

WINCHESTER TOWN FORUM

7 June 2012

WINCHESTER BID2 PROPOSAL UPDATE

REPORT OF HEAD OF ECONOMY AND ARTS

Contact Officer: Kate Cloud Tel No: 01962 848 563 kcloud@winchester.gov.uk

RECENT REFERENCES:

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

[CAB2239](#) - Second Winchester Business Improvement District: Business Plan, Map and Baseline Statement, 9 November 2011

CAB2329 – Winchester BID2 Proposal Update, 17 May 2012

EXECUTIVE SUMMARY:

The current Winchester BID is in its final year, and the BID board are proposing a second Winchester BID. The attached report summarises their plans for a second five year term. This report has been approved by Cabinet on 17 May, and comes to Winchester Town Forum for information.

RECOMMENDATION:

That Winchester Town Forum notes the BID proposal and decides whether to raise any further comments on it.

WINCHESTER TOWN FORUM

7 June 2012

WINCHESTER BID2 PROPOSAL UPDATE

REPORT OF HEAD OF ECONOMY AND ARTS

APPENDICES:

Appendix 1: CAB2329, Winchester BID2 Proposal Update, 17 May 2012

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

CABINET

17 May 2012

WINCHESTER BID PROPOSAL UPDATE

REPORT OF HEAD OF ECONOMY AND ARTS

Contact Officer: Kate Cloud Tel No: 01962 848 563
Email: kcloud@winchester.gov.uk

RECENT REFERENCES:

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[CAB2239](#) - Second Winchester Business Improvement District: Business Plan, Map and Baseline Statement, 9 November 2011

EXECUTIVE SUMMARY:

The current Winchester BID is in its final year, and the BID board are proposing a second Winchester BID. This report summarises their plans for a second five year term, including continuing with some existing successful projects such as Pubwatch, hanging baskets and Christmas lights. Proposed new projects include helping businesses to cut their costs using economies of scale with waste management and utilities providers, a rapid response team for street problems, and vacant property dressing.

The proposed BID levy is 1.5% but there are also plans to bring in additional funding through sponsorship and seeking grant funding. This levy would be collected by Winchester City Council's local taxes team as it is currently, who will charge approximately £10,000 per annum for this work.

The boundary of the BID is expanding very slightly in line with demand from those properties included in the area, but largely stays the same.

This report seeks permission for the Chief Executive to execute the Council's vote in relation to the BID, based on the current BID2 proposal.

RECOMMENDATIONS:

- 1 That Cabinet notes the BID proposal and decides whether to raise any further comments on it.
- 2 That Cabinet agree to vote for a second Winchester BID in the forthcoming referendum.
- 3 That Cabinet authorise the Chief Executive in consultation with the Portfolio Holder for Economic Development to exercise the ballot votes in respect of City Council properties in the BID area in support of the BID, provided that he is satisfied that the final proposals are substantially in accordance with the current proposals.
- 4 That the BID be asked to consider the points of clarification as set out in paragraph 2.12 of the report.

CABINET

17 May 2012

WINCHESTER BID PROPOSAL UPDATE

REPORT OF HEAD OF ECONOMY AND ARTS

DETAIL:

1 Introduction

1.1 At its June and November meetings 2011, Cabinet agreed that officers should continue to work with the Winchester BID to bring forward a second BID referendum. The ballot date has been provisionally set for 25 October 2012. It was agreed that a further Cabinet report be brought forward with the final draft BID proposal document (previously known as the 'business plan') on which rate payers will be required to base their votes.

2 The BID proposal

2.1 The BID proposal is attached at Appendix 1.

2.2 The key plans for the proposed five year period are:

a) To continue with existing projects including crime reduction projects such as funding three Police Community Support Officers and managing the Shopwatch and Pubwatch schemes, environmental work such as graffiti and chewing gum removal, hanging baskets and Christmas lights, and business activities including support with the Hampshire Chamber of Commerce, improved signage and visitor information.

b) New projects including:

- (i) Barometer of business performance
- (ii) Waste disposal management
- (iii) Utilities procurement
- (iv) Rapid response team for street problems
- (v) High level business representation
- (vi) Vacant property dressing
- (vii) Visitor surveys

2.3 Page 14 of the BID proposal refers to the baseline services that Winchester City Council and other public bodies have committed to. It points out the difference between statutory and discretionary functions. However, further

clarification is needed in both the BID proposal and the Baseline Statement to indicate that although statutory services have to continue to be provided, the exact service levels and the discretionary functions of the Council may be open to change during the life of the BID – not because the BID is there to take on the work instead of the Council, but because the Council may need to alter this element of its work in line with its resources and the community's needs. If the ballot results in a negative result, the current bid will continue to March 2013. However, beyond that time, the services the BID provides are likely to cease. Winchester City Council would likely revert back to the service level agreement which sets out our commitments in areas the BID is also active in. The baseline statements are attached at Appendix 2.

