

## **Appendix 2**

### **Version 2 - 25<sup>th</sup> September 2012**

#### **Questions raised on the CBbid - Business Improvement District Project**

The City Council has prepared this Q & A sheet to pull together all the questions /concerns that have been raised on the CBbid project to date following the publication of the CBbid proposal on 10<sup>th</sup> September. This document will be published as part of the papers accompanying the Committee report, which will go to the Strategy and Resources Scrutiny Committee on Wednesday 3<sup>rd</sup> October at 5pm. This is the meeting where the Council will make its decision on whether to support the introduction of a Business Improvement District in Cambridge.

#### **1) Background**

##### **a) What is a BID (Business Improvement District)?**

A BID is a mechanism for businesses to pool their resources to deliver projects that enhance the city centre. Love Cambridge already does so, but this model is not sustainable in the long term because it is funded on a voluntary basis by a very small number of organisations.

A BID will not “manage” the city centre and will have no powers to control activity in the public realm. These powers remain firmly with the local authorities.

The main objective of a BID is to work with the local authorities and other organisations in partnership to enhance the city centre.

##### **The CBbid proposal**

The CBbid proposal would improve the ability of businesses to be able to continue to fund contributions to initiatives in the centre like the Christmas Lights and the St Andrews Street taxi marshalls and make new contributions, such as funding extra street cleaning over and above that already provided by the City Council. It would also try to improve the way the centre welcomes visitors (for example through the introduction of city ambassadors) and aim to provide some mutual benefit between businesses through joint procurement.

The BID would see the organisations' current voluntary contributions to such schemes replaced by a 1% levy on business rates which all would pay according to their rateable value. For this reason all the potential levy payers will be voting on the proposal during October and the result will bind them all. The prospectus for the BID being put to business ratepayers has just been released and can be seen via this link: <http://www.cbbid.co.uk/>

Business ratepayers in the city centre include the City Council, the University, several colleges - as well as the many retail shops and stores: none of these has a dominant say and the result of the vote is quite open

### **b) Why is the city centre exploring a BID?**

Cambridge has had a history of City Centre Partnership working since the mid 1990s. Initially this was in the form of a City Council led partnership.

In April 2009 Cambridge City Centre Partnership (trading as Love Cambridge) was established as a partnership between local businesses, the local authorities and other city centre stakeholders. The objective of this was to strengthen the previous model and to provide a structure that would enable all stakeholders to have some input into how the city centre evolved. Another key objective was to attract increased business investment into the partnership

Whilst the Love Cambridge Partnership has increased the level of funding significantly since it was established in 2009, as a voluntarily funded model its position is still vulnerable. In addition the model is not equitable as only 9 organisations contribute and yet the benefits are felt widely.

### **c) Who decided to carry out the study?**

It has been part of Love Cambridge's medium term strategy to explore the feasibility of a Business Improvement District for Cambridge as a mechanism for delivering a long-term sustainable model for City Centre Partnership working in Cambridge

### **d) How has this been financed?**

The Love Cambridge Partnership successfully secured ERDF (European Regional Development Fund) funding in the spring of 2011 to give local businesses the opportunity to explore the potential of a BID in Cambridge. Cambridge is one of 3 locations (Norwich and Lowestoft are the other 2) that are involved in this ATCM (Association of Town Centre Management) led project to support BID development in the Eastern region.

The ERDF project required a cash and in kind contribution to the project. The City Council contributed £25k and the County council £20k in particular to support the sustainable procurement element of the project. In kind support is being provided by Love Cambridge.

Love Cambridge is funding the BID Development Manager.

### **e) What is the legislative basis for a BID?**

**Part 4 of the Local Government Act 2003 and Statutory Instrument 2004 No. 2443 - Business Improvement Districts Regulations**

## Local Government Act 2003

[http://www.ukbids.org/files/files/BIDs\\_Legislation.pdf](http://www.ukbids.org/files/files/BIDs_Legislation.pdf)

Regulations 2004

<http://www.ukbids.org/files/files/Regulations.pdf>

## **2) Consultation**

### **Why have residents not been consulted on this?**

- The BID legislation (LGA, 2003) sets out the process for consultation and the process the development of a BID should follow.
- In keeping with this process as it is set out, residents are being engaged on the proposal at the appropriate time, which is once the CBbid proposal has been published. It would not have been practical to debate the CBbid proposal without knowing what it contained.
- The CBbid is essentially a decision about the city centre organisations' willingness to accept a levy system, which they alone would be paying.
- There are no proposed changes to any Council policies as a result of the CBbid nor will local authorities cede any power or control over the public realm as part of the CBbid. So the local authorities, which represent residents, will retain sovereignty over all decision-making that relates to the public realm.
- The City Council has suggested to the CBbid team that they provide an opportunity for residents to find out what is being proposed; an Exhibition is being held on Thursday 20<sup>th</sup> September at the Double Tree Hilton from 7-9pm to which all Residents Associations have been invited.

