



This is what you told us!

Newsletter January 2013



“ This is a good thing for Newham and we support the initiative ”

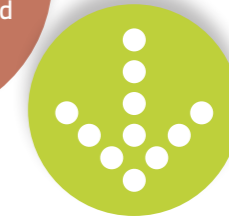


“ The BID for Newham will be central to the overall objective of achieving the step change to make Newham a thriving, prosperous and attractive place to do business ”

“ Fantastic idea... if we all work together we can make much more progress than we would as individual businesses ”

“ Excellent idea! ”

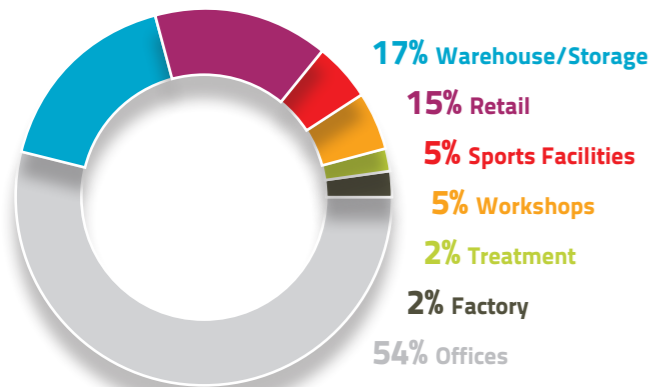
“ Let's put Newham on the map and make it a great place to work and spend leisure time ”



Findings from the Survey

Questionnaires were sent to all businesses in Newham. 44 written responses were received from a variety of business sectors and representing 44% of businesses in Newham.

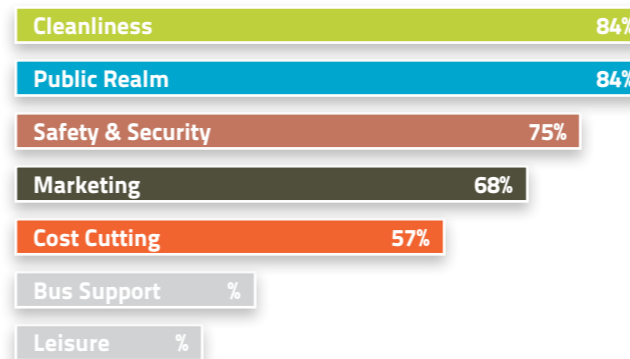
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Survey responses by business sector

Although most responses came from office based businesses there was no substantial difference between priorities for offices and other business sectors such as warehouse/ storage facilities, factories, workshops, sports facilities etc. with the exception of retailers who prioritised marketing more strongly.

There was also no difference in priorities for those located in different parts of Newham. The steering group recognise that it's important for all types of business to benefit from a BID in Newham; they each have their part to play in creating a vibrant healthy mix of businesses.



High priority themes

Respondents were asked to rank issues that concerned them High, Medium or Low Priority. These were the results of themes given High Priority:

84% of respondents thought Maintenance & Cleanliness and Access & Public Realm themes were the most important aspects that need to be addressed in Newham. This was closely followed by Safety & Security 75%. 68% thought Marketing was the most important and 57% thought Cost Cutting measures were the most important. Business Support and Leisure were not thought to be important by most respondents.

Your views on a BID for Newham

Many thanks to everyone who responded to our recent BID survey by completing our questionnaire and to those who attended the information event at Skinners in November.

We asked what you thought about a BID for Newham and how you would like to see the money spent if we get a 'yes' vote for the BID to go ahead.

The plan to develop a BID has received a resounding 'yes'! 98% of respondents to the survey expressed their interest in developing a BID in Newham as indicated by showing their preferred levy rate; averaging at 2.5%. In addition at the presentation event held at

Skinners Brewery on 26th November a show of hands revealed that of the 33 people who attended 26 were in favour of developing a BID, 7 were undecided and no one was against developing a BID.

The main purpose of this Newsletter is to report the findings of the survey and to tell you what will happen next. The results of consultation will assist the BID Steering Group to formulate a Draft BID Proposal

which will then be circulated to businesses for further comment in February. The Final Proposal will then form the basis of a ballot which will be held in May 2013.

If the Newham BID is successful then every business within the BID boundary will be liable for a 2.5% levy of rateable value.

This income will establish the BID's working capital of around £400,000 over 5 years.

