

READING CENTRAL BUSINESS IMPROVEMENT DISTRICT

Reading UK 
Growing opportunity

BUSINESS PLAN & RENEWAL PROPOSAL 2019-24



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A Business Improvement District is ...

A defined area where businesses have voted to invest collectively in local improvements to enhance their trading environment. BIDs provide extra services within their areas, funded via a BID levy charge, which is payable by non-domestic ratepayers. BID services are additional to the services provided by the public services and local authority. See page 18 for our BID area.

Reading UK exists to boost business and enhance visitor experiences in a way that improves the quality of life of all in the Reading region.



Graham Mountford
General Manager, Broad Street Mall & BID Chair

'Our Business Improvement District has been front and centre of Reading town centre's economy for 12 years and during that time it has added incredible value to our town.'

Businesses come together to support Reading BID renewal

(Left to right) Andreas Christou – Nationwide Building Society, Inspector Sarah Sanderson – Thames Valley Police, Bobby Loneragan – Reading BID, Andy Briggs – The Oracle, Becky Ottery – Eclectic Games, Graham Mountford – Broad Street Mall and BID Chair, Richard Forte – McDonalds, Trine Oestergaard – House of Fisher, Nigel Horton-Baker – Reading UK, Darren Reed – Nationwide Building Society, Sara Wilder – John Lewis, Grant Thornton – Reading Borough Council, Danny Fraifeld – Purple Turtle.



It is vital Reading continues to invest in a positive future

Dear BID Business,

Reading Central BID has been in existence since 2006. In this time it has been successfully renewed by vote on three occasions and in the last five years, provided approximately £2.2 million extra private investment in the town centre funded by a nominal levy, equivalent to 1% of rateable value paid by local businesses. Reading UK has worked with many partners including Reading Borough Council and Reading UK's BID Committee – made up of 18 town centre businesses and partners to deliver our strategy.

The current BID period ends on 31 March 2019. Reading UK has invited the BID Committee to formulate a renewal proposal for what will be a challenging 2019-24. For the BID to continue, businesses must vote in favour in a postal ballot between January and February 2019.

We plan to deliver all the services set out in this document while holding the BID levy at just 1% (excluding businesses licensed after midnight, see pages 15 and 19).

We commit to maintain the added value additional services that have made the town centre more attractive and secure and which shoppers, visitors and our own business community have come to expect. We will explore new approaches to combating crime, increasing footfall, attract and retain skilled staff and support the night-time economy. We will involve the wider business community and those investing in Reading to create a more cohesive town centre.

We must avoid complacency at all costs. Reading town centre is amongst the busiest in the South, prospering despite difficult national trading conditions. It is vital that we continue to invest in the extra services laid out in this document to ensure that we maintain our pre-eminent position in the coming years.

On behalf of the businesses in Reading, we urge you to read this proposal and vote YES 2019-24!



Yours faithfully,

Adam

Adam Jacobs

Co-owner Jacobs the Jewellers,
Chair, Reading UK



Some BID highlights since 2014

- Over 45000 hours of extra PCSO presence and over 8500 hours of additional manned CCTV
- Piloted a Business Warden working with town centre businesses to combat ASB and shoplifting which proved enormously successful
- 2500 floral displays including hanging baskets, troughs and planters adorning the town centre
- 280,000 sqm. pedestrian thoroughfares deep cleaned to remove chewing gum and detritus to maintain an attractive environment
- Grew the popular free weekly cardboard recycling collection scheme from 3 tons (47 businesses registered) per week in 2013 to 5/6 tons per week 2018 (over 130 businesses)
- Festive lighting scheme – the biggest in the South East outside London. Over 400,000 LED lights and a series of moving illuminations
- A broad and exciting programme of street events to attract footfall, including Eat Reading, weekly Artisan Food Market Wednesdays and Fridays (Market Place) and a programme of events annually including ARENA the summer cultural and Christmas programmes
- Pivotal financial support for the First Stop Hub and Street Pastors who offer medical and pastoral help to the public until 3.30am in the town centre
- Anti-Begging and ASB initiatives with partners and police to tackle incidences of anti-social behaviour and aggressive begging



More BID highlights since 2014

- Introduced 'DISC' – a cloud based system to share information on offenders and ban them from town centre premises
- Silver Award winner in the BID category of the National Finals of 'Britain in Bloom' 2015 and 2016. Silver Gilt Award Winner 2018
- Regular BID socials, AGMs and digital monthly newsletter communications to over 500 BID contacts with printed versions for businesses not connected by email
- Achieved and renewed Purple Flag Accreditation, a scheme that recognises Reading Central's best practice and excellence in the safe management of the town centre at night time
- 3900 hours of night time security (2014-16) provided at town's taxi ranks at weekends by BID employed Taxi Marshals providing security for visitors to the night time economy
- Initiated new intelligence elements including footfall counters and mobile phone sensors to generate monthly footfall/local national trend and KPI reports
- Close partnership working with Townsafe Radio Scheme involving over 80 businesses and RBAC (Reading Business Against Crime) to combat theft, shoplifting and ASB. Supported and hosted annual Police initiatives such as Project Griffin counter terror and anti-fraud workshops
- Worked with the Prince's Trust 'Healthy High Street' initiative, and commercial partners including M&S, Santander, Greggs, Wilko, EE and Boots to foster initiatives to maintain a vibrant high street