## **3) How do residents influence the decision if they have concerns about the CBbid proposal**

- The CBbid Task force have published a proposal that sets out the details of the projects proposed. This can be viewed at [www.cbbid.co.uk](http://www.cbbid.co.uk)
- Contact Emma Thornton Head of Tourism and City Centre Management to register your concerns or to seek clarification on any further questions:

Tel: 01223 456464

Email : [emma.thornton@cambridge.gov.uk](mailto:emma.thornton@cambridge.gov.uk)

The Guildhall  
Cambridge City Council  
CB2 3QJ

- This Q & A document will be updated with any additional points that have been raised with the City Council and the updated version will be tabled at the Strategy and Resources Committee meeting on 3<sup>rd</sup> October at 5pm.
- All these questions and the responses will be considered and taken into account by the City Councillors when they consider the BID proposal at this meeting.
- Residents also have the opportunity to attend this meeting to hear the debate and to speak directly to the committee. In order to organise this please contact Martin Whelan on 01223 457012.
- Residents also have the opportunity to speak directly to their local Councillor. Details of all the local ward councillors are on the City Council's website
- [.http://www.cambridge.gov.uk/democracy/mgMemberIndex.aspx?bcr=1](http://www.cambridge.gov.uk/democracy/mgMemberIndex.aspx?bcr=1)

#### **4) Powers/ transfer of roles**

##### **a) What powers if any would be transferred to the BID?**

No powers would be transferred to the BID. The BID will have no powers to control activity in the public realm. These powers remain firmly with the local authorities and other public agencies.

Accordingly, if the CBbid wants to undertake any activity in the public realm, it will have to apply to the relevant authority to do so, like any other resident, business, or organisation.

##### **b) What powers could be transferred to the BID once it is set up?**

As above

Therefore the BID **would and could not:**

- Introduce private policing
- Stop public protests
- Take over or influence the City Council's CCTV service within the public realm.
- Prevent public art

- Move on the homeless/ buskers
- Get rid of street traders

All of these powers would remain in the control of the existing authorities.

**d) Explain how the management of shopping centres is different to the management of the city centre/ public realm**

The Grand Arcade, The Grafton and Lion Yard are private property and are therefore under private management. This control cannot be extended into the public realm. The BID would have no powers to do so.

All open green spaces owned and managed by the city council will remain within the ownership and management of the city council.

**e) How can the council control future transfer of powers to the CBbid?**

Statutory powers will always remain with the local authorities and other public agencies and cannot be passed onto the BID.

**f) If there is no transfer of powers what does it do and what permissions does it need?**

Details on the projects are set out in the CBbid proposal. Essentially the CBbid proposal would improve the ability of businesses to be able to continue to fund contributions to initiatives in the centre like the Christmas Lights and the St Andrews Street taxi marshalls and make new contributions, including to add extra street cleaning to that already provided by the City Council. It would also try to improve the way the centre welcomes visitors and to provide some mutual benefit between businesses through joint procurement.

The CBbid would need to secure permissions in the same way as other organisation; by applying to the relevant local authorities.

**g) Will it have to comply with the same rules and regulations as other businesses/organisations?**

A BID would need to comply with the same rules and regulations as any other business /organisation in the city.

**h) What work responsibilities are being transferred from the council?**

No work would be transferred from the council

**i) What work responsibilities are being transferred from Love Cambridge?**

Based on the CBbid Business Proposal most of the current activity delivered by Love Cambridge would be transferred to the BID (e.g. Marketing and

Christmas Lights) .If A BID is supported the future role of Love Cambridge will be reviewed.

