

WARD(S): ST BATHOLOMEW, ST JOHN AND ALL SAINTS, ST MICHAEL, ST PAUL

CABINET

9 November 2011

SECOND WINCHESTER BUSINESS IMPROVEMENT DISTRICT: BUSINESS PLAN, MAP AND BASELINE STATEMENT

REPORT OF ASSISTANT DIRECTOR (ECONOMIC PROSPERITY)

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RECENT REFERENCES:

[CAB2181](#) - Business Improvement Districts: Second BID Ballot and Renewal Arrangements, 15 June 2011

EXECUTIVE SUMMARY:

At its meeting in June this year, Cabinet approved to support the principle of a Business Improvement District (BID) Ballot in 2012 to determine whether there would be a second Winchester BID.

Members were supportive of the positive impact made by the BID on the City Centre, with improvements ranging from additional policing and graffiti-removal to increased marketing, new Christmas lights and additional floral enhancements. At a time when public spending is severely constrained, the BID is a means by which local businesses can make a significant contribution to enhancing their trading environment, to the benefit of all users of the City Centre.

It was agreed that a further report on the draft business plan and a map showing the area for the second BID be brought to Cabinet so it can consider whether to confirm its continued support prior to any BID Ballot. Members will find the relevant documentation attached to this report in the Appendices, along with the Baseline Statement which sets out the level of service already provided by local agencies and authorities in the City Centre to ensure that BID monies are used to add to rather than replace existing resources. Cabinet is asked to consider this information and to

approve the City Council's continued support for the next Winchester BID Ballot.

A similar report will be brought forward shortly in relation to the District's second BID, at Segensworth.

RECOMMENDATIONS:

That Cabinet

- 1 considers the draft Business Plan, Map and Baseline Statement for the Winchester BID, and confirms the City Council's continued support for the next BID Ballot.
- 2 authorises the Assistant Director (Economic Prosperity), in consultation with the Leader, to return any comments to the BID Board for consideration in preparing the final version of the Plan.

CABINET

9 November 2011

WINCHESTER BUSINESS IMPROVEMENT DISTRICT: BUSINESS PLAN, MAP AND BASELINE STATEMENT

REPORT OF ASSISTANT DIRECTOR (ECONOMIC PROSPERITY)

DETAIL:

1 Introduction

- 1.1 At its meeting in June this year, Cabinet gave support to the principle of a Business Improvement District (BID) Ballot in 2012 to determine whether there will be a second Winchester BID ([CAB 2181- Business Improvement Districts: Second BID Ballot and Renewal Arrangements](#)).
- 1.2 Members recognised the impact of the BID since its creation in April 2008 on the City Centre, with improvements across the board from policing levels, gum removal and graffiti-busting, to new Christmas lights, year-round local marketing campaigns and special events.
- 1.3 BIDs have a five year lifespan, and in order to continue the work of the Winchester BID it will be necessary to hold a second ballot of the businesses in the BID area. This has been provisionally scheduled for 25 October 2012.
- 1.4 As part of the June report, it was agreed that Members would have the opportunity to review a number of documents which form a critical part of the BID referendum process and are required by law. These are the BID's draft business plan for 2013 – 2018, a map showing the area of the proposed BID, and the Baseline Statement which sets out existing levels of service provided by local authorities and agencies to ensure that BID monies are used to enhance rather than replace existing resources.
- 1.5 The three documents are attached as Appendices to this report, and Members are asked to consider them and then – subject to any comments to be returned by officers to the BID Board - to confirm the Council's continued support for the second BID Ballot process.

2 The BID Area

- 2.1 The BID is funded by an additional levy on the National Non-Domestic Ratepayer in a defined area of the City. At the moment, the area covered by the BID is the city centre, as far as Andover Road and Stockbridge Road in the north-west; North Walls, Eastgate Street, bridge Street in the south-east;

Colebrook Street, The Square, Southgate Street, and Romsey Road in the south-west.

- 2.2 There is no reason why the BID boundaries cannot be changed for the second BID, and Winchester Cathedral has already agreed to be included in a revised BID area. Changes are made on the basis of the extent to which the businesses are able to benefit from any of the BID activities. The Cathedral has drawn heavily on the support of the BID in recent years, to the benefit of the wider local economy, and is now keen to be part of the BID area.
- 2.3 Currently under consideration is a proposal to include College Street, but further discussions are taking place with the businesses there before determining whether or not it would be helpful or logical to incorporate it.
- 2.4 The new boundary incorporates the main commercial and retail core, bus and rail stations, the Silver Hill redevelopment area, the two universities, the hospital and the main tourism attractions. A plan of the proposed BID area (excluding College Street, at this stage) is attached at Appendix 1.

3 Draft Business Plan

- 3.1 The Ballot is based largely on a five year business plan which is intended to reflect the priorities of the businesses who will be voting. The draft plan for the second BID (attached at Appendix 2) has been drawn up as a result of
- a) face to face dialogue with individual businesses;
 - b) meetings of the BID Committee, which was set up earlier this year to provide a forum for businesses to come together and share concerns or hear about forthcoming developments in the city;
 - c) Board-level discussions;
 - d) a survey of people using the city centre, commissioned from Tourism South East this summer, which reflected levels of satisfaction across a range of indicators;
 - e) liaison with other business organisations, such as the Chamber of Commerce and Hampshire Economic Partnership;
 - f) coverage in the Hampshire Chronicle.
- 3.2 The vision for the Winchester Business Improvement District in its second phase is to ensure that:
- Winchester City Centre remains a vibrant, exciting and successful business community.*
- 3.3 In the words of the draft business plan, the BID aims to make sure that Winchester is

“the perfect place in which to shop, work, live and visit. Building on the successes of the past five years, and working with our various partners, the Winchester Business Improvement District will continue to ensure that our:

- *City is attractive, clean and green*
- *City is safe and secure*
- *City is marketed and promoted*
- *Businesses thrive.”*

3.4 The BID clearly wishes to maintain the improvements it has introduced over the next five year period, so it has to ensure that any new initiatives can be funded without eroding these existing commitments. However, some of the new activities proposed in the Business Plan include:

- a utilities procurement service, to secure economies of scale when sourcing supplies for local businesses;
- roll out of a centralised waste and recycling service for the BID area to reduce the cost to businesses and the impact of collections on traffic circulation and the overall appearance of the area;
- a ‘rapid response’ team to target street scene issues within 24 hours;
- vacant property dressing to make empty shops more attractive;
- a ‘business barometer’ to obtain more accurate information about business performance and confidence in the BID area.

3.5 A full copy of the draft plan can be found at Appendix 2. Once the Council has confirmed its continued support, it will form the basis for more focussed consultation activities with the business community. It is important to secure widespread support from businesses because in order to be successful, the Ballot result must satisfy two criteria:

- a) more than 50% of the votes cast must be in favour of the BID, and
- b) more than 50% of the rateable value represented in the ballot must be in favour of the BID.

3.6 Once the consultation stage is complete and the final version of the business plan is approved by the BID Board, the plan will be resubmitted to the Council along with other required documents forming the official BID Proposal required to trigger the official Ballot process.

3.7 The final version of the business plan will be brought back to Cabinet shortly before the ballot in 2012, and seek authorisation for the Chief Executive to cast a vote on behalf of the Council.

3.8 Officers have considered the draft Business Plan, both in terms of the work programme it sets out but also the information that is required under the BID Regulations. Some changes have already been made, but the BID Board is currently considering some clarification around Governance arrangements which include:

- reserves policy and provisions
- financial reporting and auditing arrangements

There is no suggestion that appropriate arrangements are not already in place: simply that the Plan would benefit from setting these out more precisely to reassure levy payers.

4 Baseline Statement

4.1 It is required under BID Regulations that a record be made of the nature and scope of the services provided in the designated BID area by local authorities, agencies and organisations at the time of the Ballot. Information for the Statement is collected from relevant departments of Hampshire County Council and Hampshire Police, as well as a number of the City Council's own teams. Inevitably, the detail of such services may vary during the life of a BID, as a result of changing corporate priorities or resources, and the Statement is qualified by this consideration. However, the objective of producing this Statement is to ensure that any BID monies are essentially used to enhance or improve provision in the BID area, and not to offset reductions, efficiency savings or gaps in the services of other providers.

4.2 In drawing up the Statement for the first BID, the City Council committed to an ongoing grant to the Winchester City Centre Partnership which is the 'host' company for the BID and which continues to maintain essential activities such as Pubwatch and Shopwatch. This SLA was renegotiated in April 2011, and although there is no reduction in the grant of £25,000 in 2011/12 the BID has taken on some additional responsibilities in order to support delivery of the Economic Prosperity Change Plan. At its June meeting, Cabinet approved a recommendation to reduce this figure by 25% for the new BID, in line with other grant/SLA reductions elsewhere in the Council.

4.3 The Baseline Statement forms Appendix 3 of this report. .

5 The Ballot

5.1 The Ballot must be run in accordance with the legislation governing the BID process. This requires a postal ballot lasting a minimum of 28 days from the issue of the notice of the Ballot by the Designated ballot Holder (the Council's Returning Officer). The person/organisation responsible for the payment of the National Non Domestic Rates is entitled to one vote in the referendum per premises occupied.

6 Levy Collection

- 6.1 A detailed set of rules regarding the levy and collection arrangements forms part of the official BID Proposal. The levy on NNDR which is payable on each premises was set at 1.5% of rateable value for the first year of the BID, and increases over the five years to 1.69%.
- 6.2 The average amount paid through the BID levy is £714, but more than half of the businesses in the BID area currently pay £291 or less. Because of the challenging economic conditions, however, and the BID's wish to offer 'value for money', the BID Board has approved the reduction of the levy back to 1.5% for the second BID. Charities continue to be exempt from the levy.
- 6.3 At a levy rate of 1.5%, and with other external sources of income the BID would expect to collect £535,215 in the first year of its new lifespan and a total of £2,688,271 over its five years of operation, to be spent on Winchester City Centre (see Appendix 2 – Table 1).
- 6.4 The next national revaluation of Non Domestic Rates (which takes place every five years) is due in 2015. Whilst it is uncertain how this will affect the rateable value of premises in the BID area, given the state of the economy at present, values have traditionally always increased as a result of past revaluations. Consequently, it may be that the total BID revenue is actually greater than indicated above, which was also the case during the life of the first BID.
- 6.5 As the local authority, Winchester City Council is responsible for collecting the levy. The annual cost of collecting the levy is recharged to the BID. Last year it was £8,500. It is now proposed to raise this figure to £15,000 to allow for a contribution towards the Council's associated overheads. Officers are currently in discussion with the BID about this, and it is therefore not yet reflected in the business plan attached.

OTHER CONSIDERATIONS:

7 SUSTAINABLE COMMUNITY STRATEGY AND CHANGE PLANS (RELEVANCE TO):

- 2.1 The BID directly supports the community outcome of a Prosperous Economy, by generating income which is invested in enhancements to the trading environment. The Council has already adopted the Economic Prosperity Change Plan for 2011/12, which includes the second referendum for both the Winchester and Segensworth BIDs.

8 RESOURCE IMPLICATIONS:

- 8.1 The resource implications set out in the [June Cabinet report](#) are not repeated here, as there are no significant changes at this time.

9 RISK MANAGEMENT ISSUES

- 9.1 The creation of an organisation like the BID, which collects and spends significant sums of money, has the inevitable potential for risk. However, the BID Regulations are designed to minimise this risk at every step of the way, through long term planning, through transparency, through democracy and through accountability. The production of a business plan, the BID Map and the Baseline Statement are evidence of this careful approach, and discussion of the documents at a public meeting such as Cabinet provides another opportunity to ensure openness and probity.
- 9.2 As an organisation, the BID has built a reserve of over £70,000. It proposes to carry this forward to the second BID, and add to it at a modest rate of just over £2,000 per annum (total £11,000 over five years). The modest rate reflects the size of the existing reserve already built up. This should provide an adequate contingencies fund.

