



**Working together** for a stronger York



[www.theyorkbid.com](http://www.theyorkbid.com)



## Chairman's Statement

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York has one of the finest city centres in the UK. I am lucky to have been brought up in the city centre and traded there for most of my life. So, I am fully aware of the special environment and characteristics setting it apart from other towns and cities. It is, quite simply, York's greatest asset.

It is the city's historic centre and unique mix of top name retailers, range of independent stores, quality attractions and events which bring in more than 7 million visitors a year.

It is this special quality which has attracted investment from employers and which makes our beautiful city such an appealing place to come and live and work. It is why York has one of the most buoyant economies in the north and employment levels are relatively high and stable.

Nevertheless, the world is changing rapidly and York city centre has no divine right to an assured future. We face increased competition from other centres in the UK and across the world, as well as the Internet.

More locally there has been prolific out of town development in recent years. All town and city centres are under increasing pressure and there is widespread vulnerability. A recent survey of UK city centres by Deloitte confirmed that there would be many more losers than winners. I want us to ensure that York city centre continues to be a winner.

We need to up our game in terms of attracting investment, entrepreneurship and financial and professional services, as well as our shopping offer. Our public realm and our cleanliness need to be gold plated and our streets and car parks need to be welcoming, clean and convenient and to feel safe and secure. We need to champion our character and heritage and must boost our cultural offering, including in the evening, to attract more families and high spending visitors.

We can achieve this by working together to secure £800,000 a year and a real business voice for York city centre. Importantly, the BID will be business led and the money will be used to address the priorities decided by you - our existing businesses.

Please support the BID with a 'Yes' vote.

Adam Sinclair

Chairman York BID  
MD Mulberry Hall



## **This is YOUR BID**

It will be set up to deliver the services and improvements that you want to see with communication through BID champions from all sectors and across all areas of the city centre.

The BID is for the whole of the city centre, not just the core. Our gates, bars and streets on the edge of the city centre are often a visitor's first impression and are every bit as important. The BID's mission will be to improve trade and the appearance of the city for everyone.

The BID will strengthen the city centre. It will reinforce and develop its position as a major shopping destination, world class international tourist city and important commercial centre. It will protect jobs and attract new business.

The BID is a vote for the future prosperity of the city centre.

**A postal ballot of all businesses within the BID area commences on October 26**

**Vote YES for a stronger York**



## What is a BID?

A Business Improvement District is a specific area where businesses work together to invest in services, special projects and events. There are now more than 200 across the UK, delivering economic and environmental benefits.

This BID plan has been developed in consultation with the business community and can be voted on by all businesses who will be asked to pay a levy of 1% of their rateable value.

If a majority of voters, more than 50% both by number and rateable value, vote to support the business plan, then a BID will be established for five years. All businesses in the BID area will be required to pay the mandatory levy whether or not they cast a vote.



**“At Hiscox we believe that good companies are a positive influence on their local communities and one of the simplest ways we can do this is to help fund local services. York is a great city that attracts huge numbers of tourists who bring in revenue for many local businesses but this puts an additional burden on our relatively small city that extra funding from the BID can help to support. Let’s make York even better”**

**Alan Millard, Chief Operating Officer, Hiscox**

## Why does York need a BID?

York already has a great city centre, famous for its heritage, historic streets, big-name shopping brands, visitor attractions and independent shops. But with the right vision and a coordinated management approach driven by city centre businesses, imagine what could be achieved.

York cannot stand still. BIDS have recently been launched in Leeds and Sheffield and York city centre is not immune to the challenges posed by the internet and out of town shopping centres. A BID provides the best opportunity for continued investment in the city centre. It will help the city centre to:

- Attract big-name brand retailers and new independents
- Attract more professional and financial employers to locate in the city centre
- Market the city to visitors and residents, increase footfall, dwell time and spend
- Improve the centre’s appearance and environment
- Add to and enhance the city’s festivals and events
- Work in partnership to improve safety and reduce crime
- Develop the early evening economy
- Provide business support and development
- Create a strong leadership voice to lobby on issues such as parking and transport

These are some of the issues businesses in York are telling us they want to see as priorities.



"Aviva is proud to support the York BID. We believe it will play an important role in accelerating York's commercial success.

A successful BID for the City of York will help improve the local infrastructure and services that are critical to attracting outside investment to the city."

John Lister, Chief financial officer of Aviva UK & Ireland Life and Group business development officer

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### Feasibility

A comprehensive feasibility phase was undertaken from October 2014 to May 2015. This initial consultation involved more than 100 businesses, through a series of presentations and workshops, individual meetings and a business survey. Support for a BID for York city centre was overwhelming and the feedback helped to shape the next stage of consultation.