Newham BID Steering Group

- Steve Skinner, Skinners Brewery 01872 271885 info@skinnersbrewery.com
- Melinda Rickett, Creative Edge 01872 260023 melinda@creativeedge.co.uk
- Dave Rickett, Creative Edge 01872 260023 dave@creativeedge.co.uk
- Russell Dodge, BLS 01872 222777 info@bls.co.uk
- Alan Treloar, Vickery Holman 01872 245600 atreloar@vickeryholman.com
- Peter Beaumont, Cornish Mutual 01872 277151 pbeaumont@cornishmutual.co.uk
- Emily Priestley, GE Money 0800 316 1625 emily.priestley@ge.com
- Justin Dodge, CSA Architects 01872 265310 justin@csa-architects.co.uk
- Michael Galligan, South West Water 01209 202630 mgalliga@southwestwater.co.uk
- Roger Gazzard, Truro City Council 01872 245501 - 07850 832488 Roger@truro.gov.uk
- Simon Hendra, G J Hendra Ltd 01872 273031 simon@hendras.co.uk
- Cassie Coleman, M J Medical Ltd 01872 226770 cassie.Coleman@mjmedical.com
- Cameron MacQuarrie, Macsalvors 01872 277123 cameron@macsalvors.co.uk
- Rob Nolan (Chairman), Truro City Council 07813 755210 rnolan@cornwall.gov.uk

For further information:

Josyanne Thatcher, BID Development Officer, Economic Development Service, Cornwall Council, Carrick House, Pydar Street, Truro, TR1 1EB 01872 324378 josyanne.thatcher@cornwall.gov.uk
View Cowpen Industrial Estate's Renewal BID DVD at www.newhamtruro.co.uk and click on 'A BID for Newham'

Rateable values: www.2010.voa.gov.uk/rli/

Other BIDs in Cornwall: www.cornwall.gov.uk/businessimprovementdistrict www.enjoytruro.co.uk - www.falmouth.co.uk - www.newquaybid.co.uk - www.cambornecando.co.uk - www.staustellbid.co.uk

UK wide information: www.britishbids.info

Projects considered the most important

Respondents were asked to rank suggested activities in order of priority; the results are shown below.

Maintenance and Cleanliness

Within the theme of Maintenance & Cleanliness the two projects respondents thought most important were Fly Tipping/Illegal Dumping and Street Cleaning.



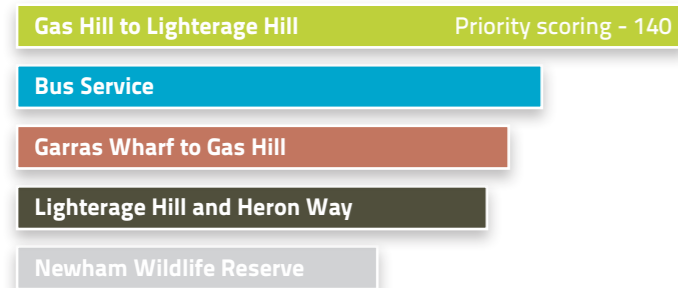
Marketing

Within the theme of Marketing the two projects respondents thought most important were Branding & Image and Marketing Newham as a place to do business.



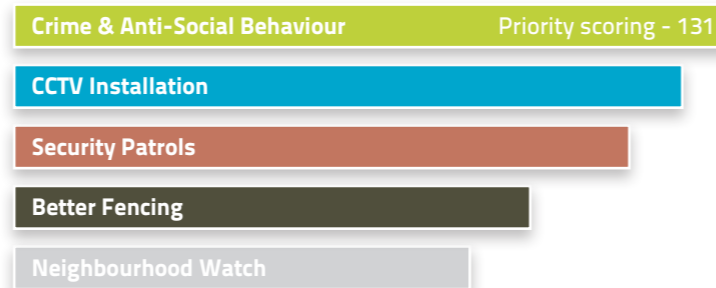
Access & Public Realm

Within the theme of Access and Public Realm the two projects respondents thought most important were improvements to the road between Gas Hill and Lighterage Hill and to establish a Bus Service for Newham.



Safety & Security

Within the theme of Safety and Security the two projects respondents thought most important were Dealing with Crime and Anti-Social Behaviour and CCTV Installation.



Cost Cutting

Within the theme of Cost Cutting the two projects respondents thought most important were Cheaper Sourcing of Utilities and Cheaper Waste Collection.



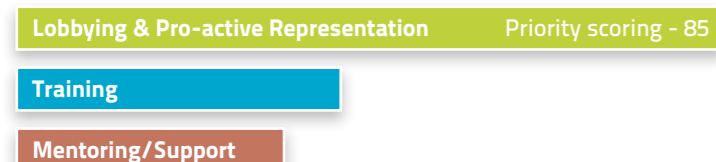
Leisure

Within the theme of Leisure the two projects respondents thought most important were a Marina and a Café/Pub.



Business Support

Within the theme of Business Support the two projects respondents thought most important were Lobbying & Pro-active Representation and Training.