## **5) Right to veto**

**Does the council have a right to veto and if so on what grounds can this be exercised?**

The veto of a BID proposal is set out in section 12 of the BID Regulations and can only be exercised under 3 specific circumstances:

The relevant billing authority is of the opinion the BID arrangements are likely

(a) to conflict to a material extent with any policy formally adopted by and contained in any document published by the authority (whether or not the authority is under a statutory duty to prepare such document); or

(b) to be a significantly disproportionate financial burden on any person or class of persons (as compared to the other non domestic ratepayers in the geographical area of the BID) and -

(i) that burden is caused by the manipulation of the geographical area of the BID or by the structure of the BID levy; and

(ii) that burden is inequitable.]

When deciding whether or not to exercise their veto, the billing authority shall have regard to the:

Level of support for the BID proposal.

Nature and extent of the conflict with policy.

Structure and distribution of the BID levy.

Extent to which the proposers discussed the BID proposal with the billing authority before submitting it.

Cost incurred by any person up to 14 days before the ballot in developing the BID proposal and canvassing

## **6) Governance**

**a) How is the Board of the BID elected? Can it include representatives of residents?**

Cambridge BID will be a business-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. The Board of Directors will be elected by the levy paying businesses in the

Cambridge BID area and will consist of representation from various sectors (see BID Proposal). There will be a City Councillor on the board to represent residents.

If a BID is supported elections for Members of the Board will take place in January 2013. Nominations will be sought and all BID Levy payers within the BID area will have the opportunity to vote.

## **7) Operation of BID**

### **a) How is it made to deliver its promises? (5 years & re-election)**

If the BID proposal is voted for it will be implemented for a 5-year period. At the end of that term the BID will be required to go through the full ballot process, demonstrating their achievements and detailing a further 5-year proposal. Businesses will decide through the democratic voting process whether they wish to support a second term.

### **b) Who will the employees work for?**

The employees will be employed by the BID Company. There would be approximately 3/4 core staff, and 6 City Ambassadors, whose role is to help, advise and guide visitors in the day and into the evening.

### **c) What processes will the BID use to manage procurement of services?**

If a BID is supported it will develop and adopt a procurement policy.

### **d) Can parts of the Council bid to undertake work for the BID?**

Yes. The Council will be able to tender to deliver work for the BID

### **e) What are potential consequences of the BID failing?**

The projects and services would stop and after all outstanding debts were paid any remaining levy funds paid to the BID would be returned to levy payers in accordance with BID legislation.

### **f)) What powers do the Board have? Can they amend the published Business plan?**

The BID Board's powers and responsibilities will be detailed in the Articles and Memorandum as with any limited company.

The duration of the BID (five years) means that circumstances and conditions will change in ways that are likely to affect the business plan and projects. In such cases the Cambridge BID may alter projects to reflect these changing circumstances and conditions. However, it could only do so following

consultation with businesses and the public agencies, including the local councils. Any such changes would remain constrained by the legislative framework of the BID, and so no extra powers relating to the public realm could be acquired (see section 3).

**g) Will the BID be required to comply with the Freedom of Information Act?**

This will be a decision for the BID board. As a private sector led organisation it will not be required by law to comply with the Freedom of Information Act.

**8) General**

**a) Which proposals in the BID are new and which are happening already in terms of business contributing?**

**Taking each of the 4 themes of the Business Proposal, the following are existing initiatives currently delivered by Love Cambridge or CAMBAC**

**Pride and Promotion-** Marketing publications and promotions and communications. These would be further enhanced by the BID.

*All other projects in this section of the Business Proposal would be new.*

**Welcoming and vibrant** - Christmas Lights and pop up shops. These would be further enhanced by the BID.

*All other projects in this section of the Business Proposal would be new.*

**Safe and clean** – CAMBAC/ Night safe- these projects are already being delivered but would be further enhanced by the BID.

*Rapid Response team - All these projects that are based around delivering extra cleaning over and above that which is delivered by the City Council, would be new.*

**Business Support** – Business networking. This would be further enhanced by the BID.

*All other projects in this section of the Business Proposal would be new.*

**b) Explain the CAMBAC proposals in detail**

Cambac is an independent, not for profit business crime partnership set up in August 2007 as a direct response from City Centre businesses. CAMBAC has no statutory powers and its aim is to help businesses reduce the cost of crime, fraud, and anti social behaviour and to make it difficult for individuals to offend in the city. It adheres to strict Home Office principles in line with over 200 similar partnerships across the UK.