BACKGROUND DOCUMENTS:

- a) Files held by Revenues Team, Democratic Services Team and Economy and Arts Team
- b) The national BIDs advisory service can be found at www.ukbids.org
- c) More detailed information on the legislation governing BIDs can be found on the council website at www.winchester.gov.uk/Business/BusinessRates

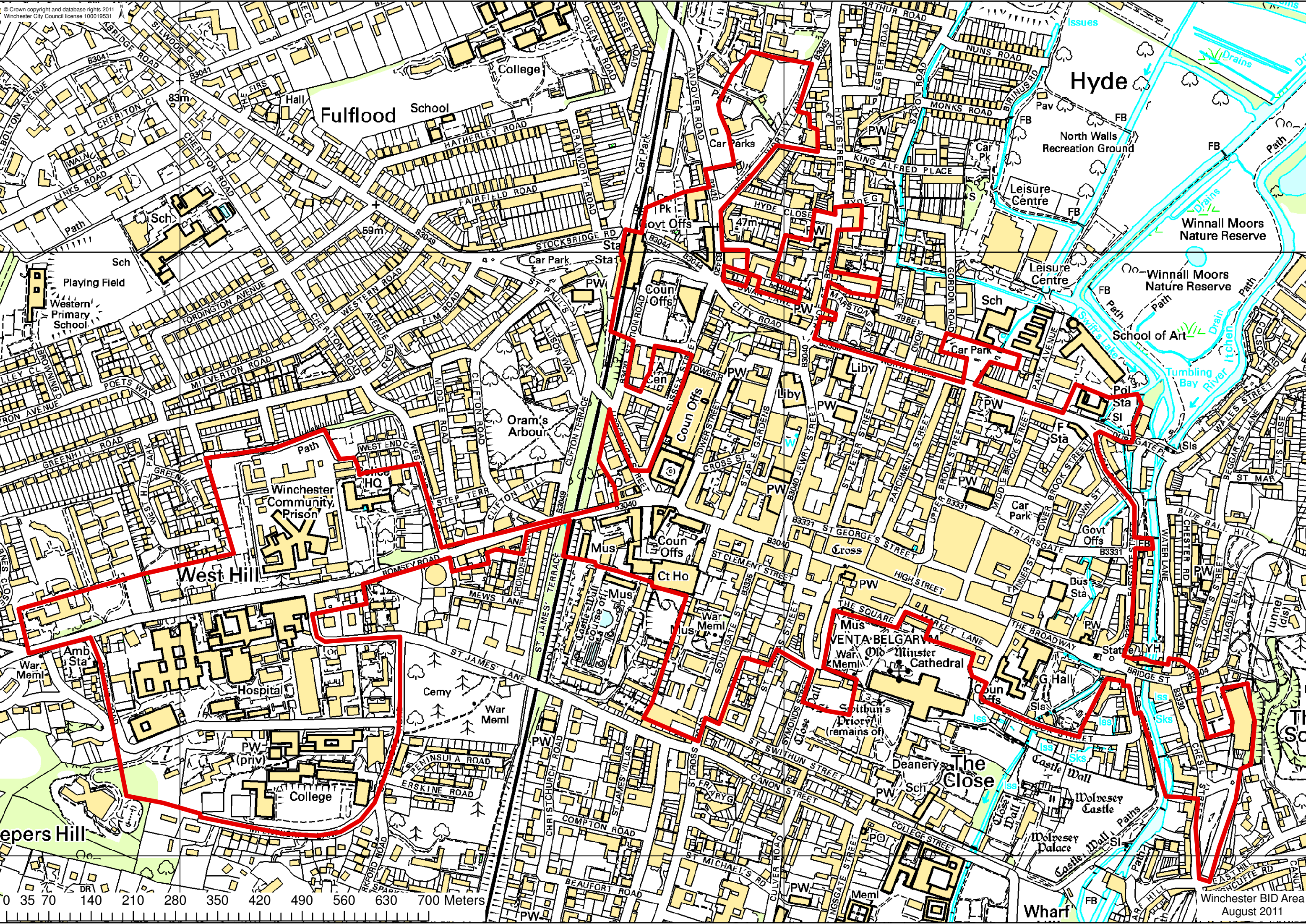
APPENDICES:

Appendices are attached for Cabinet Members, Group Leaders and the Chairmen of Winchester Town Forum and The Overview and Scrutiny Committee. A copy is also available in the Members' Library.

Appendix 1: Proposed geographical area to be covered by the second Winchester BID

Appendix 2: Draft Business Plan for the Second Winchester Business Improvement District (BID)

Appendix 3: Baseline Statement for the Second Winchester BID



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Hyde

West Hill

epers Hill

Winchester BID Area
August 2011



Winchester Business
Improvement District
Renewal Vote

2013-2018

Draft Business Plan

For Consultation/

CHAIRMAN'S STATEMENT:

“Winchester Business Improvement District has been in operation since March 2008, representing 697 businesses in the City Centre. Since the BID began we have been working with the BID members to raise the quality of experience for businesses, residents and visitors. We have done this through strategic planning, resulting in a number of projects, such as additional Christmas lights, hanging baskets, chewing gum and graffiti removal, business events, the retail map, the list is endless . This document informs you step by step about the work of the BID.

Winchester BID is a direct result of your views and members will continue to genuinely control the trading and business environment, driven by a private sector management approach.

Personally, I have been a trader in Winchester for 25 years and I have seen a real improvement to the City over the past 4 years with the work of the BID. I urge you to carefully think about what the City needs and what it would be like without the BID. It is you the businesses who decided, so by voting yes, you have a real say in the future of Winchester.”

Jeremy France, Winchester BID Chairman.

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INTRODUCTION

Winchester has for a millennium been a centre for creativity, culture, trade and commerce. It has one of the finest Cathedrals in England, two Universities, Law Courts, high quality services and a unique retail experience. It is also the County town for Hampshire. It is without doubt the perfect place in which to shop, work, live and visit; and indeed four million visitors come to the City each year.

It is the task of Winchester Business Improvement District (BID) to ensure that this continues and improves.

This business plan has been prepared for the renewal vote for the BID, which will take place between 27 September 2012 and 25 October 2012.

Winchester BID operates within a defined geographical area, where business rate payers have voted to invest collectively in local improvements that are in addition to those that are already delivered by local statutory bodies. The BID is delivered through Winchester City Centre Partnership Limited, which is a not-for-profit organisation. It has a Board of Directors from within the BID area.

Working with partner organisations such as Winchester City Council, Hampshire County Council, Hampshire Constabulary and other public agencies, the BID delivers leadership along with marketing and operational improvements for the businesses within the BID area.

The BID renewal will result in the continued delivery of projects, the implementation of new projects when needed and the continuation of existing successful partnerships, creating a positive impact of continued investment between 2013 – 2018.

It is important for BID members to realise that a 'yes' vote will ensure that the current services are continued, without Winchester BID all the services would cease.

BID MISSION STATEMENT

The vision for Winchester BID in its second phase is to ensure that:

WINCHESTER CITY CENTRE REMAINS A VIBRANT, EXCITING AND SUCCESSFUL BUSINESS COMMUNITY

STRATEGIC OBJECTIVES

The BID will make sure that Winchester remains the perfect place in which to shop, work, live and visit. Building on the successes of the past five years, and working with our various partners, the Winchester BID will continue to ensure that our:

- City is attractive, clean and green
- City is safe and secure
- City is marketed and promoted
- Businesses thrive

CURRENT BID MEMBERSHIP AND LEVY COLLECTION 2011

Winchester businesses are a vital part of the life of the Winchester City Council, and specifically the City Centre area. The 697 individual businesses which are BID members have a combined rateable

value of £35 million. The structure of the BID means that although the current total income in 2010-11 was £573,606, the average contribution from each member has been £714, and currently half of all the businesses in the BID pay £291 or less. Thus for less than £1 per day over half of the businesses in the BID services receive all of the benefits of the BID.

WHAT WE'VE DONE SO FAR:

The BID has listened to its members and along with the various partners with whom we work, between us we have ensured that:

- Footfall on the High Street has increased by 37.8% between 2008 and the end of 2010.
- There are now 7 cameras placed around the City providing footfall data
- 315 hanging baskets have been given to BID members free of charge for 2011, which equates to over 42,525 colourful flowers across the City
- Winchester BID has transformed the City at Christmas by funding 22 additional cross street lights, 27 wall mounted and lamppost column motifs, 3 locations with an incredible ceiling of light and over 1,200 pea lights on the Christmas tree
- With BID sponsored Police Community Support Officers, the City is safer with a crime reduction of 4% during 2010 with purse thefts reduced by 77% in December 2010.
- Violent crime has been reduced by 70% since 2008
- City shops and offices are being filled up speedily due to an attractive City, with 9.8% vacant units compared to the UK average of 14.4%
- More attendance is evident at City events: in 2010 the Christmas light switch on had over 2000 visitors and numbers were increased by 300% over the previous years
- Winchester Bunny Hop, an Easter egg event for families, showed an increase of 187.5% with 1,150 people taking part in 2011
- Over 300,000 pieces of chewing gum have been removed from the streets of Winchester in the last four years.
- The Pride of Place scheme with Winchester Nightshelter has removed over 350 graffiti tags, cleaned untidy areas of the City and removed over 1,000 bits of rubbish from our City streets.
- £400,000 has been spent over the past four years on promoting Winchester as a place in which to do business. The BID advertises Winchester through local press, local radio stations, online and outdoor advertising, such as billboards.
- Gained Purple Flag status in 2010 for a safe and secure City, accredited through the Association of Town Centre Management.
- All BID members receive a reduction of 20% in Hampshire Chamber of Commerce membership.
- BID has secured free parking after 4pm during peak Christmas shopping times, equating to 24 hours a year.
- The BID has worked to maintain free parking on Sunday

WHAT WE WILL CONTINUE TO DO:

- Reduce crime in the City Centre by continuing to fund directly 3 Police Community Support Officers
- Manage safety initiatives such as Shopwatch and PubWatch.
- Reduce chewing gum and graffiti in the City Centre.
- Support local businesses through Hampshire Chamber of Commerce and other partners.
- Fund the Winchester Christmas Lights
- Fund hanging baskets in Winchester

- Continue projects such as the retail map, improved signage, Pride of Place, business events and the visitor information point.
- Monitor footfall, measure business activity
- Market Winchester as the place in which to shop, work, live and visit.

WHAT IS NEW FOR THE NEXT BID

- Barometer of Business performance in Winchester [page 2]
- Waste disposal management page 2]
- Utilities procurement [page 2]
- Rapid response team for street problems [page 2]
- High level business representation page 2]
- Vacant property dressing [page2]
- User and visitor surveys [page2]

IF YOU VOTE NO FOR THE BID, OR DON'T VOTE...

A NO vote will mean that these services will go; no one else will pick them up and thus there will be:

- NO Police Community Support Officers.
- NO Christmas lights
- NO Hanging baskets.
- NO additional street cleaning or graffiti removal.
- NO Waste management scheme.
- NO promotion of the CityCentre and key shopping areas.
- NO retail map or additional signage.
- NO business representation specifically for theCity Centre.

“The BID has been phenomenally successful in keeping the profile of Winchester as a successful business community well to the fore in the minds of both local politicians and the local community.”

Tony Mawson

Mawsons

THE BID AREA

The existing boundary of the BID will be extended slightly for 2012 to include the Cathedral and after further consultation possibly some of the businesses in College Street, who have missed out on some of the benefits of the BID up to now.

THE PROPOSED BID AREA FOR 2013



A CLEANER AND MORE ATTRACTIVE WINCHESTER

The BID will manage, deliver and support projects which enhance the urban environment.

CHEWING GUM REMOVAL

Attractive streets are important for those working and visiting the City as customers, clients and tourists. The BID will continue to manage extra regular cleaning for streets within the BID area, removing chewing gum, removing waste and keeping areas clean, neat and tidy

GRAFFITI AND FLY POSTING

Winchester City Council has powers to enforce graffiti removal and can make on the spot fines for offenders. Under the BID, management of graffiti removal has become more effective for members. The BID has targeted resources such as graffiti removal kits that directly and in a timely manner reduce the spread of graffiti throughout the City Centre and will enhance this in the next BID period.

FLORAL DISPLAYS

The BID will continue to provide an extensive floral display programme to enhance the appeal of Winchester during the spring and summer months. We will work in partnership with Winchester City Council and the Winchester in Bloom Group to find a long term sustainable future for the provision of floral decorations within the City each year. The BID will seek to expand the existing schedule of decorations including commercial sponsorship to further enhance the programme.