### Consultation

We extended the consultation in May with a high profile launch at the offices of Aviva attended by more than 50 key stakeholders in the city. An 8-page A5 booklet, which explained the BID proposal in detail and included a questionnaire, was made available to every business within the BID area, either by post, email, online or hand delivered. Consultation continued with a series of BID drop-in events at different locations in the city, talks to business support groups, and scores of individual meetings. We will continue to consult with businesses right up to the ballot.

Your views have helped us develop this business plan and prospectus. The ideas and projects are yours. BIDS are operating extremely well all over the UK and the time is now right for all businesses in York to work together with partners to make our city centre even stronger.



Fossgate, York

# The 4 Programmes

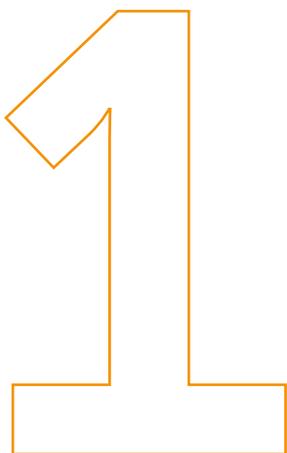


“People are the lifeblood of York and all of us who work, live and play in this historic city deserve streets and public spaces which match our wonderful buildings.

York Civic Trust welcomes the BID proposal and looks forward to working with the team to make serious investments in our streetscapes to make them even more attractive.”

David Fraser, Chief Executive, York Civic Trust

## 1 Appearance and Environment



York is a beautiful city but has the potential to be even better. More needs to be done to ensure its appearance is maintained and enhanced over the coming years and that our streets and public spaces throughout the city centre are cleaner and more vibrant than ever before. The BID will:

- Provide an enhanced street cleaning service to give the city the appearance it deserves. This would include deep cleansing, extra litter collections, rapid response and graffiti removal. This would be in ADDITION to the service provided by the city council.
- Improve the gateways to the city to create a much better welcome and first impression for visitors, customers and everyone who lives and works in the city.
- Work with partners to ensure empty shops and properties are properly maintained and continue to convey a positive image.
- Improve ease of navigation around the city with the use of consistent, visible and appropriate signage for all areas.
- Add to and enhance floral displays and street art.

## 2 Safe and Secure



York is one of the safest cities in the UK. But businesses and other organisations in the city have told us that we need to do more. There are concerns that anti-social behaviour and drunkenness, especially during the day on Saturdays, are driving shoppers and families away from the city centre. We will work with partners to create a vibrant, welcoming family friendly city centre. The BID will:

- Appoint a team of ambassadors and volunteers (initially on Saturdays). This team of easily identifiable, friendly faces would welcome visitors, report any environmental or safety issues that damage our city’s appeal and act as a reassurance to businesses, shoppers, tourists and workers that York is a welcoming and safe city.
- Work closely with North Yorkshire Police and the Safer York partnership on a range of issues, especially around excessive drinking, begging and unlicensed or intimidating street trading.
- Work with agencies to support the homeless and vulnerable.
- The BID would also look to team up with partners to improve the provision of secure bicycle parking in the city centre

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### 3 Events and Festivals



York already has an enviable reputation for the number and breadth of its events and festivals but there is the potential to do more to suit all users of the city and to include more streets to maximise footfall and increase revenues for all businesses. The BID would look to work closely with existing event organisers, streets and businesses to add value and support promotional activity. It would also work with partners to develop the early evening economy. The BID will:

- Work with partners, especially Make it York, to develop and promote York's growing reputation as a City of Festivals and host of a year-round programme of events.
- Invest in street, community and cultural events throughout the city aimed at encouraging visitors and locals to discover York's hidden gems and its variety of independent shops, bars, cafes and restaurants. We could help businesses launch events in specific areas.
- Work with partners to further develop York city centre as a pre-Christmas tourist and shopping destination. This will include a spectacular and expanded Christmas lights display which we would seek to extend beyond its existing boundaries and develop over the five years of the BID.
- Develop the early evening economy by encouraging more late night shopping (on certain nights or at certain times of the year), open air entertainment and cultural events aimed at encouraging visitors and people leaving work to spend more of their leisure time in the city centre.