Fiona Brownfoot
Director, Retail & Leisure,
Hicks Baker

'The retail landscape is facing challenges from many directions, therefore it is imperative that town centres do everything in their power to ensure that the micro environment is as attractive and welcoming and safe and accessible as possible.'



Even more BID highlights since 2014

- Funded 'ARENA' for arts and culture. The programme of free events complemented many of the town centre's annual showpieces such as the inaugural Reading-on-Thames Festival and Reading Year of Culture 2016
- Established the 'Reading Indies' digital platform for local businesses to promote the 'independent' retail sector
- Collaborated with police and licensed trade in the renewal of the 'Best Bar None' Scheme and PUBWATCH in town centre licensed premises which are now thriving
- Annual marketing campaign specifically supporting the Christmas offer including the 2018 campaign with match funding from Reading Borough Council to maintain the town's position as a prime retail/business destination
- Worked with Reading UK Economic Development to promote annual Job Fairs and training events to BID businesses
- Some BID sponsored and supported annual initiatives:
 - Reading Fringe Festival
 - Open for Art
 - Reading Retail Awards
 - Reading Year of Culture
 - Reading Cultural Awards
 - Reading on Thames Festival
 - Pride of Reading
 - Friends of Reading Abbey
 - ALT Reading Awards



Your feedback – What you told us was important to your business

We consulted widely among town centre businesses to get your feedback on what the current BID has delivered over the past five years and what new initiatives you would like to see.

This is how you responded

- More improvements to town centre public realm
- Better day and night-time security with a rigorous partnership plan to lessen Anti-Social Behaviour (ASB) shoplifting and begging
- Continued investment in our Christmas campaigns and enhanced marketing and promotion of Reading's town centre offer
- Expand our successful cardboard recycling initiative to include paper, glass and other waste including coffee grounds
- Innovative year-long events diary to maximise day and night footfall and positive public perception of the town centre. Explore possibilities of exploiting Reading's heritage offering – Abbey Ruins, waterways and Reading Prison etc. – to the same end
- Further initiatives that build on our award winning floral displays and street deep cleansing
- Improved communication and networking among BID members
- Partner working that promotes a safe and welcoming night-time experience in Reading
- Improved intelligence, marketing, communication, networking and engagement with key stakeholders

In 2012 Reading's vacancy rate of 11.29% was 28% below the national average. At **8.71% in 2017** Reading continues to demonstrate excellent resilience in its retailing performance

Hicks Baker



Kevin Little
Owner, Frosts Fishmongers

'The BID brings so much to Reading – Christmas lights, chewing gum-free streets and flowers in the summer. The money we have to pay to be members of the BID is so little compared to what we get back, including the cardboard collection and many other events through the year.'

Reading in numbers

Leading UK city for growth.
For the third year running, Reading (with Oxford) is the highest performing city

This reflects continued improvement across a range of measures including jobs, income and skills.

DEMOs/PwC Good Growth for Cities 2018

1425 people treated at First Stop Hub 2014 – 2017

NHS



26,678,525

Reading bus passengers 2017/18. Up 4% on 2016.

Reading Buses 2018

Since 2016 more commuters come to Reading by train (**over 25,000 daily**) than leave

ORR



Reading ranked in the **top 20** British retail centres by total retail spend

RDH 2016



Retail newcomers. In the retail sector in 2017, 54 lease deals rented over 100,000 sq. ft. of floor space. Many of those newcomers were in the restaurant sector, including Veenoo, Pho and The Botanist.

CoStar

A high productivity centre

Reading is the third most productive city in the UK with average productivity per person of £68,900.

Centre for Cities



A UK Smart City Reading is ranked among the UK's top 20 leading 'smart cities'.

Reading is a key challenger city which has laid the foundations to become a 'smart city'. Using technology to tackle urban challenges, Reading is expected to make major strides over the coming years. The report highlighted the launch of the Reading 2050 Vision and the Thames Valley Low Carbon Project in particular as key smart initiatives.

UK Smart Cities Index, commissioned by Huawei UK

Reading's Broad Street currently enjoys average footfall of **2.5 million** per month

Springboard



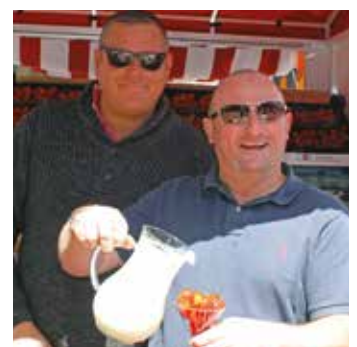
75%

Three quarters of millennials in south east UK would consider relocating to Reading for work.

