

BUSINESS PLAN

2024–2029



A woman with extensive, intricate body art in shades of red, orange, and white is performing on a stage at night. She is captured in a dynamic, mid-motion pose, leaning forward with her arms extended. The background is dark, with a crowd of people visible behind a red rope barrier. A bright light source, possibly a stage light, is positioned to the right, creating a strong lens flare and illuminating the scene. The overall atmosphere is energetic and theatrical.

**Why YOU
should vote**

YES

to the

BID...

Delivered a Jubilee street party, with businesses reporting an increase of

250%
in trade

Installed

130

striking destination signs, creating visual identities in each area of the town

Recovered

£20k
of stolen goods

Introduced over

2km

of evening lighting all year around

Responded to over

4k

security jobs relating to prolific offenders

Planted

62

new wooden flower beds in the town

Secured over

£20m
of Government investment in Eastbourne

Invested

£40k+
in Christmas lights every year

Produced over

75

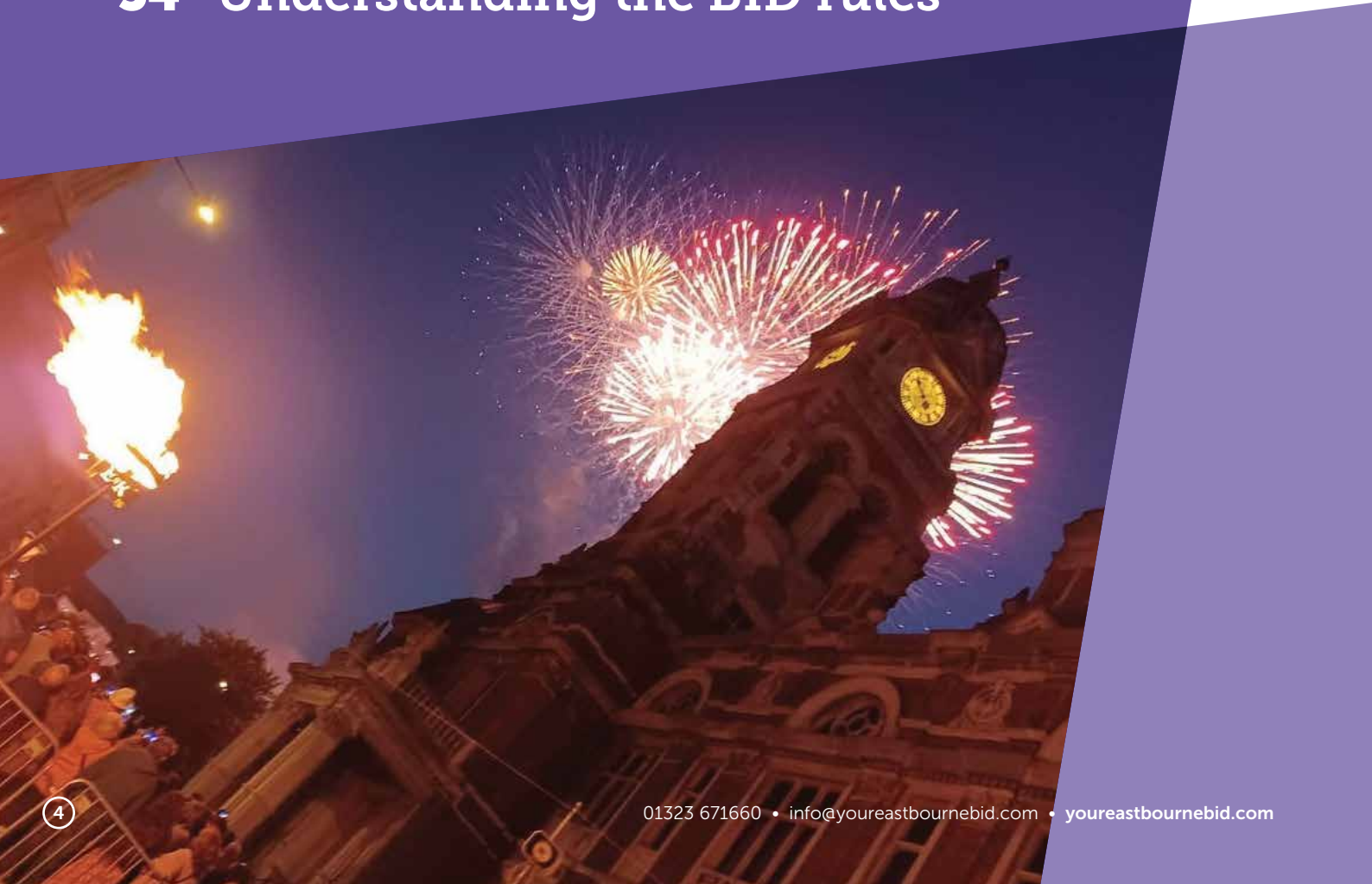
videos and adverts for local businesses and shared them on our social media profiles with an annual reach of 148,000 on Facebook

