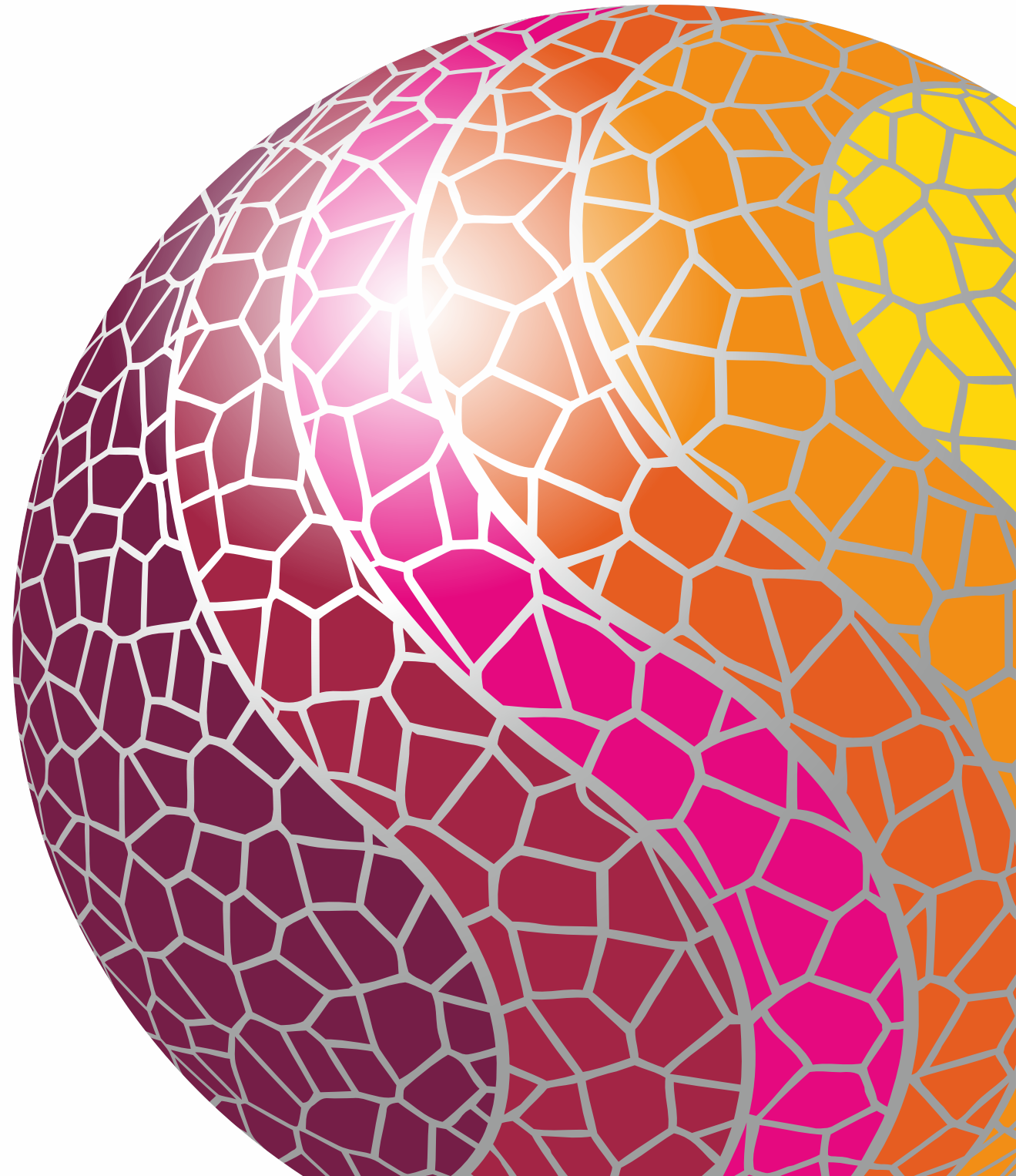


St Austell BID
Business Improvement District

St Austell BID Business Plan

Third Term Business Plan 2023 – 2028





‘To encourage visitors, residents and business investors into St Austell Town Centre through making it more attractive, accessible, safer, better promoted and vibrant by working collaboratively with local businesses and other key organisations to drive forward improvements and seek additional funding’



‘Please VOTE YES from 9th November 2022 to 8th December 2022’

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What Is A BID?

3 St Austell BID is a business led initiative supported by government legislation which gives businesses the power ‘to raise funds locally to be spent locally’ on improving a defined commercial area.

5 Businesses are consulted on what additional improvements they want to make and how they are going to manage and deliver those improvements, all of which goes into a business plan along with a budget.

8 A BID is created when the majority of business ratepayers within that area vote to support the business plan and to invest collectively via a levy based on the rateable value of the business premises. Many businesses view their BID levy as an investment rather than a cost.

11 There are now 331 BIDs across the British Isles and 8 operating within Cornwall. The BID is independent from local authorities and other statutory agencies and delivers projects and services over and above the baseline service provided by them.

14 St Austell BID first became operational in April 2013 investing levy payers’ money into St Austell. During the past two five-year terms we have worked with you and our partners to deliver a wide range of positive achievements for our town. These are set out in this business plan.



Welcome From St Austell BID

St Austell BID has been operating successfully for almost ten years delivering projects and services on your behalf, initiatives that I hope you agree help to raise the profile of our town, drive footfall and create a safer, cleaner and more welcoming trading environment.

All our projects and services are funded by our levy payers alongside substantive additional contributions; we have successfully levered in £241K from other sources, that's more than half of our entire second term levy income. So, for every £1 from the levy, a further 50 pence has been generated.

With these cumulative funds, your active participation and valuable feedback, we have achieved a great deal, most notably a 31% decrease in anti-social behaviour in St Austell through the employment of our security team - our town is now way down the league of Cornwall towns with ASB issues.

I want to thank our levy paying businesses who fund our projects and services and help shape what we deliver. I would also like to acknowledge the support of our statutory partners whom we have worked with to pool our resources and expertise solving issues and grasping new opportunities.

Despite a challenging few years due to the pandemic, I am pleased to say that our businesses have adapted well demonstrating resilience and a willingness to collaborate to support each other. St Austell BID has played an important role in supporting businesses with the safe re-opening of our town centre and by providing information and advice on grants available, support that you have told us has been really valuable.

Looking towards the next five years, there will no doubt be further challenges with the rise in living costs and high inflation but at the same time, there will be new opportunities for St Austell. Our town has been allocated vitality funding for prospective regeneration projects and St Austell BID has a place at the table working with St Austell Revitalisation Partnership to put together plans to secure future funding.

Plans are also underway for more people to live and work in our town centre with residential developments planned and a relocation of around 300 public sector officers to White River Place bringing a new audience based in the town, creating additional footfall and potential new spend for our businesses. On top of that, Carlyon Road is identified as an area for regeneration and there is the prospect of more overnight visitors in St Austell with planning consent recently granted for a new hotel.

Rest assured, St Austell BID will represent your interests as the business voice at the table working collaboratively with the organisations leading on these projects to ensure levy payers benefit from these new investments.

