

Committee(s)	Dated:
Policy & Resources Committee – for decision	13/12/2018
Subject: Cheapside Business Alliance Ballot Renewal	Public
Report of: The City Surveyor / Director of the Built Environment	For Decision

Summary

The Cheapside Business Alliance (CBA) was formed in May 2015 following a successful ballot of City businesses falling within the footprint of the defined business improvement district (BID). Support for the BID was returned at 89% yes vote by rateable value and 84% yes vote by number.

The BID term has a maximum of 5 years at which time there is a need to renew and re-ballot to take a second term forward. It is anticipated that provided that there is a clear appetite by business, that a ballot for a second term will take place in January 2020. In order to determine the appetite, it will be necessary to undertake a perception analysis with those businesses located within the BID footprint

Provided that there remains clear support for a second term, it is proposed to draft a new Business Plan to align with the aspirations of the business community as drawn out through the perception analysis for approval by the City Corporation prior to entering the formal ballot process.

The activities of the CBA have aligned with 5 key themes that are set out in the current adopted business plan. There has been positive progress in terms of taking each of these themes forward both in terms of broad engagement with business and joint working with City Corporation Departments.

Recommendations

- I. Note the contents of the report.
- II. Agree to the CBA undertaking a perception analysis of businesses within the footprint of the BID area to determine the appetite for a second BID term.
- III. Should there be a positive response to the perception analysis, agree to CBA developing a draft Business Plan for approval by the City Corporation.

Main Report

Background

1. In 2015 the Cheapside Business Alliance balloted to become a BID following approval by the Court of Common Council in October 2014 for the City Corporation to establish a BID for the Cheapside area. The aim of the BID is to focus on promoting the area as a seven-day retail and leisure destination.

2. The Cheapside Business Alliance was established to act as the City Corporation's delivery agent, through the agreement of a MoU, signed by both parties. In October 2014 the Common Council agreed to delegate authority of operational matters and the functions of the City, as BID Proposer and BID Body to the Policy and Resources Committee. The day to day management is through the CPAT team in the City Surveyors Department. and delivery of the Business Plan is through a BID Board made up of representatives of businesses and property owners within the defined footprint of the BID area. The City Corporation is represented on the BID Board both by an elected Member (Alastair Moss) and the CPAT Manager. An external team was procured by the City Corporation and the Cheapside Business Alliance to manage the BID delivery with costs associated to this being paid by the BID levy.
3. A BID term has a maximum of five years, at which point they must renew and re-ballot to take a second term forward. The CBA is scheduled to renew for a 2nd term in early 2020.
4. The Cheapside Business Alliance has to follow a number of steps in order to move towards becoming a BID. As set out within the BID Regulations, a perception analysis is undertaken with business located within the proposed BID footprint. The aim is to ascertain their enthusiasm for promoting a BID for the area. As part of the process, views are sought on a range of issues that helps inform the development of the BID Proposal – the manifesto on which businesses vote. The BID Proposal is adopted as the Business Plan for the duration of any term.
5. BID arrangements will not come into force unless the BID proposals are approved by a ballot of the non-domestic ratepayers in the BID area and who will be liable to pay the levy.
6. The BID Proposal (Business Plan) sets out the priorities for investment and delivery for the area as identified through the Perception Analysis, as well as how the BID will be managed and operated. Under BID legislation all proposals must be approved by the local authority before moving towards a Ballot.

Current Position

7. This report seeks to outline the work of the CBA in delivering the 2015 Business Plan and obtain your approval to begin to implement the process for working towards a renewal ballot in 2020 for a second term. The first phase of activity is to launch a new Perception Analysis to ascertain if businesses would like to see the partnership continue and the areas of activity they would like to see implemented through a second term. Provided there remains clear support for a second term then the second phase would be to produce a draft Business Plan for consultation with businesses prior to seeking your formal approval of the Business Plan which would form the formal BID Proposal that would be subject to a formal ballot.
8. If you were minded to agree to commencing a perception analysis to determine whether to progress with a second ballot the programme will be envisaged as follows:
 - March 2019 – commence perception analysis
 - June 2019 – CBA Board to review responses and emerging themes
 - Sept 2019 – Draft business plan to be approved by City Corporation
 - Nov 2018 – BID campaign to commence
 - Feb 2019 – Undertake Ballot

- April 2019 – commencement of second BID term if agreed
9. It is proposed that in terms of identifying whether there is enough support for a second term all levy paying businesses within the footprint of the BID will be consulted. It is not normal for all to respond but it is considered of those that do, provided there is a 75% positive response to taking forward a second term, then it is considered that this should be sufficient to demonstrate support to develop a Draft Business Plan for your approval in September 2019.