Established an ice rink in the town bringing over

60k
festive visitors

Inside this Plan

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An Introduction from the BID Chair

As we approach the end of our first five years, I am so proud of the various projects, priorities and plans we have achieved together under your Business Improvement District (BID).

Since 2019, despite the challenges of COVID and a cost-of-living crisis, Your Eastbourne BID has delivered on the priorities of businesses, responded to the needs of its members and brought new funds to our town.

We have also listened to your priorities and been flexible in responding to the challenges and issues we all face, together.

This document details our plans for the next five years. I'd like to thank all those who have responded to our consultations and met with us. As a result of the priorities you shared, we have developed the Business Plan and expanded the BID area, including the cultural quarter of the Towner, theatres and tennis. Working closer together will only benefit us all.

A YES vote means more investment for our town.

It means £1.5 million over the next five years to deliver the benefits that we – the business community – want for our town. This money is controlled by you and other BID businesses and spent specifically on your priorities in our town.

Without your support, not only will we lose what we have already achieved but also won't have the powerful voice and drive to deliver even more of the improvements that are set out in this plan.

So please – vote YES!

Shoes Simes
Chair
The Eagle and
Dew Drop Inn



The BID Directors and Team

Your Eastbourne BID Board of Directors give their time and expertise freely. For the second term of Your Eastbourne BID the Board will continue where possible to have representation across the BID area and business type.

BID Directorship is open to all levy payers of the BID. So let us know if you'd like to get more involved.

Chair of the BID Board

Shoes Simes
The Eagle and
Dew Drop Inn

Directors

Carl Bird
Tall Guy Coffee Co.

Nick Ducatel
Eastbourne Borough
Council

Christina Ewbank
Eastbourne *unLtd*
Chamber of Commerce

Aleksandra Gatta
Gianni's

Simon Groves
PRG Marketing
Communications

Denise Harwood
Enterprise Shopping
Centre

Paul Hill
Complete Financial
Planning

Lucy King
Eastbourne Framing
Centre

Ian Lucas
Handpicked

Tom Meggison
Metro Bank

Mark Powell
The Beacon

Ashley Pugh
Brufords

Phil Simpson
Primark

The Office

Stephen Holt
Chief Executive

Luke Johnson
Operations Manager

Lewis Bridger
Ambassador

Scott Kennedy
Ambassador

About BIDs

A Business Improvement District is a business-led and business-funded body formed to improve a defined area. In total, there are over 330 BIDs in the UK.

In Eastbourne the BID is funded by a levy of 1.5% on each business in the defined area (see page 24) with a rateable value of £6,000 or more.

The BID would represent 678 businesses, covering all sectors and generating an income of £300,000 every year – to be spent on providing services, support and opportunities as decided by you.

The Board represents all sectors and areas of the BID and funding can only be spent in the BID area.

Your BID attracts additional funding raised through grants and sponsorship, making our money work harder.

BIDs are not a replacement for the local authority and police services but provide additional resources. Which is why we have a baseline agreement with the Council.

It's important to remember as well that whilst it is independent of the local Councils, both Eastbourne Borough Council and East Sussex County Council pay into the levy as well, due to both having properties within the BID area!





Vote
YES
to the BID

Consultations

Listening to You

Since the BID was launched, we have conducted surveys, met businesses individually, held consultations and organised traders' meetings to serve you.

This has resulted in a range of initiatives bringing new events such as pop-up parks, CCTV, evening lighting and new planters.

Your ideas and opinions have defined us.

