



YOUR BID BUSINESS PROPOSAL



“ A BID (Business Improvement District) is an opportunity for Cambridge businesses to pool their resources, agree activities and make them happen. ”



WHY YOU SHOULD READ THIS DOCUMENT

In early 2012 a partnership of local businesses and stakeholders came together to form a BID Task Force. The group have met monthly to oversee the on-going development of the BID. We believe that you should take a few minutes to read this proposal because...

In these challenging economic times businesses and stakeholders need to come together and work with each other to strengthen what the city has to offer - CBbid is here to work for you and with you to protect our city from the uncertainties that lie ahead and to secure a long term sustainable model for City Centre Management. BIDs are business-led and provide you with the opportunity to have your say on the delivery of projects that will make a tangible difference to your business, improving your trading environment.

The Local Authorities will have more and more constraints on their funding and we need to work in partnership with them to ensure further continued investment in our city.

The BID will bring in almost £4m of additional investment - which will be provided through a sustainable business model run by the businesses/stakeholders in the BID area. This £4m of investment over 5 years will create a cleaner, safer, more welcoming and vibrant environment for your customers and your staff.

We listened to what you told us and this proposal represents your views - Seldom has there been a more detailed consultation with businesses than the one we have undertaken in order to understand what you believe would make a difference to your business, and this proposal represents your views. We have listened to your issues and we believe the projects outlined in this proposal will deliver tangible improvements. These projects are bespoke to Cambridge and tailor-made to benefit you and your business.

Standing still is not an option - Since 2009 Cambridge City Centre Partnership (trading as Love Cambridge) has been the delivery mechanism for City Centre Management in Cambridge and had delivered a broad range of valuable projects to improve the city centre including the Family of Guides, seasonal and sector marketing campaigns (i.e. Fashion and Beauty weekend and Independents' week), and Christmas lights. However the funding for this model is voluntary and as currently only a few organisations contribute, it is not sustainable. Over the past 3 years Love Cambridge has laid a strong foundation for partnership working in the city but so much more could be achieved if more money was available to fund key projects and support initiatives.

If we, the business community, do not get behind this proposal then we miss this opportunity - to ensure that Cambridge fulfils its potential as an internationally renowned city, and to provide the best experience for our customers, staff, residents and visitors to Cambridge.

Deciding whether to vote for the BID is your choice, and in order for you to make the right choice for your business, we suggest you read this document to ensure you make an informed business decision on how to exercise your vote.

Michael Wiseman - The Grafton Centre
Nick Allen - Sidney Sussex College
Emma Thornton - Cambridge City Council
Roy Badcock - Cambridge Building Society
Nicola Buckley - University of Cambridge

Charlie Anderson - La Raza Ltd
Anne Bannell - Breeze
John Dix - Hewitsons
Robert Hallam - John Lewis
Catherine Bolton - Sticky Beaks

Christopher Powell - Powell and Bull
John O'Shea - Grand Arcade
Roger Musgrove - Cellini Jewellers
Gayle Martin - Double Tree by Hilton

CAMBRIDGE IS AN INTERNATIONALLY RENOWNED CITY



CB BID PLEDGES



IT IS A BEAUTIFUL CITY, RICH IN HERITAGE, BOASTING A MEDIEVAL STREET PATTERN AND A HISTORIC MARKET SQUARE

THE CITY IS A DYNAMIC AND LIVELY PLACE WHERE STUDENTS, RESIDENTS AND VISITORS ALL MIX

THERE IS A RICH MIX OF UNIQUE INDEPENDENT SHOPS SPREAD ACROSS THE CITY ALONG WITH FAMILIAR NATIONAL AND INTERNATIONAL RETAILERS

IT IS A CITY WITH AN OUTSTANDING CULTURAL OFFER: MUSEUMS, GALLERIES, THEATRES, MUSIC AND FESTIVALS

PUNT TOURS ON THE RIVER CAM TAKE IN WORLD-FAMOUS VIEWS

THERE IS A DIVERSE AND VIBRANT RANGE OF RESTAURANTS, BARS AND CAFÉS

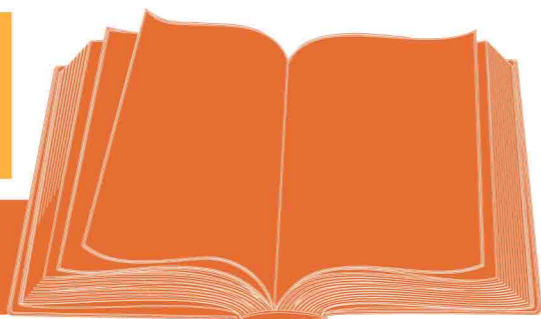
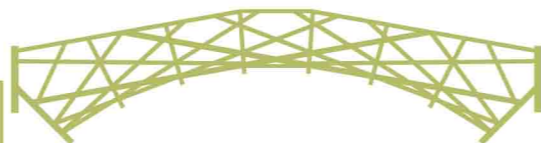
THERE IS THE HIGHEST LEVEL OF CYCLING TO WORK IN CAMBRIDGE OF ANY CITY IN THE UK