- 2.4 [Minutes of the Cabinet meeting in November 2011](#) record that Members queried whether some of the services listed in the appended version of the BID proposal would genuinely stop – as suggested in the text - if there was not a majority vote in favour of the BID. The BID team has since removed this text from the BID proposal, which is the document which fulfils the statutory requirements and provides comprehensive details about the levy, the programmes of work and the finances.
- 2.5 In addition to the BID proposal, a new, more succinct piece of print is being commissioned later in the year. Based on advice from other BIDs, it will be written to promote participation in the referendum first and foremost, rather than to incite alarm about loss of services or indeed to 'ask' for a 'Yes' vote.
- 2.6 At the same Cabinet meeting, a question was raised about whether the University of Southampton's School of Art was within the BID area. This prompted negotiations between the BID and the School of Art, which was not at the time a BID member, and the School of Art has since agreed to be included within the BID boundary. The boundary now proposed for the second period of the BID is as existing, plus an extension. The boundary shall include the School of Art on Park Lane, Winchester Cathedral, businesses in College Street, and the College Street end of Kingsgate Street.
- 2.7 The November Cabinet paper identified two areas for further consideration by the BID Board:

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.

The planned position regarding the BID holding reserves is set out on page 16 'Proposal Document Finances' of the BID proposal. However, this part of the document needs to make it clear that the Bid proposal includes a carry

forward in the contingency of any sums remaining from the initial 5 year BID period. The financial reporting and auditing arrangements are set out on page 17 of the BID proposal under 'The BID levy, liability and collection'

- 2.8 The BID levy proposed for the forthcoming five year period of the BID is 1.5% of a property's rateable value. This is a reduction on the current rate, which has increased year on year over the last five years. Additional funds such as grant funding and sponsorship will also be sought by the BID. In line with previous Cabinet reports on this subject, the Council shall collect the levy through the Local Taxes team, and will charge the BID for this work (approximately £10,000 per annum).
- 2.9 The Council's elections team will implement the BID ballot in line with the regulations guiding the referendum. The planned date for the close of the postal ballot is 25 October 2012. The BID proposal is unlikely to change substantially prior to this date, so Cabinet are now asked to delegate authority to the Chief Executive to cast the Council's votes, in order that we are fully prepared in advance. Cabinet are asked to authorise the Chief Executive to cast the votes in relation to the Council's own properties (hereditaments).
- 2.10 The BID proposal has been subject to consultation with all businesses within the proposed new BID area. This has included:
- a) The BID committee
 - b) The BID board
 - c) The BID AGM held on 28 March 2012
 - d) Meetings with groups of businesses based on their location
 - e) One to one conversations with BID members
 - f) A series of public meetings
- 2.11 The current version of the BID proposal is still at a draft stage. The BID will release the final version on which votes will be cast in early September 2012 prior to the notice of ballot being sent out to voters. The Scheme of delegation contains the necessary authority for officers to implement the next stages in the process. The delegation arrangements include provision to deal with any veto after the result of the ballot is declared. This can only arise where:
- (a) there is a conflict to a material extent with any policy formally adopted by and contained in a document published by the authority or
 - (b) there is a significant financial burden on any person or class of non-domestic ratepayers, compared to others in the BID area and
 - (i) that burden is caused by manipulation of the BID geographical area or by the structure of the BID levy and
 - (ii) the burden is inequitable.

2.12 On the information available in the current proposals from the BID it is considered that it is unlikely that such circumstances for a veto would arise. The officers will be raising some minor editing points on the Proposals document with the BID. These will include the points made about Baseline Statements (para 2.3 above) and the carry forward of outstanding reserves as part of the contingency (para 2.7 above).

3 Winchester City Council's vote

3.1 The BID proposal intends to bring about a great deal of positive work in Winchester City Centre. It will complement work undertaken by the City Council in supporting our local economy, assisting retail businesses, other town-centre commercial activity and the visitor economy. Winchester City Centre has not suffered the closures and business decline other retail centres have seen in recent years, and the work of the BID has contributed to that local resilience. It has also been a valuable independent voice for business, informing a range of Council decisions.