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### 4 Business Support



The BID will provide a strong collective voice for almost 1,000 businesses in York city centre. It will mean every business, large or small, will be able to have a say on important decisions that affect the trading environment. The BID will:

- Seek to address concerns over transport and parking. Meaningful talks have already been held with City of York Council with a view to the introduction of pay on exit at its major car parks. This will enable shoppers and visitors to be more relaxed and stay longer.
- Promote York city centre as an attractive commercial destination and a great place to work. The ability of York to retain talent and not have it drawn to other locations will be crucial to remaining competitive.
- Lobby the council and other public sector organisations to robustly represent the views of companies in the BID area.
- Work to protect York's uniqueness and, in particular, the strength and variety of the independent sector, providing training, advice and networking opportunities to give businesses the best possible chance of success.
- Work with businesses and other partners to develop new ways of coordinating the collection and recycling of trade waste with the aim of saving you money.
- Use collective buying power to negotiate discounts on other business costs such as utility bills and insurance.
- Secure investment from new sources and pursue leverage of additional funding.

## Where will the BID operate?

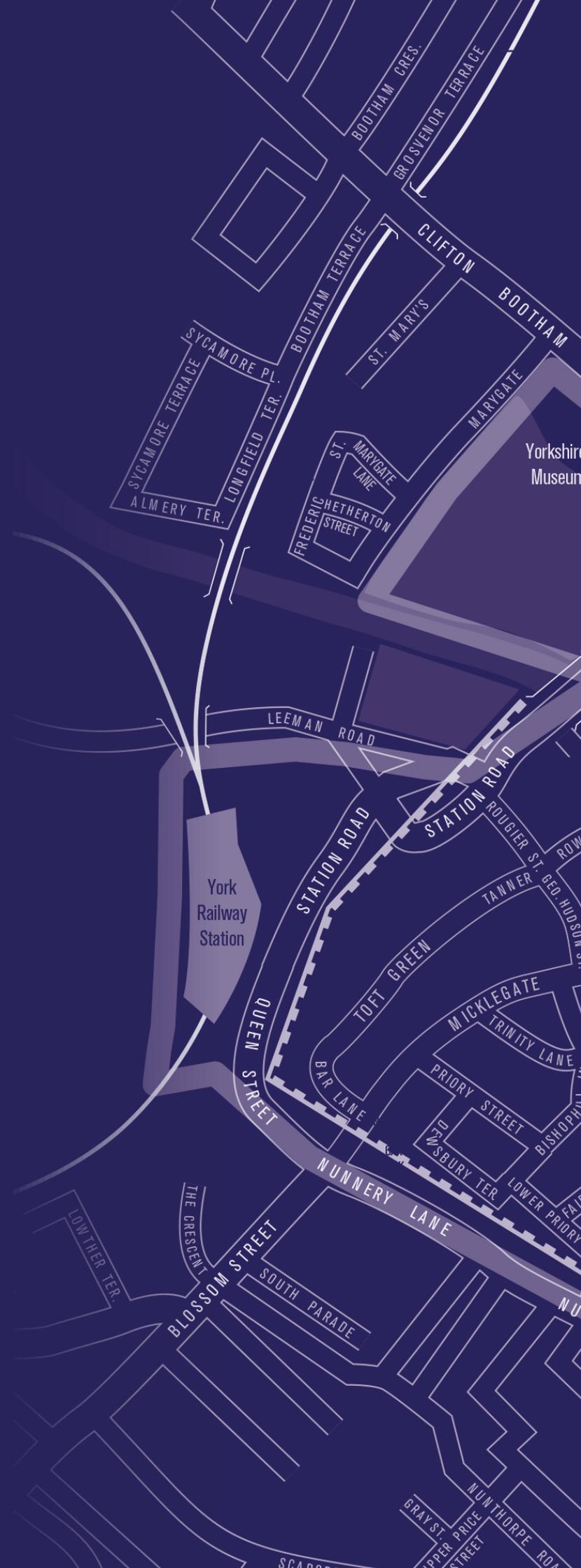
The proposed BID area is outlined on the map. During the initial consultation stage all sectors supported the principle of a BID and the suggested boundary which is largely within the inner ring road but includes businesses facing the inner ring road.

A full list of streets can be found at [www.theyorkbid.com](http://www.theyorkbid.com)



"York St. John University is supportive of the plans for the York BID. It is important that we continue to ensure that we have the best environment that can be enjoyed by our students, businesses and the wider community. This is an excellent opportunity for business led partnerships to be developed across the city to develop some really innovative initiatives and projects that continue to support York as an outstanding quality destination."

David Chesser, Chief Operating Officer  
York St John University





York St John University

York Barbican

# York BID Budget 2016-2021

We are determined to make York city centre one of the most attractive, vibrant and welcoming locations in the UK. We will introduce new initiatives to take the city centre to the next level and make it the ideal choice for employers, shoppers, residents, and visitors.