THE TWO HIGHER EDUCATION INSTITUTIONS – THE UNIVERSITY OF CAMBRIDGE AND ANGLIA RUSKIN UNIVERSITY - EDUCATE TENS OF THOUSANDS OF STUDENTS IN THE CITY EACH YEAR

THE UNIVERSITY OF CAMBRIDGE IS ONE OF THE WORLD'S OLDEST AND MOST RENOWNED INSTITUTIONS

THE CITY CENTRE COLLEGES FEATURE STUNNING EXAMPLES OF ARCHITECTURE, BEAUTIFUL GREEN SPACES AND HERITAGE ATTRACTIONS

IT IS A CENTRE FOR EXCELLENCE IN SCIENTIFIC AND TECHNOLOGICAL RESEARCH, DEVELOPMENT AND INNOVATION WITH THE CAMBRIDGE SCIENCE PARKS AND OTHER HIGH-TECHNOLOGY BUSINESS CLUSTERS



...BUT WE CANNOT AFFORD TO BE COMPLACENT

WE ARE COMMITTING TO DELIVERING PROJECTS IN THE FOLLOWING AREAS:



PRIDE AND PROMOTION

Promoting the City to visitors, residents and workers. Encouraging people to make Cambridge their destination of first choice, and to stay longer and explore more of the city.



WELCOMING AND VIBRANT

Delivering a co-ordinated and effective approach to ensure Cambridge offers visitors a well-managed, welcoming and vibrant street scene.



CLEAN AND SAFE

Supporting a clean and safe experience for city centre users.



BUSINESS SUPPORT

Ensuring that the BID supports businesses so that they remain competitive and sustainable.

BEYOND OUR CORE ACTIVITIES WE PLEDGE TO:



SUPPORT, STRENGTHEN AND DEVELOP THE GOOD WORK OF THOSE WORKING TO ENHANCE CAMBRIDGE CITY CENTRE.



ENSURE THAT THE BID WORKS TIRELESSLY TO PROMOTE AND SUPPORT THE DIVERSITY OF THE CITY CENTRE OFFER.



SECURE ADDITIONAL INCOME THROUGH SPONSORSHIP, GRANTS AND OTHER SOURCES TO PROVIDE FURTHER FUNDING TO DELIVER MORE PROJECTS.



DEVELOP PROJECTS THAT WILL HELP TO REDUCE CO₂ EMISSIONS, ADDRESS CITY CENTRE TRAFFIC CONGESTION AND SUPPORT A GREEN AND SUSTAINABLE CITY CENTRE.



PROVIDE SKILLS, SUPPORT AND EXPERTISE TO BUSINESSES OUTSIDE OF THE BID AREA WHERE POSSIBLE, INCLUDING ADVICE AND GUIDANCE TO ANY CAMBRIDGE BUSINESS CLUSTER WANTING TO DEVELOP A BID.