Reading UK research

Strong demand for office space. Within Greater Reading in 2017/18, 124 office lease deals were concluded, leasing a total of nearly 644,000sq ft. of office space, with an average deal of just over 5,000sq ft. across 78 buildings.

CoStar



Business proposal BID4 2019-24

In May we undertook a consultation of businesses and stakeholders in the BID area which took the form of printed, online and face-to-face surveys and meetings. Almost 200 businesses – 45% of the total 453 hereditaments responded.

This proposal is anchored on the successful services that have proved most popular over the past 13 years. We have also taken your feedback on board to set out a raft of new initiatives with a goal of taking Reading to the next level as the prime regional destination to shop, work and visit.

Fastest growing economy to 2021

Reading is forecast to be the fastest growing city/town in the UK, with 2.3% Gross Value Added (GVA) growth per year over the period 2018-2021.

EY's UK Region and City Economic Forecast



Darren Reed
Senior Branch Manager,
Nationwide

'We are keen to support not only the centre of Reading but surrounding areas also, helping to encourage them to come into town. The BID helps create an attractive retail environment with the extra services it provides and Nationwide is pleased to invest in Reading.'

More business

We will continue to challenge perceptions, increase profile and raise the bar to demonstrate ambition with regard to the quality of the experience on offer, focusing on family, workers, children, evening economy, culture and heritage and supporting annual seasonal and festive activities.

New

- Launch a comprehensive new 'Reading-What's On' website to attract more visitors to the day and night time economy
- Introduce a discount scheme for almost 25,000 workers in the BID and Abbey Quarter to maximise spending in the BID area
- Execute eye-catching marketing campaigns regionally and nationally to highlight Reading as a principal shopping, business and leisure destination
- Investigate partnerships to introduce mooring facilities on Kennet & Avon Canal at/near town centre to attract more visitors to stop in town instead of passing through
- Promote the town centre through Reading UK membership of the Great West Way visitor marketing consortium from Bristol to Heathrow, targeting group and overseas travel markets, increasing the number of visitors all year round

Investing
£557k
2019-24



Continue

- Continue to fund and manage Reading's annual Christmas lights (the biggest seasonal display in the region outside London) and imaginative Christmas events and promotions programme
- Deliver and support an annual programme of events and festivals including Reading on Thames Festival, Reading Fringe and ARENA summer arts programme
- Develop the social media initiative 'Reading Indies'. @rdgindies launched in 2017 to celebrate Reading's unique independent offer, provide digital training for independents with the aim of achieving 10,000 followers
- Work with Reading UK's in-house Employment & Skills resource to promote job fairs and training opportunities to help underpin resilience and staff retention
- Produce over 100,000 Town Centre visitors' guide/maps
- Manage and license a range of agreed street activities, such as street entertainment, events and promotions

More secure

New

- Following a tremendously successful trial in 2018 – employ two full time professional Business Wardens working with the police and associated agencies to patrol the BID area, building on recent successes combatting shoplifting, aggressive begging, drug taking, rough sleeping and anti-social behaviour
- Build on our initial work to support National Business Crime Solution's crime and Anti-Social Behaviour Manifesto launched in 2018 and working with business leaders and SMEs to demonstrate best practice in combatting shoplifting and ASB
- Invest in security fencing and automatic gating for St Mary's Service Yard area which is used by over 50 businesses and has historically attracted notorious levels of ASB

Continue

- Employ 1.5 equivalent CCTV operators to help ensure that the BID area achieves near 24hour camera coverage
- Fund two versions of 'DISC' a cloud based system to share information on offenders and ban them from town centre premises. A collaboration with both Reading Business Against Crime (RBAC) and Betwatch
- Increase support to Reading Business Against Crime (RBAC) and Town Safe radio scheme used by over fifty businesses, linking them with CCTV, PCSOs, Business Warden and Police
- Continue to lobby for more town centre police presence day and night to help combat nationally fast-growing levels of crime and ASB
- Maintain close working with partners – police, council, member organisations and the voluntary sector to maximise town centre security for visitors, residents and workers

To ensure the proposals above are an effective contribution to town centre safety and crime reduction there will be a comprehensive review of this element of the proposal at the end of each year.

Investing
£676k
2019-24



Becky Ottery
Owner, Eclectic Games

'The past few years of the BID have been full of great work – a new Town Centre Warden, continuing beautiful flowers and lights, regular deep clean of the streets, and a packed calendar of events promoting Reading and attracting people to the town throughout the year.'