As well as revenue from levy payments, we will also seek to secure other funding from sponsorship, voluntary contributions and other sources.

	Year 1	Year 2	Year 3	Year 4	Year 5	Total
<b>Income</b>	£k	£k	£k	£k	£k	£k
1% Levy (@ £12.5k RV)	790	800	800	800	800	3,990
Less levy collection fee	(25)	(25)	(25)	(25)	(25)	(125)
<b>Total Income</b>	<b>765</b>	<b>775</b>	<b>775</b>	<b>775</b>	<b>775</b>	<b>3,865</b>

## Projects / Expenditure

Appearance & Environment	220	230	230	230	230	1,140
Safe & Secure	180	180	180	180	180	900
Business Development	135	135	135	135	135	675
Events & Festivals	90	90	90	90	90	450
Contingency	40	40	40	40	40	200
<b>Total Projects</b>	<b>665</b>	<b>675</b>	<b>675</b>	<b>675</b>	<b>675</b>	<b>3,365</b>
Administration & Overheads	100	100	100	100	100	500
<b>Total</b>	<b>765</b>	<b>775</b>	<b>775</b>	<b>775</b>	<b>775</b>	<b>3,865</b>

**All figures are estimates, and project costs may change over the term of the BID subject to Board approval.**

- Assumes 6% non collection Yr1 and 4% Yr2-5.
- Assumes a 3% levy collection fee, per BID guidelines
- Contingency includes £15k loan repayments Yr1 and Yr2
- Overheads are consistent with benchmark BIDs, e.g. Norwich

The BID levy figures are based on data available as at June 2015 from York City Council. The City of York Council is the accountable body for collection of the BID levy. The Council will specify the collection fee in advance of the vote, and has confirmed the cost will not exceed £30,000 a year. The York BID will pursue potential sources of income additional to the levy. These include commercial sponsorship and income generation, including voluntary contributions to supplement the levy throughout the lifetime of the BID.



Stonegate, York

## How much will you pay?

As a levy payer you will be required to pay one annual payment towards the BID each year for five years. This payment will be calculated at 1% of the rateable value for your individual property. So if you own a business with a rateable value of £50,000, you will pay £500 a year to the BID.

We have introduced a lower threshold which means that a business with a rateable value that is £12,500 or lower will not have to pay.

## About the vote

So it's now over to you...

If your rateable value is more than £12,500 and you are in the BID area you will have a vote. This is a vote for the future, a vote for continued improvement and a vote for a prosperous city centre economy.

Voting commences on October 26, 2015. When you receive your ballot paper by post, simply fill it out and return it in the envelope provided.



"Marks and Spencer is a supporter of BIDs in many cities across the UK. We believe a BID allows businesses a fantastic opportunity to help shape the way the city is run and maintained, for the benefit of shoppers and visitors. I have seen this first hand in Hull where the BID drove a significant improvement in the look, safety and atmosphere of the city."

Dan Walsh, M&S Store Manager, York city centre

## How will the BID be run?

Following a successful ballot, a not for profit BID company limited by guarantee will be set up. An interim board, made up from a cross section of the business community, will run the company until its first AGM when elections will be held. Directors will not gain financially from their positions. The board will be responsible for implementing the BID Business Plan and will be accountable to the BID levy payers.

A BID Champions' Group has also been set up to support the board. The BID champions come from different sectors and different streets to ensure BID funds are spent on projects across the city. They will also communicate the wishes of businesses to the board.

## Interim Board

Adam Sinclair (chairman)	Mulberry Hall
Colin Crawford	Aviva
Michael Hjort	Walmgate Ale House
Sophie Jewett	York Cocoa House
Neil Setterfield	Fenwick
Paul Stansfield	Property consultant
Nick Symington	Langleys Solicitors LLP
Frank Wood	R.A. Braithwaite Jewellers
Steve Brown	Make it York
Jane, Lady Gibson	Make it York