3.2 The City Council, as with other ratepayers, is entitled to one vote per hereditament. It is recommended that the Chief Executive be authorised to exercise the Council's votes in respect of the Council properties within the BID area, and that he be requested to vote positively in the referendum provided that he is satisfied that the final proposals are substantially in accordance with the current proposals.

OTHER CONSIDERATIONS:

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

4.1 The BID directly supports the community outcome of a Prosperous Economy, by generating income which is invested in enhancements to the trading environment. It aligns well with the fourth theme of the Economic Prosperity Change Plan, which sets out an aspiration for 'businesses to be good neighbours'. The BID provides a financial and organisational mechanism to enable City Centre businesses to play a role in maintaining and enhancing the retail centre of Winchester, to their own benefit and to the benefit of the local community. Supporting the Winchester and Segensworth BID referenda in 2012 is an agreed Change Plan action for 2012/13.

5 RESOURCE IMPLICATIONS:

5.1 The resource implications set out in the June Cabinet report have not changed. For clarity, these are summarised as:

- officer time in supporting the BID staff to bring about a second ballot and term for the Winchester BID
- the costs to the Council of running the Ballot are £3,000 (approximately) to be met from existing economic development budgets; If the ballot vote is not in favour of the proposals and the vote in favour is less than 20% of those eligible to vote then the Regulations give the Council an option to seek to recover the ballot costs. However, as the Council has indicated its support for

the BID process, the proposals indicate that the Council will not seek to recover these costs;

- BID levy if the referendum is successful approximately £40,000;
- the ongoing costs of administering the BID levy collection approximately £10,000 (rechargeable to the BID company).
- The ongoing Service Level Agreement with Winchester BID. Negotiations are currently taking place, but it is intended to reduce this by 25% from the current amount of £25,000 to £18,750.

6 RISK MANAGEMENT ISSUES

- 6.1 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 BID proposal, 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.
- 6.2 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
- d) The BID proposal and more information about the BID's work to date can be found at <http://www.winchesterbid.co.uk/>

APPENDICES:

Appendix 1: Winchester BID 2 Proposal

Appendix 2: Winchester City Council baseline statements



Winchester Business Improvement District

Renewal Ballot

2013-2018

Draft Proposal Document

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 think carefully about what the City needs and what it would be like without the BID. It is you the businesses who decide, so by voting yes, you have a real say in the future of Winchester."

Jeremy France, Jeremy France Jewellers and 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 the Winchester Business Improvement District (BID) to ensure that this continues and improves.

This Proposal document 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.

BID MISSION STATEMENT

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

A VIBRANT, EXCITING AND SUCCESSFUL BUSINESS COMMUNITY; A CLEAN AND SAFE DESTINATION FOR CUSTOMERS AND CLIENTS, SHOPPERS AND STAFF, RESIDENTS AND VISITORS; A PROFITABLE PLACE IN WHICH TO DO BUSINESS

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 2012

Winchester businesses are a vital part of the life of the Winchester City Council, and specifically the City Centre area. The 699 individual businesses which are BID members have a combined rateable value of over £35 million. The structure of the BID means that although the current total income in 2011-12 was £591,521 the average contribution from each member has been £732, and currently half of all the businesses in the BID pay £299 or less.

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 were 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 only 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 2,000 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 Night shelter 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.
- Winchester 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 Sundays.

WHAT WE WILL CONTINUE TO DO:

- Reduce crime in the City Centre by continuing directly to fund 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 to 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 13]

- Waste disposal management [page 7]
- Utilities procurement [page 12]
- Rapid response team for street problems [page 6]
- High level business representation [page 11]
- Vacant property dressing [page7]
- User and visitor surveys [page13]

"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."