CHRISTMAS LIGHTS

Dressing the City at times like Christmas is important. City dressing lends to the atmosphere and will make Winchester feel interesting and different. The current scheme for Christmas Lights has been funded by the BID investing up to £240,000 in lights, infrastructure and installation between 2008-2010. The BID will continue to extend the current scheme and will cover installation and maintenance costs each year.

PRIDE OF PLACE

BID has teamed up with Winchester Nightshelter and Community Clean and will continue to provide a service where residents from the Nightshelter work alongside contractors to remove large scale graffiti, deep clean and cleanse the street, tidy up general spaces in the City Centre and weed areas of over growth.

RAPID RESPONSE CLEANING SERVICE

BID has a rapid response service that will deal with graffiti, certain acts of vandalism and areas of untidiness. By working with Community Clean the BID now provides a service to attend to an area, aiming to be there within 24 hours after it has been reported to the BID team.

KEEP BRITAIN TIDY

Since the start of the BID in 2008 Keep Britain Tidy have been carrying out local environment quality surveys that assess the City against other Towns and cities locally and nationally. The latest report showed that Winchester is well placed against other Cities nationally and locally, scored highly for lack of graffiti and flyposting. The BID will enhance this service by focussing on issues such as chewing gum and cigarette stubs in the coming period.

VACANT PROPERTIES

The BID plans to dress the windows of vacant businesses that might otherwise be an eyesore. Subject to the non-domestic rates regulations, this will be done by producing a large scale version of the BID retail map, or working in partnership with local schools, colleges or Universities to display artwork or designs.

PARTNERSHIP WORKING FOR A CLEANER CITY

The BID works in partnership with a number of bodies, such as Community Clean and Winchester City Council. New projects are emerging with Hampshire County Council and Keep Britain Tidy to produce a campaign called 'Love Where You Live'. BID will actively support this campaign.

TOTAL INVESTMENT OF BUDGET: £602,641

"The BID over the past five years has helped to enhance the Winchester experience, making the City safer, cleaner, and more attractive".

Andy Meechan, Manager, Sainsbury's

A GREENER WINCHESTER

Winchester BID will continue to make Winchester greener through some key new projects:

WASTE MANAGEMENT

Much of the commercial waste collected in Winchester is disposed of through landfill. The BID intends to introduce a common waste collection and recycling scheme. This will save Winchester businesses money whilst reducing the City's carbon footprint, reducing the disruption caused by waste collection and improving the general environment by reducing unsightly piles of rubbish left out for collection.

This waste scheme will be managed through the BID, decreasing the burden on landfill (up to 100% of commercial waste will be diverted) with benefits to the environment and reducing landfill tax. The BID will partner with Meercat Associates to provide the business community wishing to adopt waste management initiatives with a coherent new service.

IMPROVING ACCESS

No City Centre strategy for Winchester can ignore access and parking, and Hampshire County Council and Winchester City Council have developed a new Transport Access Plan for the City. The BID has been part of these consultations and has produced a Strategy document on the various issues that it has presented to the Winchester City Council and the other stakeholders.

Winchester BID, through its lobbying and working with Winchester City Council and WinAcc on transport policies has also helped to bring forward investment on access, car parks, Sunday parking charges and additional Park & Ride— all key in promoting Winchester as a forward thinking, vibrant City destination.

The BID intends to push for better use of existing facilities through improved signage to car parks, and by giving users at key access points a better experience in terms of the quality of welcome and information.

Winchester BID needs to be realistic about what it can achieve at a modest levy; it will be unable to engage directly in the provision of major infrastructure. However, Winchester BID can continue to press for investment in infrastructure and lobbying for improvement through links with Winchester City Council, Hampshire Chamber of Commerce and Hampshire County Council.

GREENER PARTNERSHIP WORKING

The BID works in partnership with a number of bodies, such as Winchester City Council, Hampshire County Council, Meercat Associates, the Hampshire Chamber Low Carbon Initiative and Winchester Action for Climate Change [WinAcc] to provide greener solutions for the City.

TOTAL INVESTMENT OF BUDGET: £17,535

“We must ensure that Winchester remains a quality destination for businesses, residents and visitors. The BID will help us to achieve this.”

Tony Whyman

Childhoods Dream

A SAFER WINCHESTER

A safe and secure environment is essential for people to work, shop, visit and invest in any City. Winchester City Centre, after five years of the BID, is characterized by low level crime with reduced shoplifting and purse snatching in the daytime and a low perceived threat of violence and anti-social behaviour at night.

POLICE COMMUNITY SUPPORT OFFICERS

Winchester BID has worked with Hampshire Constabulary to create and fund a permanent presence of 6 additional PCSOs in the City Centre. The BID funds three of these directly and has achieved external funding through Hampshire Police Authority to match fund the investment made by the BID. As a result of the funding, the BID, working with the local Beat Officer, can provide dedicated support to the City Centre with flexible working patterns to tackle issues relating to both the daytime and evening.

SHOPWATCH

Winchester BID coordinates the Shopwatch scheme. It is a radio link that connects over 50 retail businesses directly to Police, Winchester CCTV and other businesses. The scheme members meet regularly to discuss current crime trends, agree on the banning of certain regular offending individuals and other key crime issues that affect the City.

Shopwatch has been heavily involved in reducing purse thefts in Winchester City Centre and funds purse lanyards for residents and visitors. Through BID funding, Shopwatch has offered major discounts to Shopwatch members, such as £200 off of CCTV equipment.

PUBWATCH

Winchester BID coordinates the PubWatch scheme. Over 35 licensed premises are involved in the scheme that directly links them to Police and CCTV through the radio link. Winchester PubWatch

meet regularly to discuss current licensing issues and manage a strict 'banned from one, banned from all' policy. Pubwatch run a number of campaigns to promote responsible drinking, I.D awareness schemes and anti-drug campaigns.

Winchester Pubwatch was runner up in 2009 in the *Safer Drinks Retailing Awards*. In 2010 Winchester PubWatch won *PubWatch of the Year* award through National Pubwatch.

STREET PASTORS

Winchester BID works with the local churches to fund a group of Street Pastors to work on the streets in the evenings. This project is working well, showing a reduction in violent crime in the evenings and the BID will continue to fund it, with other partners.

SPARE CHANGE FOR REAL CHANGE

Winchester has one of the longest established 'Diverted Giving' schemes in the country. The existing scheme, now retitled *Spare Change for Real Change*, has been enhanced under the BID to raise the profile and encourage managed giving to those most in need by diverting funds from the street to local charitable organisations working with the disadvantaged.

As with the existing scheme, 100% of funds donated will be passed to local charities. No donated funds will be withheld for administration or other purposes.

PURPLE FLAG AWARD

The BID worked with the Winchester City Council to gain the new prestigious Purple Flag award for a safe and secure evening destination in 2010; the BID will work with the Council to retain this award each year increasing the profile of Winchester as a safe and enjoyable place to visit for an evening out.

SAFER PARTNERSHIP WORKING

Through partnership working, the BID will work with Winchester Community Safety Partnership, Hampshire Constabulary, Winchester City Council, Neighbourhood Wardens, the Colleges and Universities to maintain and aim to develop safety and security in Winchester.

Total Investment of Budget: £506,661

"I see the BID as a highly equitable and effective method of enhancing both the daytime and evening economy within Winchester City Centre. By creating a safer, cleaner and more attractive environment I strongly believe City wide business will benefit from Winchester being recognised as the destination of choice for both retail and leisure activities. As Chief Executive of Winchester's flagship theatre I wholeheartedly support the BID."

Mark Courtice

Theatre Royal Winchester

A BETTER PROMOTED WINCHESTER

Marketing Winchester is a key element of the BID proposal. Winchester BID aims to raise the profile of Winchester as an excellent location for business and as a quality destination to key target audiences, promoting a positive view of the City Centre to local retail, leisure and employment markets, as well as developing the brand image of Winchester as a contemporary, vibrant high quality location for retail, leisure and business.

The BID will continue to:

- Build upon the current promotion of business in Winchester.
- Increase Business to Business communication within the City Centre.
- Develop Winchester BID's online activity.
- Raise the profile of key areas in the City Centre with the use of place making events.
- Strategically evaluate and monitor marketing campaigns.

PRINTED ADVERTISING

Press and magazine advertising is a key component of the marketing of the City Centre. Currently the BID produces three monthly pieces in the Mid Hampshire Observer, the Hampshire Chronicle and Hampshire Society. The feature show a different section of the City every month and includes 5 retail businesses showcasing a product, a minimum of 2 service businesses, an overview of the different areas and a full list of businesses. This will clearly continue.

RADIO ADVERTISING

The BID uses local radio to market the City Centre. So far we have averaged 8 advertisements and up to 9 additional free 10 second slots a day during six campaigns over the course of each year. The radio advertisements are split between 6 common themes promoting Winchester as a whole: Spring, Summer, Autumn, Winter, a generic New Year and January sales shopping advertisements and a come to Winchester to wine and dine advertisement.

CREATIVE ARTS, EVENTS AND FESTIVALS

Culture, the arts, events and festivals brings footfall into the City Centre. Every year over 4,006,000 people spending £154m, visit the City, come to a festival, or attend some sort of cultural event; the Winchester BID working with a range of partners in the arts and culture, coordinates the following City Events:

- Winchester Bunny Hop
- Floral opening for Winchester in Bloom
- Christmas Light Switch On event
- Four First Thursday events on the Winchester High Street
- Three Street parties and place making events

Winchester BID also sponsors the following events:

- Hat Fair
- Art at the Discovery Centre
- Performing arts on the streets
- Winchester Guildhall Food and Produce Show
- Armed Forces Week
- Winchester Fashion Week
- Winchester Fireworks and bonfire night
- Winchester Cathedral Christmas Market

TOURIST GUIDES

Along with sponsoring events, the BID sponsor projects and schemes including the Winchester Tourist Guides publications. With this sponsorship Winchester Tourist Guides can distribute 50% more leaflets than 2010 and this has certainly benefited their tour take-up. The figures for 2011 indicate a 25% increase in daily tours of the City and a 29% in take up of the Special evening and weekend tours.

WEBSITE AND ONLINE MEDIA

The BID has a website that offers a web presence for all retail and service providers within the BID area. The Portal serves to showcase the work of work of the BID and support Winchester City Council's Tourism Marketing function www.visitwinchester.co.uk , helping to direct visitors to the unique Winchester offer, increasing consumer spend and dwell time.

External Online presence is in the form of banner advertising on local press websites, such as Hampshire Chronicle and Hampshire Society. BID actively use social media including Twitter and Facebook to inform people of current BID projects, BID activities and events in the City. Nearly 700 people follow BID on Twitter.

The BID is working with local organisations such as the Hat Fair and the City Museum on the development of Apps for smart phone access to key information about the City

RETAIL MAP AND SIGNAGE

The retail map was developed in 2009 as a direct response to BID members requests . The map is published on a 6 month cycle with 20,000 copies printed each time. The BID is now looking at developing this into a 'family of maps' covering other sectors, so that Food and Drink providers, Services, Attractions and Museums would each be able to have their own map.

Signage is an on-going project for the BID. Currently BID is working with Winchester City Council to address the problem of Signage on the High Street and to and within Car-parks; the BID is looking for a solution that will meet the needs of City Businesses and meet the aspirations of an historic City.

CHRISTMAS CAMPAIGN

Winchester BID works with a range of project partners, such as Winchester Cathedral, Winchester City Council, the Theatre Royal, to create the 'England's Christmas Capital' campaign. In 2011, £48,000 was funded by project partners to promote Winchester as England's Christmas capital, driving footfall into the City.

VISITOR INFORMATION POINT

The Visitor Information Point provision is a direct result of discussions with the BID committee. In July 2011, the BID introduced the scheme, an information bike manned by 2 people, to encourage footfall onto some of the side streets of Winchester and to assist visitors where needed. There scheme was successful and is being developed to run over Christmas trading times.