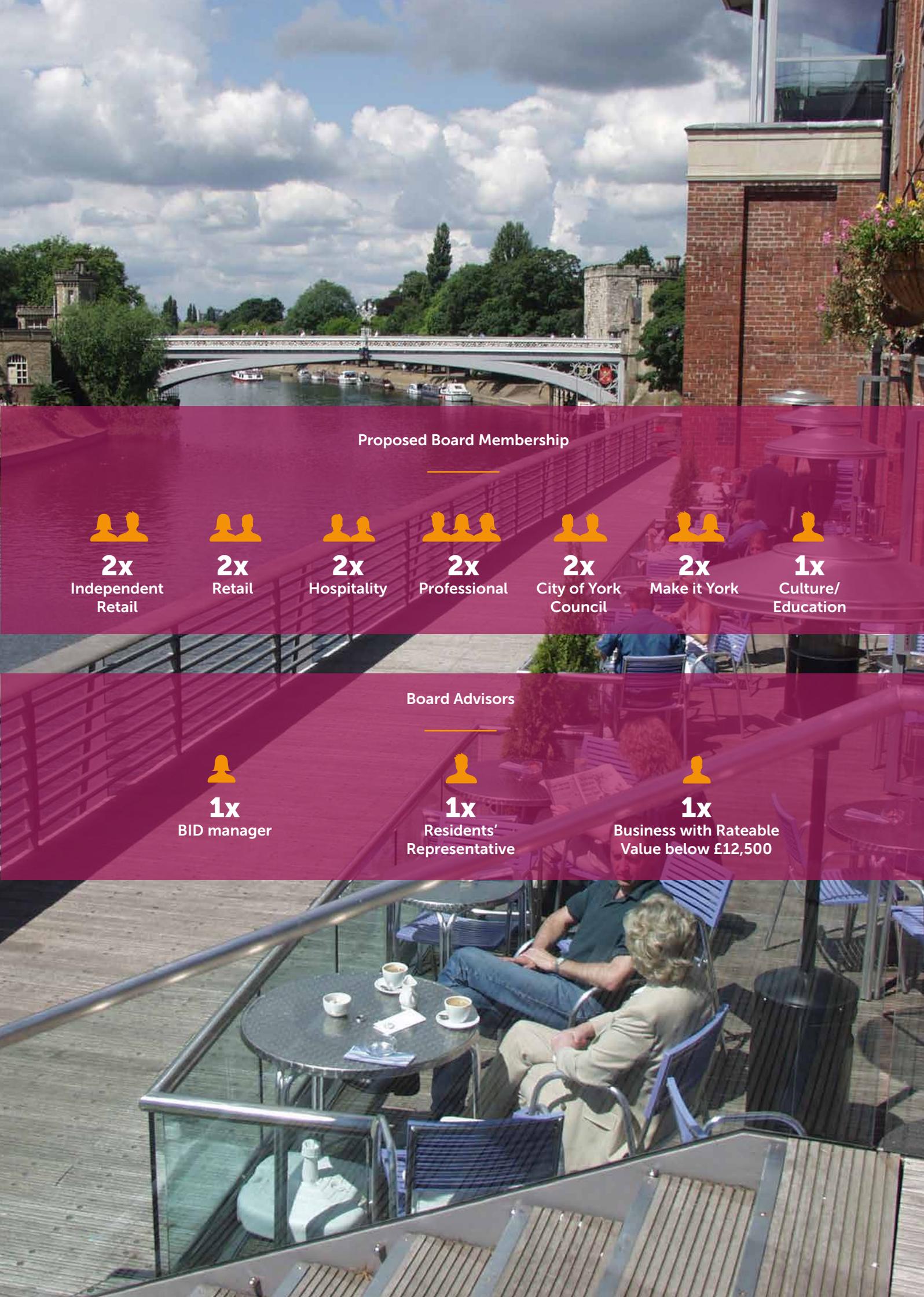
## BID Champions

Joan Concannon	University of York
Fay Treloar	York St John University
Liz Wilson	Theatre Royal
Sir Ron Cooke	York Civic Trust
Rebecca Thompson	The Chapter of York
Richard Shephard	The Company of Merchant Adventurers
David Jennings	York Archaeological Trust
Marshall Stevenson	Boots
Dan Walsh	Marks & Spencer (Parliament Street)
John Walker	Guest Walker and Company (Shambles)
Robert Onyett	Harrowells (St Saviourgate)
Dan Sowden	BHP Chartered Accountants (Micklegate)
Rachel Goddard	York Professionals
Tim Hedley-Jones	Virgin Trains East Coast
Barry Crux	Barry Crux Commercial Property (Castlegate)
Jeremy Thorne	Greggs
Simon Long	Shambles Kitchen (Shambles)
Mike Gaskell	Saffrons (Stonegate)
Martyn MacDonald	MacDonald's Furniture (Fossgate)
Graham Usher	Monk Bar Hotel
Marc Allinson	The Artful Dodger (Micklegate)
Jason Hawkins	Blue Boar, Three Tuns, The Corner Pin
Shaun Collinge	The Maltings (Tanner's Moat)
Brian Furey	The Gillygate Pub (Gillygate)
Insp Charlotte Bloxham	North Yorkshire Police
Jane Mowatt	Safer York Partnership
Sally Hutchinson	Age UK York ( Walmgate)
Mark Lindsey	NCP
Will Pearson	First Group
Pippa Unwin	Coppergate Centre