Cambac works closely in partnership with Cambridgeshire Constabulary, Cambridge Community Safety Partnership and the City Council and CCTV to ensure that the city is a safe place to live, work, shop and enjoy leisure time.

### **Two way radio link to police and council CCTV**

Cambac radios are linked to Police and City Council CCTV and cost just £1 a day. Nearly 200 businesses in both the day and night time economies of Cambridge benefit from having these radios to reduce crime and anti-social behaviour. A radio scheme like this has been in place in Cambridge for over 12 years.

### **Information sharing**

Cambac members have FREE access to SIRCS (Secure Incident Reporting Community System) to report crime and receive messages from the Police.

This is a national database providing the ability to track traveling criminals.

### **Exclusion scheme- day and night time economies**

CAMBAC encourages all businesses to report incidents so that CAMBAC can issue Exclusion Notices (Civil Banning Orders) on persistent offenders. Currently any business can ban an individual from entering their premises but a CAMBAC exclusion means that a persistent offender can be banned from all members of the scheme. This allows the business community to work collectively and removes the element of individual confrontation for a business.

### **c) CCTV- what are the legalities regarding CCTV in the public Realm?**

The only CCTV in the public realm is managed by the City Council and there are no plans to change this.

CCTV in the public realm is subject to the provisions of the Data Protection Act and is regulated by the Information Commissioner. The Information Commissioner has published a CCTV Code of Practice setting out his expectations on how CCTV is used.

The Code of Practice is under the CCTV heading at;

[http://www.ico.gov.uk/for\\_organisations/guidance\\_index/data\\_protection\\_and\\_privacy\\_and\\_electronic\\_communications.aspx#cctv](http://www.ico.gov.uk/for_organisations/guidance_index/data_protection_and_privacy_and_electronic_communications.aspx#cctv)

**d) Has the Council carried out an assessment of the impact (positive & negative) of the BID on Cambridge?**

Yes. In assessing its support and involvement in the BID project the Council has considered the following benefits of a BID:

It represents the establishment of a genuine partnership with local businesses and other key city centre stakeholders, which will deliver a long-term sustainable model for City Centre Partnership working.

This partnership would have a key role in supporting the economic development of the city and will effectively connect the City Council with 750 businesses and key stakeholders such as the universities and colleges.

A BID could, in the future be used to support other business partnerships/BIDS in other parts of the city where appropriate.

A BID would be a partnership mechanism to work with all departments of the Council to address the challenges of growth.

The Council has undertaken an equalities assessment of the BID proposal and the projects within it to ensure that its activity will not impact negatively on any part of the community. This will be published on the City Council's website when the Committee report is published on Monday 24<sup>th</sup> September.

**e) What is the impact on the quality of life, including civil liberties, for the residents of Cambridge?**

Quality of life - The BID will deliver projects and services which are designed to improve the quality of the experience of residents, employees and visitors to the city centre.

Civil Liberties -There will be no impact on civil liberties from what the BID is proposing. The BID will not fund or manage CCTV cameras nor restrict access to public places.

**f) What are the controversial things that have happened in other BIDS?**

BIDs deliver local solutions to local problems which are formulated by local businesses/organisations many of whom who are also local people. Some BIDs have taken over the operation and Management of CCTV (e.g. Rugby) but this has been in terms of funding, and the regulatory framework controlling CCTV remains the same.

**NB: There is no aspiration for the BID in Cambridge to have any involvement in CCTV and no intention from the City Council to seek that.**

## **Additional questions submitted since the public meeting on 20<sup>th</sup> September**

**1) I see that some other parts of the country only apply the BID levy to businesses with a rateable value in excess of £40,000. Why has the CB BID opted for a threshold of just £20,000? Will this not be more detrimental to smaller businesses?**

The exemption threshold facility is designed to provide the option for the local business community to agree a figure that they feel is appropriate for the local situation. Exemption thresholds vary across the country from no exemption at all through to £100,000. Higher thresholds are usually seen in London such as the £40,000 exemption threshold in Camden. Outside of London this varies, for example the threshold in Bath is £25,000.