WORKING IN PARTNERSHIP TO PROMOTE WINCHESTER

The BID works in partnership with a number of bodies, including Winchester City Council tourism department, Hampshire County Council, Hampshire Chronicle, Mid Hampshire Observer and other local media companies to promote Winchester as a vibrant, cultured City centre.

TOTAL INVESTMENT OF BUDGET: £667,135

"The BID is a positive step forward for managing the City centre for the benefit of residents and the local business community. We are pleased to be part of the process, and offer our full support to the principle"

Cllr Beckett, Leader of Winchester City Council

A THRIVING WINCHESTER

The BID has a key role to play in ensuring that businesses in Winchester City Centre thrive; a wide range of networking, services, information, and monitoring will be made use of to ensure that business success is evident and measured.

The BID Board manages the BID, and the BID Committee ensures as far as possible that all quarters of the BID have effective representation. The BID Committee is able to direct an annual discretionary budget to deliver local actions as required. In this way the Committee has a say in directing the actions of the BID to service local need within the wider BID area.

LOBBYING AND REPRESENTATION

The BID has become a substantial lobbying body, which is now the voice of the City Centre business community in Winchester, it is heard and has brought about positive change on projects such as the Square, the High Street, and Sunday car parking charges.

The BID engages with Winchester City Council, Hampshire Chamber of Commerce and Hampshire County Council, and it is now the key voice of the City Centre business community.

The BID Committee has worked with the City on key projects such as the High Street Markets, and the Silver Hill development to ensure that the needs of the Business community are communicated to the City and County Council and that between the partners outcomes are achieved.

COLLECTIVE PROCUREMENT TO REDUCE COSTS

The BID has been working on two projects that it will extend and roll out further in the next phase of the BID – the collective procurement of both waste and utilities. Waste disposal is a green issue, but it is also a cost issue and the BID is working with an intermediary to bring down waste costs as part of a collective procurement project that is involving a large number of BIDs across the country.

At the same time, utilities, insurance, broadband and telecoms costs will be offered to all BID members at substantial reductions.

WORKING WITH THE HAMPSHIRE CHAMBER OF COMMERCE

The BID sponsors 4 business events in partnership with the Hampshire Chamber of Commerce:

- The Winchester Business Exhibition – FREE for BID members to Exhibit and attend
- Chamber and BID Christmas Lunch
- A Business Breakfast, lunchtime or evening event
- Annual Meet the MP event

WINCHESTER BUSINESS EXCELLENCE AWARDS

Winchester BID coordinates the Business Awards in partnership with Hampshire Chamber of Commerce and Hampshire Chronicle. The BID sponsor a category 'BID member of the year' to support civic pride and award a business for its successes and achievements.

BID COMMITTEE PROJECT FUND

Throughout the life of the BID, businesses have expressed a desire for local decision making and the need for the BID to be truly private sector driven. Businesses have identified localised need within the BID area and are concerned that the BID levy should be directed in support of local need. A project budget is therefore available, to be directed by the BID committee to meet local needs and with the flexibility to meet changing circumstances throughout the life of the BID.

BUSINESS SUPPORT

Information, advice and guidance is readily accessible to all businesses by way of the Business Centre, jointly provided by the BID and the Hampshire Chamber of Commerce, supported by Winchester City Council and the University of Winchester.

Advice is given on issues such as Business Rates, business start-ups, locating in the City and the inward investment possibilities in Winchester; these advice and guidance services will grow in the future to include helping with inward investment and City Centre business opportunities.

WINCHESTER BUSINESS CENTRE

The Business Centre, home to the BID office, provides meeting space and wireless networking free to members. There is a meeting room that seats 12 which is free for BID members, and can be to hire by the hour or day by other businesses.

TRAINING AND DEVELOPMENT

In the next phase of the BID arrange of training and business support initiatives will be available through our links with the Hampshire Chamber of Commerce, Winchester City Council and others. The BID will also arrange a series of seminars that allow members to disseminate new thinking in areas such as Social Networking, Press and Publicity, Web for small businesses.

BUSINESS BAROMETER

The BID will provide a Business Barometer for Winchester: a survey that will measure and assess the current and expected levels of business confidence for BID members. It will use a panel of 8-12 local, representative, private sector business executives to provide and interpret critical information and trends such as site performance and changes in consumer behaviour using, for example, footfall, sales conversion, profit-margin and till roll data.

BID MEMBERS NEWSLETTER

The BID will continue to produce a newsletter for members, but will be using an e-distribution format on a more regular basis, disseminating the outcome of the Business Barometer and keeping in close touch with the members.

BID WEBSITE

The Winchester BID website is growing in success and will in the next year be the focus of regular streamed data relating to footfall, crime statistics and the new Business Barometer data. It currently includes a Google based members map, full details of all BID members, governance information such as Board and Committee minutes, and a portal to the BID PubWatch and Shopwatch schemes.

USER AND VISITOR SURVEY

The BID makes sure that regularly that it can see how far the perception of those who live, work, shop and visit Winchester has changed. It identifies how far they have been affected by the radio and press activities of the BID, and whether their vision of Winchester has been affected by issues such as car parking, traffic, types of retail outlets, tourism attractions and so forth. The project makes use of 500 interviews, taking place at different locations across the City and using a questionnaire developed with South East Tourism.

FOOTFALL

A key target is to increase footfall and usage of the City Centre. The BID fund 7 footfall monitors within the City centre to measure footfall 365 days of the year 24 hours a day. This data is now collected via a report to the BID Board and will be streamed to the BID website so that each area of the City can see how the City is performing.

MONITORING AND MEASURING THE BID

Clearly a key task for the BID is to be able to measure its own success. A number of key indicators have been used, and some new ones are proposed

- Crime reduction %
 - monthly report to the Board, in newsletter and on website
- Footfall change by area %
 - monthly report to the Board, in newsletter and on website
- Visitor Survey
 - Annual report to the Board, in newsletter and on website
- Business Barometer
 - Monthly report to board on website and in newsletter
- Marketing and PR measures
 - A regular report to the Board on stories in the Press and media, campaigns effected etc

The BID will have regular newsletters, regular member meetings, an AGM and an up to date web-site through which it will disseminate the current state of Projects.

TOTAL INVESTMENT OF BUDGET: £277,955

“The directors of Jeremy France Jewellers believe that the City of Winchester remains a vibrant and innovative place in which to do business because the BID makes sure that things actually happen in the City Centre

Jeremy France, Jeremy France Jewellers

BASELINE AND CONTINUATION OF EXISTING SERVICES

It intended that the Winchester BID will manage and bring new initiatives to the City Centre and build on existing public sector service provision. The BID will therefore enhance existing services, not replace them.

Where new public sector services are contracted by Winchester City Centre Partnership, appropriate service level agreements will be sought prior to the commitment of expenditure.

Baseline statements are being established and include the following public sector services;

- Street cleaning
- Floral display and landscape maintenance
- Festive decorations
- Police and Community Support Officer presence
- CCTV
- Licensing and enforcement of street activities
- Graffiti and fly posting removal
- Car parking
- Highways management

Details of the baseline services from Winchester City Council, Hampshire County Council and Hampshire Police Authority for services delivered in the BID area can be viewed online www.winchesterbid.co.uk

Business Plan Finances 2013 – 2018

Winchester BID provides exceptional value for money. The BID receives funding from Winchester City Council and other sources towards the management and funding of projects. Winchester BID is based on a 1.5% levy of the rateable value of every business, each year, although there are different levy rates for charities, charity shops, managed business centre & those businesses with a rateable value under £1000

The BID second term will commence on the 1st April 2013 for a further 5 year term.

The original BID levy was set at 1.5% five years ago, but has grown by 3% each year since then to cover inflation. For this renewal vote we have been able to return to that original 1.5% levy, at the same time as continue to deliver ALL projects undertaken by the BID. This has been achieved by prudent and careful management, efficient economies of scale and some increased income due to changes in rateable values.

We intend to increase our income earning activities over the next five year period in areas such as waste management, bidding for other project funding from the EU, local and central government, and providing a wider range of commercial services to BID members.

Table 1Income for the BID 2013-18

	2013	2014	2015	2016	2017	TOTAL
BID Levy	£498,065	£498,065	£498,065	£498,065	£498,065	£2,490,324
Service Level Agreement with Winchester City Council	£18,750	£18,750	£18,750	£18,750	£18,750	£93,750
Shopwatch	£5,000	£5,000	£5,000	£5,000	£5,000	£25,000
PubWatch	£2,400	£2,400	£2,400	£2,400	£2,400	£12,000
Business Awards	£1,000	£1,000	£1,000	£1,000	£1,000	£5,000
Christmas Tree Sponsorship	£3,000	£3,000	£3,000	£3,000	£3,000	£15,000
External income	£7,000	£8,050	£9,258	£10,646	£12,243	£47,197
	£535,215	£536,265	£537,472	£538,861	£540,458	£2,688,271

Figure 1 Income to the BID

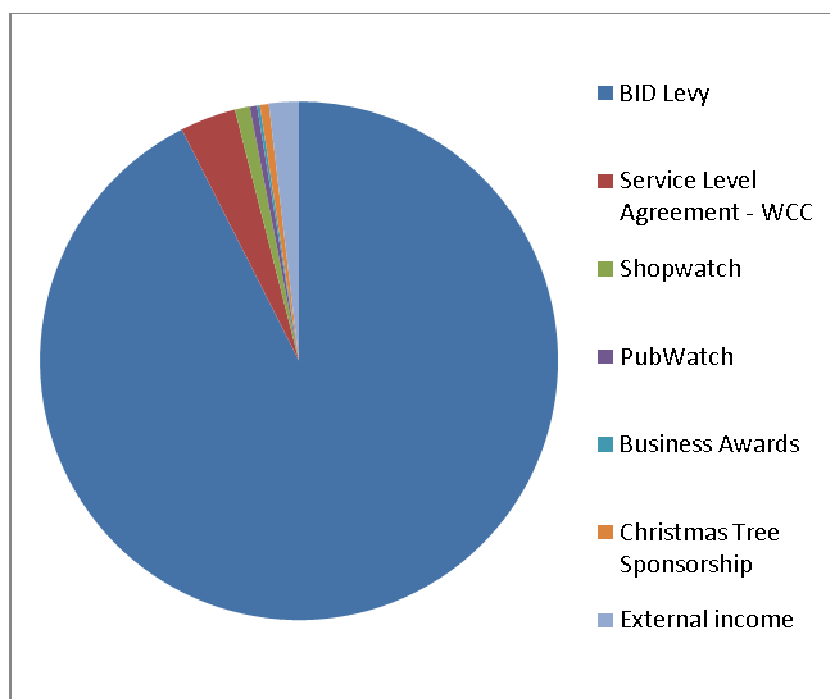
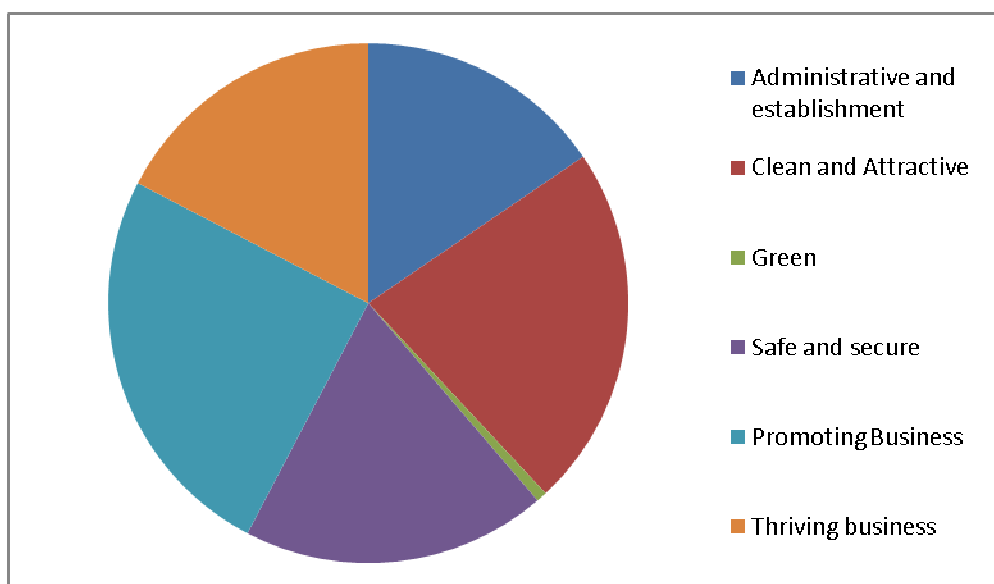


Table 2 Expenditure for the BID

Expenditure area	2013	2014	2015	2016	2017	TOTAL
Administrative and establishment	£82,122	£82,564	£83,015	£83,474	£83,943	£390,119
Clean and Attractive	£119,935	£120,226	£120,522	£120,825	£121,133	£602,641
Green	£3,507	£3,507	£3,507	£3,507	£3,507	£17,535
Safe and secure	£100,739	£101,030	£101,326	£101,629	£101,937	£506,661
Promoting Business	£132,431	£132,919	£133,417	£133,925	£134,443	£667,135
Thriving business	£92,149	£92,801	£93,465	£94,142	£94,833	£277,955
Contingency for the Year	£4,332	£3,219	£2,220	£1,359	£660	£11,790

The BID currently has contingency reserves of £72,000, brought about by prudent annual savings; this new Business Plan proposes that these reserves continue to be increased annually.