MARKET HILL

BRIDGE STREET ST ANDREW
TRINITY STREET

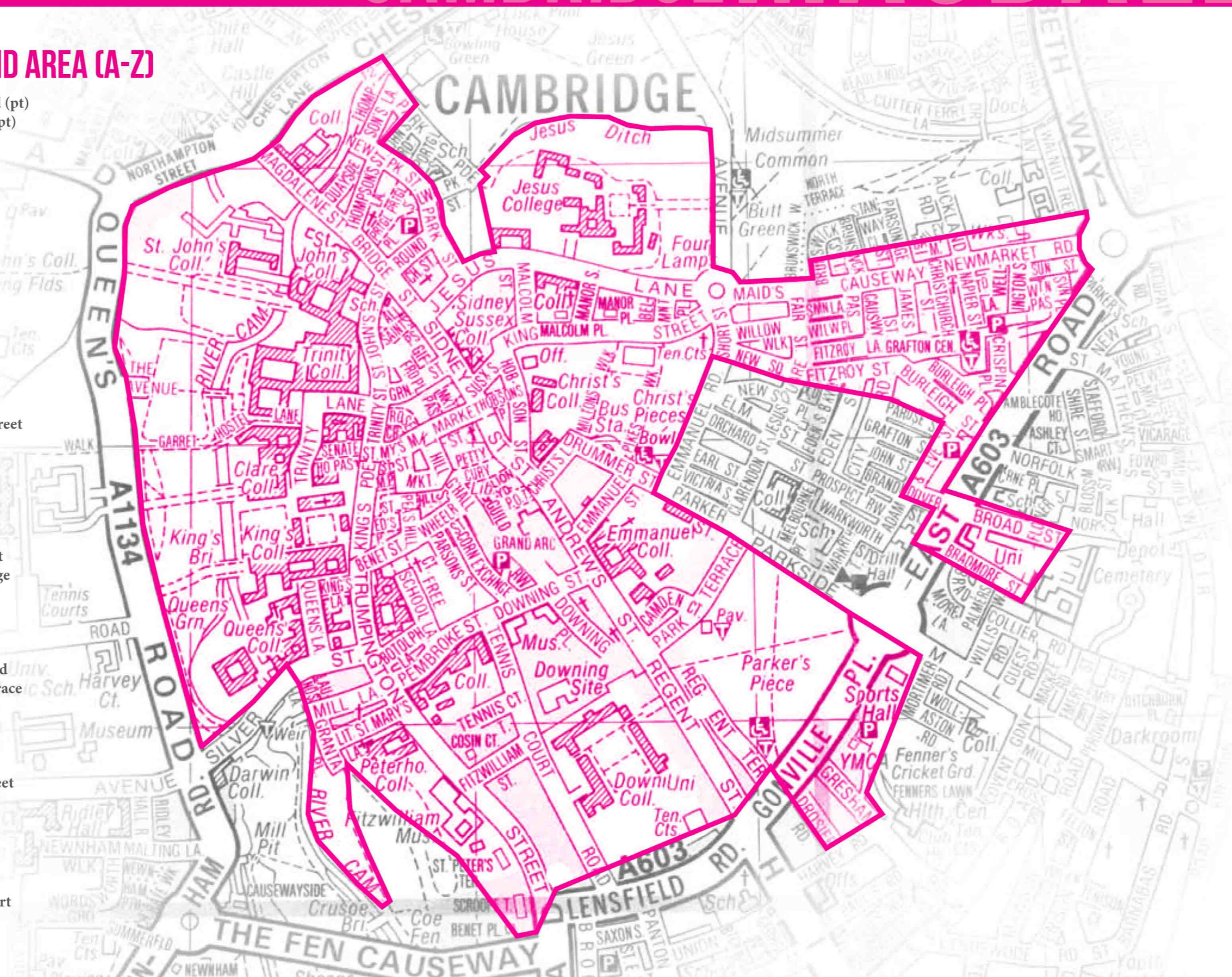
PROPOSED BID AREA

PETTY CURY
CAMBRIDGE MAGDALENE S

STREETS WITHIN THE BID AREA (A-Z)

- | | |
|-----------------------|----------------------|
| All Saint's Passage | New Market Road (pt) |
| Bene't Street | New Park Street (pt) |
| Botolph Lane | New Square |
| Bridge Street | Park Street (pt) |
| Burleigh Street | Park Terrace |
| Camden Court | Parker Street (pt) |
| Christ's Lane | Parkside (pt) |
| Corn Exchange Street | Manor Place |
| Dover Street (pt) | Peas Hill |
| Downing Place | Pembroke Street |
| Downing Street | Petty Cury |
| Drummer Street | Portugal Place |
| East Road (pt) | Quayside |
| Emmanuel Road (pt) | Queen's Lane |
| Emmanuel Street | Regent Street |
| Fair Street | Regent Terrace |
| Fitzroy Lane | Rose Crescent |
| Fitzroy Street | Round Church Street |
| Fitzwilliam Street | Salmon Lane |
| Free School Lane | Senate House Hill |
| Gonville Place | Severne Place |
| Granta Place | Short Street |
| Green Street | Sidney Street |
| Grove Lane | Silver Street (pt) |
| Guild Hall Place | St Andrew's Street |
| Guildhall Street | St Edwards Passage |
| Hobson Street | St John's Street |
| Hobson's Passage | St Mary's Passage |
| James Street | St Mary's Street |
| Jesus Lane (pt) | Sussex Street |
| King Street | Tennis Court Road |
| Kings Parade | Tennis Court Terrace |
| Laundress Lane | Thompson's Lane |
| Little St Mary's Lane | Tredgold Lane |
| Magdalene Street | Trinity Lane |
| Maid's Causeway | Trinity Street |
| Malcolm Street | Trumpington Street |
| Manor Street | Wellington Street |
| Market Hill | Wheeler Street |
| Market Passage | |
| Market Street | |
| Mill Lane | |
| Napier Street | |
| Nelson Close | |

(pt) - Indicates part of a street



Please Note:
The BID area is only defining participating business ratepayers and in no way conveying powers or responsibilities over public spaces which continue to be fully in the hands of the public bodies

KEY FACTS



BUSINESS CONSULTATION



WHAT IS A BID?