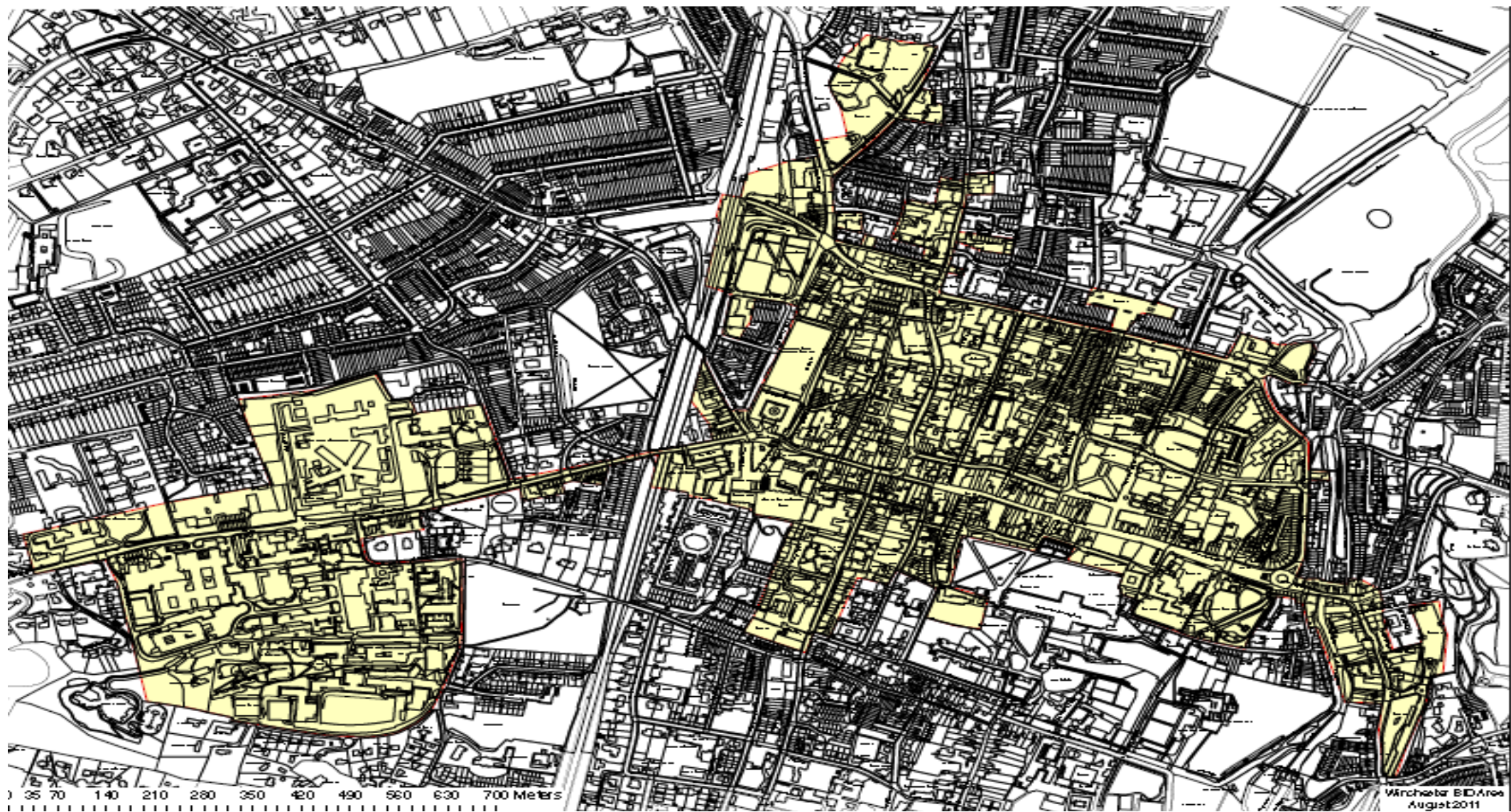
Tony Mawson

Mawsons

THE BID AREA

The existing boundary of the BID will be extended slightly for 2012 to include the Cathedral and after further consultation and requests, the businesses in College Street, and Kingsgate which 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 people 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 give 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 in 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 along-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 such as 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 and 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 Night shelter and Community Clean and will continue to provide a service where residents from the Night shelter work alongside contractors to remove large scale graffiti, deep clean and cleanse the streets, tidy up general spaces in the City Centre and weed areas of over growth.

RAPID RESPONSE CLEANING SERVICE

The 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 a problem has been reported to the BID team.

KEEP BRITAIN TIDY

Since the start of the BID in 2008, *Keep Britain Tidy* has 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, and 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.

"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 has partnered 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, which it has presented to Winchester City Council and the other stakeholders.

Winchester BID, through its lobbying and its work with Winchester City Council and Winchester Action for Climate Change (WinAcc) on transport policies, has also helped to bring forward investment on access, car parks, Sunday parking charges and additional Park&Ride provision– 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 to lobby 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.

