

<p style="text-align: center;">London Borough of Hammersmith & Fulham</p> <p style="text-align: center;">CABINET</p> <p style="text-align: center;">11 JANUARY 2016</p>	
<p>BID RENEWAL</p>	
<p>Report of the Cabinet Member for Economic Development and Regeneration: Councillor Andrew Jones</p>	
<p>Open Report</p>	
<p>Classification: For Decision</p> <p>Key Decision: Yes</p>	
<p>Wards Affected: Hammersmith Broadway,</p>	
<p>Accountable Executive Director: Director for Planning and Growth, Juliemma McLoughlin</p>	
<p>Report Author: Antonia Hollingsworth, Principal Business Investment Officer, Economic Development Learning & Skills, Planning and Growth</p>	<p>Contact Details: Tel: 020 8753 1698 E-mail: antonia.hollingsworth@lbhf.gov.uk</p>

1. EXECUTIVE SUMMARY

- 1.1. To inform the Cabinet of the intention of Hammersmith London's (HL) decision to ballot for renewal of its mandate within the Hammersmith town centre area, and to seek Council support for this Business Improvement District (BID) and the authority to take the necessary steps resulting from this decision.

2. RECOMMENDATIONS

- 2.1. To note that Hammersmith London's (HL), the current operator of the BID in Hammersmith, will hold a ballot to renew its mandate for a third term for the period 2016-2021.
- 2.2. That authority be given to the Director of Planning and Growth to complete any necessary legal agreements and other arrangements required for the operation of the BID Levy, BID ballot and service arrangements including

the Baseline Agreement with the newly mandated BID company should the ballot be successful in March 2016.

3. REASONS FOR DECISION

- 3.1. HL is seeking Council support to renew its mandate. The BID aims to continue to create a stronger partnership with businesses, and use the levy collected from businesses to ensure that Hammersmith remains competitive and capitalises on new developments and business growth.

4. INTRODUCTION AND BACKGROUND

- 4.1. Hammersmith London has informed the Secretary of State that they will be balloting businesses to secure a third, five year term.
- 4.2. The ballot will be held between the 27th January 2016 and 25th February 2016. On the 26th February BID result will be announced. 1st April BID term three goes live if the vote is successful.
- 4.3. LBHF's role in a BID's balloting process is to: cover arranging and paying for the ballot; to arrange for the collection of the levy; to ensure proposal projects are addition to the Council's current services; to ensure the proposal is aligned with LBHF policies; to sign off the Hammersmith London's BID proposal.

5. PROPOSAL AND ISSUES

- 5.1. The focus of the BID's third term proposal, see is to build on its legacy of delivering innovative projects for this borough's major high street. Projects proposed will expand corporate social responsibility programmes for businesses who want to engage more with local groups and charities, respond positively to the demands to improve the town's carbon footprint, maintain the downward crime trends, address the change in consumer shopping habits, and embrace mobile technology.
- 5.2. The BID has canvassed and consulted with businesses who will vote 'yes' or 'no' for the BID, and will ultimately pay for its operation and programmes. These businesses have requested that the BID continue to do more activities that address business crime, increase pedestrian footfall, and improve the trading environment. Businesses have also requested that only businesses with a rateable value of over £40,000 pay the levy.
- 5.3. Council officers have met with the BID executive team to ensure that the administration's vision and priorities for Hammersmith town centre are incorporated into the BID Proposal, and that the business plan complements council priorities around high streets, and the support of entrepreneurs and small businesses and workless residents.

The BID proposes that public service occupiers and charities do not pay the levy. The BID also proposes that the Council has a seat on the board, but as a non-paying levy board member this seat will be non-voting.

- 5.4. All 'Public Services', defined as those services free at the point of delivery, will be exempt from paying the levy. This includes Police, Fire Brigade and Ambulance services, The Council and public funded NHS Hospitals. Final decisions on liability rest with the BID Company.

6. OPTIONS AND ANALYSIS OF OPTIONS

- 6.1. Not supporting the businesses in their renewal ambitions for the BID may result in the loss of a £3.6 million private sector investment in Hammersmith; and the subsequent loss of match funding for preferred council services i.e. CCTV, crime prevention, employment initiatives and high street and business support services.
- 6.2. The BID has a Memorandum of Understanding (MoU) around Town Centre Management as part of its current operation. This agreement ensures that the BID provides high street support activities, and a similar MoU is proposed for the renewal Proposal. Previously town centre management activities were delivered by LBHF at a cost of approx. £70k pa.