The BID area is defined geographically (see map).

“ A BID (Business Improvement District) is an opportunity for Cambridge businesses to pool their resources, agree activities and make them happen. ”

Cambridge businesses/stakeholders within this area will vote on whether they wish to invest collectively in local improvements to enhance the Cambridge trading environment outlined in this BID Proposal. Cambridge businesses and stakeholders then have control of the delivery organisation detailed in this Proposal.

HOW MANY OTHER BUSINESS COMMUNITIES HAVE VOTED FOR A BID IN THEIR LOCATION?

There have been over 170 successful BID ballots since the legislation came in 2004. When a BID has finished delivering its first BID Business Plan, businesses have to then vote a second time if they wish the BID to continue. Over 50 BIDs have gone back to the ballot box after their first BID term and 90% have voted yes for the BID to continue into a second 5 year term.

DOES A BID MEAN THE LOCAL AUTHORITY WILL STOP DELIVERING SERVICES?

No. BID money can only be used to carry out projects/services ADDITIONAL to those that public agencies have to provide. Cambridge BID projects and services will be completely additional to any services already delivered by public agencies. Cambridge BID has sought baseline service statements from Cambridge City Council and Cambridge County Council and these will be available on request.

CAN YOU GUARANTEE MY MONEY WILL BE SPENT LOCALLY?

Yes. The money does not go to Central Government. Funds are held by a BID Company made up of business representatives and are only for the projects agreed and voted for by the participating businesses in line with this proposal.

BUSINESSES ALREADY PAY RATES, WHY SHOULD WE PAY AGAIN?

Business Rates are a national tax that is collected by the Council and then redistributed at a national level. Businesses have very little say in the way the funds are spent. The BID levy is a specific levy for additional projects identified and controlled by the businesses in Cambridge. The funds collected through the BID levy will be kept in a separate BID bank account, held by the BID company.

PROJECTS DEVELOPED FROM YOUR IDEAS

OVER THE LAST 12 MONTHS WE HAVE CONSULTED WITH BUSINESSES IN A NUMBER OF WAYS;



DECIDING ON PROJECTS

Initial consultation identified these priorities;

TOP 5 PRIORITIES

65% INCREASED CONSUMER SPEND AND SALES

63% INCREASED FOOTFALL AND REPEAT VISITS

61% TACKLING ANTI SOCIAL BEHAVIOUR

55% REMOVAL OF LITTER

55% PROMOTIONS TO ENCOURAGE MORE VISITORS TO STAY LONGER AND SPEND MORE

Feedback from businesses through the focus groups, street meetings and face to face meetings consolidated these priorities into:

4 KEY WORKSTREAMS FOR THE BID

- PRIDE & PROMOTION**
- WELCOMING & VIBRANT**
- CLEAN & SAFE**
- BUSINESS COST SAVINGS & SUPPORT**

“ I think the Cambridge BID offers opportunities for the University and the city’s cultural sector to work with businesses and other stakeholders to ensure that Cambridge fulfils its potential as an internationally renowned city.

Nicola Buckley, Head of Public Engagement, University of Cambridge



PRIDE AND PROMOTION

AVERAGE ANNUAL SPEND £138,200

ENCOURAGING PEOPLE TO MAKE CAMBRIDGE THEIR DESTINATION OF FIRST CHOICE:

INNOVATIVE CAMBRIDGE

With 39% (and rising rapidly) of adults owning a smartphone, the Cambridge App will provide BID businesses with a platform to promote what’s available in the BID area including events and offers.

CUSTOMER WEBSITE

The customer-facing website will complement the innovative Cambridge App and will form the basis for promotion of BID businesses supported by robust social media campaigns.

EVENTS

Delivering and supporting high quality events to drive footfall and animate the city:



The BID will work closely with Visit Cambridge to ensure BID marketing and events are linked to national and international marketing for Cambridge.



The BID will work to support, strengthen and develop existing events including key cultural events.



The BID will deliver the Christmas lights switch on event.

PROMOTING THE CITY TO VISITORS, RESIDENTS AND WORKERS

MARKETING PUBLICATIONS & COMMUNICATIONS

On-going campaign promoting Cambridge which includes a set of guides that are available for free pick up across the city and further afield, complemented by two seasonal publications. Sharing of information and news through regular communications, for example a monthly e-bulletin.