The key consideration is the size of the BID area; if supported the Cambridge BID with 763 businesses will be one of the largest BIDs in the country. Industry best practice recommends between 600 and 700 businesses as an optimum size. However the compact and concentrated nature of Cambridge city centre meant that to set the exemption lower (or higher) would have excluded a significant number of businesses in the central area therefore compromising the core principal of the BID model which is to ensure that as many as of those as possible that benefit from projects, contribute.

The levy due for small businesses will be relatively small and it is possible that they may save this amount and more through the cost saving initiatives the BID is seeking to introduce as set out on page 17 of the BID proposal.

**2) I see inflation won't be applied to the BID levy rate, but the 'rateable value' (and thus the levy amount paid) of a business could go up or down. Has the CB BID accounted for this?**

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 the rateable value for each of the five years of the BID. The BID is aware of the slight fluctuation in rateable value and will manage its budget accordingly.

**3) The full detailed BID budget has to be made *publicly* available in advance. Where can the public view this?**

The BID budget is set out in the BID proposal. This is based on detailed research on delivering similar projects elsewhere and tailoring these to Cambridge. This level of detail is consistent with all BID business proposals.

**4) National BID criteria states that 'management costs' must not exceed 20%. However, I see that the CB BID basic budget states that £170,500 of £760,000 in the first year will be 'company running costs' - this is over 22.4%. Does the 20% rule apply to the life of the BID (e.g. 5 years) or to each year?**

The running costs in year one are slightly above the industry guideline of 20% due to some initial set up costs in year one. You will see that in year 2 and subsequent years this reduces to around 17.5%

**5) Industry criteria states that discounts/levy reduction must be offered to occupiers of managed shopping/leisure/office centres (e.g. Grand Arcade, Lion Yard etc), which will compensate them for existing costs. I see that some discount has been suggested (25% for outward facing from shopping centre, 50% for internal at shopping centre) but this doesn't necessarily meet the criteria - shouldn't the discount be the amount already paid by the business for similar services e.g. if 6) John Lewis pays £7,000 per year to the Grand Arcade (for management, security etc), shouldn't they get a £7,000 reduction in their levy?**

Discounts are offered to covered managed shopping centres in recognition that they are contributing to clean and safe areas immediately outside their premises through their service charges. However they will also benefit from many of the projects that a BID would deliver to improve the city centre as a whole. Therefore they receive a discount to take account of this.

**6) Also, re discounts, as far as I can see the discount has to apply to all organisations that pay for additional management/security/marketing etc. i.e. shopping centres, leisure centres and office centres. Are all such businesses aware of this? E.g. Janus House, the University of Cambridge Colleges, Quayside (to name just a few).**

These discounts are only applicable where an organisation /area occupies significant parts of the BID area used by the public and where the service charge includes management/security/marketing of these public communal areas.

**7) The BID must be approved by the relevant Local Authority (Cambridge City Council) to go ahead. I would like the Council to be clear on what is informing their decision – some material I have seen suggests Council have to approve it unless they can show it goes against their aims, whilst elsewhere suggested that it is entirely up to the Council? When will the decision be made?**

The council has 2 key decisions in relation to the BID

a) As a business rate payer in the BID area whether to vote in favour of the BID. The Council has 13 votes and these represent approx 2% of the eligible votes.

b) Whether to exercise its right to veto. The grounds on which it may do so are limited and these are set out on page 6 in response to question 5.

The Council will make its decision on how to cast its votes at a special Strategy and Resources Committee on Wednesday 3<sup>rd</sup> October. At this meeting it will set out whether it considers that there are any grounds to veto the BID proposal on the basis that it conflicts with council policies. It will then decide whether there are any further grounds to exercise its right to veto within 14 days of the announcement of the BID ballot on 1<sup>st</sup> November.

**8) If the Council approves the CB BID proposals, the BID must enter into an operating agreement with the Council before the start of the BID. When would such an operating agreement come into place (and where will it be published)?**

The operating Agreement is between the Local Authority and the CBbid and relates to the collection of the BID levy income by the Local Authority on behalf of the BID organisation. It will be agreed and authorised by the appropriate Local Authority representative and the CBbid Board Chair once the company is in place. The operating agreement will detail the transfer of money between the Local Authority and the BID organisation and also the collection and enforcement procedures of the levy. A copy of the operating agreement will be held by the BID organisation and the Local Authority.

