deliver events

£635,000
investment over 5 years

Events drive footfall and spend. You have told us that you value high quality events. The BID will invest a substantial amount of the budget into developing and growing events and activities. Attracting visitors because of our events and cultural offering will lead to a busier, more vibrant town centre.

- The BID will offer grant funding to existing events and festivals**
Royal Tunbridge Wells Together will increase grant funding to £20,000 per year giving organisers of events like Local & Live, The Puppetry Festival and The Lantern Parade a solid footing to work from
- The BID will develop an annual arts event to put Royal Tunbridge Wells on the cultural map**
Other towns and cities have become renowned for cultural events with national significance, they attract significant footfall and prestige. The BID will work with industry experts to develop a high quality event to attract visitors and acclaim to our town
- The BID will support and organise new events to attract footfall**
Many great events already take place in Royal Tunbridge Wells. The BID will work with businesses to ensure these events bring additional visitors. Opportunities for new events will be explored. We will ensure that the events link main areas of the town together
- The BID will explore bringing high-quality speciality markets**
Markets, just like events can increase visitor numbers, dwell time and footfall. Markets that add to and complement our local retailers will add diversity and appeal to the town centre



“ I am pleased and excited to support the BID. The prospect of it being successful in Tunbridge Wells offers us the chance to significantly raise the profile of our town centre, making it more welcoming, vibrant and enjoyable, increasing footfall and bringing vital new trade into the town. This is our opportunity to collectively help create a stronger and brighter future for Tunbridge Wells.

NICK MOORE
Commercial Director
Markerstudy Leisure





“ *The bid would be a great opportunity for the businesses of Tunbridge Wells to work together in an effective way to improve life in the town for us all.*

STEVE GURNEY
INDEX Magazine

Working together to promote our town

£495,000 investment over 5 years

You have told us that you think Royal Tunbridge Wells needs to be promoted further afield, creating new markets for our businesses. Locally, we all know that Royal Tunbridge Wells is a beautiful town, but we now need to invest in promoting to a wider audience. We will work on the following initiatives which will benefit all businesses:

- **The BID will invest in promoting the town centre**
Working with businesses to agree high-quality town centre branding and imagery to support promotions
- **The BID will develop marketing campaigns**
Highlighting the strengths of Royal Tunbridge Wells, including promoting our events, food and drink venues, the retail offering and the key Christmas period
- **The BID will produce and distribute printed and online guides**
Making sure that our events and businesses are marketed across a wide catchment area, benefiting attractions, retailers, restaurants and licensed premises
- **The BID will attract visitors**
Establishing links with partner organisations (Visit Kent and Tourism South East), to develop collaborative projects and ensure representation of the town regionally, nationally and internationally at tourism events
- **The BID will shine a spotlight on our outstanding businesses**
Investing in quality PR, bringing press visits and reviewers to our town



Working together to improve accessibility

£200,000
investment over 5 years

You have told us that parking, transport and accessibility are key concerns: these need to work for residents, employees working in Royal Tunbridge Wells and business and leisure visitors. There are several initiatives that a BID could deliver that would assist businesses, employees and customers.

- The BID will provide free parking for visitors for key seasonal events**
TWBC already offers free parking on certain dates in the year in their many car parks. The BID will offer opportunities at other times of the year to coincide with large events or, alternatively to help during quieter trading periods
- The BID will explore making parking easier for businesses**
Businesses have told us that negotiating bulk season ticket purchases for staff is difficult. The BID will help businesses negotiate appropriately priced parking solutions for their staff
- The BID will explore free parking in certain car parks**
If a town centre car park is underutilised, the BID will work with the council to increase occupancy rates, occasionally making it possible to offer free parking spaces
- The BID will explore improved access, signage and wayfinding**
Signage and wayfinding to car parks in the town centre could be significantly improved. We will work with TWBC and KCC Highways to upgrade signage and work on devising other ways of providing parking information
- The BID will work with public transport operators**
Public transport services are vitally important to town centres. The BID will work with and lobby operators to secure improved services



“As a business-driven initiative that will work collectively to make the town a great place to live and work, I am pleased to support a BID in Royal Tunbridge Wells.