"Anyone who lives and works in York will realise what a wonderful place it is, but even the greatest historic cities (of which York is one) are capable of improvement. The BID gives us all an opportunity to look closely at the City and to take every opportunity to develop and improve the offer to businesses, residents and visitors alike. There is much that can and should be done and this initiative is one we should all embrace"

Richard Shephard  
Governor of the Company  
of York Merchant Adventurers



### Proposed Board Membership



**2x**  
Independent  
Retail



**2x**  
Retail



**2x**  
Hospitality



**2x**  
Professional



**2x**  
City of York  
Council



**2x**  
Make it York



**1x**  
Culture/  
Education

### Board Advisors



**1x**  
BID manager



**1x**  
Residents'  
Representative



**1x**  
Business with Rateable  
Value below £12,500

## BID Levy Rules

The BID process is governed by government legislation. As such, once a majority vote has been achieved, the BID levy becomes mandatory on all defined ratepayers. The rules for the BID levy are as follows:

- From April 1, 2016, the levy rate to be paid by each hereditament is to be calculated at 1% of its rateable value as at the selected 'chargeable day' (1st April annually). This will not be subject to changes in inflation without a new ballot.
- The term of the BID will be for a period of five years from April 1, 2016 to March 31, 2021.
- The levy will be charged annually in advance for each chargeable period from April to March each year, starting in 2016. No refunds will be made.
- The levy will be applied to all ratepayers with a rateable value of more than £12,500.
- Any adjustments to the rateable values will only be adjusted at the fixed date of the subsequent chargeable year.
- The owners of untenanted hereditaments will be liable for the BID levy with no void period allowed and will be entitled to vote. This includes listed buildings.
- There will be no VAT charged on the BID levy
- Charities will not be exempt from the BID levy
- The number of properties or hereditaments liable for the levy has been calculated at approximately 1,070.



"York is a beautiful historic city and we now have a fantastic opportunity thanks to the York BID to help the city evolve into an attractive place to visit all year round, a genuine legacy for future generations to appreciate."

Shaun Collinge, Landlord, The Maltings

## Additional services

City of York Council is backing the BID. As well as being a substantial levy payer it will align its activities to help the York BID bring about substantial improvements for the city centre. However, a BID cannot be used to replace core public sector services. There is legislation in place to ensure that a BID must provide additional or enhanced services.

## Make it York

The BID will also work closely with Make it York, the city's new Destination Management Organisation. Make it York was set up as a company to bring together the work previously delivered by City of York Council's inward investment, economic development, city centre management, events and festivals teams, Science City York and Visit York. The BID will not duplicate the work of Make it York and the two companies will work collaboratively, particularly with regard to city centre events and festivals.

## Legal agreements

A baseline agreement will be established to set out agreed levels of service provided by City of York Council. The baseline ensures that everything the BID does is in addition to core council services. The BID is not allowed by law to replace or prop-up existing council services.

You will be able to view the baseline agreement at [www.theyorkbid.com](http://www.theyorkbid.com) in the run up to the BID ballot.

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### How will we communicate with members?

If we secure a 'Yes' vote our BID will be one of the biggest in the UK. It will represent around 900 levy payers plus a further 600 businesses who will benefit from the BID but won't pay because their rateable value is less than our minimum threshold of more than £12,500.

Methods of communicating will include regular newsletters, email alerts, online updates at [www.theyorkbid.com](http://www.theyorkbid.com), and latest news via Facebook and Twitter.

We will also hold regular meetings with our BID champions and feed information through to them.

All levy payers will be invited to become members of the BID company and there will be an AGM and an annual report.