"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 characterised by low level crime with reduced shop lifting and purse snatching in the day time 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 six additional Police Community Support Officers (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 this 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 regularly-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 a reduction of £200 for CCTV equipment.

PUBWATCH

Winchester BID coordinates the PubWatch scheme. Over 35 licensed premises are involved in this scheme that directly links them to Police and CCTV through the radio link. Winchester PubWatch members meet regularly to discuss current licensing issues, and manage a strict 'banned from one, banned from all' policy. Pubwatch runs a number of campaigns to promote responsible drinking, ID 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 sponsor a group of Street Pastors who work on the streets in the evenings. This project is working well, showing a reduction in crime in the evenings and the BID will, with other partners, continue to support it.

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 its 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 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.

"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 monthly pieces in the *Mid Hampshire Observer*, the *Hampshire Chronicle* and *Hampshire Society*. The features show a different section of the City every month and include five retail businesses showcasing a product, a minimum of two 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 eight advertisements and up to nine additional free 10-second slots a day during six campaigns over the course of each year. The radio advertisements are split between six common themes promoting Winchester as a whole: Spring, Summer, Autumn, Winter, a generic New Year and January sales shopping advertisement and a 'Come to Winchester to wine and dine' advertisement.

CREATIVE ARTS, EVENTS AND FESTIVALS

Culture, the arts, events and festivals bring 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 distributed 50% more leaflets than in 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 the BID and support Winchester City Council's Tourism Marketing function www.visitwinchester.co.uk, helping to direct visitors to the unique Winchester offer and 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 uses social media including Twitter and Facebook to inform people of current BID projects, BID activities and events in the City. Over 850 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 six 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 the 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. The 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.

"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"

Clr Beckett, Leader, Winchester City Council (2006-12)

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 area 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, and is now the voice of the City Centre business community in Winchester. It is listened to 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. 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 Councils and that between the partners desired 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 disposal services 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 disposal 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 four 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 sponsors a category 'BID member of the year' to support civic pride, and awards 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 hired by the hour or day by other businesses.

TRAINING AND DEVELOPMENT

In the next phase of the BID a range 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 will 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 regularly 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 regularly makes sure 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 MEASURES

A key target is to increase footfall and usage of the City centre. The BID funds seven 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 a regular printed newsletter, a fortnightly E-Newsletter, regular member's meetings, , a bi-monthly Committee meeting which all members can attend, an AGM, and an up to date web-site through which it will disseminate the current state of projects.

"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 is 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 services are contracted by Winchester City Centre Partnership, appropriate service level agreements will be sought prior to the commitment of expenditure.

Baseline statements have been established for both statutory and discretionary services with the existing providers, and include the following public sector services:

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

Clearly statutory service levels cannot be altered by the relevant authorities; however, discretionary service levels are always subject to resource constraints and the BID will work with the providers to minimise the impact of such pressures. 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

PROPOSAL DOCUMENT FINANCES 2013 – 2018

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 centres and those businesses with a rateable value under £1000. The BID also receives funding from Winchester City Council and other sources towards the management and funding of projects.

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

The income projections take into account a rateable value revue in 2015, and a 3% increase in income from the levy has been factored in to the budget from 2016 onward. At the same time, the possible Silver Hill impact has been judged to be neutral in this quinquennium, with any increase in levy income being matched by reductions as the development takes shape.

Table 1 Income for the BID 2013-18

Financial Year	2013-14	2014-15	2015-16	2016-17	2017-18	TOTAL
BID Levy	£498,065	£498,065	£498,065	£499,559	£499,559	£2,493,312
Service Level Agreement - WCC	£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
Other External income	£10,000	£11,500	£13,225	£15,209	£17,490	£67,424
Total Income	£538,215	£539,715	£541,440	£544,918	£547,199	£2,711,486