PC Vince Moore working closely with BID Warden Daniel Hughes to reduce shoplifting, crime and anti-social behaviour in our town centre

In the last quarter of 2018 there were 50 arrests made resulting in prison sentences, Community Protection Notices (CPNs) and Criminal Behaviour Orders (CBOs) which exclude persistent offenders from the town centre. As a result of ongoing police and warden work, aggressive begging is at its lowest in five years and business feedback reports shoplifting is down almost 40% on early 2018.

Some of the positive feedback received from BID businesses

"I simply cannot express enough how grateful we are as a store to the BID, they have made a real difference in our life by employing really fantastic and hands on security."

"Losses have reduced from £2.5k per week to just under £1k per week. Dan and Vince have been amazing support."

"The support I have received from Dan and Vince has been fantastic, always responding quickly and regularly popping in to make sure all is well."

More attractive

New

- Deliver enhanced bi-annual seasonal and floral displays (summer and winter)
- Invest in innovative and eye catching lighting and planting projects on Queens Walk, Hosier Street and Dusseldorf Way to improve the public realm, make the area more appealing and dispel ASB
- Initiate a new annual summer floral festival to build on the BID's awards in Britain in Bloom 2015, 2016 and 2018
- Investigate and initiate recycling schemes taking in paper, plastics, coffee grounds and glass

Continue

- Increase participation in the hugely successful free cardboard collection scheme which has grown from 47 subscribers in 2014 to 130 currently and removes 4-6 tons of cardboard weekly from town centre free of charge
- Investigate further partner working with match funding to make tangible improvements to the town centre public realm
- Twice annual deep cleansing and gum removal of 64,000 sq. metres of pedestrian thoroughfares

Investing
£644k
2019-24



Andy Briggs

General Manager, The Oracle

'The BID has brought so much to Reading over the past twelve years. Many businesses will not remember Reading without Christmas lights and chewing gum free streets, but these are exactly the sort of services we stand to lose if we do not renew the BID.'



More night-time

A second-tier levy is planned to those businesses operating a licence after midnight to fund additional services specifically for that sector. The monies raised will be ring-fenced for the initiatives below to promote the evening and late-night economy, reduce crime and disorder and improve safety for the public, workers, the police and premises.

If you run a licenced premises (alcohol or non-alcohol open at any time of the year after midnight) your charge will include the standard 1% Levy plus the 2% Night-time Levy.

New

- Launch a comprehensive new 'Reading-What's On' website to attract more visitors to the night time economy

Continue

- **Purple Flag Accreditation.** The BID, in partnership with numerous bodies including Reading Borough Council and Thames Valley Police achieved Purple Flag Status for Reading in 2016 (with a commendation in 2017). Purple Flag is the nationally recognised marque that celebrates best practice in operation and managing a vibrant, cultural and safe evening and late night-time economy
- **First Stop Hub.** Providing a facility at St Mary Minster at weekends until 3.30am for NHS treatment, triage assessment and a place of refuge. BID funding will continue to support ongoing costs of NHS medical practitioners and security
- **Friday Night Briefings.** Continue to work with PubWatch and the police to support the Friday Night Briefings where safety, banning and dispersal issues are planned, discussed and shared with door staff and town centre venue managers
- **Best Bar None.** Audit to ensure that licensed premises management teams are using best practice in their operations
- **Reading Street Pastors.** Much respected volunteers, part-funded by the BID, working from the First Stop hub, engaging with town centre visitors and those in distress during busy weekend periods
- **PubWatch.** Sharing intelligence with officers from Thames Valley Police and Reading Borough Council on licensing and crime. Implement 'DISC' – a cloud based system to share information on offenders and ban them from town centre premises
- **Doorwatch.** Briefings and ongoing training for door supervisors

Investing
£197k
2019-24



Danny Fraifeld
Owner, The Purple Turtle

'We continue to support the BID and the partnerships it fosters. We are proud that, BID led, Reading has achieved 'Purple Flag' status again with a commendation for demonstrating best practice in the safe management of the night time economy for the public and our staff.'

More connected

New

- Provide enhanced professional intelligence/forecasting and information dissemination capability
- Regular BID member socials and networking events including work-life balance initiatives to maximise staff loyalty and retention
- Develop www.livingreading.co.uk, www.readingbid.co.uk, @readingindies and social media as key channels of communication to get the most from our conversation with stakeholders

Investing
£136k
2019-24

Continue

- Promote Reading Central for inward investment and increased footfall through the high-profile use of the Reading UK brand
- Re commission footfall intelligence infrastructure in the town centre
- Proactively place stories in regional, national and international media to promote Reading Central profile more widely
- Monthly newsletters to BID members and interested stakeholders
- BID LinkedIn page