**9) BID's are answerable to their members/levy payers. Will information about its activities also be available publicly?**

Yes. The BID will be keen to engage with the local community to ensure that the projects that it is delivering are adding value and making a positive difference to the experience of people using the city centre. It will develop a communication strategy and communicating with the local community will form a key aspect of this.

**10) CBbid must not duplicate existing services provided by the Council (or others). Whilst much of the CBBID proposal is not duplication, some areas seem to be - for example, the 'regular steam cleaning' of the streets, 'chewing gum removal', 'Christmas lights', are. For example, as a resident if I wanted to complain about the streets not being clean enough then I would approach the City Council and I would expect the Council to clean them (not the BID). Can the CB BID and Council clearly set out what is Council responsibility and what is not?**

All of the projects proposed by the CBbid proposal are additional to any services that the local authority delivers. The Love Cambridge Partnership, not the City Council, delivers Christmas lights currently. The regular steam cleaning and chewing gum removal are additional services, which are not currently delivered by the City Council.

The City Council will be able to set out clearly to residents their areas of responsibility and so will the BID. The BID will not be a faceless organisation

and there will be clear channels of communication for anyone wishing to get in touch with it.

**11) To whom and in what manner and how often will the proposed BID company hold self accountable?**

The BID organisation would be directly accountable to its levy payers. They are in turn accountable to the public in their different ways; in the city council's case as a publicly elected body; in the case of other organisations to both their staff and members of the public who use their services in the city centre. In a general sense the BID must observe parameters set by the law and the need to operate within the same regulations that apply to any organisation; any member of the public can report any non-compliance to the responsible authorities.

**12) What recourse will the citizens of Cambridge have if the proposed private BID company decides to ignore its' being held to account by the citizens of Cambridge?**

Any concerns relating to the activities of the BID should in the first instance be raised with the BID organisation itself. In addition concerns could be raised with the City Council and local councillors.

**13) How will the public interest be safeguarded by a private BID company ?**

In the same way in which public interest is safeguarded by the activities of any business/ organisation in the city, by law.

**14) Given that the proposed BID activities will be funded and decided by the larger retailers, how will the BID promote diversity in practice?**

It is not correct that the proposed BID activities will be funded and decided primarily by the larger retailers. Owing to the 'dual key' ballot mechanism, the more numerous smaller organisations have very significant influence and they also have a protected presence within the board.

A core focus of the BID will be to promote diversity, as this is an important character of Cambridge. This is highlighted in the pledge 5. This will be reflected in all its marketing activity.

**15) There is no recognition that Cambridge is already “full” in the summer months due to visitor pressures, and that pressures on the environmental capacity of the city centre will inevitably increase due to growth. What will the BID do to help tackle strategic pressures on Cambridge City centre, including growth, congestion, servicing?**

The BID proposals are not aimed at encouraging more visitors but more at improving visitors' experience. In part they are also concerned with mitigating the impact of high visitor numbers. Taking a strategic view of the capacity of

the city centre is not the responsibility of the BID. The Local Plan and its land use considerations are the role of the local authority.

**16) What need is there for “year-round campaigns to promote the City” when Cambridge is already the most popular UK cultural destination outside London and Edinburgh?**

Footfall numbers is not a concern for Cambridge but ensuring that these visitors explore all parts and all aspects of the city is. This would be the focus of these year round campaigns.

**17) What “added value” will the BID bring to social and cultural activities in Cambridge?**

In the pride and promotion section of the BID proposal (page 11) the BID proposal sets out its commitment to support, strengthen and develop existing events including key cultural events. Cambridge has a rich cultural programme but many of the organisations involved in these are keen to forge closer links with the private sector. The BID would provide the approach that would facilitate this closer working and increased investment in cultural activity.

**18) What is the total number of businesses in the BID area?**

Approximately 1100.

**19) What is the number of businesses eligible to vote?**

763

**20) What percentage of retail outlets will have a vote?**

Approx 52% retail

**21) How many retail outlets in the BID area are ineligible to vote by being under £20K rateable value?**

Approx 300 properties, we don't have an exact figure for how many of these are “retail”.

**22) What percentage of businesses that are eligible to vote have attended meetings regarding the BID?**

Consultation has been through a variety of different ways over the past 12 months: surveys, (sent to all businesses in the BID area) large group meetings, focus group meetings, street meetings and face to face meetings. The BID development manager has met one to one with around 60% of the businesses eligible to vote.