As a business owner, like you, I am confident that by investing modest sums of money into an organisation that represents private sector interests, we can improve trading prospects for all and importantly, see a return on that investment.

Whilst our resources may be modest, it is the strength of the business community working together through the BID that gives us the chance to improve what we have. Together we are a stronger voice, and we can look forward to more shared success, bringing forward future opportunities, and ensuring St Austell gets the recognition it deserves.

Dale Lovatt

Dale Lovatt
Chair of St Austell BID



A Word From Annette Miller, St Austell BID Manager

Having been the St Austell BID Manger for 7 years, I have had the pleasure of working with our businesses and our statutory partners supporting our trading environment, addressing issues and grasping new opportunities.

I am proud of how by working together we have changed the perception of St Austell, created a vibrant town and importantly, helped to make it a safer and more welcoming place to work, visit and live. Our footfall figures and rapid decline in anti-social behaviour incidents is testament to our shared success in seizing opportunities and resolving the big issues.

Whilst our town centre is small, the amount we have achieved with modest resources is large. We remain committed to improving St Austell and to securing additional income to add value to the levy contributions in the next term as has been the case during the last five years.

We want to stay in touch with you as much as possible and would encourage all levy payers to sign up to the BID facebook group which in turn allows us to reshare your news. Please also ensure you are part of our free DISC crime reporting system for regular updates and to receive advance information on events taking place in St Austell. Support is also available to help promote your business via social media so please get in touch with me to make full use of this service.

I would like to thank all our levy paying businesses for their financial contributions, their time, expertise and ideas; we have had active participation from almost two thirds of our levy payers following St Austell BID's summer consultation.

We have listened to your views about what projects are essential to continue with and taken on board new ideas put forward which have subsequently informed this business plan. I hope what you read resonates with you and that the proposals are ones that you will support when it comes to casting your vote. I am sure we all want to ensure St Austell thrives into the future.

A 'No' vote will mean that all projects and services that the BID delivers will come to an end on 31st March 2023 – no other organisation will have the capacity or resources to step forward and continue with the projects that you have prioritised.

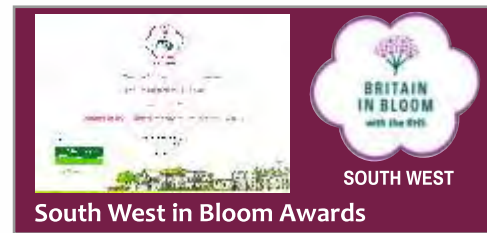
Please have your say and vote 'yes' in the postal ballot by 8th December 2022. Look out for your ballot paper which will arrive by 9th November 2022 and if you can vote early, please do so.



Annette Miller
St Austell BID Manager

Highlights From Our Second Term

Theme 1: Attractive, Accessible & Vibrant



- Christmas lights supplied, installed and maintained within key streets by St Austell BID. (with a contribution of £5,250 from St Austell Town Council representing 20% of the full costs). At the start of every new term, the Christmas lights scheme is reviewed and improved.
- Developed the St Austell 'Investing in the Future' brochure aimed at businesses considering an investment in the South West whilst highlighting the lifestyle opportunities in the area.
- Installed permanent signage and event signage throughout the year. Examples include 'Welcome to St Austell' and 'Thank you for Visiting' at St Austell Station as well as A1 sized signage promoting different areas of the town to encourage people to explore.
- Vibrant street art commissioned. Examples include the kingfisher located at Biddick's Court and the shark located in Vicarage Place.

- Funded and delivered banners promoting events, displayed on the outskirts of town for maximum exposure.
- Installed summer and winter planting which led to St Austell's Gold award in Britain in Bloom and overall South-West winner. Planting included 155 hanging baskets, 13 large pots and 9 barrier planters.
- Organised additional street cleaning jointly funded between St Austell BID and St Austell Town Council.
- Installed 1,200 metres of bunting to help brighten the town all year round.
- Enhanced the appearance of empty units through attractive vinyls and working with landlords to promote grant schemes available to upgrade premises.

Theme 2: Marketing & Events



Summer Events



Business Directory



Welcome Booklet



Social Media



Christmas Lights Switch On



Radio Advertising



Stilt Walkers



Press Advertising



Christmas Events



Visit St Austell Leaflet



Business Investment Pack



Loyalty Card

- Managed the St Austell BID website promoting events and our levy paying businesses with 500 views per month.
- Facilitated our Christmas switch on and festival attracting over 200,000 visitors during this period; the festival was funded using Welcome Back funding secured by St Austell BID.
- Promoted events through posters, social media and banners.
- 1,000 Visit St Austell guides published and circulated annually.
- St Austell feature in the Welcome to Cornwall Guide which has a potential reach of 700,000 views over online platforms and printed copies.

- Managed and promoted our St Austell loyalty card with 2,200 card holders.
- 7,000 business directories distributed in the run up to Christmas each year.
- Promoted St Austell and our events via Pirate FM radio with 4,500 plays annually.
- Organised and facilitated a wide range of events and family fun days including St Piran's Day, Crazy Golf Day, Town Dance, three Hall for Cornwall Fun Days and Tresory funded performances. Our Summer and Christmas events used professional performers, fairground rides and attractions; all events encouraged community participation.

Theme 3: Welcoming, Safe & Secure



Security Patrols



Storenet Radios



'Safer' Leaflet



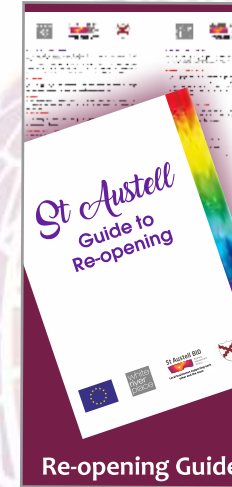
DISC App



'Shop Local' Banners



Pavement Marking



Re-opening Guide



'Be Safe' Campaign

- Security resource organised providing a reassuring presence on our streets, handling anti-social behaviour, working closely to support businesses and being ambassadors for our town – St Austell is now fifth in the league of towns in Cornwall with anti-social behaviour issues rather than first with a 31% reduction in anti-social behaviour.
- Additional contributions levered in from St Austell Town Council to assist us in funding 50 hours of security support weekly.
- Supplied 60 storenet radios linked to St Austell Town Council's CCTV, Police and our Security Team.

- Launched the new DISC app crime reporting system in 2022 a tool to assist businesses with reporting crime to Devon and Cornwall Police.
- Safer St Austell leaflets distributed, walkabouts and engagements with businesses and the public held in Aylmer Square.
- Key partner in 'Safer St Austell' along with the Police, Anti-Social Behaviour Officer, St Austell Town Council, Cornwall Council, Supported Housing Providers, Fire Service, Outreach Services and the Probation Service.

Theme 4: Additional Business Support

- Secured £241,450 of additional funding from a wide range of sources during the second term (£98,762 from voluntary contributions, £113,230 from grants and £29,458 from additional funding). £82,650 secured in 2022 alone. That's similar to one year's levy income.
- Worked with partners to safely re-open St Austell Town Centre following the lockdown.