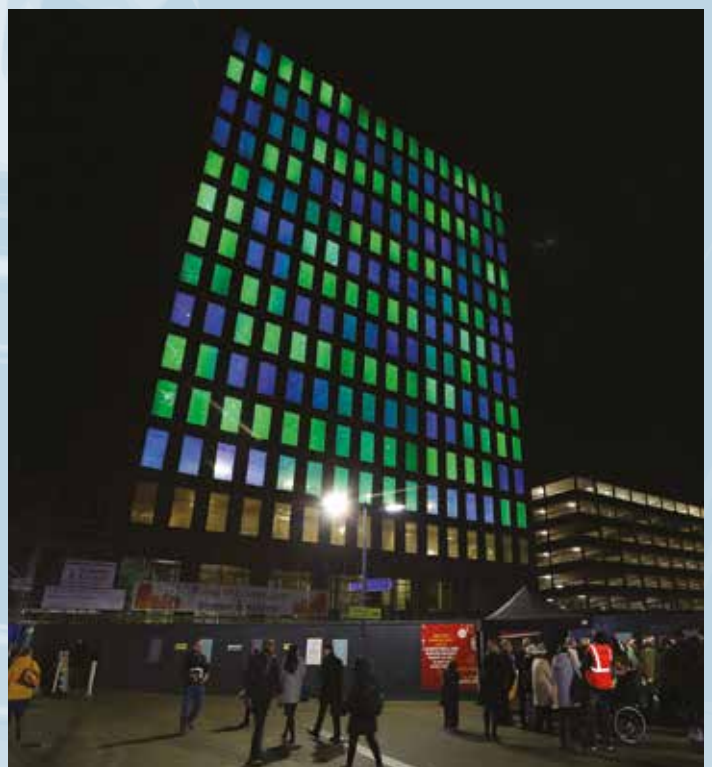


Robert Williams
Chief Executive Officer,
Reading Buses

'We know that the success of our transport business is strongly linked to the success of the Town Centre. Tens of thousands of people choose to work, shop and visit the town centre every day and the BID has been instrumental in making it an exciting place to be.'

UK digital capital.
Reading has eight times the UK average concentration of tech businesses

Tech Nation 2018



More ambition

Our vision beyond 2019

Following consultation in the Abbey Quarter district, Reading UK is embarking on an ambitious plan to deliver a second business orientated BID.

This historic area of over 300 predominantly commercial enterprises employs over 11,000 workers. This proposed BID area will compliment and buttress the current Reading Central BID (full details www.abbeyquarter.co.uk).

Voting will take place simultaneously with this Reading Central BID vote.

A high wage economy. Reading is one of the most dynamic economies for wages, jobs, high skills, productivity and business start-ups in the country

The Centre for Cities



Among Europe's **top 25 cities** for investment

Reading has been ranked among the top 25 European business cities of the future for foreign direct investment.

European Cities of the Future Awards 2018/19

Enlarged BID area

We are proposing slight alterations to the current boundary to fully take in the main retail, financial and hospitality 'quarters' of the town centre. These minor additions close the gaps between the existing BID area and sites that have been or are planned to be regenerated.

Streets included in BID 2019-24

Blagrove Street, Bridge Street (part), Broad Street, Butter Market, Castle Street, Chain Street, Cheapside, Clonmel Walk, Cross Street, Cusden Walk, Duke Street, Dusseldorf Way, Friar Street, Garrard Street, Gun Street, Forbury Road (part), Hosier Street, High Street, Kings Road (part), King Street, London Street (part), Market Place, Merchants Place, Oxford Road (part), Queen's Road (part), Queen Victoria Street, Queens Walk, San Francisco Libre Walk, Station Approach, Station Hill, Station Road, St Mary's Butts, The Forbury (part), Union Street, West Street, Wiston Terrace and Valpy Street.



Essential information

BID levy and liability

The initiatives outlined in this business plan can be delivered from an initial levy of 1% of rateable values. The liability to pay the levy is on all hereditaments (listed in the 2019 Non-Domestic Rating List that have a rateable value of £10,000 or more, and that are within the proposed BID area).

What will be the cost to my business?

At a 1% levy, the cost to all business in the BID will be:

| Rateable value of property | Annual levy | Weekly cost | Daily cost |
|----------------------------|-------------|-------------|------------|
| £10,000 | £100 | £1.92 | £0.27 |
| £20,000 | £200 | £3.85 | £0.55 |
| £50,000 | £500 | £9.60 | £1.37 |
| £100,000 | £1,000 | £19.23 | £2.75 |
| £250,000 | £2,500 | £48.08 | £6.89 |
| £500,000 | £5,000 | £96.15 | £13.74 |

If you run a licenced premises (alcohol or non-alcohol open at any time of the year after midnight) your charge will include the Night Time Levy (described in this document) made up of 1% as above plus the 2% night-time levy. Total 3% see below.