Figure 2 Expenditure breakdown



BID GOVERNANCE

Winchester City Centre Partnership Ltd. WCCP] is responsible for overseeing the delivery of the City Centre strategy and action plan; the BID is a delivery vehicle for aspects of the overall strategy. Together they form a company with its own legal identity and control.

Details of the Winchester City Centre Partnership Ltd. Memorandum & Articles of Association are available to view online at www.winchesterbid.co.uk. The Memorandum & Articles of Association have been adopted by the present members.

THE BID BOARD

An independent Management Board of up to 15 non-executive directors controls the company, BID activities and funds, and is responsible for overseeing the delivery of the City centre strategy and action plan and undertakes on-going consultation with all non-domestic ratepayers within the BID area through a larger Committee of Members.

The company Management Board will comprise directors drawn from the private and public sector. The company is private sector driven and meets each month. The Agenda and Minutes are put up on the BID Web site for member scrutiny, and key elements are disseminated in the BID Newsletter.

THE BID COMMITTEE

The BID Committee is responsible for overseeing and monitoring the strategy and feeding back responses from the wider membership of the BID. The Committee meets monthly, and Agenda and Minutes are placed on the BID web site.

The Chair of the BID committee is an ex officio member of the Board.

BID GROUPS

The BID has worked with a number of smaller areas in the City to set up smaller groups in particular streets such as Parchment Street, Jewry Street and the Square, to work on topics such as road repairs, Christmas lights and street events.

THE BID STAFF

The BID staff are responsible for the day to day managing and running of the projects and the work of the company. They will manage, implement and evaluate projects, maintain communication with BID members and be responsible for delivering the BID business plan.

THE BID LEVY, LIABILITY AND COLLECTION

To meet the range of projects within this business plan an annual levy of **1.5%** will apply.

Winchester City Centre Partnership will provide Winchester City Council with regular updates for the life of the BID detailing income, expenditure and cash flows under the BID. The Winchester City Centre Partnership Management Board will receive monthly financial reports and an external auditor will oversee the accounts each year.

The BID area cannot be altered without an Alteration Ballot.

The budget headings and project costs can be altered within the constraints of the revenue received through the BID levy. The BID Board will be empowered to move funds between budget headings, subject to the BID aims and objectives as outlined in this Business Plan. Alterations will involve consultation between the BID body and Winchester City Council as the billing authority and any material change from the arrangements set out in the Business Plan will be subject to consultation with Winchester City Council.

ADDITIONAL FUNDS

In addition to the levy for non-domestic ratepayers, the BID will seek to attract voluntary contributions from landlords and property developers. The BID will also seek external funding from a range of other sources, both governmental and business; the BID will particularly seek funding from the European Union and other project funders.

Any such funding will be additional to the costs outlined in this current proposal and will serve to broaden the actions of the BID. Additional resources will be agreed and determined by the Winchester City Centre Partnership's Management Board.

THE COST TO EACH BUSINESS

At a 1.5 % levy, the indicative costs to a business are:

Rateable Value	Annual Levy @ 1.5%	Weekly Cost	Daily Cost
£5,000	£75	£1.63	£0.23
£10,000	£150	£3.25	£0.46
£20,000	£300	£6.50	£0.93
£50,000	£750	£16.25	£2.32

£100,000	£1,500	£32.50	£4.63
£250,000	£3,750	£81.25	£11.58
£300,000	£4,500	£97.50	£13.89

LEVY COLLECTION

Winchester City Council is required to collect and recover the levy based on the rules for Non-Domestic Rates and will make a charge for the cost of collecting the levy. The annual cost for collecting the levy is estimated at £10,000.

The levy will be based on the Rating List as at the 1st December of the year prior to the collection of the levy.

Levy payers will be advised of the amount of levy in the ballot information or you can check rateable values by contacting us or go online at www.voa.gov.uk

The levy will normally be collected in February or March of each year and each levy collection letter includes a breakdown of income and expenditure for the forthcoming year and a comparison with the previous year

LEVY CALCULATIONS

A Non-Domestic Rate Payer will be subject to an annual BID Levy in respect of a hereditament if, on the 1st December of the year prior to the collection of the levy, the hereditament is in:

- The defined Winchester City Centre BID area; and
- The Rating list for the Winchester Billing Authority; and
- The Rateable Value (RV) is greater than £1000.

The BID levy is payable in one instalment. The instalment date will be specified on the Demand Notice. The Notice will be served as soon as practicable after the local authority becomes aware of the BID Levy liability.

The BID levy will be calculated based on the Rateable Value shown in the current Rating List on 1st December each year and collected in the period from 1st January to 31st March the following year.

Thus the Levy payable for the year 2013/14 will be based on the hereditament and their rateable values on the 1st December 2012, for collection from 1st January to 31st March 2013.

The annual BID Levy will be calculated as Rateable Value x BID Multiplier where:

- The Rateable Value is the current Rateable Value of the hereditament on 1st December of the year prior to the collection of the levy
- The BID multiplier is either:
 - Nil where the hereditament is occupied by a Charity and is in receipt of mandatory relief and the property is used for something other than a Charity Shop; or
 - 1% of the RV where the hereditament is occupied by a Charity and is used as a charity shop (as defined under section 64 (10) of the Local Government Finance

Act1988 (LGFA 88) and is in receipt of Mandatory Rate Relief as prescribed by section 43 and 45 of the LGFA 88); or

- 1.25%oftheRV on managed shopping centres (as defined in the full Levy Rules); or
- 1.5%oftheRV on all other hereditaments except those listed above

Full details of the Levy calculation and how it is to be applied can be found on the web at:www.winchesterbid.co.uk

DEFINING THE AREA

Everyone in the BID area will benefit from the scheme. The BID is at the heart of Winchester City Centre and covers major access routes to the City, Southgate Street, Romsey Road, the High Street and important secondary shopping locations such as Parchment Street, St George's Street, Jewry Street and The Square.

The boundary incorporates the main commercial and retail core, bus and rail stations, the Silver Hill redevelopment, the Universities, the Hospital and main tourism attractions within the City.

A key change for this renewal ballot is the extension of the BID area to include the Cathedral and businesses in College Street.

The BID area proposed has been developed in consultation with the business community and other payers of non-domestic rate; a definitive map showing all hereditaments to be included within the BID are at together with a full listing of street names is available online at www.winchesterbid.co.uk or from the offices of Winchester City Centre Partnership or Winchester City Council upon request.

For a full list of streets please use www.winchesterbid.co.uk .

OUTSIDE THE BID AREA

The company will only engage in activities outside of the BID area where there is a direct benefit to businesses within the BID.

Businesses outside the BID area and those not making a contribution through BID levy arrangements will be encouraged to participate and to support the BID through additional voluntary contributions. Where investors commit significant sums they will also have a say in how the BID is delivered.

Additional voluntary contributions will have a minimum annual subscription of £1,000 for businesses that wish to keep up to date with what is happening within the BID; and upwards of £5,000 for those who wish to have a say in the management of the BID.

BID BALLOT 2012

The person, registered company or organisation who is the ratepayer for non-domestic rates of a rating hereditament [a rateable business unit] within the BID area as at the notice of ballot, is entitled to vote.

Each person entitled to vote in the BID Ballot shall have one vote in respect of each hereditament in the geographical area of the BID on which non-domestic rates are payable.

The ballot will have to meet two tests. First, a simple majority (50%) of those voting must vote in favour. Second, those voting in favour must represent a majority of the aggregate rateable value of hereditaments.

The ballot will be conducted entirely by post by the designated ballot holder at Winchester City Council.

Ballot papers will be sent to the ratepayers on 27 September 2012 and must be returned no later than 5 p.m. on 25 October 2012

The results of the ballot will be announced on the Winchester City Council and Winchester BID website after 26 October 2012

CONSULTATION ON THE BUSINESS PLAN

This Business Plan will inform the decision of local businesses and other payers of Non- Domestic Rate eligible to vote in the local referendum in the form of an postal ballot, to take place in October 25th 2012.

It has been developed by way of consultation with local businesses on the BID Committee and Board, the AGM, and meetings with members on the various groups, individual conversations with members and a series of public meetings

This draft version of the Business Plan has been published in advance of the referendum and is available on the BID website www.winchesterbid.co.uk

Further copies of the plan are available from the offices of the Winchester BID at the address below.

Winchester BID
10 Parchment Street
Winchester
01962 841000

Winchester Business Improvement District Baseline Statement October 2011

NB: Baseline information is provided to reflect the current provision of services. It is no guarantee that services will continue to be provided at the same level in future, particularly in view of constraints on public spending.

Winchester City Council Services

Service:	Access and Infrastructure
Head of Service:	Andy Hickman
Telephone:	01962 848 105
Email:	ahickman@winchester.gov.uk

Baseline Activity	Car Parking
Notes of Service	Improvements to car parks and facilities to improve local environment and personal safety including: <ul style="list-style-type: none"> • parking enforcement • resident on street parking • management of off-street parking including three park and ride car parks, nine long-stay city centre car parks and nine short-stay city centre car parks (numbers of car parks, spaces and pricing may vary).
Statutory or Discretionary?	There is a statutory duty to provide off-street car parking. The level of provision is at the discretion of the local authority.
Timing of activity	Monthly inspections and annual capital improvement programme. Car park charges currently apply Monday to Saturday 8am to 6pm.
Staffing and equipment levels	Admin team and 15 parking attendants. CCTV monitoring is provided by a private contractor. The CCTV control room and system has been upgraded and relocated during 2010/11.
Key Performance Indicators	<ul style="list-style-type: none"> • parking income • park and ride usage • genuine machine faults recorded • genuine customer complaints recorded
Boundary area	<ul style="list-style-type: none"> • CCTV city centre based • car parks provided district wide • details of city centre cap parks can be found at www.winchester.gov.uk/transportandstreets/parking

Baseline Activity	Traffic
Notes of Service	Management of traffic within the city including: <ul style="list-style-type: none"> • traffic regulations • parking restrictions • temporary road closures • directional signage
Statutory or	Statutory as relates to Safety and Traffic Management Act. Level of

Discretionary?	activity is discretionary.
Timing of activity	Ongoing
Staffing and equipment levels	Hampshire County Council pay for two Full Time Equivalent posts who work for Winchester City Council. These staff also work on pedestrian transport, related cycling and walking schemes/projects. Winchester City Council also supports this work and provides additional resources.
Key Performance Indicators	Number of traffic orders progressed Number of temporary road closures accommodated
Boundary area	District wide

Baseline Activity	Transport - Pedestrians
Notes of Service	Provision of better facilities and improving conditions for pedestrians including: <ul style="list-style-type: none"> • Shopmobility scheme • new pedestrian signs • bus shelters • bollards to protect footways • implement pedestrian schemes • pavement parking enforcements where parking restrictions allow. • refurbishment of Winchester High Street (completed in 2010) • enhancement of Square area (Summer 2011)
Statutory or Discretionary?	Statutory as relates to Safety, discretionary otherwise.
Timing of activity	Ongoing
Staffing and equipment levels	Hampshire County Council pay for two full-time equivalent staff (also working on traffic) management).
Key Performance Indicators	None
Boundary area	District wide