- Supported businesses by signposting them to information on business support and grants during the pandemic. St Austell was the first town in Cornwall to be ready to re-open as featured on BBC Spotlight.
- Lobbied to obtain free parking for the Christmas events.

Our Third Term Consultation - What You Said

During July 2022, St Austell BID undertook a comprehensive consultation process with the circulation of the third term draft business plan and questionnaire sent as a hard copy to circa 200 businesses locally and to head office addresses where appropriate.

Levy payers were given the opportunity to complete the survey in hard copy format or electronically via Smart Survey. Email reminders were also sent both locally and nationally throughout the consultation phase and businesses were contacted individually for their responses via:

- One-to-one meetings with business owners and managers.
- Phone calls and emails with businesses both locally and with national estate managers.



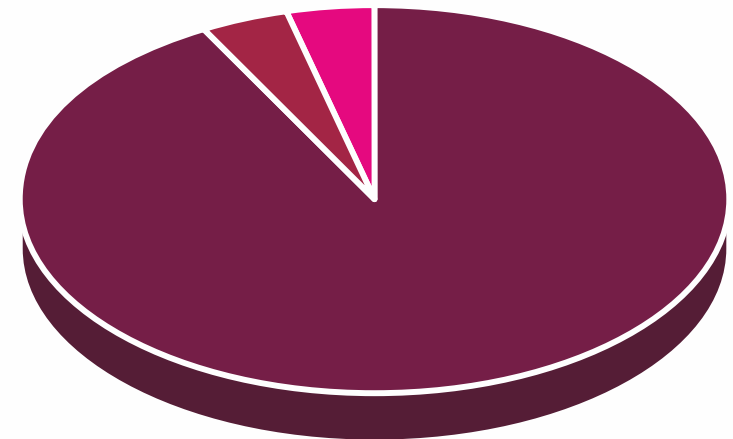
The Results

62% of levy payers actively engaged with the BID consultation process giving valuable information about how the levy income should be spent. Engaged businesses comprised of a good cross section of business sizes and types from across the BID boundary to include shops, offices, charities, hospitality and the public sector including those who pay the least and most levy contributions.

Of those who completed our survey, 92% said they would vote 'yes' to the BID with 4% uncertain and 4% who would vote 'no'.

The response rate represented full BID surveys received from 58 levy payers. Another 69 levy payers actively engaged in a discussion with the BID team either by personal visit or phone call.

- 92% Vote Yes
- 4% Vote No
- 4% Not Sure





What You Said About The Impact Of St Austell BID

You told us that St Austell BID has had a positive impact; most respondents said that the projects delivered have not only benefitted St Austell but have also resulted in a direct and quantifiable outcome for their business.

You particularly complimented our security resource who have made a big impact in reducing anti-social behaviour, our events programme particularly Christmas and the planting and hanging baskets which have made the town so much more attractive.

The 'Safe and Secure' theme was prioritised as your number one theme by more than two thirds of respondents with the other themes ranked equally. All of the project ideas under each of the proposed themes were agreed to be the right ones by our survey respondents.

Understandably, you want St Austell's empty shops filled so we will be increasing our collaborations with landlords and agents to promote St Austell as a place to invest. We will also work hard to ensure that BID benefits are delivered to businesses on the edge of our boundary and those within the professional services sector too.

Your valuable feedback has been taken on board in determining the focus for our third term and has influenced the selection of projects and services alongside the corresponding budget, to be delivered over the next five years.

What Businesses Say About St Austell BID

'The continued support with the anti-social behaviour in the town is very valuable and makes people feel safe encouraging them to stay longer. The family event days have created a lovely buzz in the town'

Jenny Welsh, Boots

'Businesses in St Austell could always benefit from more customers. BID is doing its bit to encourage footfall into the town. Without the BID, our trading prospects would be much worse. Let's face it, most good initiatives designed to promote and improve our town would fold. I am an advocate for the BID continuing'

David Rescorla, Wetherspoons

'St Austell BID do an excellent job keeping our streets clean, promotion of Christmas activities and St Austell's South West bloom award which all help promote the town and bring in additional footfall. With more people in St Austell, local business benefit including our pubs and our visitor centre'

Piers Thompson, St Austell Brewery

'The Town Council works closely with St Austell BID and has assisted them to deliver security warden patrols, Christmas lights and the beautiful flower displays. Crime figures are down and the town is recovering well following the pandemic. No single organisation can provide these services on their own and the Town Council is very grateful to the BID for their continued commitment to collaborative working'

David Pooley, St Austell Town Clerk

'St Austell BID has really helped to raise the profile of our town making it a more attractive place to live, work and visit. This can only be good news for businesses. It's important that we keep investing in our town, so I am big supporter of St Austell BID continuing'

Allan Clare, AWC Training Ltd

'Who will promote St Austell, coordinate and fund security, organise events and lobby on our behalf if the BID doesn't continue? You may think you would be better off saving a few pounds but voting 'no' would be counterproductive and result in a poorer town for all traders with less visitors. Ultimately, that means less money spent in our pubs and restaurants'

Ameena Williams, White Hart Hotel

'St Austell BID are great at partnership working bringing together the views of the councils, the police and the private sector and then taking steps to resolve issues and seize opportunities. Through our collective resources, this has meant St Austell has storenet radios, a DISC crime reporting system and a security team to complement our policing. Our collaboration which has come about because of St Austell BID has resulted in a much safer town centre with incidents of anti-social behaviour down by a third'

Sergeant 12925 Ian Chambers, St Austell Police Station

'As a town, we are incredibly fortunate to have such an active BID. They manage to provide so much with a very limited budget. The security team have made a noticeable improvement to the town, with many of our tenants commenting that the instances of ASB have decreased with the town having an overall safer feeling. The programme of events which are held throughout the year are of great benefit to all traders, particularly over summer and the Christmas period. The Christmas lights improve every year and the fantastic hanging baskets and floral displays during the summer really do 'lift' the town. There are also many more less visible activities that BID is heavily involved with which all work towards making the town a better place to trade from and to visit'

**Neil Woodward - Managing Agent,
Southwest Financial Services**

'Events supported and run with St Austell BID have encouraged higher footfall numbers, including the Christmas Light Switch On. The joined up working of BID security with our security has improved the street safety throughout the town centre. White River Place are committed to supporting St Austell BID throughout its next five-year term'

Bill Holland, Centre Manager, White River Place

'We are really pleased with St Austell BID. Even though we are on a first-floor building on the outskirts of town, the patrols that have been introduced have helped us feel safer. Not only have our own staff noted the improved experience, so have our clients when coming in to visit us. We also appreciate the organisation of events in the town to promote community cohesion as well as small businesses, including our own'

Dexter Lawrence, DL Accounts

'I am delighted that St Austell Leisure Centre will become part of St Austell BID. We are delighted to support any projects that improve the surroundings for the local community and keen to work in partnership with the BID and other organisations'

**Tristan Knight, General Manager,
St Austell Leisure Centre**

'St Austell BID team have been a huge support to Studio 4 Dance CIC and its growth as a business. They make a huge impact on the town and St Austell is a better place with them. The St Austell Bid has really supported our business growth and our move into Vicarage Place. The BID team are a real asset to our town centre. Thank you for making St Austell town centre a better place'

Alice Walker, Studio 4 Dance CIC



Our Town, Our Vision, Aims & Objectives

Our Vision – Supported By 100% Of Respondents

‘To encourage visitors, residents and business investors into St Austell Town Centre through making it more attractive, accessible, safer, better promoted and vibrant by working collaboratively with local businesses and other key organisations to drive forward improvements and seek additional funding’

BID Aims & Objectives For The Third Term

Theme 1: Safe & Secure

To provide a safe and secure town centre environment for business owners and visitors by tackling crime and anti-social behaviour through our dedicated security team, DISC and Storennet radio Services.

