

## Newcastle Town Centre Partnership Quarter 3 Update Taking Forward the Business Improvement District Plans

The key priority of the TCP is to deliver a Business Improvement District for the town centre to ensure investment continues to be sustainable. Over the past quarter significant progress has been made in engaging with local businesses to ensure that a suitable BID Business Plan can be developed.

**NEWCASTLE UNDER LYME BID Newsletter**  
January 2015

**Your invitation to finalise BID Business Plan**

Area meetings are being held to finalise the main activities for the BID business plan together with the budget and how much businesses will pay. This is your opportunity to help finalise the plan which you will vote for in June.

Date and Time	Venue	Hosted by BID Champions	Address
Tuesday 3rd February 2015 at 3pm	Mr Malik's Restaurant	Ali Malik of Mr Malik's and Tina Cork of Meridian Business Support (Innovate)	53 Ironmarket, Newcastle-under-Lyme, Stoke On Trent, Staffordshire ST5 1TE
Tuesday 3rd February 2015 at 4pm	Old Brown Jug	Rich Buxton of The Hippy Hippy Shaver	41 Bridge Street, Newcastle-under-Lyme, Staffordshire ST5 3WV
Thursday 5th February 2015 at 4pm	Sainsbury's	Dorothy Mallett Manager of Sainsbury's	Uxepool Road, Newcastle-under-Lyme, Staffordshire ST5 3AF
Thursday 5th February 2015 at 4pm	Vue Cinema	Eddie Laligowicz, franchisee of McCreesh's, Newcastle	Office above Vue Cinema - The Square, Market Arcade, High Street, Newcastle-under-Lyme ST5 1TF (The main entrance from High Street, and go through double doors between Subway and Restaurant)
Monday 9th February 2015 at 3pm	Borough Arms Hotel	Mr Sheikh, General Manager of Borough Arms	26 King Street, Newcastle-under-Lyme, Staffordshire ST5 1JX
Monday 9th February 2015 at 5pm	Bellini's	Susan McCarthy, Manager of the Redbus Shopping Centre	3 Pepper Street, Newcastle-under-Lyme ST5 1QR

**Timeline for the BID**

The BID development continues to make good progress with businesses from across the town being involved in workshops, seminars, one to one interviews and surveys to ensure that the plan has the right projects and objectives in it to support Newcastle businesses over the next five years.

with a further opportunity to tune the business plan to their needs. It is likely we need to ensure that everyone will benefit from this fantastic opportunity.

During May and June, 'Baseline Agreements' will also be drawn up with Newcastle-under-Lyme Borough Council which will be signed off and agreed with the BID Company to ensure that the services provided in the BID plan are additional to any services provided by the Council.

At the end of June ballot papers will be issued to businesses so that they can vote on the plan. It is anticipated that, subject to a positive result, the BID operations and delivery of the plan will start in September 2015.

Erica Laligowicz, Chair of the BID Steering Group said: 'This area meetings being held over the next few weeks provide businesses

Businesses from across the town are being involved in workshops, seminars, one-to-one interviews and surveys to ensure that the plan has the right projects and objectives in it to support Newcastle businesses over the next five years.

Over the last month a range of workshops have been held at Sainsburys, Mr Malik's, the Old Brown Jug, Vue Cinema, the Borough Arms and Bellini's.

These workshops have involved a wide range of local businesses discussing the key issues:

### 1) The BID Boundary

In response to feedback received before Christmas, the draft boundary of the BID area has been extended to ensure that these businesses are able to benefit from the BID and play their part in promoting Newcastle as a great business location. Whilst the workshops were helpful in directly the discussion about the extended boundary this will be subject to further discussion with businesses over the forthcoming weeks.

### 2) BID Business Plan

The on-going dialogue with businesses continues to provide further opportunities for the plans to be tuned to meet business needs. Ultimately we need to ensure that everyone will benefit from this fantastic opportunity. The key project areas under consideration are:

- i). The NUL experience
- ii). Marketing and promotion
- iii). Business support
- iv). Inward investment

### 3) BID Levy

Clearly there needs to be a balance between setting a suitable levy for all town centre businesses and developing a Business Plan which is realistic and deliverable. Discussions are taking place as to how the levy could be set, for example no charge for businesses with a rateable value below £3,000, a set fee of say £150 for businesses with a rateable value of £3k-£10k, then a percentage levy for business with a rateable value of £10k or over. There is also an interesting discussion taking place as to how a different % levy could be set for businesses inside and outside of the ring road and how this could be tied into the projects delivered.

## **BID Timescales**

The BID Steering Group is working hard to deliver the ambitious plans of holding a ballot which will hopefully result in positive support for the BID to commence in September.

The key dates for this are:

- Final consultations March
- Draft plan April
- Plan Launch May
- Ballot papers sent out 17th June
- Final Day of Ballot period 16th July
- Result known 18th July
- Potential start of BID Operation 1st September