Since September 2023, we have:

- Sent a QR code linking to an online survey along with our annual billing to all BID businesses
- Launched and promoted an online survey
- Organised three group consultation meetings (20/02/2024, 22/02/2024 and 04/03/2024)
- Held weekly drop-in clinics at our offices
- Met face to face with businesses in 1-2-1's to discuss priorities

This plan is a result of the extensive feedback we have gained from you, the BID business community. You've told us your priorities:

- **Colour and Cleanliness** – with attractive lighting, planters, signage and vinyls to ensure the town centre always looks colourful and welcoming
- **Events and Promotions** – to attract shoppers and visitors to the town, increase dwell time and promote your business
- **Safe and Secure** – focusing on tackling business crime, improve security and manage the street community
- **Lobbying** – to make sure your voice is heard at all levels to improve Eastbourne and increasing investment in our town





Colour and Cleanliness

Colour and Cleanliness

You have told us how important it is to inject colour into our town centre whilst improving the standards of maintenance.

Your Eastbourne BID will provide a colourful, tidy town centre that visitors will want to keep coming back to enjoy...

Your Eastbourne BID has:

- Installed 2,000m of colour-coordinated evening lighting, and 1,500m of bunting throughout the town centre
- Installed Christmas lighting, covering the whole town centre
- Installed over 100 striking planters throughout the town centre, including both wooden and railing planters
- Designed and installed attractive window vinyls in empty shop windows
- Designed and installed 130 lamppost banners to promote different shopping districts within the town
- Created and installed cross street banners for major events and activities
- Removed graffiti tags across the town centre
- Coordinated a town centre grot spot team working with the local Council and Police to clean up fly tipping, postering and graffiti

What a YES vote would mean for you:

We will continue to provide and maintain all the above

PLUS:

Injecting Colour:

- We will ensure each BID area is coordinated with an attractive visual identity, using colour coordinated planters, signs, entrances and lighting to liven up the town centre
- We will continue to provide improvements to the Christmas light display

Tackling Vacant Units:

- We will work with agents and landlords to ensure that vacant premises are maintained and presented in a smart and tidy way so that they do not detract from the appeal of the area

Street Cleaning

- In year one of the new term, we will purchase a bubble gum removal machine for the use of BID businesses
- We will continue our partnership work with Eastbourne Borough Council to identify and remove grot spots, graffiti tags, cigarette rubbish and fly tipping

.....

Introduced the UKs

1st

interactive Christmas tree

.....

"I have been really impressed by how the team at Your Eastbourne BID have worked to integrate culture into the town centre. Both the Towner and the BID know that culture – of all types – is instrumental in supporting a town's economy, and I know that the Towner, theatres and cultural sector working with the BID will inject colour into Eastbourne and benefit us all."