Figure 1 Income to the BID 2013-18

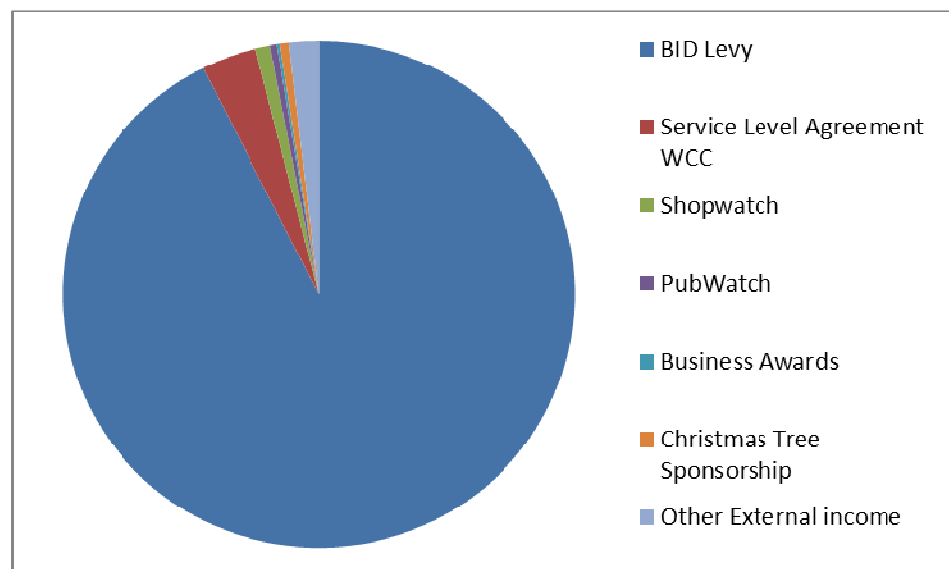


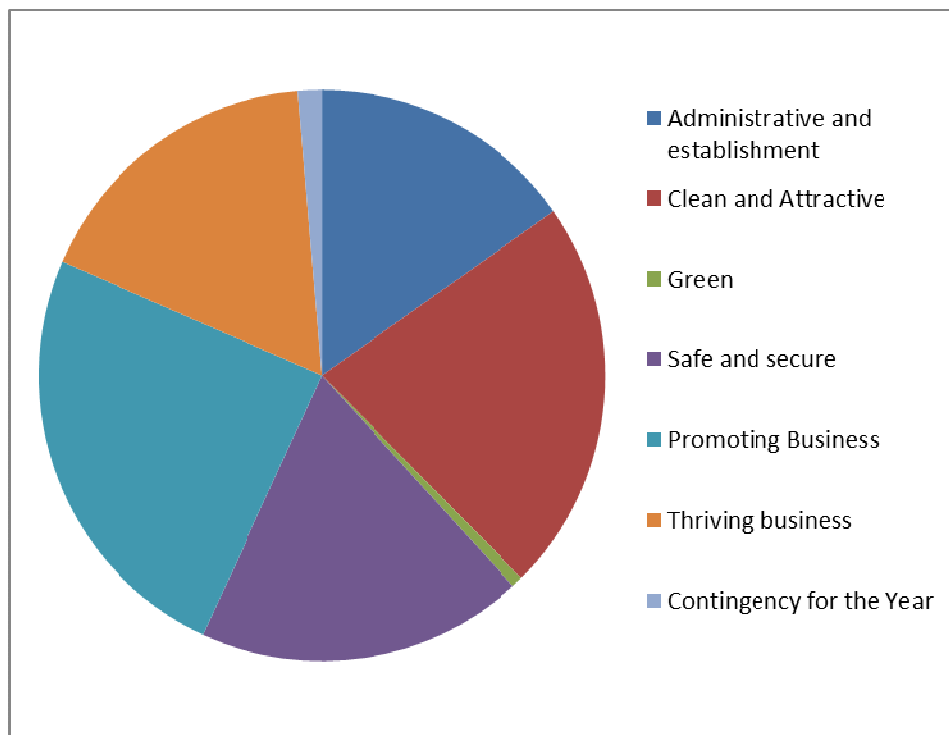
Table 2 Expenditure for the BID

Financial Year	2013-14	2014-15	2015-16	2016-17	2017-18	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	£7,332	£6,669	£6,188	£7,416	£7,402	£35,006
Total expenditure	£456,093	£457,151	£458,425	£461,443	£463,256	£2,296,367

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

Figure 2 Expenditure breakdown by cost area 2013-18



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 and the Memorandum and Articles of Association are available to view online at www.winchesterbid.co.uk. The Memorandum and 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 AND FORUM

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 bi-monthly, and the Agenda and Minutes are placed on the BID website. To reflect the increasing number of BID members who are keen to attend the Committee meeting it is proposed that it be called the BID Forum

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 STAFF OF THE BID

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

THE BID LEVY, LIABILITY AND COLLECTION

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

Winchester City Centre Partnership Management Board will receive monthly financial reports from the Executive Director, and will provide Winchester City Council, by way of the monthly Board meetings, with monthly reports detailing income, expenditure and a balance sheet.