PROMOTIONS

Specific promotions to add vitality and vibrancy including promoting and enhancing the profile of independent retailers in the city centre. Promotions could include food & drink, hair and beauty, fashion and style events and leisure.

EMPLOYEE DISCOUNT CARD SCHEME

Negotiate discounts for BID levy employees to provide direct benefits to staff and encourage greater use of the city centre.

CAMBRIDGE CITY GIFT CARD

To increase and retain spend for Cambridge businesses from the catchment area.

“ We believe that The BID is a great opportunity for businesses to work together. The BID projects are the natural successor to the City Partnerships and offers a terrific opportunity to ensure the continuing economic success of the city by delivering many projects that Cambridge residents and visitors will benefit from for years to come.

Gayle Martin, Double Tree by Hilton

”

WELCOMING AND VIBRANT

AVERAGE ANNUAL SPEND £243,600

DELIVERING A CO-ORDINATED AND EFFECTIVE APPROACH TO ENSURE CAMBRIDGE OFFERS CUSTOMERS A WELL-MANAGED, WELCOMING AND VIBRANT STREET SCENE.

CITY AMBASSADORS

Provide a team of City Ambassadors to help, advise and guide visitors in the day and on into the evening. The Ambassadors will support the work of the City Rangers in the city by noting environmental issues and following these up until resolved. They will also provide regular liaison with BID businesses.

CHRISTMAS LIGHTS

To install and maintain existing Christmas lights each year and to drive upgrades and expansion.

POP-UP SHOPS

To work with local and new organisations to fill vacant units in order to make the area look more attractive and encourage long term tenants.



**DELIVERING A
CO-ORDINATED
AND
EFFECTIVE
APPROACH**

“ Cambridge embracing the BID would be a great step forward in securing collective responsibility for improving our fantastic city.

Robert Hallam, MD, John Lewis Cambridge

”

“ I believe the CBbid is a genuine opportunity for businesses, both large and small, to work together to build momentum and get behind making Cambridge City centre even better

Michael Wiseman, Centre Director of The Grafton
Chair of CRACA (Cambridge Retail and Commercial Association):

”

“ Cambridge is already a wonderful city that we can be proud of. The BID will enable businesses in the BID area to unite and actively take it to an even higher level – for the benefit of all. As an operator in the daytime and night time economy, I primarily support the BID as a mechanism to provide additional funding to CAMBAC / Nightsafe to enable even greater work to be carried out to make our city safer.

Charlie Anderson, La Raza/Ta Bouche

”

SAFE AND CLEAN

AVERAGE ANNUAL SPEND £140,000

CAMBAC / NIGHTSAFE

CAMBAC (Cambridge Business Against Crime) is a Business Crime Reduction Partnership operating city wide. CAMBAC will be the delivery arm of the BID on the safe and secure agenda within the BID area. The BID will support, enhance and develop the work of CAMBAC providing extra resource in the following key areas:

- ➔ THE TWO WAY RADIO LINK – TO POLICE AND COUNCIL CCTV
- ➔ INFORMATION SHARING – ONLINE VIA SIRCS DATABASE
- ➔ EXCLUSION SCHEME – DAY AND NIGHT TIME ECONOMIES
- ➔ TAXI MARSHALLING - HELPING PEOPLE GET HOME SAFELY AFTER A LATE NIGHT OUT
- ➔ STREET PASTORS - PRACTICAL HELP AND CARE FOR THOSE LEAVING PUBS AND CLUBS
- ➔ SAFETY GUARDIANS - TRADE-LED INITIATIVE HELPING VULNERABLE YOUNG PEOPLE IN LATE NIGHT VENUES

The CAMBAC membership fee for those within the BID area will be included in their BID levy, so they will not pay twice.

RAPID RESPONSE TEAM

Provide a clean team and equipment to deliver additional services to complement those provided by the City Council. This will be a commissioned service undertaken within the boundaries of the BID area that will consist of:

- ➔ REGULAR STEAM CLEANING
- ➔ CHEWING GUM REMOVAL
- ➔ ADDITIONAL LITTER PICKS
- ➔ DEALING WITH THE MESS CAUSED BY PIGEONS
- ➔ A RAPID RESPONSE SERVICE TO TACKLE “THE MORNING AFTER THE NIGHT BEFORE”

SUPPORTING A
CLEAN AND SAFE
EXPERIENCE
FOR
CITY CENTRE
USERS

“

We all have a stake in Cambridge and the BID provides an opportunity for us all to improve our city.