**23) How will non-retail city centre businesses have their voice and needs addressed within the BID?**

The BID is for all businesses not just about retail. All businesses across all sectors are involved.

**24) How will the BID help small businesses under £20K rateable value, and what say will those businesses have in BID company expenditure and activities?**

Businesses below the £20K threshold will receive the benefits from the BID activity but will not have to contribute financially. These businesses/organisations will not have a direct say in the activities of the BID as they will not be contributing financially. However if successful the Cambridge BID will be actively seeking to engage these businesses /organisations to get their views on the positive impact of its activities.

**25) How will charity shops be affected? What will they pay?**

Retail charity shops will pay

**26) How will non-retail charities, including Cambridge Colleges, be affected? What pro rata proportion of the levy will they pay?**

The discount details for non-retail charities are set out on page 19 of the BID proposal.

**27) How will Churches be affected?**

Churches do not pay business rates so will be exempt from the levy but will benefit from the activities of the BID.

**28) What will Churches pay?**

See above.

**29) Residents Associations were invited to the recent public meeting on 20<sup>th</sup> September. However I think most residents are either not a member of a residents association, or if they are they are probably not aware they are. Why has the full BID information not been made available to all residents? (e.g. via the Council's own Cambridge Matters magazine)**

In addition to the letters sent to Residents Associations, details of the public meeting were also featured in the Cambridge News and circulated through a variety of local networks. Unfortunately the editorial deadlines for Cambridge Matters meant that a feature on the CBbid proposal was not possible in the September edition.

**30) The BID would focus on helping businesses in the city centre, but what extra help will be available to help businesses in other parts of Cambridge? (e.g. Eastern Gate, Hills Road, Mitchams Corner)**



A successful BID in Cambridge city centre would only be one part of the solution in developing effective partnership working across the city. However it would be a catalyst in supporting this activity in other parts of the city where there might be a demand for this.

On page 5 of the CBbid Business Proposal the CBbid task force details 5 pledges, which would underpin its activity if the BID were successful. These include a pledge to;

*“ 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.”*

**31) Are there any safety/crime related benefits for CBBID members, over and above those already provided to any member of CAMBAC?**

As set out on page 15 of the Business Proposal the projects already delivered by CAMBAC would be further enhanced by the BID if successful due to the additional resource available. In addition currently not all businesses in the BID area are members of CAMBAC. If the BID is supported the CAMBAC membership fee will be included in the levy for all those within the BID area so the benefits of CAMBAC will be felt by all in the BID area rather than only some as is the case currently.

**32) If displacement issues occur as a result of the BID being implemented, what resources (financial and non-financial) will be available to help other parts of Cambridge? E.g. if shoplifters are moved out of the City centre and crime increases in other parts of Cambridge?**

CAMBAC is a citywide scheme available to all so displacement is not an issue

**33) What does the Council think the potential displacement issues are?**

The Council does not anticipate any displacement issues as a result of the activities of the BID.

**34) Guidance given to BID proposers suggests that formal Local Authority approval should be sought three to six months before the Ballot. Why is Cambridge City Council only making their decision the day before the Ballot is due to start.**

The guidance referred to here was published in October 2005 by the Association of London Government one year after the BID legislation was passed. Therefore it was early guidance and not based on developing BIDs in practice. In practice the BID development process takes around 12-18 months from initial consultation to publication of the final proposals. Formal approval from the local authority cannot be obtained without the Business Proposal. The CBbid proposal was published on 10<sup>th</sup> September and formal

approval is being sought from the City Council at the earliest opportunity which will be the Strategy and Resources Committee on 3<sup>rd</sup> October 2012.

**35) What does Cambridge City Council feel the main purpose of the CBbid is and who will benefit?**

A key objective of a BID is to deliver a sustainable more equitable model for city centre partnership working so that funding for both existing and new partnership initiatives that enhance the city centre can continue. If the proposed BID is successful it will result in almost 4 million of additional funding for this activity over the 5-year term of the BID. All users of the city centre would benefit from a BID.

A successful BID ballot would represent the culmination of a long-term strategy which first began in the mid 1990s. Its aim has been to develop a sustainable mechanism to allow the public and private sectors to work together effectively to ensure the ongoing vitality of Cambridge city centre.

In addition a BID would, in the future be key to supporting the development of other business partnerships/BIDS in other parts of the city where areas were interested in exploring this.