An independent accountant will report on the accounts each year, for submission to Companies House.

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 the Proposal document and 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 Proposal Document will be subject to consultation with Winchester City Council.

OTHER INCOME GENERATION.

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.

Currently external income other than the BID levy amounts to 7.46% of total income; this will rise to just under 9% by the end of the 5 year period at a most prudent estimation.

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 1 February in the year of the collection of the levy.

Levy payers will be advised of the amount of levy in their billing information and they can check their rateable values by contacting the BID office or going online at www.voa.gov.uk.

The levy will normally be collected 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 1 February of the year of 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 £1,000.

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 1 February each year and collected in March that year.

Thus the Levy payable for the year 2013/14 will be based on the hereditament and their rateable values on the 1 February 2013, for collection in 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 1 February of the year of 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 Act 1988 (LGFA 88), and is in receipt of Mandatory Rate Relief as prescribed by section 43 and 45 of the LGFA 88); or
 - 1.25% of the RV on managed shopping centres (as defined in the full Levy Rules); or
 - 1.5% of the RV 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 the main tourism attractions within the City.

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

The proposed BID area 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 area, 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 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 hereditament 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 pm 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 PROPOSAL DOCUMENT

This Proposal document will inform the decision of local businesses and other payers of Non-Domestic Rates eligible to vote in the local renewal vote in the form of a postal ballot, to take place on October 25th 2012.

It has been developed through consultation with local businesses by way of the:

- BID Committee monthly meetings
- BID Board monthly meetings,
- BID Annual General Meeting;
- meetings with members on the various groups, such as Hyde Businesses;
- individual conversations with members;
- public presentations to the
 - City of Winchester Trust,
 - the Hampshire Chamber of Commerce,
 - Wired Wessex,
 - Café Culture
 - Winchester Town Forum
 - Archant Meet the Media
 - Future of Winchester Consultations
 - Winchester City Council Transport Scrutiny Group
 - Winchester City Council Housing Scrutiny group
 - Winchester Action for Climate Change

as well as the BID E-Newsletter and the Quarterly printed newsletter.

This draft version of the Proposal document has been published in advance of the renewal vote 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.

A more focused Proposal Document will also be produced for BID members

Winchester BID
10 Parchment Street
Winchester
SO23 8AT
01962 841000

APPENDIX 1 BID LEVY RULES

THE WINCHESTER BUSINESS IMPROVEMENT DISTRICT LEVY RULES

The following rules must be read in conjunction with the Business Improvement Districts (England) Regulations 2004 and Part 4 of the Local Government Act 2003. Where the rules conflict with the Regulations the Regulations prevail.

1. HEREDITAMENTS SUBJECT TO THE BID LEVY:

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

- 1.1.1 the defined Winchester City Centre BID area; and
- 1.1.2 the current Rating List for the Winchester Billing Authority; and
- 1.1.3 the Rateable Value ("RV") is greater than £1000.

2. THE BID LEVY:

2.1 The annual BID Levy will be calculated as $RV \times \text{BID Multiplier}$ where:

- 2.1.1 the RV is the current RV of the hereditament on 1st February in the year of the collection of the levy
- 2.1.2 the BID Multiplier is either:
 - 2.1.2.1 Nil where the hereditament is occupied by a Charity and is in receipt of Mandatory Rate relief (as prescribed by section 43 and 45 of the Local Government Finance Act 1988 (LGFA 88)) except where the property is used as a Charity Shop (see paragraph 2.1.2.2 below); or
 - 2.1.2.2 1% of the RV where the hereditament is occupied as a Charity shop (as defined under section 64(10) of the LGFA 88) and is in receipt of Mandatory Rate Relief (as prescribed by section 43 and 45 of the LGFA 88); or
 - 2.1.2.3 1.25% of the RV on Managed Shopping Centres. These are defined as hereditaments included in the existing Brooks Centre and Kings Walk only. Any new developments will be charged in line with the BID multiplier stipulated at paragraph 2.1.2.4; or
 - 2.1.2.4 1.5% of the RV on all other hereditaments except those listed above.

2.2 The calculation of the BID Levy cannot be altered during the BID Term without an alteration ballot.

3. PERSONS / ORGANISATIONS LIABLE FOR THE BID LEVY

3.1 Liability for the BID Levy will be the responsibility of the Rate Payer of the hereditament on 1st February in the year of the collection of the levy.