Nick Allen, Bursar, Sidney Sussex College

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“ As an independent shop-keeper I see this as a positive move to empower independents to play an important part in the future of Cambridge. The contribution I will pay to the BID is less than I am currently paying for a range of projects including Christmas lights and the BID will deliver much more. We already have a beautiful, vibrant city - this BID can only enhance what we already have.

Anne Bannell, Breeze



ENSURING
THAT THE
BID SUPPORTS
BUSINESSES
SO THAT THEY
REMAIN
COMPETITIVE
AND
SUSTAINABLE

BUSINESS SUPPORT

AVERAGE ANNUAL SPEND £28,400

COST SAVING INITIATIVE

Delivering cost savings and reducing the impact on the environment, CBbid will:

- ➔ Provide businesses with the opportunity to participate in collaborative procurement, enhancing purchasing power.
- ➔ Investigate jointly procured services for trade waste, recycling, utility and insurance bills.

PERFORMANCE MONITORING

To fund the introduction of performance monitoring initiatives within the BID boundary to provide regular detailed analysis of key areas e.g. footfall and sales performance.

SKILLS TRAINING

Working with all sectors to identify and develop training opportunities, for example programmes to deliver customer service excellence.

BUSINESS NETWORKING

To develop a package of support to provide an introduction to operating a business in Cambridge including: key business contacts, networking opportunities, key dates and an introduction and overview to the BID and its activities.

BUSINESS VOICE

To represent and champion the views of BID levy payers ensuring that there is a business voice on developments affecting the city centre and that issues affecting our area are dealt with promptly.

“ I regard it as good news that the business community in the city centre has brought forward this BID initiative. The city centre is a focus of business activity and it seems appropriate and fair that businesses would want to make a larger contribution to mitigating the impact this has on the city, in particular helping it to be cleaner and safer. This is something everyone can benefit from, not only their own customers. BIDs have been successful in lots of other places and it is positive that businesses here in Cambridge have now created a similar opportunity.

Tim Bick, Leader, Cambridge City Council



FINANCE & BUDGET

CAMBRIDGE BID 5 YEAR BUDGET AND COSTS

REGENT STREET CHRISTS LANE QUAYSIDE PARK STREET SIDNEY STREET

INCOME	2013	2014	2015	2016	2017	5 YEAR TOTAL
ANNUAL LEVY 1%*	£736,000	£736,000	£736,000	£736,000	£736,000	£3,680,000
VOLUNTARY CONTRIBUTIONS	£24,000	£24,000	£24,000	£24,000	£24,000	£120,000
TOTAL INCOME	£760,000	£760,000	£760,000	£760,000	£760,000	£3,800,000

EXPENDITURE - BID PROJECTS						
PRIDE & PROMOTION	£159,000	£136,000	£134,000	£132,000	£130,000	£691,000
WELCOMING & VIBRANT	£206,000	£253,000	£253,000	£253,000	£253,000	£1,218,000
SAFE & CLEAN	£140,000	£139,000	£139,000	£143,000	£139,000	£700,000
BUSINESS SUPPORT	£30,000	£28,000	£28,000	£28,000	£28,000	£142,000
TOTAL BID PROJECT EXPENDITURE	£535,000	£556,000	£554,000	£556,000	£550,000	£2,751,000

COMPANY RUNNING COSTS						
CORE STAFF AND OFFICE COSTS	£110,000	£110,000	£110,000	£110,000	£110,000	£550,000
BID SOFTWARE PURCHASE	£20,000	£0	£0	£0	£0	£20,000
BID SETUP/ISPRO PROJECT	£17,000	£0	£0	£0	£0	£17,000
BID SOFTWARE MAINTENANCE	£2,500	£2,500	£2,500	£2,500	£2,500	£12,500
LEVY COLLECTIVATION	£15,000	£15,000	£15,000	£15,000	£15,000	£75,000
PROFESSIONAL FEES	£3,500	£3,500	£3,500	£3,500	£3,500	£17,500
INSURANCE	£2,500	£2,500	£2,500	£2,500	£2,500	£12,500
TOTAL BID RUNNING COSTS	£170,500	£133,500	£133,500	£133,500	£133,500	£704,500

TOTAL EXPENDITURE	£705,500	£689,500	£687,500	£689,500	£683,500	£3,455,500
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CONTINGENCY	£54,500	£70,500	£72,500	£70,500	£76,500	£344,500
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All hereditaments (rateable properties) listed on the National Non Domestic Rates list (NNDR) on the date of the 31st July 2012, within the BID area defined by our BID map and street listing, will have the opportunity to vote for the Cambridge BID with the exception of exempt businesses (hereditaments with a RV less than £20,000 will be exempt from paying the BID levy). Hereditaments that are not required to pay the BID levy are not eligible to vote. However, these hereditaments can make a voluntary contribution. These hereditaments will be exempt because the cost of collecting the levy from them outweighs the income generated and we want to ensure the BID offers value for money.