7. CONSULTATION

- 7.1. Details of consultation with 70% of businesses in the proposed BID area has been provided to the Council officers as an Annexure to the Business Plan submitted by the BID. A copy of the consultation is also publicly available on the BIDs website.
- 7.2. The consultation has been done through all available channels to provide businesses an equal opportunity to provide their input and voice their concerns.
- 7.3. The findings of the consultation have been appropriately addressed in the BIDs Business Plan for the third term and are complementary to the administration's vision and priorities.

8. EQUALITY IMPLICATIONS

- 8.1. Hammersmith London have carried out significant consultation with the business community and estimate that they have reached out to 70% of that community. The consultation document is available to the whole business and non-business community on the Hammersmith London website.

- 8.2. In bidding for the renewal it will be the responsibility of Hammersmith London to ensure that their business plan for the next period pays due regard to the provisions of the Equalities Act.
- 8.3. For the purposes of this paper, the council officers responsible for the support to the bidding process should ensure that Hammersmith London are paying due regard to the Equalities Act in their documentation in support of their renewal bid.
- 8.4. Implications verified/completed by: David Bennet, Head of Change Delivery, 020 8753 1628

9. LEGAL IMPLICATIONS

- 9.1. A BID scheme must be operated in accordance with the Local Government Act 2003 and the BID (England) Regulations 2004 as amended by the BID (England) (Amendment) Regulations 2013 SI (2013/2265). The billing, collection and enforcement arrangements are governed by legislation and the BID Levy Rules. It is understood that Hammersmith London's renewal proposal contains the necessary information as required by the aforementioned regulations.
- 9.2. Implications completed by: Kar-Yee Chan, Solicitor (Contracts), Shared Legal Services 020 8753 2772

10. FINANCIAL AND RESOURCES IMPLICATIONS

- 10.1. The cost of holding the ballot for the BID is estimated by Electoral Services at £750 to £1,000 and this can be met from Planning and Growth's existing budgets Cost Centre R5600 HC28000.
- 10.2. The Council will be responsible for billing, collecting and enforcing payment of the BID levy through the existing business rates system. Receipts would be held in a ring fenced BID fund before being paid over to the BID.
- 10.3. The BID will pay an annual fee to the Council to cover the cost of levy collection and administration, estimated at £21,000 per annum.
- 10.4. Implications completed by: Danny Rochford, Head of Finance, Housing, 020 8753 4023.

11. IMPLICATIONS FOR BUSINESS

- 11.1. If a vote is secure for a third term approximately 350 businesses will be affected, and will need to pay an additional levy on top of their business rates. This levy will not be applied to businesses with a rateable value of

under £40,000 ensuring that small businesses are protected from paying an additional levy.

11.2. The BID company needs to continue to demonstrate comprehensive consultation with businesses affected to ensure that their ideas are incorporated in the business plan, and that they understand the implications of voting 'yes' or 'no'..

11.3. Implications verified/completed by: Antonia Hollingsworth, Principal Business Investment Officer, 020 8753 1698.

12. RISK MANAGEMENT

12.1 Strategic Partnerships are a risk noted on the Council's Strategic risk register, there are no further Strategic risks connected with the report recommendations.

12.2 Implications verified/completed by: (Michael Sloniowski, Shared Services risk manager 020 8753 2587).

13. PROCUREMENT AND IT STRATEGY IMPLICATIONS

13.1 There are no immediate procurement implications arising from this report

13.2 Implications verified/completed by: John Francis, Interim Head of Procurement (job-share), Chief Executive's Department 020-8753-2582.

LOCAL GOVERNMENT ACT 2000 **LIST OF BACKGROUND PAPERS USED IN PREPARING THIS REPORT**

No.	Description of Background Papers	Name/Ext of holder of file/copy	Department/ Location
1.	BID Proposal	Antonia Hollingsworth x 1698	Planning & Growth Economic Development Learning & Skills