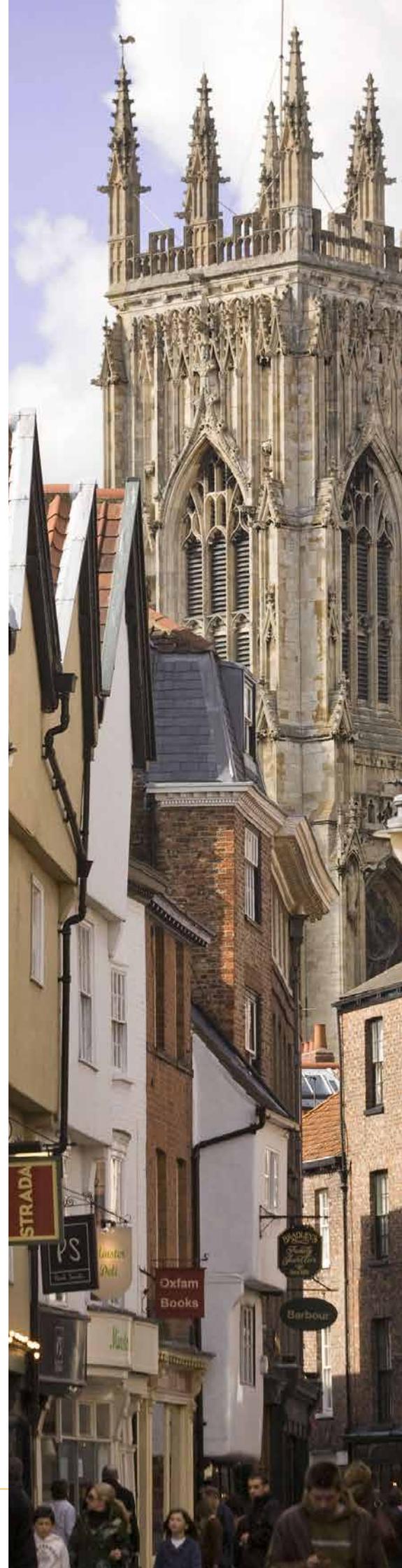
### How will I know if the BID is working?

We believe accountability comes from asking the levy payers, who fund the BID, to tell us each year how they feel the BID company has performed versus the annual business plan. We will survey all paying businesses in the BID area annually and ask them to assess our performance against the objectives as set out in the business plan.

You should see an improved city centre and an uplift in footfall and sales figures. After all, this is the ultimate aim of the York BID.

### Other performance measures will include:

- Footfall monitoring
- Number of vacant units brought back into use or improved
- Revenue survey sent to all BID levy payers
- Number of new businesses operating in the BID area
- Number of new initiatives launched
- Street cleanliness survey
- Analysis of media coverage about the city centre
- Analysis of crime figures



# How to vote

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From October 26 until November 26 businesses will be given the opportunity to vote in a formal postal ballot. To ensure neutrality, it will be a confidential ballot.

All defined ratepayers, will be entitled to one vote per hereditament. Some businesses will occupy more than one hereditament within the BID area and therefore will have more than one vote. Ratepayers that have been exempted from paying the BID levy will not be eligible to vote but will still enjoy the benefits of the BID.

It will be possible to appoint a proxy to vote on your behalf. Proxy applications will need to be made to the ballot holder by November 16. Proxy application details will be included in your ballot pack.

To establish a BID, the ballot will need to satisfy two tests as follows:

**1. A majority in number of those voting.**

**2. A majority in Rateable Value of those voting.**

Steps in the ballot process:

City of York Council as the accountable body for the ballot has contracted the Electoral Reform Services (ERS) to conduct a postal BID ballot, in line with the timetable below.

There will also be a secure ballot box in the reception area at the council's West Offices where you can post your ballot paper during council opening hours if you prefer. It is important that companies with multiple votes i.e. those with more than one hereditament within the BID area, return a voting paper in respect of each rated property.

- Your notice of ballot will be sent on **October 12**
- Your ballot paper will reach you w/c **October 26**
- You will need to cast your vote by **5pm on November 26**
- The ballot result will be announced on **November 27**

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## What if I vote "No"?

If more than 50% of eligible businesses vote 'no', those within the BID district will lose the opportunity to make a tangible difference to their trading environment. Promoting the city centre will continue to be the responsibility of individual organisations and the opportunity for collective marketing initiatives will be lost.

We believe that with a BID York city centre will gain new confidence and thrive.

Without a BID new marketing opportunities will be lost, it will be harder to attract new business, and York will fall further behind its competitors, locally, nationally and internationally.



"As one of York's major employers, Langleys is an active supporter of the York BID. Our location in a thriving and accessible city centre is important for our clients, while helping us to attract the very best legal talent to live and work here. York is a vibrant and attractive city but we cannot afford to rest on our laurels. By working together as part of a BID team and creating a co-ordinated message from the business community, we can make York an ever better place to work, while encouraging visitors to spend more time enjoying our city."

David Thompson, Managing Partner, Langleys Solicitors LLP



"The University of York benefits greatly from its location in a vibrant, welcoming and beautiful city. We believe that with a BID York will continue to flourish as an outstanding place to live, study and do business."

