

BRIDGEND COUNTY BOROUGH COUNCIL

REPORT TO CABINET

REPORT OF THE CORPORATE DIRECTOR – COMMUNITIES

7 JUNE 2016

THE BRIDGEND BUSINESS IMPROVEMENT DISTRICT PROPOSAL

1. Purpose of Report

To seek Cabinet decision on how the Council should cast its vote in the proposed BID ballot.

2. Connection to Corporate Plan/Other Corporate Priority

2.1 The Corporate Plan 20016/20 contains the following key priority:

- This proposal will contribute to the Corporate Improvement Priority of Supporting a Successful Economy.

3. Background

3.1 A report presented to Cabinet on May 10th 2016 'The Proposed Business Improvement District' detailed the progression of the Bridgend BID.

4. Current Situation

4.1 The BID proposal (Appendix 1) has been submitted to the Council and Corporate Director-Communities and in accordance with the power delegated to him by Cabinet at its meeting on the 10th May, the Corporate Director-Communities is satisfied that the BID proposal is submitted in accordance with the requirements of the Business Improvement (Wales) Regulations 2015 (the Regulations) which includes:-

- a statement of the works or services to be provided and the name of who will provide them e.g. the BID Company;
- a statement of the existing baseline services (further details of which can be found in the report to Cabinet of the 10th May) provided by relevant organisations, including the Council;
- a description of the geographical area in which the proposed BID arrangements are to have affect (further details of which can be found in the report to Cabinet of the 10th May);
- a statement of whether all non-domestic ratepayers in the geographical area or a specified class of them are to be liable to pay the BID levy, and explanation of how the BID levy to be levied is calculated and an explanation of whether any of the costs incurred in developing the BID proposals, holding the ballot or implementing the BID are to recovered through the BID levy;

- a statement of the specified class of non-domestic ratepayer (if any) for which, and the level at which, any relief from the BID levy is to apply;
- a statement of whether the BID arrangements may be altered without an alteration ballot and, if so, which aspects of the BID arrangements may be altered in this way;
- a statement of the duration of the BID arrangements;
- a statement of the commencement date of the BID arrangements.

4.2 It is also a requirement of the Regulations that as well as the BID proposal the BID proposer sends to the Council a summary of:

- the consultation process it has undertaken with those persons who are liable for the proposed BID levy;
- the proposed business plan;
- the financial management arrangements for the BID body and the arrangements for periodically providing the Council with information of the finances of the BID body.

These have been received by the Council and the Corporate Director-Communities in accordance with the power delegated to him by Cabinet at its meeting on the 10th May and the Corporate Director-Communities can confirm he is satisfied that the submitted documentation is in accordance with the requirements of the Regulations

4.3 The Council is now in a position to make a decision on how to cast its vote in the forthcoming BID ballot.

4.3.1 The Council has five separate hereditaments with a total rateable value of £871,500 (see paragraph 6.1 of the report). The annual levy liability is £10,893.75 at 1.25%. This allows the Council to have five individual votes, increasing the importance of a Council 'yes' vote to deliver an overall BID success, if Cabinet decide that the Council should cast a "yes" vote. As indicated previously in the report in order for the ballot to be successful the vote must meet two tests: more than 50% of votes cast must be in favour of the BID and the 'yes' vote must represent more than 50% of the aggregate rateable value of votes cast. It is only if the ballot is successful on both criteria will the ballot be successful.

4.4 A BID for Bridgend will be an important tool in stimulating economic development of the town centre. The investment made by the businesses through the levy will address key issues that currently affect the success of the town and play a role in transforming Bridgend into a better place to do business. A BID mechanism has proven to create a cohesive business community, encourage private sector creativity to tackle problems and improve communication between business and councils. It is the view of officers that a BID for Bridgend could prove central to improving the vitality and viability of the town centre and in general recommend that the Council support the principle of a BID for Bridgend.

5. Effect upon Policy Framework & Procedure Rules

5.1 None.

6. Financial Implications

6.1 As a business rate payer within the proposed BID area, there are financial implications for the Council in the event of a “yes” vote. These were set out in detail in the Cabinet report 10th May 2016 ‘The Proposed Business Improvement District’. Cabinet approved the ballot costs and other administrative costs set out in the report. The details of the BID levy payable by the Council in the event of a “yes” vote were also set out in paragraph 6.2 of that report and the table contained within that paragraph of the report. These have been reproduced below for Cabinet’s information and to assist Cabinet in deciding how the Council should vote in the ballot.

“6.2 Within the proposed BID area there are five properties in the Council’s ownership. The table below identifies the properties concerned, the rateable value and the levy. The levy payable would be fixed at the time of ballot for the duration of the BID. The levy would be paid annually for three years.”

<i>Hereditament</i>	<i>Rateable Value £</i>	<i>Levy payable £</i>
<i>Civic Offices, Angel St</i>	<i>490,000</i>	<i>6,125</i>
<i>Car Park No 1, Brackla St</i>	<i>11,000</i>	<i>137.50</i>
<i>Ground & First Floors Ravens Court</i>	<i>275,000</i>	<i>3,437.50</i>
<i>Car Park West side, Brackla St</i>	<i>47,500</i>	<i>593.75</i>
<i>Bus Station, Market St</i>	<i>48,000</i>	<i>600</i>
<i>Rhiw Car Park</i>	<i>160,000</i>	<i>2000*</i>
<i>Total</i>	<i>1,031,500</i>	<i>12,893.75</i>

**Currently out of the ratings list due to redevelopment and will not attract a vote.*

7. Recommendations:

Cabinet is recommended to:

- (i) Note that the BID proposal and supplementary documentation have been submitted to and approved by the Corporate Director-Communities on behalf of the Council as complying with the requirements of the Regulations.
- (ii) Agree to vote in favour of the Bridgend Business Improvement District proposals in the BID ballot.
- (iii) Delegate authority to the Leader of the Council to cast the Council’s votes in the BID ballot.

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Background documents:

The proposed Business Improvement District for Bridgend – Report to Cabinet 10th May 2016

Cabinet Report of the Corporate Director-Communities dated 10th May 2016