Summary of priorities

With an estimated annual income of around £84,000 the BID activities will need to concentrate on priorities. The results from the survey show that the majority of businesses would like funds spent in the following ways:

- 1 Maintenance & Cleanliness projects
- 2 Newham Road improvements to the extent the BID is able to
- 3 Starting a bus service for the area
- 4 Developing anti-social behaviour measures and CCTV coverage
- 5 Branding and marketing for Newham
- 6 Promotional initiatives for businesses
- 7 Help with cheaper utility sourcing and waste collection

Your questions answered

Management of the BID

A private not for profit company will be set up with directors from Newham businesses; all businesses will be entitled to put a representative forward as a director. The objects of the company will be set out in its Articles of Association and regular board meetings will be held to ensure the business plan is delivered in a timely and cost effective way. Delivery of the projects will be carried out by a part-time BID manager or commissioned through the Truro city centre BID, Totally Truro.

Proportion of funds allocated to administration

In line with industry best practice and guidelines no more than 20% of the budget will be allocated to administration.

Business rates

Business rates go to central government and are used for services such as the fire brigade and the police. There is no local control over what they are used for; they are not spent on YOUR projects for YOUR business locality which is what happens under a BID. It's also important to note that the BID will only pay for ADDITIONAL SERVICES on top of what the council currently provides such as street cleaning, grassland maintenance, etc. Evidence of what the council currently provides in Newham will be available for you to check.

How the levy is decided upon

The levy is based on a small percentage of premises' rateable value. The level depends on how much money businesses are happy to set aside to invest in their trading area given the projects they would like delivered. Newham businesses have indicated they would like the levy to be in the range of 2% to 3% and this gives an average of 2.5%. This would raise around £84,000 per annum. A figure any lower than this is unlikely to deliver worthwhile projects.

How projects decided upon

Based on what businesses have said they want to see happen in Newham a business plan, or Final Proposal, is drawn up which includes an indicative budget. Businesses then vote 'yes' or 'no' as to whether they wish this business plan to go ahead. If there is a majority 'yes' vote in terms of number and rateable values represented in that vote, the BID will go ahead.

See what another industrial estate has thought about the value of a BID by viewing [Cowpen Industrial Estate's BID Renewal DVD](#) at www.newhamtruro.co.uk and click on 'A BID for Newham'.

What can a BID do for Newham?

Opportunities you will not get without this BID! With a pot of funds of £84,000 annually, it can...

- Install sign boards at key points on the estate
- Address crime and anti-social behaviour
- Improve the appearance of the public areas and work with land owners to improve private land
- Lobby for road improvements, better parking arrangements and improved linkages with the city centre
- Work to deliver public transport to Newham
- Develop promotional initiatives for Newham and its businesses
- Deliver services that you really want or need but that statutory bodies are not obliged to provide.
- Give you greater involvement in Newham with a 'voice' and a stake in the BID Programme.

Don't forget...

A BID isn't about saving the Council money - the current service level will be recorded so any services will be additional.

- You determine how the BID money is spent.
- You determine how the BID is delivered.
- It's up to you whether it goes ahead.

The figures...

At a levy rate of 2.5% of rateable value 58% of businesses would pay less than £9.60 per week.

If you don't know your rateable value, then please go to www.2010.voa.gov.uk/rli/ to find out.

Am I in the BID area?

The BID covers the whole of Newham from HSBC southwards; Tesco, Currys and Staples are within the Truro city centre BID.

Other suggestions...

Please note this list does not include projects identified through the Newham Area Action Plan as being very difficult to deliver.

- Improve reliability of utilities e.g. power cuts.
- Address standing water on the road between Tesco & HSBC.
- Reduce the outfall from South West Water station when it rains.
- Improve street lighting.
- Carry out lobbying, particularly for infrastructure projects.
- Improve financial awareness.
- Improve signage/direction/site maps.
- Have attractions to bring people down to the estate.
- Traffic calming measures.
- Facilities for cyclists who don't have suitable bike and equipment storage at their workplace.
- Prevention of roadside parking and the provision of a BID subsidised Newham Business Carpark.
- Owners and tenants need to be pressured/encouraged to maintain premise boundaries and visible frontages.
- Create options for eating, parking, open spaces etc.
- Renewable energy generation eg. PV, wind turbine.
- Create social events to help networking among Newham businesses.
- Carry out tree planting.
- Create opportunities for revenue enhancement from increasing footfall within Newham.
- Carry out drain cleaning on a regular basis.
- Improve police incident reporting and recording.
- Address road maintenance issues.

What happens next?

February

Draft Proposal published, based on your survey responses. Your opportunity, as a business in Newham, to complete a feedback form and tell us if we're on the right track.

April

The Final Proposal, Newham BID's 5 year business plan, will be published and sent to the business community.

May

BID ballot. All businesses will have 28 days to cast their vote.

July

BID start if successful!