BID outreach and achievements

10. As set out in the Business Plan, five key themes were identified by businesses as areas that they would like to see funded by the levy they collected:
- Employment enterprise and training.
 - Environment, signage and way finding.
 - Tourism and culture.
 - Marketing and promotion.
 - Business awareness and networking opportunities.
- The key achievements relating to each of these themes are set out in Appendix 1.
11. Over the BID's first term, the proposed levy generated will be an income of £1,770,000, with additional voluntary contributions (from property owners) generating an additional income of £200,000. The total estimated income invested by March 2020 will be £1,970,000.
12. The BID Levy was set through consultation with the City Corporation and business community, with a business rate multiplier set at 0.25% together with a threshold of excluding properties falling below a rateable value of £180,000 and a capped contribution of businesses paying no more than £3,750. The rates have been set to ensure that the contributions are seen as being deminimus to the 247 businesses that pay a levy. There has been a 100% levy collection rate achieved across each of the first 3 years.
13. The CBA Board meets on a quarterly basis to review activities and agree spending priorities for the following period. The Board has 12 members representing the sector mix of the footprint. In addition to the Board, Steering Groups have been established which align with each key theme of activity. The aim of these groups is to shape and influence the delivery of the BID, with recommendations made to the Board for ratification. The Steering Groups provided an opportunity to bring together the wider stakeholder community and to engage the business community in shaping and influencing the delivery of programs.
14. In addition to the above, it's important to maintain relationships with businesses throughout the lifetime of the BID. The executive team maintains a level of stakeholder engagement through a range of project interventions and regular 1:1 meetings with businesses. With the work undertaken by the CBA to date, they have engaged with 70% of levy payers, which is a high engagement outcome and demonstrates that businesses are supportive of the BID. This was reinforced by a Mid-term review in 2017 with over 87% of respondents stating that they are aware of the Cheapside Business Alliance. Respondents said they are supportive of the activities being delivered by the partnership and very positive about the role of the Ambassadors
15. There has been positive and complimentary engagement with many areas of the City Corporation whether it is providing opportunities for elected Members to

engage at networking events or working with the Police on security and local policing issues, the Department of Built Environment on highway and environmental matters, Open spaces, the City Cultural and Visitor team, Environmental Services and Mansion House.

Proposals

16. The CBA be authorised to undertake a perception analysis of levy paying businesses to determine whether there is sufficient support to progress developing a draft Business Plan. If there is enough support for a second BID term, that the CBA be authorised to draft a Business Plan for approval by the City Corporation in September 2019.
17. Any future report relating to the Draft Business Plan will provide all the necessary information relating to the rates, levy, thresholds at which the levy is applied and how the money is to be spent.

Corporate and Strategic Implications

18. The promotion of BIDs would accord with the aims and the priorities of the Corporate Plan 2018-23, notably 4a, 5c, 5d, 8a, 9d, 10c, 10d 11b and 11c.

Financial Implications

19. Other than cost in terms of Officer time to provide the necessary support there are no direct costs to the City Corporation associated with the delivery of the perception analysis or drafting of a business plan. Should a second BID term be promoted then the only cost to the City Corporation would be the cost of running the ballot (previously £2000). Further details would be provided as part of any future report that seeks approval of a Business Plan.

Conclusion

20. Since the commencement of the first term in May 2015, there has been strong and positive engagement with the CBA with levy paying businesses of the Cheapside BID. The outputs of the BID have been wide ranging in accordance with the Key Themes of the adopted Business Plan. The CBA has worked positively with elected Members and various departments of the City Corporation and activities have aligned with the aims and priorities of the Corporate Plan. It is considered that the City Corporation should support the promotion of a second term through the undertaking of a perception analysis and if positive, prepare a draft Business Plan for approval by the City Corporation to allow the process for a formal ballot for a second term to commence.