Theme 2: Marketing & Events

To raise the profile of St Austell as a year-round destination to shop, eat, work and explore, increasing footfall and spend through delivering marketing campaigns together with an exciting programme of events working with key partners.

Theme 3: Attractive & Accessible

To create an attractive and accessible town through planting, art, bunting, banners and working with partners to ensure our streets are clean, tidy and accessible.

Theme 4: Representing Business Interests

To support levy paying businesses on the things that help businesses trade through representing the business voice, collaborating with our statutory partners and leveraging in additional income.

The Proposed BID Projects

Theme 1: Safe & Secure

Aim:

To provide a safe and secure town centre environment for business owners and visitors by tackling crime and anti-social behaviour through our dedicated security team, DISC app and Storennet radio Services.

Your Feedback:

From what you have said so far, it is clear that this theme is vitally important. You really appreciate the professionalism of our security team and the great work they do in tackling anti-social behaviour which has really changed the perception of St Austell Town Centre and made it a safer place for visitors, residents, employees and clients of our professional services businesses.



Like many towns and cities across the UK, tackling anti-social behaviour is the number one priority for most of our businesses.

It's clear that our BID funded security team have made a real difference with incidents of anti-social behaviour down by almost a third. As well as keeping our streets safe, our security team also remove fly posting and are a key point of contact for our businesses and great ambassadors for our visitors.

These security measures will be delivered alongside the Storennet radios and the DISC scheme which you have told us are really valuable.

We Will:

- Fund our trusted security team who will be the 'eyes and ears' of our town and will operate for 50 hours per week carrying out the following:
 - Tackle anti-social behaviour issues to keep our streets safe and prevent stock loss.
 - Remove fly posting.
 - Act as St Austell ambassadors for all visitors to our town.
 - Be a key point of contact for levy payers to support them with issues.
 - Offer a first aid response.
- Maintain the Storennet radio scheme (linked to CCTV) with a discount for all BID levy payers.
- Facilitate discussions between multi-agencies that deal with anti social behaviour issues to tackle and minimise issues that could deter people from visiting St Austell.
- Deliver the DISC online crime reporting system, reporting crime directly to Devon and Cornwall Police.

Theme 2: Marketing & Events

Aim:

To raise the profile of St Austell as a year-round destination to shop, eat, work and explore, increasing footfall and spend through delivering marketing campaigns together with an exciting programme of events working with key partners.

Your Feedback:

Raising the profile of St Austell and promoting our businesses will remain a key focus for St Austell BID. You have also told us that our Christmas events and family fun days create a real buzz in the town and bring in visitors. We intend to build on this by hosting events all year-round bringing visitors to our town in the summer months for a fun and vibrant experience.



You have reiterated that you would like support with promoting your business through our social media channels which we are happy to provide as well as through our business directory listings. We want to profile your business to our local residents and visitors which will only grow as we welcome more people into our town following planned housing developments and office relocations.

Despite the digital era, there is still a high degree of support for hard copy publications so whilst we will utilise modern digital channels, we will still publish guides but will also be mindful of the need to adapt and to minimise our impact on the environment.

We Will:

- Deliver and promote St Austell's Christmas festival driving footfall into our town. Our festival includes the Christmas Lights Switch On event working in partnership with White River Place, providing entertainment every Saturday in the run up to Christmas. Marketing will be handled via social media, and distributing event guides.
- Deliver Christmas Lights across our town (excluding White River Place) reviewing the design and content of the scheme and where possible, improving on the quality of lights, working in partnership with St Austell Town Council.
- Promote St Austell and your levy paying business digitally via social media and our BID website reaching a wide audience.
- Promote St Austell via leaflets, posters and printed media arranging for the circulation and display of these including our Annual Town Guide and our Annual Christmas Business Directory with extensive distribution to appropriate outlets.
- Organise and promote the St Austell Loyalty Card with 2,200 card holders.
- Facilitate events all year round by working with other organisations to provide an exciting calendar of activities. During the new term, the BID team will introduce new summer events making full use of our performance stage, a new addition to help give our events a more professional appearance. Community groups will be encouraged to make more of their town by offering free usage of the stage for performances held in the town centre.

Theme 3: Attractive & Accessible

Aim:

To create an attractive and accessible town through planting, art, bunting, banners and working with partners to ensure our streets are clean, tidy and accessible.

Your Feedback:

It's clear that businesses in St Austell take great pride in our town's environment. You clearly love our hanging baskets and planting schemes and appreciate how much more attractive and welcoming the town is through small touches such as bunting and banners.



We plan to revitalise our work on promoting the town as a great place to invest.

Monitoring the cleaning of our town centre with our statutory partners will of course be part of our role and our security team will tackle any incidents of fly posting or flag any issues that need immediate attention.

With many of the ingredients in place for St Austell to prosper, you said that you would like St Austell BID to take a proactive role in working with landlords and agents to re-let empty shops.

We Will:

Fund seasonal planting scheme across our town including hanging baskets throughout the summer; this led to St Austell winning a Gold award and overall winner in the South West in Bloom Award in 2021 and achieved a nomination into the Nationals for 2022.

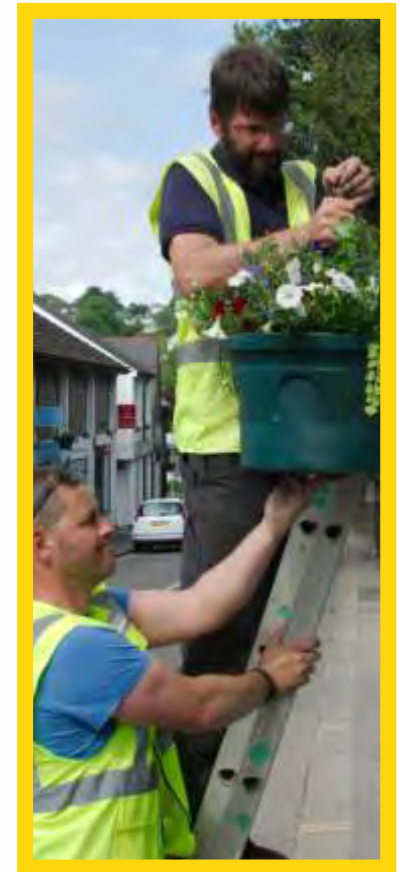
Work with landlords and agents to promote empty shop units to new tenants or potential investors by promoting the town and surrounding area via our 'Investing in the Future' St Austell brochure, and where appropriate, dressing vacant premises.