Baseline Activity	Passenger Transport – Buses
Notes of Service	Support for bus services and community transport to assist people in accessing services such as health, education, shopping and employment including: <ul style="list-style-type: none"> • park and ride • part funding of Dial a Ride service • grants for community transport • bus shelters
Statutory or Discretionary?	Discretionary
Timing of activity	Grants for community rural transport agreed annually in first quarter Other work ongoing Park and ride operates between 7am and 9.30pm Monday to

	Saturday
Staffing and equipment levels	Part of one part-time staff member
Key Performance Indicators	None
Boundary area	District wide

Baseline Activity	Transport – Cyclists
Notes of Service	Provision of better facilities and improving conditions for cyclists including: <ul style="list-style-type: none"> • route maps • cycle parking / stands • joint work with Hampshire County Council to deliver cycling improvement schemes and development of a cycling strategy • joint provision of a Bikeabout bicycle loan scheme with Winchester Area Community Action.
Statutory or Discretionary?	Statutory as relates to Safety, discretionary otherwise.
Timing of activity	Access plan agreed July 2011 District wide cycling strategy to be published Autumn 2011.
Staffing and equipment levels	Partial work of one full-time staff member
Key Performance Indicators	None
Boundary area	District wide

Service:	Communities
Manager of Service:	Steve Lincoln
Telephone:	01962 848 110
Email:	slincoln@winchester.gov.uk

Baseline Activity	Community Development
Notes of Service	<ul style="list-style-type: none"> • Work with voluntary and community sector, in particular to support community planning. • Working to secure community and social objectives when planning major development areas such as Silver Hill and West of Waterlooville.
Statutory or Discretionary?	Discretionary
Timing of activity	Community planning work ongoing. Work related to Mayor Development Areas dependent on the timing of the developments.
Staffing and equipment levels	Community Planning Manager (3 days a week) and Community Officer (3 days a week)
Key Performance Indicators	
Boundary area	District wide

Service:	Commissioning Team
Head of Service:	Jen Anderson (Active Communities), Eloise Appleby (Economic Prosperity) and Robert Heathcock (High Quality Environment)
Telephone:	01962 848 592 (Jen Anderson) 01962 848 181 (Eloise Appleby) 01962 848 476 (Robert Heathcock)
Email:	janderson@winchester.gov.uk eappleby@winchester.gov.uk rheathcock@winchester.gov.uk

Baseline Activity	Commissioning
Notes of Service	<p>The Commissioning Team is responsible for the identification and delivery of the outcomes in Winchester District's Sustainable Community Strategy (2010 – 2020):</p> <ul style="list-style-type: none"> • active communities • a prosperous economy and • a high quality environment <p>The team works with colleagues across Winchester City Council and with external partners to develop annual Change Plans, which set out the programmes and projects to be commissioned in support of these outcomes. The team leads on a number of corporate projects, including the embedding of a 'commissioning approach' which seeks</p>

	<p>to deliver results for local people in new and cost-effective ways.</p> <p>The team also co-ordinates community grants including revenue grants and small grants scheme for ongoing or one-off funding. Priority is given to projects linked to the delivery of one or more of the Winchester's Community Strategy priorities. The priorities are:</p> <ul style="list-style-type: none"> • promote the wellbeing of older people • improve access to services • reduce the district's carbon footprint • improve quality of life in the Stanmore neighbourhood, Winchester • improve quality of life in the Winnall neighbourhood, Winchester.
Statutory or Discretionary?	Producing a sustainable Community Strategy is statutory. Other services discretionary.
Timing of activity	<ul style="list-style-type: none"> • Winchester District Sustainable Community Strategy produced every ten years and revised every three years • change plans for three years but updated annually. • revenue grants decided annually in February • small grants scheme rounds in June and November 2011 • community work ongoing
Staffing and equipment levels	Three full time Assistant Directors and one full time Commissioning Support Manager
Key Performance Indicators	More information at www.wdsp.co.uk
Boundary area	District wide

Service:	Public Health and Community Wellbeing
Head of Service:	Lorraine Ronan
Telephone:	01962 848 369
Email:	Ironan@winchester.gov.uk

Baseline Activity	Public Health and Community Wellbeing
Notes of Service	<p>Provides the strategic lead for health, older people's wellbeing, and children and young people's wellbeing.</p> <ul style="list-style-type: none"> • In the main, delivery of programmes and services is achieved by working with and through a range of multi agency partnerships and forums, primarily:- <ul style="list-style-type: none"> • Hampshire Health and Wellbeing Partnership Board • Winchester District Health and Wellbeing partnership Board • Winchester District Older People Partnership • Winchester Central Local Children's Partnership (LCP) • Winchester Over 55's Forum

	<ul style="list-style-type: none"> • Winchester Children’s Centres Forum • Winchester Young Persons Agency Group • VISA Project management Steering Group • Youth of Winchester (YOW) – district youth council <ul style="list-style-type: none"> • Building a proactive relationship with GPs and developing links with the new Clinical Commissioning Groups is a growing area of work and will continue to be a major priority for the next 18 months. • An evidence based Health & Wellbeing action plan sets the key priorities for the service - this is underpinned and supported by a district older people action plan, the LCP action plan, and work carried out by the Community Safety Partnership & Sports & Physical Activity Alliance. An early emerging priority is the need to tackle binge drinking in the City Centre.
Statutory or Discretionary?	<p>Under the terms of the Children Act 2004, Winchester City Council still has a statutory ‘duty to cooperate’ with Hampshire County Council’s Children’s Services in the delivery of the 5 key outcomes set out in the Every Child Matters agenda. However, the Coalition Government has removed the duty from schools and has also announced its intention to repeal the requirement for Councils (upper tier) to have a Children’s Trust and a Children’s Plan. The Government now talks in terms of ‘helping children to achieve more’.</p> <p>Subject to the successful passage of the Health and Social Care Bill through the Parliamentary system the County level Health and Wellbeing Partnership Board will be placed on a statutory footing. Although this will not apply to district level arrangements, there clearly is a need to ensure that robust local partnerships are in place.</p> <p>All other work discretionary.</p>
Timing of activity	Ongoing
Staffing and equipment levels	<p>Head of Health and Community Wellbeing 1 FTE (post jointly funded by Winchester City Council and NHS Hampshire) – 2.5 days per week WCC / 2.5 days per week PCT. Post hosted and based at Winchester City Council</p> <p>Community Wellbeing Officer – part-time post 22 hours per week.</p> <p>Project Co-ordination for VISA Programme - subject to external commission October 2011.</p>
Key Performance Indicators	<p>New KPIs will be developed in line with the Public Health Outcomes Framework (due to be published December 2011). Existing KPIs:-</p> <ul style="list-style-type: none"> • Teenage pregnancies per 1000 young women aged 15-17 in the district. <p>Work is also underway to use the New Economics Foundation (NEF)</p>

	evaluation tool to assess the wellbeing of older people in the district – initially will be used to evaluate the Village Information and Service Advisor (VISA) programme in Winnall and Stanmore. The tool provides a qualitative assessment of key quality of life indicators.
Boundary area	District wide

Baseline Activity	Sport and Physical Activity
Notes of Service	<ul style="list-style-type: none"> • Sport and Physical Activity Alliance (SPAA) • leisure centre contract – River Park Leisure Centre and Meadowside Leisure Centres • sports development projects with schools, sports clubs, leisure facilities • projects for Winchester’s celebration of the London 2012 Olympic and Paralympic Games (Winchester 2012)
Statutory or Discretionary?	Discretionary
Timing of activity	Ongoing
Staffing and equipment levels	Two full-time employees plus administrative support
Key Performance Indicators	<ul style="list-style-type: none"> • increasing participation in sport and physical activity • increasing the number of adult volunteers, coaches and officials • improving access to high quality sports facilities • reducing childhood obesity
Boundary area	District wide

Service:	Economy and Arts
Head of Service:	Alison Woods (until 31st December 2011) Kate Cloud (from 3rd January 2012)
Telephone:	01962 848 563
Email:	awoods@winchester.gov.uk or kcloud@winchester.gov.uk

Baseline Activity	Economic Development
Notes of Service	<p>Working to implement the priorities of the Economic Strategy (2010—2020) and Winchester City Council Change Plans including:</p> <ul style="list-style-type: none"> • £18,750 a year contribution to Winchester City Centre Partnership against delivery of agreed Service Level Agreement • £5,200 (tbc) a year contribution to Hampshire Chamber of Commerce against delivery of Service Level Agreement • head lease for Winchester Business Centre and work with tenants to maintain and develop its services • lobbying for environmental improvements for traders such as road and pavement maintenance, decorated bollards, signage and creating an aesthetically pleasing location for staff and visitors • working to make Winchester a speciality shopping centre • linking in with business support agencies such as Southern Entrepreneurs and the Sustainable Business Partnership, and referring customers to other business support organisations as necessary • communicating events, training and news items to businesses via the Winchester Entrepreneur newsletter • regular business survey published • championing local procurement • Hampshire Economic Partnership creative industries task group • sponsorship of Winchester Business Excellence Awards • input to strategic direction of Winchester’s economy • providing help and information to new businesses, and those looking to invest in the District • provide accountable body services to the Winchester and East Hampshire Leader programme to December 2013 • time limited grant schemes for specific needs eg new businesses and village shops.
Statutory or Discretionary?	Discretionary
Timing of activity	Five days a week
Staffing and equipment levels	Acting Head of Economy and Arts five days per week From January 2012, Head of Economy and Arts 34 hours per week Leader Programme Manager five days per week for the life of the

	programme Leader Programme Officer 3 days per week for the life of the programme
Key Performance Indicators	<ul style="list-style-type: none"> • unemployment claimant % Winchester District • number of vacant premises • number of rural Leader projects supported
Boundary area	District wide for most activities. Some city centre based activities as described above

Baseline Activity	Arts Development
Notes of Service	<p>Winchester City Council will be commissioning an Arts Development and Support Service on a pilot basis from October 2011 to 30 June 2012. This is a joint commission with Havant Borough Council. This service will support arts professionals, organisations and residents who require advice and information about any aspect of the arts or creative industries.</p> <p>Other Arts Development work including specific area-based public art commissions and support for Theatre Royal Winchester, arts events such as the annual Hat Fair and other activities on an ad hoc basis.</p>
Statutory or Discretionary?	Discretionary
Timing of activity	Ongoing
Staffing and equipment levels	Part of Head of Economy and Arts role
Key Performance Indicators	Total participants in Theatre Royal activities (performances and/or workshops)
Boundary area	District wide

Service:	Tourism
Head of Service:	Ellen Simpson
Telephone:	01962 848 219
Email:	esimpson@winchester.gov.uk

Baseline Activity	Tourism Marketing
Notes of Service	<p>What the service delivers</p> <p>Raising the profile of the Winchester District as a world-class destination and enhancing the quality of the visitor experience through product and information. Responsible for all aspects of domestic and inbound tourism in including:</p> <ul style="list-style-type: none"> • ‘Visit Winchester’ brand development • development of long-term strategy for the service • production of print and publicity materials (e.g. the annual visitor guide and an integral South Downs guide) • public relations profile development • web development • social media profile development (eg You Tube films, ‘King Alf’ presence promoting events on Facebook and Twitter) • new product development (e.g. themed trails and guides, short break packages) • visitor research • development of the image library <p>Responsible for making the Tourist Information Centre and the county-related information dealt with by the service more accessible and relevant to residents in the local district eg:</p> <ul style="list-style-type: none"> • four faceted podium splitting the county into: Winchester City; The heart of rural Hampshire (market towns and villages in and neighbouring the district); Coastal Hampshire (attractions in Portsmouth, Isle of Wight and Southampton); Two National Parks (New Forest and South Downs) • parking top ups • events tokens and ticketing agent • family information hub • working with local businesses to create measurable outcomes for them in terms of profitability, PR exposure and events success. <p>How we deliver it</p> <p>Launched in August 2012, the tourism service has created a public/private Destination Management Partnership called ‘Visit Winchester and the Heart of Hampshire’. Co-founded by Tourism South East (TSE), East Hampshire District Council (EHDC), the South Downs National Park and Collabor8, membership of this organisation allows businesses to access special marketing opportunities and new and discounted accreditation schemes. It also qualifies partners for membership of TSE and all their associated benefits.</p>

	<p>Apart from the administration of the joint visitor guide projects (ie dealing with both East Hampshire and Winchester District businesses who wish to advertise in the two publications) the support for East Hampshire District tourism businesses will still largely come from the Economic Development Officer at EHDC.</p> <p>Winchester City Council (WCC) is also working with Test Valley Borough Council and Portsmouth City Council on a local accreditation scheme for eateries, called the Hampshire Hospitality Awards.</p> <p>WCC continues to work effectively with Visit England, Hampshire County Council and other tourism services across the county, and also is continually strengthening links to Enterprise M3 Local Enterprise Partnership, Solent Local Enterprise Partnership, the University of Winchester and Sparsholt College.</p>
Statutory or Discretionary?	Discretionary
Timing of activity	Visitor guide updated annually. Other activities ongoing.
Staffing and equipment levels	Three full time officers
Key Performance Indicators	Total tourism service customer enquiries (excluding web hits). Total visits to tourism website (www.visitwinchester.co.uk) and associated microsites.
Boundary area	Core remit is District wide. Extended remit includes the Hampshire Area of the South Downs National Park.