3.2 If a hereditament is empty, the liability for the BID Levy will fall on the owner as at 1st February in the year of the collection of the levy. For this purpose the owner is the person entitled to possession under section 65(1) of the LGFA 88.

3.3. The BID Levy will be payable in advance upon service of a Demand Notice.

4. BID LEVY ALLOWANCES:

4.1. The levy will be payable on all unoccupied property regardless of whether it is in receipt of an exemption or relief from Non-Domestic Rates in accordance with paragraph 2.1

4.2 'Unoccupied' in relation to hereditaments shall have the same meaning as section 45 LGFA 88.

4.4. There will be no allowances applicable to the BID Levy regardless of those allowances awarded against a Rate Payers Non-Domestic Rates e.g. reliefs such as Discretionary, Hardship, Section 44a (Partly Occupied), Small Business Rate, Charitable, Community Amateur Sports Club Association (CASC), Rural or Transition.

5. COLLECTION OF THE BID LEVY:

5.1 The BID Levy is payable in one instalment. This instalment date will be specified on the Demand Notice. The notice will be served as soon as practicable after the Council becomes aware of a BID Levy liability. The Council may serve a Demand Notice before the commencement date of the BID in accordance with paragraph 5(2) of Schedule 4 of the Business Improvement Districts (England) Regulations 2004.

5.2 The levy is an annual sum and will not be apportioned during the year when a ratepayer vacates or occupies a property.

5.3 If a new property comes in to the Rating List mid-year no charge will apply until the following year's levy becomes due

5.4 If a property undergoes a split or merger in the Rating List mid-year the levy will not be amended to reflect the change until the following year.

5.5 If a property's Rateable Value is decreased/increased mid-year the levy will not be amended to reflect the change until the following year.

5.6 If any of the changes referred to in paragraph 5.2, 5.3 and 5.4 occur and the effective date of the change is prior to 1st February then it will not take effect until the 1st of February following the receipt of the Valuation Office's Schedule of Alterations for those hereditaments. For example: On 1st February 2007 a hereditament has an RV of £15,000. The levy for 2008/09 will be based 1.5% of the £15,000. However, the VOA issues a Schedule of Alteration on the 1st June 2008 amending the RV to £10,000 but with effect from 1st April 2005. The levy for 2008/09 will not be altered, but the levy for 2009/10 will be based on the revised RV of £10,000.

APPENDIX 2 STREETS IN THE BID RENEWAL VOTE 2013-18

AbbeyPassage	AlbionPlace	AndoverRoad
ArcheryLane	BarfieldClose	Bridge Street
CastleAvenue	CastleHill	ChesilStreet
CityRoad	Close	ColebrookStreet
College Street	CossackLane	CrossKeysPassage
CrossStreet	CrowderTerrace	Durngate
EastgateStreet	Friarsgate	GarStreet
GladstoneStreet	GordonRoad	GreatMinsterStreet
HighStreet	HydeChurchLane	HydeStreet
Inner Close	JewryStreet	KingsHeadYard
KingsWalk	Kingsgate	LawnStreet
LittleMinsterStreet	LowerBrookStreet	MarketLane
MarketStreet	MiddleBrookStreet	MinsterLane
MonsCourt	NewburghStreet	NorthWalls
OldStationApproach	ParchmentStreet	Park Avenue
PaternosterRow	PeninsulaSquare	PrioryGardens
QueensRoad	RomseyRoad	RoyalOak Passage
SilverHill	SouthgateStreet	SparkfordRoad
StClementStreet	StCrossRoad	StGeorgesStreet
StJamesLane	StPeterStreet	StThomasPassage

StThomasStreet	StapleGardens	StationHill
StationRoad	StockbridgeRoad	SussexStreet
SuttonGardens	SwanLane	TannerStreet
TheBroadway	TheSquare	TowerRoad
TowerStreet	TrafalgarStreet	TrinityGardens
UnionStreet	UpperBrookStreet	UpperHighStreet
VictoriaRoad	WalcotePlace	WaterLane
WestEndTerrace	WorthyLane	

Winchester Business Improvement District Baseline Statement October 2011

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 Discretionary?	Statutory as relates to Safety and Traffic Management Act. Level of activity is discretionary.
Timing of activity	Ongoing
Staffing and	Hampshire County Council pay for two Full Time Equivalent posts

equipment levels	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	None

Indicators	
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:	<u>esimpson@winchester.gov.uk</u>

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
Telephone:	0845 6035633
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.