Commission street art with partners White River Place.

Monitor the cleaning of St Austell Town Centre working closely with Cornwall Council to ensure that the service is being delivered to a high standard in line with agreed contracts.

Provide circa 1,200 metres of bunting all year round.

Install colourful banners at key entrances to our town centre to welcome visitors.



Theme 4: Representing Business Interests

Aim:

To support levy paying businesses on the things that help businesses trade through representing the business voice, collaborating with our statutory partners and leveraging in additional income.

Your Feedback:

You have told us that we have represented your interests and fought your corner, challenging developments that may not be in the interests of our businesses and encouraging initiatives that will boost trade.

You appreciate the support St Austell BID gave throughout the pandemic working to safely open St Austell Town Centre and providing information on grants and other support.

You are highly supportive of us working in partnership with the statutory agencies bringing the private sector voice to the table and you are keen that we forge the right connections and seize opportunities that will benefit our businesses. We are involved in preparing plans that utilise the Vitality Funding, earmarked for the town.

This theme is about being there for you when you need support, advice and a helping hand. We will also work alongside you to lobby for the things that help you to trade using the power of the BID as a collective voice of business.

We Will:

Support your business to sustain and grow via signposting to advice, grants, mentoring and training – tell us what you need.

Represent the interests of businesses on regeneration plans for St Austell through collaborating with partners and representing your views on groups such as the St Austell Revitalisation Partnership. We will ensure that you will have the best opportunity to realise new business opportunities.

Lobby on your behalf on the things that matter to your business to improve the St Austell trading environment and your trading prospects working closely with our local statutory partners and representing your case via regional and national government bodies and industry forums.

Generate additional funding and contributions to support St Austell and your business supplementing the levy income to deliver more projects and services.

Keeping you informed through communications. We ask you to join our levy payers Facebook group, where we provide regular updates <https://www.facebook.com/groups/1577959595758727/requests/>



What Is The Cost To Your Business & How Will We Spend Your Money?

St Austell BID is projected to raise circa £92K per annum based on 2.25% of the rateable value of all premises with a rateable value of £5,000 or over from approximately 200 levy payers.

The chart below shows some typical contributions based on a 2.25% levy:

Rateable Value of Property	Annual Levy	Weekly Cost
£5,000	£112.50	£2.16
£10,000	£225.00	£4.33
£15,000	£337.50	£6.49
£25,000	£562.50	£10.82
£50,000	£1,125.00	£21.63
£100,000	£2,250.00	£43.27
£200,000	£4,500.00	£86.54
£300,000	£6,750.00	£129.81

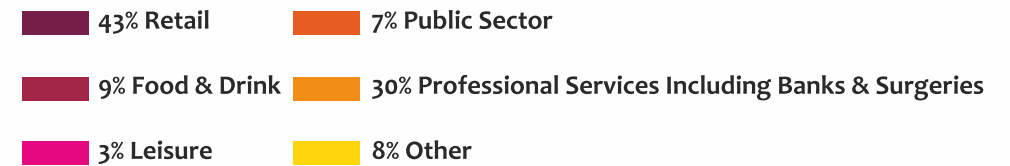
Cornwall Council, St Austell Town Council and Devon and Cornwall Police will all contribute towards the BID from the levy on their premises, money for St Austell that simply won't be available if the BID doesn't proceed.

The charts opposite illustrate a breakdown by business sector of those organisations contributing towards the BID.

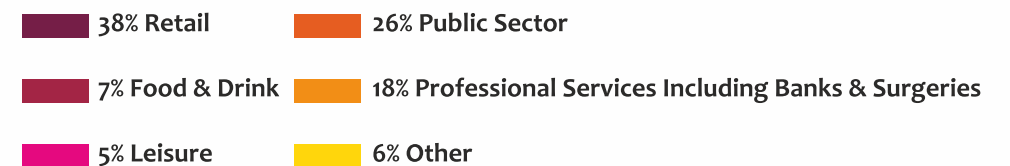
The current St Austell BID term comes to an end on 31st March 2023.

Voting 'Yes' means that this business plan can be delivered and together we can achieve our vision for St Austell over the next five years.

Business Type - % By Number Of Businesses



Business Type - % By Rateable Value



St Austell 2023 - 2028 Indicative Budget

INCOME	2023-24	2024-25	2025-26	2026-27	2027-28	Total All Years
BID Levy at 2.25% (96% collection rate) 0% inflation	£92,000	£92,000	£92,000	£92,000	£92,000	£460,000
White River Place Mandatory Contribution	£20,000	£20,000	£20,000	£20,000	£20,000	£100,000
Additional Contributions, Grants, Sponsorship etc	£33,000	£33,000	£35,000	£35,000	£35,000	£171,000
TOTAL INCOME	£145,000	£145,000	£147,000	£147,000	£147,000	£731,000
EXPENDITURE	2023-24	2024-25	2025-26	2026-27	2027-28	Total All Years
Theme 1 - Safe & Secure	£51,050	£51,254	£51,464	£51,680	£51,903	£257,351
Theme 2 - Marketing & Events	£37,800	£38,004	£38,214	£38,430	£38,653	£191,101
Theme 3 - Attractive & Accessible	£27,800	£28,004	£28,214	£28,430	£28,653	£141,101
Theme 4 - Representing Business Interests	£6,800	£7,004	£7,214	£7,430	£7,653	£36,101
SUB TOTAL BID PROJECT EXPENDITURE	£123,450	£124,266	£125,106	£125,970	£126,862	£625,654
DELIVERY & RUNNING COSTS	2023-24	2024-25	2025-26	2026-27	2027-28	Total All Years
BID Manager Core Costs (not project related)	£6,800	£6,800	£6,800	£6,800	£6,800	£34,000
Insurance, Levy Collection, Professional Fees, Office, IT	£11,600	£11,600	£11,600	£11,600	£11,600	£58,000
Contingency/Renewal/Reserves	£1,750	£1,750	£1,750	£1,750	£6,346	£13,346
SUB TOTAL DELIVERY & RUNNING COSTS	£20,150	£20,150	£20,150	£20,150	£24,746	£105,346
TOTAL EXPENDITURE PER ANNUM	£143,600	£144,416	£145,256	£146,120	£151,608	£731,000
INCOME LESS EXPENDITURE SUB TOTAL (PLUS OR MINUS)	£1,400	£584	£1,744	£880	-£4,608	£0
CARRY FORWARD FROM PREVIOUS YEAR	£0	£1,400	£1,984	£3,728	£4,608	£0
BALANCE	£1,400	£1,984	£3,728	£4,608	£0	£0

St Austell 2023 - 2028 Indicative Budget

BID Delivery and Running Costs

BID Management costs are split between the project themes according to the estimated resource required for each theme and acknowledging that none of the projects or services can be delivered without a management resource. A proportion of the BID Management time is also apportioned to delivery and running costs. This will cover the time spent on running the BID Company and good governance such as communications, performance monitoring and financial management. Any reserves at the end of March 2028 will be carried forward into the next term. St Austell BID is a not-for-profit company.