Baseline Activity	Winchester Tourist Information Centre
Notes of Service	<ul style="list-style-type: none"> • accommodation bookings: local, county-wide and Book a Bed Ahead services offered online, in person and by telephone, e-mail and fax. • information management: day-to-day maintenance of the <i>VISIT</i> destination management system, including real time information on accommodation vacancies. • events: upkeep of 'King Alf' social media presence and two events focused films – one for Christmas and one for the Festivals in Winchester (summer) season • information provision: wide range of local, regional and national information, including a holiday information service for residents planning UK holidays and day trips in the county. • guided tours: liaison with Winchester Area Tourist Guides Association, ticket sales and publicity for guided tours; development of Visit Winchester Greeters Scheme with local volunteers offering orientation meetings with people new to the City area. • merchandise: sale of souvenirs, postcards, publications and stamps. • ticket agency: for local events, ranging from the New Forest Show to free events such as Making Merry

	<ul style="list-style-type: none"> • parking: Park and Ride top ups sold to residents • Industry communications: co-ordination of communications and meetings with providers of attractions and accommodation as well as other tourism stakeholders.
Statutory or Discretionary?	Discretionary
Timing of activity	Open October – April, 10am to 5pm Open May – September, 9:30am to 5:30pm
Staffing and equipment levels	1 full time Team Leader, seven part time staff members and additional part time seasonal summer staff
Key Performance Indicators	Total tourism service customer enquiries (excluding web hits) Total visits to tourism website (www.visitwinchester.co.uk)
Boundary area	District wide

Baseline Activity	Guildhall Winchester
Notes of Service	<p>Guildhall Winchester provides ten rooms of various sizes for hire for business, social, community, public and private events, small meetings to large conferences, private and corporate dinners, weddings and other celebratory events, dinner dances and balls, sales, trade fairs, dance classes and concerts. The venue is extensively used for Winchester City council meetings and civic events and for a number of Mayoral events.</p> <p>The business is underpinned with the provision of café services for eighteen71 provided by the in-house team and banqueting providers which support the room hire business at the venue by offering clients flexibility, choice and a requirement for local produce wherever possible.</p> <p>The building also houses a number of other facilities which are all open to the general public: Winchester Tourist Information Centre, the Historic Environment Centre and eighteen71 café. The venue also houses permanent exhibitions items from the Winchester Museums Art Collections which are on display to the public.</p>
Statutory or Discretionary?	Discretionary
Timing of activity	Open seven days a week, core hours 8am to 6pm, open outside of these hours depending on room bookings.
Staffing and equipment levels	15 full time staff of which 9 work shift patterns, plus cleaning and banqueting contractors.
Key Performance Indicators	Average room occupancy Guildhall turnover (total room hire plus catering) Customer feedback
Boundary area	Guildhall Winchester

Baseline Activity	Historic Environment
Notes of Service	Provision of specialist advice on the conservation of the District's Historic built environment including listed buildings, conservation areas and other heritage assets such as historic parks and gardens and undesignated historic buildings. Archaeological advice service also given to developers, land owners and the general public. Maintain and update the full Historic Environment Record for the district.
Statutory or Discretionary?	Some of the duties are statutory, some are discretionary. Level of activity discretionary.
Timing of activity	Monday to Friday
Staffing and equipment levels	3.5 full time equivalent including two full-time Conservation Officers (including Head of Team), two part-time Conservation Officers and one full-time Archaeologist.
Key Performance Indicators	BV219b number of current conservation area appraisals (produced within the last 5 years) BV219c percentage of conservation areas with management plans Percentage of conservation consultations and enquiries completed in two week target period. Number of buildings at risk which are added, removed or reduced risk.
Boundary area	District wide

Baseline Activity	Winchester Museums
Notes of Service	<ul style="list-style-type: none"> • collecting, curating and interpreting evidence of the unique heritage of the city and district • providing the opportunity for all, through participation and education, to understand the importance of culture and history to their lives • managing the City Museum, the Westgate Museum and City Space at Winchester Discovery Centre • providing easy public access to the collections in the care of the City Council and to provide a series of events, exhibitions and activities • providing facilities at City Space for local artists to exhibit their work and for exhibitions drawn from the museum's reserve collections.
Statutory or Discretionary?	Discretionary
Timing of activity	Ongoing
Staffing and equipment levels	Six full-time officers and ten part-time officers
Key Performance Indicators	MUS001 total number of museums usages (except personal visits and web hits)

	MUS002 M2 visits to museums in person MUS003 M3 numbers of pupils under 16 visiting museums sites MUS004 M4 total museums web visits (includes on-line collections from Oct 2006)
Boundary area	District wide

Service:	Environment Team
Head of Service:	Robert Heathcock (Assistant Director)
Telephone:	01962 848 476
Email:	rheathcock@winchester.gov.uk

Baseline Activity	Graffiti
Notes of Service	Neighbourhood Wardens remove graffiti on an ad hoc basis.
Statutory or Discretionary?	Discretionary
Timing of activity	Ongoing
Staffing and equipment levels	A small part of the role of the Neighbourhood Warden team (which consists of one supervisor and four Neighbourhood Wardens).
Key Performance Indicators	<ul style="list-style-type: none"> • Number of complaints • Number of incidents
Boundary area	District wide but demand primarily for Winchester City Centre

Baseline Activity	Fly Posting
Notes of Service	Neighbourhood Wardens patrol city centre, remove posters and contact the organisations who are responsible. No current policy to define what is permitted.
Statutory or Discretionary?	Discretionary
Timing of activity	Patrols carried out by Neighbourhood Wardens on a weekly basis
Staffing and equipment levels	5 Neighbourhood Wardens
Key Performance Indicators	<ul style="list-style-type: none"> • Number of complaints • Number of incidents
Boundary area	District wide

Baseline Activity	Fly Tipping
Notes of Service	Contract with the Landscape Group to remove fly tipping on demand. Not a major problem in Winchester city Centre. Neighbourhood wardens also carry out removals in our priority communities (Stanmore and Winnall)
Statutory or Discretionary?	Statutory
Timing of activity	Action five days a week across district.
Staffing and equipment levels	'Hit squad' with scheduled work five days a week.
Key Performance Indicators	<ul style="list-style-type: none"> • 'Fly capture' data from Environment Agency measures response times

	<ul style="list-style-type: none"> • Number of complaints • Number of incidents
Boundary area	District wide

Baseline Activity	Abandoned Cars
Notes of Service	Removed on demand.
Statutory or Discretionary?	Statutory
Timing of activity	Five days a week. Cars removed within seven days.
Staffing and equipment levels	Various office based staff. Private contractor employed to remove cars.
Key Performance Indicators	Number of incidents Number of incidents dealt with within set time frame
Boundary area	District wide. Not a major problem in Winchester City Centre.

Baseline Activity	Pavement litter
Notes of Service	Contract with Landscape Group for litter collection, street sweeping, bin emptying.
Statutory or Discretionary?	Statutory
Timing of activity	Seven days a week
Staffing and equipment levels	Two full time litter pickers in city centre. Bins emptied in accordance with schedule.
Key Performance Indicators	As per Landscape Group Contract
Boundary area	District wide. Standard of cleanliness dependant on area (higher in city centre).

Baseline Activity	Grounds Maintenance
Notes of Service	<ul style="list-style-type: none"> • Grass cutting nine times a year. Abbey Gardens (in Winchester City Centre is cut more regularly) • Shrub maintenance • Tree safety inspections and works accordingly • Watering of hanging baskets
Statutory or Discretionary?	Statutory and Discretionary.
Timing of activity	Five days a week.
Staffing and equipment levels	As per Landscape Group contract
Key Performance Indicators	Performance standards set out in contract <ul style="list-style-type: none"> • Number of complaints received concerning the services • Time taken by contractor to resolve individual complaints

Boundary area	District wide.
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Baseline Activity	Dog Fouling
Notes of Service	Cleared with street sweeping function. Education as a preventative measure via neighbourhood wardens.
Statutory or Discretionary?	Statutory.
Timing of activity	
Staffing and equipment levels	Private contractor empties bins twice a week or as per demand
Key Performance Indicators	Numbers of complaints
Boundary area	District wide. Not a major problem in Winchester town.

Baseline Activity	Animal Welfare Service
Notes of Service	<ul style="list-style-type: none"> • all initial complaints relating to dog welfare and behaviour • stray and lost dogs • re-homing dogs to rescue centres if they are not reclaimed. • patrolling the district for dog fouling • visiting people in their own homes to offer advice on dog behavioural problems and suitable training • animal licensing • provision of a subsidised microchipping service.
Statutory or Discretionary?	Animal licensing is statutory. Other activities discretionary.
Timing of activity	The service is available five days a week from 8.30am to 5pm Monday to Thursday and 8.30am to 4.30pm on Friday apart from public holidays
Staffing and equipment levels	One full-time Dog Warden and part of a part-time Environmental Health Officer post for animal licenses.
Key Performance Indicators	None
Boundary area	District wide

Baseline Activity	Street Sweeping
Notes of Service	Landscape Group carries out sweeping by hand and gully clearance once a month. Daily mechanical sweeping
Statutory or Discretionary?	Statutory
Timing of activity	Daily mechanical sweeping

Staffing and equipment levels	The contractor resources based on outcome specification
Key Performance Indicators	
Boundary area	District wide, focussed on town areas across district.

Baseline Activity	Community Safety
Notes of Service	<ul style="list-style-type: none"> • Community Safety Partnership (CS) including support for Shopwatch and Pubwatch projects • Community Wardens running local community projects, residents surgeries etc in addition to patrols and reporting • CCTV network recently updated. 152 cameras monitored from control room in Basepoint in Winnall. 13 extra cameras at Winchester South Park and Ride • anti social behaviour (ASB) co-ordination • Alcohol Control Zone in Winchester City Centre.
Statutory or Discretionary?	Community Safety Partnership is statutory. All else discretionary.
Timing of activity	<p>Community Safety Partnership meets twice a year and a strategic group meets four times a year</p> <p>Neighbourhood Wardens – flexible hours (predominately 8am to 6pm)</p> <p>Community wardens shifts between 8am and 6pm Monday to Friday, and two evenings per week.</p> <p>CCTV monitored 24hours a day, 365 days a year.</p> <p>Anti-social behaviour panel meets six weekly.</p>
Staffing and equipment levels	Full time Community Safety Manager, Data Analyst, Project Officer. Five Neighbourhood Wardens
Key Performance Indicators	<p>Anti Social Behaviour (ASB) Local indicators – linked to ASB Nuisance, ASB Personal and ASB Environment</p> <p>Criminal Damage Police target – Criminal Damage (being used as a proxy for ASB)</p> <p>Violence with Injury NI 20 – Assault with Injury Crime Rate</p> <p>Domestic Violence Local PI - Repeat victims of Domestic Violence</p> <p>Young people (10 – 17yrs) NI111 – First Time Entrants to the Youth Justice System</p>
Boundary area	Neighbourhood Wardens predominately cover the Highcliffe, Winnall and Stanmore areas. CCTV covers Winchester City Centre, Park and Ride and Bishop's Waltham town centre. Other work district wide.