David Duncan, Registrar & Secretary,  
University of York



"York Racecourse is proud to have been part of the sporting, social and economic life of the City since 1731. Despite being located outside the city centre BID area, York Racecourse recognises the importance of York city centre to business, investment and visitors and we are delighted to support the BID proposal."

William Derby, Chief Executive  
York Racecourse





"It is essential that we all play our part in promoting and presenting this unique city of ours at its best. The York Bid project is the mechanism to do this."

Brian Furey, Landlord  
The Gillygate



"Ware & Kay Solicitors welcome the BID proposal and recognise that this is a great opportunity to invest in the future of York."

Peter Kay, Head of Company  
Ware and Kay



"Shepherd Group has been operating at the heart of York as a family business for 125 years and, although outside the BID area, we are proud to support the York Bid. Our city is a fusion of historic splendour, cultural inspiration and technical innovation and will be enhanced even further by everyone working together for a successful BID"

Patrick Shepherd, Deputy Chairman  
Shepherd Group



"Make It York sees the York BID as a massive opportunity for the city and very complementary to our agenda. Make It York and the BID working seamlessly together would add some real firepower to York."

Steve Brown  
Managing Director  
Make It York



"We believe the BID is a great opportunity for local businesses, whatever their size to join together to raise the profile of the city centre. We will definitely be voting yes."

Martyn MacDonald, Director  
MacDonalds Furniture

## Other UK BIDs

### Bath BID

The Bath BID uses one trade waste contractor for all levy payers and businesses within the BID area. It is now used by more than 300 businesses and is collectively saving those businesses £285,000 in annual waste collection charges. One business which pays a £400 annual levy managed to save £4,000 on its waste collection charges.

**What they say:** "The BID provides me with a great opportunity to be an integral part of the city. It is critical to drive footfall to the city in order for all businesses to prosper and I enjoy having a say in how we deliver this in a unique way."

Nigel Huxley, Chair of Bath BID, Store Manager, Waitrose

### Norwich BID

The Bid was behind the successful campaign by Norwich Lanes in winning the city category in the Great British High Street of the Year Award. The Lanes are a collection of medieval streets in the BID area and are home to almost 300 independent shops, cafes and bars. Support for the campaign saw a surge in footfall and had a positive impact on business in the area.

**What they say** "We saw a real buzz in the city during the campaign and we hope the win will continue to attract visitors into the city and put Norwich on the map as a leading shopping destination."

Stefan Gurney, Executive Director, Norwich BID

### Newcastle BID

The Newcastle Business Improvement District launched its Alive after Five campaign in 2010 to develop the early evening economy. The campaign included coordinated retail opening hours to 8pm, free parking in the council's car parks after 5pm, free evening events and unique bar, cafe and restaurant offers. Since its launch the campaign is estimated to have generated revenue of £350m and attracted almost 8m extra visitors to the city centre.

**What they say** "Alive after Five has been a great commercial and cultural success. Businesses have made money and the city feels very different and much more welcoming in the evening."

Newcastle BID spokesman

## FAQs

### How will a York BID help my business?

As we have seen all over the UK, a BID is a successful way of providing extra services in line with what businesses believe will improve the trading environment. A BID will give your business a stronger voice on city centre issues and provide sustained investment for city centre improvements and initiatives.

### Is this a way for the council to save money?

No. The York BID will be a business-led, independent not-for-profit company. The BID company will be set up and monitored by levy paying businesses. All projects and services have to be in addition to those provided by the council.

### But shouldn't my business rates cover this?

Business rates are a property tax used to fund local and national services and you have no control over those spending decisions. Money raised from the BID levy will go to a separate bank account and, with the exception of some staff and administration costs, will be spent entirely on improvements and initiatives in the city centre.

### How will I get a say on what the money is spent on?

The business proposal has been drawn up after extensive consultation and following discussions with our BID champions who represent different sectors and different areas of the city. Once the BID company is formed all levy payers can become members and raise issues through the BID champions or board members. A new board will be elected during the course of the first year and all BID company members will get a vote.



This business prospectus has been produced with the help of financial contributions from the Shepherd Group, York Racecourse and the University of York.

The York BID interim board would like to thank all three organisations for supporting the proposals contained within this document to improve the city centre for everyone and increase its economic vitality.

The board would also like to thank Aviva for providing legal and administrative support.

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**We would still welcome your views and ideas ahead of the ballot.**

#### **Contact**

Steve Hughes, BID Project Manager

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