Alterations Policy

The BID projects, costs, timescales and budgets can be altered subject to Board approval providing the changes fall within the income of the BID and meet BID objectives. This enables the BID to operate flexibly to respond to changing demands of levy payers, the economic landscape and potential opportunities. Any change to the BID boundary shown in this business plan or to the levy rate would require an alteration ballot. St Austell BID will adhere to the 2017 ratings list throughout the five-year term to the end of March 2028.

Levering in Additional Income

St Austell BID will work proactively with statutory partners and other stakeholders to pool resources, secure grant funding, sponsorship and other income to maximise the impacts that can be delivered across all four project themes throughout the five-year term. During the second term, St Austell BID successfully levered in £241K of funding, representing half of the BID's entire levy income, demonstrating the BID's exceptional track record of securing additional funding to complement levy income.

Governance & Management Of St Austell BID

The BID Proposer

The BID proposer is St Austell BID, a not-for-profit company limited by guarantee set up in 2013 (registered in England and Wales company number 08336173) to oversee St Austell BID. St Austell BID will deliver the new business plan should the BID be voted in for a third term.

The Local Authority, Cornwall Council, is in full support of St Austell BID's proposals and has formally approved this business plan in line with the legislation. The Secretary of State for Levelling Up, Housing & Communities was formally notified of St Austell BID's intention to hold a ballot on 26th April 2022.

In accordance with BID regulations, on 31st August 2022 a further letter was sent to Cornwall Council, formally requesting the BID proposals to be put to a ballot.

St Austell BID has positions on its Board for up to 15 elected Directors; the majority of places (10) are allocated to levy payers who voluntarily support the BID. Currently, there are 12 Directors across four categories (representative organisations, levy payers, voluntary levy payers and others with an interest in the BID objectives).

St Austell BID employs a BID manager who is responsible to the Board and who will deliver the projects in this business plan. St Austell BID operates under the terms of St Austell BID's Articles of Association.

The BID is business-led for business benefit and all levy contributors are automatically members of the company. All members are invited to Annual General Meetings where past and prospective BID activities are presented. Accounts are independently audited each year and copies are available on request.

Communications

You can contact the BID Manager by email, phone, request a visit or a meeting at our offices in Burton House on Trinity Street. We are always open to hearing your feedback or ideas and can lobby on your behalf for things that are important to your business and our trading environment.

Our security team are also our BID ambassadors and happy to be the first point of contact with your business.

We will also communicate via social media including facebook – we have a BID closed facebook group for all levy payers and from here, we can share your news more widely. Annually, you will receive a newsletter indicating how your levy has been spent. All our Board Meeting agendas and notes are published on our website and every levy payer will be invited to attend our Annual General Meeting. Nominations for new Board Directors are always advertised and encouraged.

Performance & Monitoring

We want to measure the impact of everything we do to make sure that the money we spend is making an impact in the areas that matter to you; all money raised in St Austell will be spent in St Austell for the benefit of our levy paying businesses.

We want you to see a return on your investment. As well as supporting on the ground improvements, being part of the BID also gives our local businesses a stronger voice and more influence.

Most importantly, we will be asking you how we are doing and welcome your feedback. Intermittent surveys of BID levy-payers will take place to invite your feedback and to ensure that businesses feel they are getting value for money.

The key performance indicators below indicate how we will monitor and track performance.

- Website and social media analytics on views and social reach.
- Number of St Austell Guides or promotional literature for St Austell printed and distributed.
- Media or PR coverage.
- Number of events supported and the impact on businesses.
- Quality and scope of infrastructure installed such as Christmas lights.
- Feedback on events.
- Footfall counts.
- Number of direct security interactions, police incident reports and ASB statistics.
- Number of DISC users.
- Number of storenet radios issued.
- ‘Before’ and ‘after’ pictures of areas improved via clean ups or street art.
- Number and quality of street banners and bunting.
- Number and quality of hanging baskets, planters.
- Britain in Bloom and South West in Bloom awards.
- Number of loyalty card holders and the impact on sales for levy payers.
- Levy payer feedback via surveys and/or testimonials.
- Number of business representations made and their impact.
- Value of additional funding secured.

What You Need To Know

The BID Ballot

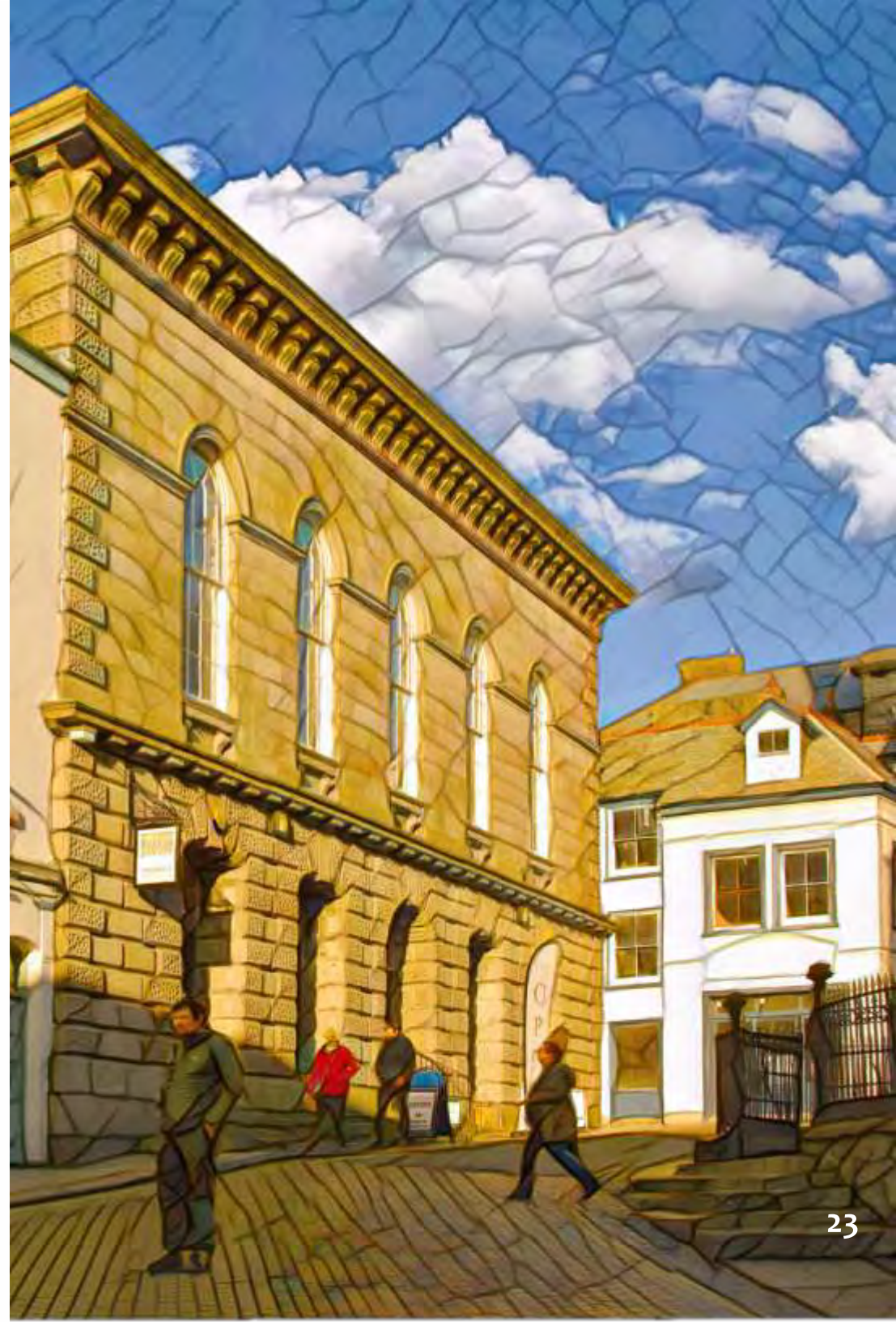
- 1 The person, organisation or registered company that is listed on the non-domestic ratings list as being responsible for payment of the rates of a property (also referred to in BID regulations as a hereditament) within the BID boundary on the day of the notice of the ballot (24th October 2022) will receive a ballot paper and ballot letter and will be entitled to vote in a secret ballot.