JO JAMES

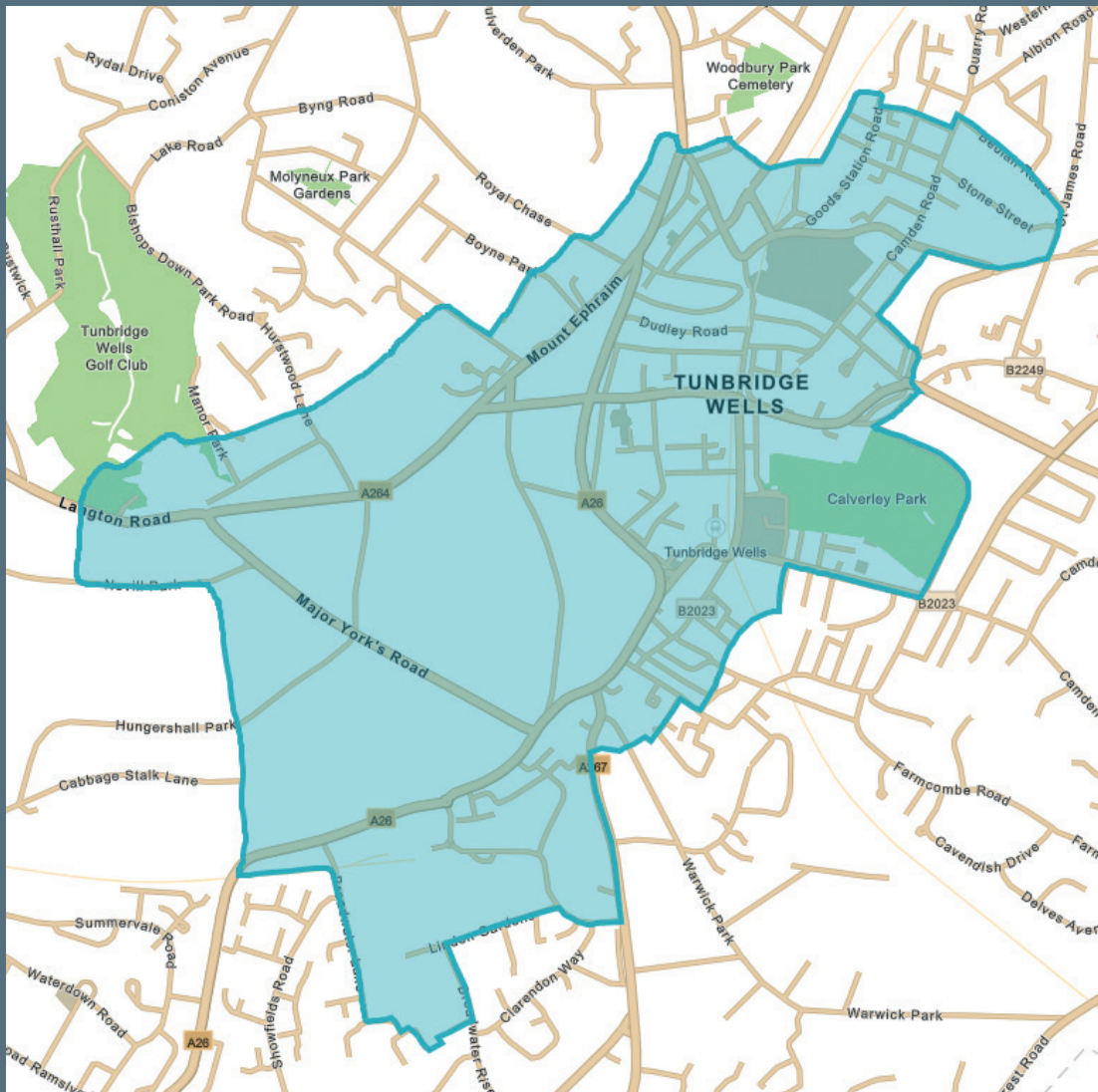
Chief Executive
Kent Invicta Chamber
of Commerce



THE BID AREA

Royal Tunbridge Wells Town Centre

It is proposed that the BID would cover the town centre of Royal Tunbridge Wells. This map shows the proposed boundary.



For a comprehensive list of streets that fall within the BID boundary area visit www.tunbridgewellstogether.co.uk



HOW MUCH WILL IT COST?

Explaining the BID levy

BIDs are designed to be sustainable and equitable, with larger businesses paying more than smaller ones via an additional levy based on the rateable value of each business premises.

The following financial model is proposed for Royal Tunbridge Wells' BID:

- **The levy rate to be paid by each property or hereditament is to be calculated as 1.25% of its rateable value as at the 'chargeable day' (1st April each year)**
- **A reduced levy rate of 1% of rateable value for businesses within serviced accommodation, following national guidelines to take into account existing service charges paid**
- **A cap per individual premises of £5,000**
- **Exemptions for all businesses with a rateable value of £15,000 or less (these businesses will not be eligible to vote)**

This proposal would create an annual fund of £450,000 and a total for the 5 year life of the BID of £2.3 million.

In addition, wherever possible the BID will seek additional funds and income streams, from sponsorships, grants and voluntary memberships (for those under the £15,000 threshold).

The tables below provide examples of the amount of levy that a business will contribute to the BID.

Rateable Value	Levy per year	Levy per day
Small - Rateable Value of £15,000	£187.50	£0.51
Medium - Rateable Value of £50,000	£625	£1.71
Large - Rateable Value of £150,000	£1,875	£5.13

Reduced levy rate for serviced accommodation

Rateable Value	Levy per year	Levy per day
Small - Rateable Value of £15,000	£150	£0.41
Medium - Rateable Value of £50,000	£500	£1.40
Large - Rateable Value of £150,000	£1,500	£4.10

- **Owners of untenanted properties or hereditaments will be liable for payment of the levy**
- **The levy will be charged annually in advance for each chargeable period (April to March of each year), starting in June 2019. No refunds will be made**
- **From 2019 onwards, for the duration of the BID, the levy payable per hereditament will increase by a fixed rate of inflation of 2% per annum**
- **The number of hereditaments or premises liable for the levy is approximately 640**



“ I've seen BIDs become the beating heart of their community and a fantastic network for local businesses. A BID would celebrate and support all the best of business in Tunbridge Wells.