Night-time economy levy

| Rateable value of property | Annual levy | Weekly cost | Daily cost |
|----------------------------|-------------|-------------|------------|
| £10,000 | £300 | £5.76 | £0.81 |
| £20,000 | £600 | £11.55 | £1.65 |
| £50,000 | £1500 | £28.80 | £4.11 |
| £100,000 | £3,000 | £57.69 | £8.25 |
| £250,000 | £7,500 | £144.24 | £20.67 |
| £500,000 | £15,000 | £288.45 | £41.22 |

If you would like to find out the rateable value of your business, refer to your rates bill or check it at www.voa.gov.uk

The BID levy, liability and collection

For businesses located within the BID area, a BID levy of 1% of rateable value will be charged on all hereditaments that appear in the local Non-Domestic Rating List, as of 1 January 2019. This figure will remain unaltered throughout the term of the BID (regardless of further changes that may occur to provide certainty and defend against fluctuations). No individual hereditament within the BID area will be disregarded or exempted from the BID levy.

The BID levy may increase by an inflationary factor of up to 3% in successive years (e.g. up from 1% to 1.03% in year 2). In the case of an empty, partly refurbished or demolished hereditament (rateable property) the property owner will be liable for the BID levy, and will be entitled to vote. There will be no void period and every property will pay for all 365 days of the year.

The BID levy will be collected by Reading Borough Council with a provision for instalments.

Funding priorities

Reading UK is committed to keeping overhead costs to a minimum and directing most resource to frontline projects and services. It will seek in-kind and pro bono support from partners to cover overhead costs, and voluntary contributions to augment the BID 2019-24 budget.

Financial arrangements and budget allocations

Reading Borough Council will collect and reimburse Reading UK with BID levies on a monthly basis and at a prudent level of contingency. Reading UK will provide Reading Borough Council, BID committee, board and auditor with regular updates detailing expenditure under the BID and cash flows.

The BID ballot

Voting entitlement

A ratepayer will be entitled to vote in the BID ballot if they are listed as a non-domestic ratepayer on the date of notice of ballot. The ballot will have to meet two tests.

1. A simple majority of those voting must vote in favour.
2. Those voting in favour must represent a majority of the aggregate rateable value of those hereditaments that have voted.

Each person entitled to vote in the BID ballot shall have one vote in respect of each hereditament that they occupy or own in the geographical area of the BID on which non-domestic rates are payable.

Commencement and duration of the BID

The BID, if approved, will start on 1 April 2019 and will operate for five years. A postal ballot of business ratepayers in the BID area, based on the list of non-domestic ratepayers, will take place between 24 January and 21 February 2019. The result of the ballot will be published on the Reading Borough Council website, on 22 February.

Governance

Who is proposing the BID?

The BID proposer is Reading UK who initiated and managed Reading's previous BIDs. Reading UK is a non-profit, Community Interest Company limited by guarantee, established in 2005.

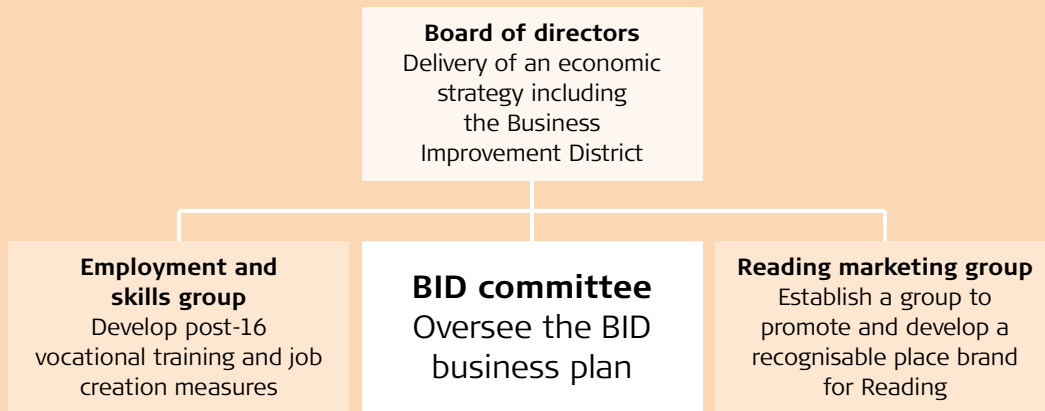
BID committee members are stakeholders and volunteers appointed on an annual basis from representative business, local agency sectors from appropriate geographical areas within the BID. This BID Committee is 'managed' by the BID Manager, who is a staff member of Reading UK.

Management of the BID

Reading UK considers the Reading Central BID an integral part of economic development, and will oversee its delivery. Reading UK will act as the 'BID Body' but will continue to delegate operational control to a committee of the Company's Board of Directors – the BID Committee. The Board appoints the committee chair and delegates authority to the BID committee to deliver the business plan.

Variations can be made by the BID Committee where alterations represent less than a 25% variation of budget. For larger variations, an EGM or AGM will be held.