For the BID to be approved, two tests need to be met:

- A) More than 50% of those voting must vote in favour.
- B) Of the 'yes' votes, they must represent more than 50% of the total rateable value of all votes cast.

Under the legislation, if these conditions are fulfilled, payment of a levy of 2.25% of rateable value each year for five years until 31st March 2028 becomes mandatory for all eligible businesses of £5,000 rateable value or over (on 2017 ratings list or subsequent list if a new business enters the ratings list after 1st April 2023) within the BID boundary, regardless of how they voted.

- 2 The ballot will be conducted independently by Cornwall Council and will be a confidential postal vote, run for a minimum of twenty-eight days. Voters will have until 5pm on the close of the ballot (Thursday 8th December 2022) to return their ballot paper. A proxy vote is available, if needed and details will be sent out with the ballot papers.
- 3 If a business has more than one rateable property it will receive a ballot paper for each property. Each returned paper counts as one vote.
- 4 If the BID is approved through both tests being met, it will operate for five years from 1st April 2023 to 31st March 2028, delivering the projects outlined in this business plan.
- 5 The number of hereditaments liable for the levy is 204 (at the time of writing – September 2022).
- 6 The results of the ballot will be announced on Friday 9th December 2022.



The BID Levy

- 1 The levy rate to be paid by each hereditament or rateable premises with a rateable value of £5,000 or more will be calculated at 2.25% of its rateable value p.a. using the 2017 non-domestic ratings list throughout the BID's third term. The first BID levy under the third term will be due on 1st April 2023 with subsequent levies due each year until 31st March 2028. There will be no inflation charged on the levy. If you would like to know the rateable value of your premises, please refer to your rates bill or check www.voa.gov.uk
- 2 Under the BID regulations, Cornwall Council will be responsible for collection of the levy on behalf of St Austell BID and as with the previous two terms, these arrangements will be formalised in an operating agreement signed by both parties. The levy income will be collected in a single instalment, kept in a separate ring-fenced account and transferred to St Austell BID on a regular basis. Cornwall Council will charge a collection fee for this service of 1.3% of the total levy due. St Austell BID is also charged summons and liabilities costs that are incurred when chasing non-payers. This is included in the outline budget.
- 3 Collection of the BID levy carries the same enforcement weight as collection of the non-domestic rates.
- 4 Where a hereditament is untenanted, tenanted, part-occupied or vacant and is undergoing refurbishment or being demolished and it has a rateable value on Cornwall Council's ratings list, the property owner or person responsible for payment of the non-domestic rates will be entitled to vote and is obliged to pay the BID levy with no void period. Hereditaments that are let for non-commercial purposes are also liable for the levy whilst they remain listed on the non-domestic ratings list.
- 5 Retail premises occupied by charities will be liable to pay the full levy; the discretionary relief that charities can apply for aligned to their non-domestic rates payment will not apply.
- 6 Businesses who pay a service charge within White River Place via agents, Landswood de Coy LLP, will not be liable to pay a BID levy or entitled to vote in the ballot; in lieu of the levy payment, the landlords of White River Place have committed to paying a mandatory contribution of £20,000 each year for five years.
- 7 The BID levy will not be affected by the small business rate relief scheme and businesses who already pay service charges to landlords will not receive any discount (excluding those in White River Place where the shopping centre landlord makes a substantive mandatory contribution towards the BID).
- 8 Exemptions, reliefs or discounts prescribed in the Non-Domestic Rating (Collection and Enforcement) (Local Lists) Regulations 1989 made under the Local Government Act 1988, will not apply.
- 9 The BID levy will be calculated using the 2017 Non-Domestic Ratings list for the duration of the BID. The exception to this will be any change of use or physical change to a property including new construction, merger, sub-division, extensions and refurbishment where the hereditament has no entry in the 2017 list but enters a subsequent ratings list during the BID term.
- 10 The BID levy will have to be paid by a new ratepayer occupying an existing or new rateable property within the BID area up until the end of the five-year term on 31st March 2028, even if they did not vote on the business plan. Likewise, any new rateable property created during the lifetime of the BID will be obliged to pay the levy.
- 11 The ratings list will be updated for any changes in ratepayer, appeals, additions or removals and liability will be adjusted accordingly. There will be no refunds given for retrospective years as a result of successful rateable value appeals but changes in values will be reflected by a corresponding change to the levy for the year in which notification is received and for subsequent years.
- 12 If a business ratepayer occupies premises for less than one year, the amount of BID levy payable will be calculated on the number of days they occupy the property known as 'daily charging'.
- 13 Services provided by statutory organisations within St Austell that have a correlation to the projects that the BID will deliver have been documented and can be seen at <https://www.staustelltown.co.uk/st-austell-bid-2023-2028/> The purpose of this is to ensure that St Austell BID is adding value to current service provision and supporting businesses rather than replacing or duplicating existing services. An agreement in principle, subject to a successful 'Yes' vote, has been reached with Cornwall Council, St Austell Town Council and Devon and Cornwall Police that these baselines will be reviewed each year. Any issues associated with local baselines will be reported through the localism team at Cornwall Council or Inspector of Police as appropriate and as and when they occur.