ALEXANDER BISHOP
Thomson, Snell & Passmore



THE BID BUDGET

PROPOSED BID BUDGET 2019-2024						
Year	2019/20	2020/21	2121/22	2022/23	2023/24	Total
BID Levy Income	£450,000	£459,000	£468,180	£477,544	£487,095	£2,341,819
Better town for business	£43,000	£60,000	£65,000	£65,000	£70,000	£303,000
Events	£115,000	£130,000	£130,000	£130,000	£130,000	£635,000
Promotion	£90,000	£95,000	£100,000	£105,000	£105,000	£495,000
Accessibility/parking/transport	£40,000	£40,000	£40,000	£40,000	£40,000	£200,000
Establishment/administration	£55,000	£22,750	£22,750	£22,750	£22,750	£146,000
Overheads @ 18%	£81,000	£82,620	£84,272	£85,958	£87,677	£421,527
Contingency	£23,200	£23,664	£24,137	£24,620	£25,112	£120,733
Total	£447,200	£454,034	£466,159	£473,328	£480,539	



“ A BID would be great news for Tunbridge Wells. I thoroughly support the campaign and would encourage other businesses in the area to get behind the project.

MARC HOOPER
Marks & Spencer



- A cautious approach has been adopted in providing the indicative budget for the BID term
- A levy collection rate of 97% has been assumed, reflecting a national average
- The average annual levy available for investment is approximate and can vary if new businesses are created or premises are redeveloped
- A contingency provision on expenditure, together with availability of reserves, provides an anticipated surplus of £25,000 by the end of the first term. This equates to c5% of expenditure
- National guidance dictates that overhead costs of a BID company should be 20% of total expenditure. In Royal Tunbridge Wells, our intention is to allow 18%

GOVERNANCE & ACCOUNTABILITY

Business in control

Royal Tunbridge Wells Together (RTWT), the existing town centre partnership is the BID proposer and has been set up as a Community Interest Company. RTWT will become the BID Company following a successful ballot and continue as a not-for-profit organisation. RTWT will then start to deliver the BID's priorities and projects as described in this Business Plan.

A Board of Directors will provide oversight and governance. Board members will all be levy payers and will reflect business sectors and size, and geographical representation across the BID area. Directors will serve on the Board on a voluntary basis.

It is proposed that the majority of the existing Board of RTWT will remain in place for the first 12 months of the BID, to ensure continuity. Thereafter, elections will take place annually for Board Members. The Board will also include an elected Councillor and an Officer from Tunbridge Wells Borough Council.

Two full time staff will be responsible for:

- Delivery and project management of the BID Business Plan
- Communication of progress and projects to all levy payers
- Identifying and developing additional income streams for the BID company
- Financial monitoring/Budgetary control

How will I know if the BID is delivering for my business?

All levy payers will have a stake in the BID company and will be able to hold the BID company to account throughout the BID's lifetime. The BID Board will meet regularly with agendas and minutes published online to ensure transparency and accountability.

Other measures will be put in place to measure the effectiveness of the BID from the start:

- Reports on town centre indicators will be prepared and published
- Sample business surveys will be undertaken each year to hear your feedback on performance
- Interaction between the BID Board and town centre businesses through regular stakeholder meetings
- Production and distribution to all levy payers of an Annual Report
- Opportunity for all businesses to attend an AGM
- Mid-term review of the BID to be sent to levy payers

Information will also be available via a dedicated BID webpage and regular e-newsletters.

Statutory Notices

- Notification of the intention to hold a ballot was sent to the Secretary of State on 26th June 2018
- The BID company will aim to be certified through British BIDs Accreditation, an award in respect of internal quality management systems within its first term
- The number of Directors of the BID Company should number no more than 12, this may include non-levy payers, although always in a minority. The Board will meet quarterly
- Provided that the BID company is meeting its overall objectives and subject to consultation with the BID Advisory Group, it shall 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 an alteration ballot
- Levy paying businesses will become Members of the BID Company
- The BID will file annual accounts compiled by independent accountants with Companies House
- An Operating Agreement, which includes the Council's Baseline services within the BID area can be found at www.tunbridgewellstogether.co.uk

The BID Ballot

1. Royal Tunbridge Wells Borough Council will send those responsible for properties or hereditaments subject to the BID levy a ballot paper prior to Thursday 11th October 2018.
2. Each property or hereditament subject to the BID will be entitled to one vote in respect of this BID proposal in a 28 day postal ballot which will commence on Thursday 11th October 2018 and close at 5pm on Thursday 8th November 2018. Ballot papers received after 5pm on that day will not be counted. The result of the ballot will be announced on the following day.
3. In order for the proposal to be successful at ballot the result will need to meet, as a minimum, two independent criteria which are: (a) of those ballots returned by the close, those voting in favour of the proposal must exceed those voting against it, and (b) of those ballot papers returned by the close, the total rateable value of those properties or hereditaments which vote in favour, must exceed the total of those voting against.



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