Reading UK governance structure



Present BID committee

Retail



Local authority



Hospitality



Police



Service business



Reading UK



Projections for 5 year budget, 2019-24:

2019 Income (1% levy): **£492,000**
 2024 Income Night-time programme (additional 2% levy): **£43,000**
 Total annual projected levy income: **£535,000**

| Income | Year 1 2019 | Year 2 2020 | Year 3 2021 | Year 4 2022 | Year 5 2023 | Totals |
|--|----------------|----------------|----------------|----------------|----------------|------------------|
| BID4 levy at 1% all businesses | 492,000 | 490,000 | 490,000 | 490,000 | 485,000 | 2,447,000 |
| BID4 night-time levy at 2% additional | 43,000 | 42,000 | 40,000 | 39,000 | 39,000 | 203,000 |
| Voluntary contributions confirmed | 28,000 | 28,000 | 28,000 | 28,000 | 28,000 | 140,000 |
| Additional voluntary contribution target | 10,000 | 12,000 | 14,000 | 15,000 | 20,000 | 71,000 |
| Sponsorship target | 5,000 | 6,000 | 6,000 | 6,000 | 6,000 | 29,000 |
| Total income | 578,000 | 578,000 | 575,000 | 575,000 | 575,000 | 2,890,000 |

| Expenditure | Year 1 2019 | Year 2 2020 | Year 3 2021 | Year 4 2022 | Year 5 2023 | Totals |
|-------------------------------|----------------|----------------|----------------|----------------|----------------|------------------|
| More night-time | 41,000 | 40,000 | 39,000 | 39,000 | 38,000 | 197,000 |
| More secure | 128,000 | 130,000 | 135,000 | 140,000 | 143,000 | 676,000 |
| More business | 113,000 | 113,000 | 113,000 | 110,000 | 108,000 | 557,000 |
| More connected | 30,000 | 28,000 | 26,000 | 26,000 | 26,000 | 136,000 |
| More attractive | 130,000 | 131,000 | 129,000 | 127,000 | 127,000 | 644,000 |
| BID service plan expenditure | 442,000 | 442,000 | 442,000 | 442,000 | 442,000 | 2,210,000 |
| Net BID balance | +136,000 | +136,000 | +136,000 | +136,000 | +136,000 | 680,000 |
| Management and administration | *110,000 | 110,000 | 113,000 | 115,000 | 115,000 | 563,000 |
| Contingency | 18,000 | 18,000 | 15,000 | 13,000 | 13,000 | 77,000 |
| Levy collection | 8,000 | 8,000 | 8,000 | 8,000 | 8,000 | 40,000 |
| Total expenditure | 578,000 | 578,000 | 578,000 | 578,000 | 578,000 | 2,890,000 |

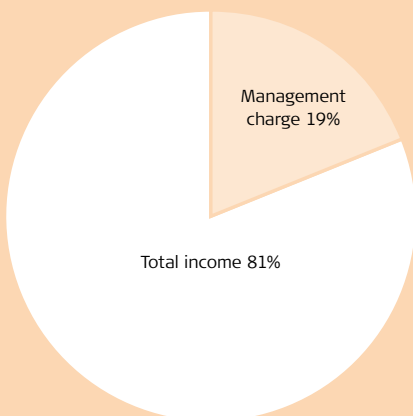
- Levy income based on a 97% collection rate
- Fixed costs shown under the heading of 'management and administration' will be funded through voluntary contributions where possible and revenues freed will be allocated to extra/expanded agreed projects
- *Management and administration figure of £110k represents 19% of projected income, in keeping with the Industry Criteria and Guidance and includes all levy collection charges. Where possible this will be funded through non-BID levy income to release further resource to programmes

- In the event of extraordinary circumstances during the lifetime of the 2019-24 BID, Reading UK will bill at the rate on the local Non-Domestic Rating List, as of 1 January 2019
- Expenditure Year 1 actual budget, years 2-5 will be reviewed on a year by year basis

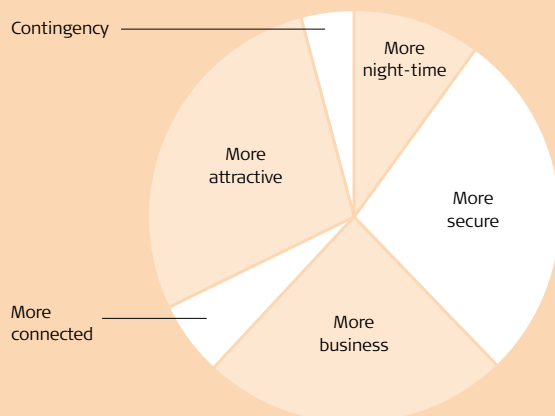
Alteration to bid arrangements

The BID area and the BID levy percentage cannot be altered without an Alteration Ballot.