Service:	Estates Team
Head of Service:	Kevin Warren
Telephone:	01962 848 528
E:	kwarren@winchester.gov.uk

Baseline Activity	Street Markets
Notes of Service	<p>Fee paid to WCC to contribute towards costs of holding street markets, including:</p> <ul style="list-style-type: none"> • storage and set up of stalls • disposal of rubbish • supply and maintenance of stalls • advertisement in Market trader annually and in Visit Winchester and Heart of Hampshire Visitor Guides • employs between 40 and 70 people.
Statutory or Discretionary?	Discretionary
Timing of activity	Four days a week plus speciality markets on Sundays four times a month (farmers' market days twice a month, arts market and arts and collectables market once a month).
Staffing and equipment levels	Management of market undertaken by a contractor on the council's behalf. Purchased 40 new gazebo style stalls.
Key Performance Indicators	None
Boundary area	Middle Brook Street and High Street

Baseline Activity	Christmas Lights
Notes of Service	<ul style="list-style-type: none"> • erection of lights in part of High Street, The Square, Middle Brook Street, St Georges Street, Parchment Street and Southgate Street • erection of lighting and dressing for Christmas trees at Middle Brook Street fountain • electrical supply infrastructure maintained.
Statutory or Discretionary?	Discretionary
Timing of activity	Lights are erected ready for switch-on in line with the annual Christmas Festival.
Staffing and equipment levels	Erecting lights is contracted out to a private company on a four year contract.
Key Performance Indicators	None
Boundary area	Parts of High Street, Parchment Street, The Square, St George's Street, Middle Brook Street, Market Street and The Broadway roundabout.

Service: Licensing
Head of Service: John Myall T: 01962 848 443
E: jmyall@winchester.gov.uk

Baseline Activity	Licensing
Notes of Service	<ul style="list-style-type: none"> • alcohol and entertainment licensing • gambling licensing • taxis and private hire vehicles • street trading permits • street and house to house collection permits • catering furniture on the highway permits • lotteries • enforcement of licences and permits • permission for Direct Debit collectors • public health burials
Statutory or Discretionary?	Statutory
Timing of activity	Five days a week. Enforcement work also carried on out of office hours
Staffing and equipment levels	Four full-time employees
Key Performance Indicators	None
Boundary area	District wide

Hampshire Constabulary Services

Service:	Police
Head of Service:	James Fulton (Chief Inspector)
Telephone:	0845 0454545
Email:	james.fulton@hampshire.pnn.police.uk

Baseline Activity	City Centre Beat
Notes of Service	<p>Working for a safer community by reducing crime and the fear of crime, and increasing the number of offenders brought to justice. We aim to achieve this by:</p> <ul style="list-style-type: none"> • Targeted Patrol Teams (TPT) working within the National Intelligence Model and Tasking Co-ordinating Group processes to reduce incidents of theft, damage, nuisance and Anti-Social Behaviour • Safer Neighbourhood Teams (SNP) working with partner agencies to work with the community to resolve community issues, such as ASB, graffiti, drunkenness, vandalism etc • Community Tasking and Co-ordinating Group addressing the needs of the community • active involvement with 'Shopwatch' to keep persistent offenders away from Winchester's retail premises. • active involvement with 'Pubwatch' to prevent persistent offenders from frequenting licensed premises within Winchester. • active involvement with Winchester City Centre Partnership to address the needs of the business community.
Statutory or Discretionary?	Statutory
Timing of activity	24 hours per day, 365 days a year
Staffing and equipment levels	<p>Winchester City is patrolled by:</p> <ul style="list-style-type: none"> • 5 Targeted Patrol Teams with a total of 45.5 officers including one Sergeant per team • 3 Safer Neighbourhood Teams of 12 officers (including one Sergeant per team) with 10 Police Community Support Officers (PCSO). <p>The City Centre is patrolled by:</p> <ul style="list-style-type: none"> • 1 Sergeant, • 3 full-time PCs, • 3 part-time PCs and • 5 PCSOs.

	<p>Please note that all of these teams are due to change in January 2012. The number of officers is expected to be roughly the same but which role or team they are in has yet to be decided. A new role will be a District CID team which will deal with people who have been arrested and other protracted enquiries. The intention of this is to keep the TPT officers on the street more but their numbers will be slightly reduced</p>
Key Performance Indicators	
Boundary area	District wide

Hampshire County Council Services

Service:	Community Safety
Head of Service:	Jon Whale
Telephone:	01962 833 691
Email:	jon.whale@hants.gov.uk

Baseline Activity	Accredited Community Safety Officers (ACSOs)
Notes of Service	<p>Role of the Community Safety Service To tackle community safety issues, such as anti-social behaviour and nuisance, to reduce the fear of crime, and to improve the environment by reducing littering, dog fouling and fly-tipping.</p> <p>Sharing of intelligence with other agencies in a wider community role, supporting partners on such matters as breaches of anti-social behaviour orders (ASBOs) and environmental issues such as noise, litter and highway obstructions.</p> <p>Through the introduction of a yellow-card scheme, the service is working with young people and their parents to change behaviour and to identify, where necessary, the need for additional specialist support.</p> <p>ACSOs are community driven and deal with everyday problems that affect residents' quality of life – matters that the police often regard as low priority such as youth nuisance, mini-motor bike nuisance and under-age drinking. Officers hold surgeries and act as intermediaries between the public and other agencies. They report breaches of anti-social behaviour orders (ASBOs), or acceptable behaviour contracts (ABCs) and also provide evidence that can initiate such interventions.</p> <p>Intelligence sharing between the ACSOs, the police and other agencies is crucial to making a difference to communities.</p> <p>ACSOs have the power to issue fixed penalty notices.</p> <p>ACSOs operate in partnership with local police beat managers to target local issues and hotspots.</p> <p>The teams work closely with other County Council services, including Children's and Adult Services and the Youth Service.</p>
Statutory or Discretionary?	Discretionary
Timing of activity	6 days a week on a flexible shift pattern, they concentrate on afternoons and evenings when incidents are most likely to occur. ACSOs work up until midnight on Friday and Saturday evenings.
Staffing and equipment levels	There is currently an establishment of 6 officers for the Central TAOR (Tactical Area of Responsibility). The Team are based in Winchester and cover a wide area

	<p>including Alton, Alresford, and the southern parishes.</p> <p>A map of the area is attached.</p> <p>All work is monitored by the Community Safety Manager who, in liaison with the ACSO team leader in each area, determines how they are deployed.</p> <p>Deployment factors are based on the police National Intelligence Model, which the Government is amending to reflect community issues.</p> <p>The service already has 14 full time officers who are sponsored by partner organisations, namely, Basingstoke & Deane Borough Council, Totton and Eling Town Council and Hythe and Dibden Parish Council. Funding arrangements have been agreed together with specific service level agreements.</p> <p>These officers form a model which could be adapted for the Winchester Business Improvement District. The officers are uniformed with joint badging where appropriate. They patrol on foot 80% of their time and they concentrate on supporting local businesses and communities. They carry mobile phones, have access to mobile CCTV on vans, use bikes when appropriate, and are currently trialling use of the Police AIRWAVES radio communications system.</p>
<p>Key Performance Indicators</p>	<p>The service operates with a variety of performance indicators. Surveys of the public in the four pilot areas have shown that:</p> <ul style="list-style-type: none"> • 62% felt it was a lot better/safer place to live • 23% a little better/safer • 79% were fairly or very satisfied with the service <p>They have issued over 100 fixed penalty notices and also introduced an innovative new 'Yellow Card' scheme, designed to challenge youngsters' behaviour and recognise their responsibilities to others. Over 1100 Yellow Cards have been issued and letters sent to parents and, where necessary, the need for additional specialist support has been identified. As part of a twin track approach, they also work towards community regeneration by engaging with young people.</p>
<p>Boundary area</p>	<p>The service operates across Hampshire. Sponsored officers remain within the area which is specified in any SLA with the partner.</p>

Service:	Hampshire County Highways
Head of Service:	Peter Eade
Telephone:	01962 841 841
Email:	peter.eade@hants.gov.uk

Baseline Activity	Highway Management
Notes of Service	<p><u>Maintenance of Roads</u> Special maintenance schemes are approved for areas that are identified as needing extensive resurfacing or repair.</p> <p>£2.2million allocated to Winchester High Street Refurbishment Scheme in 2010. Major refurbishment of the Square and surrounding roads in 2011.</p> <p><u>Traffic Management</u> Hampshire County Council is the Transport Authority for all roads in the County, with the exception of the M3 and M27 motorways and the A34, A303 and A31 trunk roads, which are the responsibility of the Department for Transport's Highways Agency. There are also a number of military roads and private roads which are managed separately. Numerous highways in Winchester Town refurbished as part of operation resilience.</p> <p>As Transport Authority, one of the statutory requirements placed upon Hampshire County Council is to manage the road network so as to ensure, as far as possible, the safe and convenient movement of not only traffic, but also pedestrians and other vulnerable road users.</p> <p><u>Traffic Management Policy</u> Hampshire County Council has developed a series of policy and advice notes which complement Government policy and advice. These documents are currently under review.</p>
Statutory or Discretionary?	Statutory
Timing of activity	<p>Hampshire County Council is committed to continue with the routine maintenance works to the highway.</p> <p>Highways Management ongoing for the life of the Business Improvement District</p>
Staffing and equipment levels	Information not available.
Key Performance Indicators	None
Boundary area	Winchester Business Improvement District area and throughout Hampshire.

Service:	Hampshire County Highways
Head of Service:	Peter Eade
Telephone:	01962 841 841
Email:	peter.eade@hants.gov.uk

Baseline Activity	Maintenance of Non-Illuminated Traffic Signs
Notes of Service	<p>Non-illuminated traffic signs which may be regulatory, warning, direction signs or advice and information signs placed by the Highway Authority for highway purposes.</p> <p><u>Relevant Legislation</u> Section 41 of the Highways Act 1980 imposes a duty on the Highway Authority (Hampshire County Council) to maintain those roads which are maintainable at public expense.</p> <p><u>Policy</u> Hampshire County Council will clean all signs on category 2 roads every two years. Other signs requiring cleaning shall be identified using a system of regular highway inspections. Signs on class 2 roads that require additional cleaning shall also be identified using a system of regular highway inspections.</p> <p>Hampshire County Council will paint or treat sign posts as required but at a minimum frequency of once every ten years.</p>
Statutory or Discretionary?	Statutory
Timing of activity	Ongoing for the life of the BID
Staffing and equipment levels	
Key Performance Indicators	None
Boundary area	BID area and throughout Hampshire.

Service:	Hampshire County Highways
Head of Service:	Julian Higgins
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Email:	street.lighting@hants.gov.uk

Baseline Activity	Street Lighting
Notes of Service	<p><u>Maintenance of Street lighting</u> During the winter period night inspections are completed approximately every 14 days and, during the summer, every 28 days to check that street lights are operational. Notwithstanding the above mentioned night inspections Hampshire County Council (HCC) aims to deal with faults promptly and within the following response times:</p> <ul style="list-style-type: none"> • Normal faults - attend site within three business days and repair or report more extensive repair or supply cable fault. • In these cases repairs may take an additional 10-25 days to correct. <p><u>Public Finance Initiative Contract</u> All street lights will either be replaced or upgraded starting in 2011.</p> <p>Hampshire County Council also complete the following operations to keep all street lights and illuminated signs fully operational and electrically safe:</p> <ul style="list-style-type: none"> • planned maintenance cleaning and visual checks – every 24 months HCC carry out a visual, electrical, structural and mechanical inspection to make sure that the lights are in safe working order as well as cleaning the lantern • illuminated traffic bollards. Bollards are cleaned three times each year during the winter months • lamp replacement. Lamps are generally replaced on block, every two or four years, depending on the type of lamp.
Statutory or Discretionary?	Statutory
Timing of activity	See 'notes of service' above
Staffing and equipment levels	None
Key Performance Indicators	None
Boundary area	Winchester Business Improvement District area and throughout Hampshire.