DISCOUNTS

A discount of 50% will apply to hereditaments with charitable status (where the property is occupied by a registered or exempt charity and is wholly or mainly used for charitable purposes i.e. not retail) and in receipt of mandatory charitable relief from business rates within the BID boundary. Charity shops will not receive a discount and will contribute at the same rate as all other non-domestic ratepayers within the BID boundary.

With the exception of hereditaments outlined above who will receive exemptions (those with rateable value below £20,000), no individual hereditament within the BID area will be disregarded or exempted from the BID levy. Internal shopping centre tenants paying a service charge will receive a 50% discount; tenants occupying street facing shopping centre units will receive a 25% discount (this will include tenants of The Grand Arcade, Lion Yard and The Grafton Centre).

There will be no other reduction to the BID levy. Exemptions, relief or discounts prescribed in the Non-Domestic Rating (Collection and Enforcement) (Local Lists) Regulations 1989 made under the Local Government Finance Act 1988, will not apply. Those responsible for unoccupied and part occupied hereditaments will be liable for the full BID levy.

ALTERATIONS OF BID ARRANGEMENTS

The BID levy rate or the BID area cannot be altered without another ballot.

The duration of the BID, five years, is likely to mean that circumstances and conditions will change which will affect the business plan and projects. In such cases the Cambridge BID may alter projects to reflect these changing circumstances and conditions. It will do so in consultation with businesses and the public agencies. The exact nature of the consultation will be agreed by the Cambridge BID Board of Directors. You, the BID levy payers, have the opportunity to elect this board of Directors.

HOW MUCH WILL YOU PAY?

If the BID ballot is successful every eligible business will pay an annual levy of 1% of their rateable value based on the NNDR list as of the 2nd of January every year of the BID. The BID levy will be payable by the liable party. Where the liable party changes during the course of the financial year, the BID levy will be apportioned accordingly and calculated on a daily basis. Some BIDs include inflationary rate increases to the bid levy. This is not the case with the Cambridge BID; it will stay at 1% of your rateable value for each of the five years of the Bid. Please refer to the table on page 21 for details of how much you can expect to pay per annum.

RATEABLE VALUE CHANGES

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

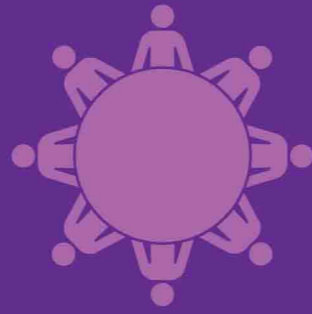
Where a new assessment is brought into the Rating List (e.g. a newly erected property or a property resulting from a split or merger), the BID levy will be due on the new assessment from the effective date of the entry in the Rating List. The annual BID levy will be apportioned accordingly (unless the property is exempt or attracts a bid levy discount as detailed above) and will be calculated on the basis of a daily rate liability from the date of the new entries in the rating list.

LEVY COLLECTION

The BID levy will be collected by Cambridge City Council on behalf of Cambridge BID and transferred to the BID to be spent in accordance with the BID Business Proposal. The BID income is controlled and managed by those that pay the levy and will bring in approximately £736,000 every year for a 5 year period (as well as additional income through voluntary contributions), investing almost £4m in your City Centre over this period.

Cambridge BID will actively seek other sources of additional income through grants, commercial enterprise and sponsorship to supplement the BID income and generate even better value for businesses and stakeholders in the BID area.

GOVERNANCE



Cambridge BID will be a private sector-led, not for profit, independent company limited by guarantee. Cambridge BID will have its own Board of Directors, maximum number 16, who will meet quarterly to oversee the delivery of the Business Proposal, projects and the efficient running of the company. Where there are more nominations than places for each sector the Board of Directors will be elected by the levy paying businesses in the Cambridge BID area and will consist of representation from the following sectors:

BUSINESSES (10 PLACES)

- 3 INDEPENDENT BUSINESSES
- 3 NATIONAL BUSINESSES
- 1 TOURISM BUSINESS
- 1 NIGHT TIME BUSINESS
- 1 PROFESSIONAL BUSINESS
- 1 FINANCIAL BUSINESS

OTHER STAKEHOLDERS (6 PLACES)

- 2 EDUCATIONAL ESTABLISHMENTS
- 1 PROPERTY OWNER
- 1 SHOPPING CENTRE
- 1 CAMBRIDGE CITY COUNCIL
- 1 CAMBRIDGE COUNTY COUNCIL

They will be assisted by independent, legal and financial representation.