Management charge as a percentage of total income



Total expenditure per programme area



Measuring success

Formalising a series of quantifiable KPIs will allow for a full evaluation of success. The following will measure critical factors to inform future decision-making. KPIs will be monitored by the BID team and reported back to the levy payers at bi-monthly BID management meetings.

- Cleansing review (Excellent = 10. Very poor = 0) review **monthly**
- Maintenance (Excellent =10. Very poor = 0) review **monthly**
- Footfall % +/- review **monthly**
- Crime levels % +/- review **quarterly**
- Vacancy rates/empty units % +/- review **quarterly**
- Business climate % +/- review **quarterly**
- Visitor +/- review **bi-annually**
- Number of marketing campaigns – review **annual**
- Number of events. Plan **tbc**

To ensure that BID resources are directed towards delivering real added value, a positive partnership with Thames Valley Police and Reading Borough Council will continue ensuring meaningful dialogue on baseline services including highways, street furniture, maintenance, cleansing, CCTV, community safety, market trading, licensing, enforcement of street activities, lighting, landscaping, environmental health and trading standards are maintained and higher standards met where possible.

Frequently asked questions

Will the levy be adjusted for inflation?

The levy will be subject to an annual adjustment in line with the (All Items) Retail Price Index, to account for inflation, up to a maximum of 3% on the previous year's levy.*

Are the major shopping centres in the BID area?

The Oracle and Broad Street Mall shopping centres are not in the BID area. However, they both have units that face directly onto the BID area. These businesses will be charged the levy, and the same principle will apply to centres and arcades such as Kings Walk, Harris Arcade and Bristol & West Arcade. Both shopping centres pay a voluntary levy through their management companies on behalf of their tenant businesses.

Who collects the levy?

The BID levy will be collected by Reading Borough Council on an annual basis and the funds transferred to Reading UK net of collection costs. Final yearly accounts will be produced and submitted to Companies House by Reading UK.

When will I need to pay?

The levy will be due in full on 1 April each year that Reading Central BID is in operation, and will be invoiced on a separate bill from the business rates.

Will the levy change as a result of a rating valuation appeal?

There will be no adjustments during the year to reflect changes in individual rating values due to appeals. Changes in rating values will be reflected in a corresponding change to the levy collected from the appropriate properties in the following year.

Will new businesses be liable for the levy?

Where a new assessment is brought into the rating list (e.g. a newly erected property, a refurbished property or a property resulting from a split or merger), the BID levy will be due on the new assessment from the effective date of the entry in the rating list, and the BID levy will be apportioned accordingly. Where there was no liable person as at 1 April of each financial year, the liable person as at the effective date of the rating list entry will be liable to pay the BID levy for that year.

What will happen following a removal from the rating list?

Where a property is taken out of rating (e.g. due to demolition or a split or a merged assessment), the BID levy will be due up to the date of the removal from the rating list and the annual. BID levy will be apportioned accordingly.

Will there be discounts for empty properties?

For empty properties, there is no void period.

How will the BID ensure recovery action?

Write-off action has only been authorised by Reading UK's BID Committee after extensive and thorough recovery action has been exhausted. Reading UK will make a provision for non-collection of levy and a prudent contingency will be established in each financial year. In the event of non-payment, Reading Borough Council will issue appropriate reminders. Summons will be issued and court action may be taken, for which extra costs will become payable by the levy payers concerned.

What is the relationship of 'Reading UK' to the BID?

'Reading UK' is the not for profit inward investment company for Reading and has managed and delivered Reading's last three BIDs. Reading UK is the proposer of this BID renewal.

* This option has never been implemented thus far, in the BID's 12 year existence.

How to vote

Postal ballot will take place ...

A postal ballot of business ratepayers in the BID area will take place between 24 January and 21 February 2019.

On 10 January ...

The Notice of Ballot along with a Ballot Statement outlining the key points of the BID proposal will be sent to the voting contact for your business.

On 17 January ...

The full proposal will be mailed to voters.

Your ballot ...

Your ballot paper will reach the named BID voting contact for your business on 24 January and must be cast and returned by 5pm on 21 February 2019. ERS is the designated independent electoral organisation carrying out the election on behalf of Reading Borough Council.

For more information on the ballot process or the business plan proposal, contact the BID Manager, Bobby Lonergan, on **0118 937 4462 / bid@livingreading.co.uk**

If you want Reading's success to continue we urge you to vote YES for the 2019-24 BID.



Jo Lovelock
Leader of Reading
Borough Council

'Funding from the Reading BID, coupled with in-kind support from the Council, has created an attractive and vibrant heart to Reading, bringing benefit to town centre businesses, Reading residents, visitors and the many thousands of people who work in the area.'





VOTE YES!

We are proud of the BID achievements to date. If you want this success to continue, you must vote yes for the next BID.

Find out more

Please call at any time for further information on this proposal, a member of the BID team will be happy to answer your questions or visit you personally.

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