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APPENDIX 1

Key Achievements of Cheapside Business Alliance

The headline outputs achieved by the CBA under each key theme are as follows:

Employment, Enterprise and Training

- 266 local residents from within the City Fringe boundary, placed into employment.
- Established relationships with over 100 employers to promote the employment service offered through CBA.
- 360 Candidates have attended coaching and employability training sessions.
- Provided advice and guidance to businesses on the benefits of the Apprenticeship program.
- 8 Apprenticeships have been secured since the Government launched the Apprenticeship levy scheme.

Environment, Signage and Wayfinding

- Secured funding through the Mayors Air Quality Fund (MAQF) to deliver a range of interventions to help mitigate poor air quality. Working in partnership with the City Corporation's Air Quality Team the CBA delivered:
- CBA Commissioned Living Streets to design a walking Map to encourage walking via alternative cleaner routes which are less polluted. 3 walking routes have been created. 200 maps were distributed
- 10 Diffusion Tubes placed within the footprint to monitor Nitrogen Dioxide levels
- Engine Idling action days to encourage stationary traffic to switch off their engines working with volunteers from the local business community. 8 events have taken place with over 30 Volunteers supporting the scheme
- 64 Participants have enjoyed E Bike events. 6 sessions, riding electric bikes to promote alternative modes of transport, with 80% of participants confirming that the sessions had given them greater awareness of air quality issues
- 3 Walk Doctor sessions distributing over 500 walking maps offering alternative walking routes from St. Paul's to Bank through less polluted streets
- CBA Ambassadors report environmental issues directly through to the City Corporation on aspects such as broken bollards; cracked paving slabs etc...all reports are responded to by the City Corporation with over 95% of all issues reported being fixed
- Promotion of green spaces and biodiversity to aid better air quality. A greening scheme is being designed to tackle the large planter areas around St. Paul's tube station adjacent to No. 5 Cheapside. The CBA is working in partnership with City Corporation and has committed £100k of CBA funding towards the scheme.
- CBA supports the Clean City Awards Scheme (CCAS) and sponsors a CBA award.
- CBA working with the City Corporation on implementing a consolidated scheme on freight with One New Change implementing new loading bay schedules to reduce the number of deliveries and emissions within the footprint.
- Quarterly Freight group meets and the above scheme will be monitored to assess its impact. The group is also currently baselining and collating data on

the current status quo before implementing a consolidation strategy.

Tourism and Culture

- CBA sponsors the annual Nomad Cinema event in St. Paul's Cathedral, Festival Gardens. Over 700 people have attended the events and all profits raised from the events are donated to the Sustainability Institute to support communities in Africa.
- Participation in the Lord Mayors Show, having participated 3 times within our first term.
- Working with the City Corporation on a number of specific events with a total contribution of over £200k towards these events from CBA funding, such as:
 - The House of Sound
 - The Great Fire of London
 - Big Friendly Dream Jar to celebrate 100 years of Roald Dahl
 - London Nocturne
 - Various sporting events – ride London and marathons
 - London Festival of Architecture 2018
 - London Open House weekend
 - Jazz in the Lanes – supporting Bow Lane Traders and working with St. Mary le Bow Church.

Marketing and Promotion

- Ambassador Team – providing a street concierge service and reporting through environmental issues to the City Corporation, the service has been an invaluable tool in our engagement strategy. Engaging with over 150,000 people to date with St. Paul's Cathedral as the most requested destination.
- Annual Christmas light switch on of our Cheapside festive trees. The CBA also supports the City of London Police in their "Give a Gift" campaign. The partnership has with the support of the CBA members donated over 200 gifts to support children and families at this time of year.
- 15 Open days with businesses to promote the Privilege Card, with over 25,000 cards now in circulation and over 65 offers available. The card is supported by an App to inform users of offers but to also promote events taking place.
- Over 95% of respondents in the CBA mid-term review said they were aware of the Privilege Card and App.
- Website and Social Media – the partnership has an informative website and uses social media to help promote the partnership and associated events and activities with over 5,000 followers on Twitter; 11,000 on Instagram, with over 61,000 views to the website

Business Awareness/Networking

- 150 attendees from the business community have attended Networking events hosted by Metro Bank, including bespoke events working with Ward Members
- Annual Report launch with over 250 businesses attending and engaging
- Various themed events on topics such as GDPR; Apprenticeship; Cyber Crime and Counter Terrorism with over 150 businesses attending
- CBA supports International Women's Day providing gifts and raffle prizes donated by the CBA business community
- 9,000 subscribers are signed up to our monthly newsletter