Commencement & Duration - if the BID Proposal for Cambridge BID is successful the new company will be in place from 1st January 2013 until 31st December 2017. Before this period has ended, Cambridge BID may choose to seek renewal of the BID, again by a BID ballot.



I genuinely believe that this is the best way for business to make a substantial and sustainable difference to our own success by working together on a common set of goals which we all support. The clear plan and funding will deliver positive change to our environment and improve the success of Cambridge.



Roy Badcock
Head of Corporate Affairs
Cambridge Building Society

WHAT WILL IT COST?



Businesses within the BID area pay an agreed levy based on your rateable value, **not** your business rates. This is proposed at 1% for Cambridge and below are examples of what you could expect to pay based on a range of example rateable values.

RATEABLE VALUE OF PROPERTY	ANNUAL BID LEVY	WEEKLY COST	DAILY COST
£20,000	£200	£3.85	£0.55
£50,000	£500	£9.62	£1.37
£100,000	£1000	£19.23	£2.74
£250,000	£2500	£48.08	£6.85
£500,000	£5000	£96.15	£13.70

Properties with a rateable value below £20,000 will be exempt from the BID levy. See the Finances section on page 18 for more details.



I believe that the BID with the money it provides will enhance the whole experience of Cambridge and provide the business community with the resource to spend on important matters that are as yet not funded.

Roger Musgrove, Cellini



VOTE YES IN OCTOBER FOR A BID IN CAMBRIDGE



BID Legislation came in to force for England and Wales in 2004 and it states that all eligible businesses will be asked to vote on whether or not they want a BID to go ahead in the proposed BID area.

The BID ballot will commence on October 4th 2012 - and it will comprise of a 28 day postal ballot. Every eligible hereditament (rateable property) will be sent a letter of notification to ballot in September and their voting papers will follow shortly after. All votes will need to be received by 5pm on Wednesday 31st October by Electoral Reform Services, who are an independent organisation that will be conducting the ballot. The result will be announced the next day.

Each hereditament within the BID boundary with a rateable value of £20,000 (see Finance page for exemptions) or more will be able to vote. This means that those organisations who occupy more than one hereditament will have more than one vote. Where a hereditament is vacant, undergoing refurbishment or being demolished, the registered business ratepayer will be entitled to vote.

A proxy vote is available and details will be sent out with ballot papers.

FOR THE BID TO GO AHEAD, TWO CONDITIONS MUST BE MET;

1 OF THE VOTES CAST
MORE THAN 50%
MUST VOTE YES

LOOK OUT FOR
YOUR POSTAL VOTE
COMING THROUGH
AT THE BEGINNING
OF OCTOBER

2 THE "YES" MUST REPRESENT MORE
THAN 50% OF THE TOTAL RATEABLE
VALUE OF ALL VOTES CAST

If after the vote the BID is established all eligible hereditaments within the BID area will pay a BID levy.

WE FIRMLY BELIEVE THAT VOTING YES TO A BID FOR CAMBRIDGE WILL:



Ensure a significantly improved experience for your customers



Enhance the environment of the City for residents and visitors, making it more welcoming



Provide on-going support for your business to assist you in remaining competitive and sustainable.

REASONS TO VOTE YES FOR THE BID



WHY VOTE YES AS A CAMBRIDGE BUSINESS

THE CAMBRIDGE BID WILL;



DELIVER ALMOST £4M ADDITIONAL INVESTMENT INTO THE BID AREA



ENSURE AN IMPROVED EXPERIENCE FOR VISITORS, RESIDENTS AND STAFF



CREATE A SUSTAINABLE MODEL OF CITY CENTRE MANAGEMENT



DELIVER YEAR-ROUND CAMPAIGNS TO PROMOTE THE CITY



BE AN INDEPENDENT BUSINESS-LED ORGANISATION RUN FOR LOCAL BUSINESSES BY LOCAL BUSINESSES



ENABLE COLLABORATIVE WORKING TO ACHIEVE COST SAVINGS TO INDIVIDUAL BUSINESSES



GIVE CAMBRIDGE BUSINESSES A 5 YEAR PLAN THAT WILL ATTRACT INVESTMENT AND INTEREST FROM OUTSIDE OF THE BID AREA



DELIVER INNOVATIVE PROJECTS TO PROMOTE THE DIVERSITY OF CAMBRIDGE



EMPOWER BUSINESSES BY ENSURING THAT THE BUSINESS VOICE IS HEARD



FOR FURTHER INFO CONTACT LUKE CRANE

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