Our Current St Austell BID Directors:

Dale Lovatt – Bay Gifts (Chair)

Sean Mitchell – Wills Bingley Accountants

Roberto Cubeddu – Speranza

Martin Davies – Tengo

Gillian Mullany – Market House

Sean Marshall – Marshall Textiles

Allan Clare – AWC Training

Neil Woodward – South West Financial Services

Piers Thompson – St Austell Brewery

David Rescorla – Wetherspoons

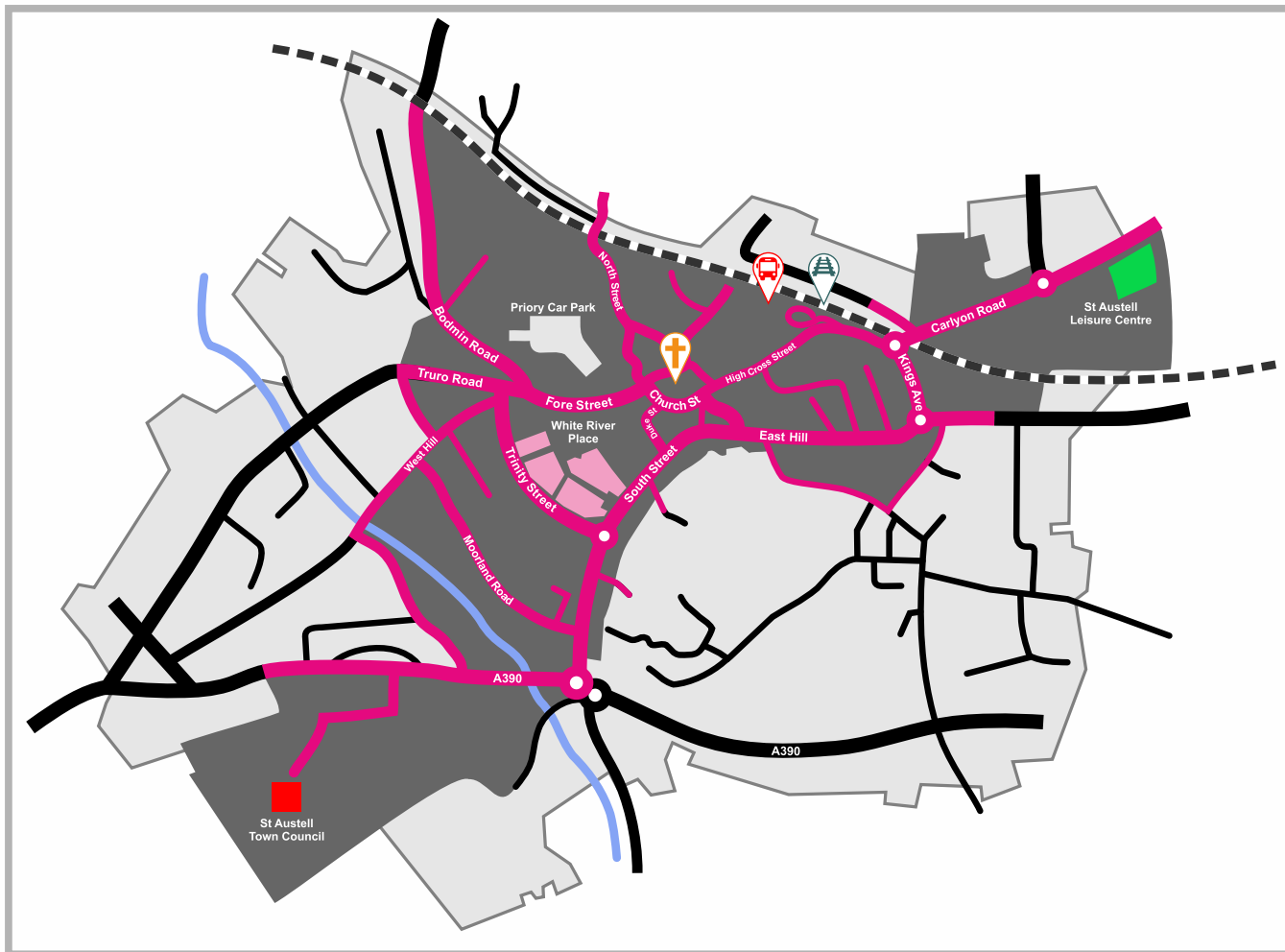
Bill Holland – White River Place

Tom French – St Austell Town Council



Where Will The BID Operate?

St Austell BID operates within the definitive boundary shown on the map which includes the listed streets, either in whole or in part. Please note that the street list is not exhaustive and should be considered alongside the boundary map which shows the parameters of the BID boundary.



- Aylmer Square
- Beech Lane
- Beech Road
- Biddicks Court
- Bodmin Road
- Carlyon Road*
- Church Street
- College Green
- Cross Lane
- Duke Street
- Dithmarschen Way
- East Hill
- Fore Street
- Grants Walk
- High Cross Street
- Kings Avenue
- Market Hill
- Moorland Road
- North Street
- Old Vicarage Place
- Palace Road
- Park Road
- Penwinnick Road
- Priory Road
- Pondhu Road
- South Street
- Tregarne Terrace
- Trevarthian Road
- Trewhiddle Road
- Trinity Street
- Truro Road
- Vicarage Hill
- Victoria Place
- West Hill
- White River Place

**For the third term, given that Carlyon Road is identified as an area for regeneration by St Austell Revitalisation Partnership and Cornwall Council, the boundary will be slightly extended and the levy payers to whom this will apply have been consulted.*

What Happens If I Vote Yes?



A 'yes' vote means that St Austell BID can continue delivering services and projects that businesses have prioritised.

That Means:

Security team helping to keep the streets safe, cracking down on crime and anti-social behaviour and being town ambassadors.

DISC reporting system and coordination of Storennet radio system.

Marketing of your business and St Austell through social media, our website and town publications.

Organisation of St Austell events including Christmas, driving footfall throughout the year.

An improved trading environment leading to a cleaner, tidier, more welcoming and attractive town.

Opportunity for your business voice to be heard and action taken on the things that matter to you.

What Happens If I Vote No?



A 'no' vote means that none of the projects outlined in the business plan will be delivered and St Austell BID will cease to exist from 1st April 2023.

That Means:

No security presence patrolling St Austell to support your business; statutory provision only.

No subsidised storenet radios or DISC reporting system.

No support for existing BID-led events or facilitation of new events.

No organisation to represent your interests, fight your corner or work with partners to secure the best deal or additional resources for St Austell.

No additional hanging baskets, colourful bunting and banners or any significant impact made on other projects that will improve the town's environment.

No Christmas lights.

Don't make the mistake of thinking another organisation will pick up the shortfall.

What Happens Next?

- **October 2022**

Voting list is prepared to ensure that ballot papers reach the correct recipient.

Final business plan published and circulated to all named voters of levy paying businesses.

Notice of ballot to be issued on Monday 24th October 2022.

- **November 2022**

Ballot paper to be despatched on Monday 7th November 2022 signifying the start of the minimum 28-day postal ballot.

- **8th December 2022**

Close of postal ballot on Thursday 8th December 2022 at 5pm with the result announced on Friday 9th December 2022.

- **1st April 2023**

If the vote is successful, the third term of St Austell BID will commence.

Get In Touch

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PL25 5LS

staustellbid@gmail.com

<https://www.staustelltown.co.uk/st-austell-bid-2023-2028/>

Telephone: 01726 467498

Remember to look out for the ballot paper arriving on or around 8th November 2022