Joe Hill
Towner Gallery

Why I'm
voting
YES

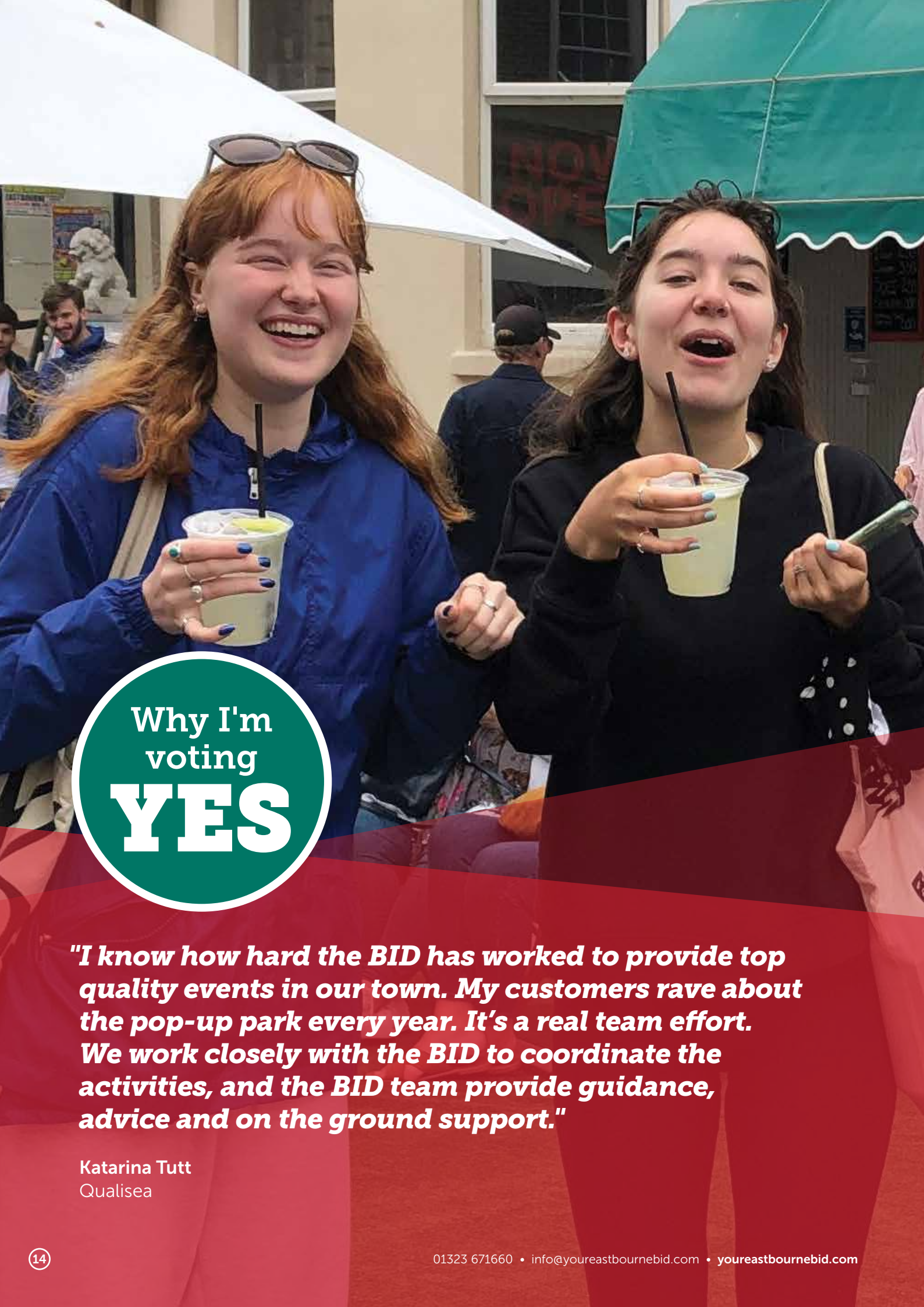




Events



and Promotions



Why I'm
voting
YES

"I know how hard the BID has worked to provide top quality events in our town. My customers rave about the pop-up park every year. It's a real team effort. We work closely with the BID to coordinate the activities, and the BID team provide guidance, advice and on the ground support."

Katarina Tutt
Qualisea

Events and Promotions

You have told us how you'd like to develop more events in the town centre, whilst also being able to promote your own business to new audiences.

Your Eastbourne BID will proudly shout about your business and introduce more events to bring new footfall and customers to the town...

Your Eastbourne BID has:

- Launched "Love Local Shop Local" and profiled over 75 businesses across the town centre with an annual social media reach of over 148,000
- Organised businesses to be profiled in the Eastbourne Herald and Bourne Free publications
- Delivered an annual Christmas magazine which has profiled over 150 individual businesses over four years
- Our events have attracted a footfall of over 250,000 additional visitors and have included:
 - Funding the annual Little Chelsea Christmas event
 - Bringing an ice rink to the town centre over three years, with 50% of the attendees coming from out of town
 - Coordinating activities in the town centre to coincide with major events such as carnival, tennis and airbourne
 - Running a spend competition over Christmas, encouraging customers to shop local
 - Organising the towns Jubilee celebrations
 - Developing an annual Youth Market in the town centre
 - Establishing the Pop-Up Park in Victoria Place
 - Commissioning the Elmer Art Parade to coincide with the Turner Prize celebrations as well as half term, World Book Day and the Easter Holidays.

What a YES vote would mean for you:

Promoting Your Business

- We will provide dedicated support to promoting your business via our social media network, BourneFree and the Eastbourne Herald
- We will target audiences from outside Eastbourne, and shout about why it is the best place to visit
- We will dedicate destination signs around the town to direct customers to you

Events

- We will continue to provide seed funding and work with you to organise additional events to take place which increase footfall – like the Pop-Up Park, Festive Fun and Fireworks and Elmer Art Parade

Cultural Destination

- We will work with the Towner, tennis and theatres to showcase events in the town centre and increase dwell time for visitors and residents





Safe and Secure



Hello

We're open
Monday to Sunday
6am - 11pm

Your
Eastbourne

Safe and Secure

You want your customers to feel safe when visiting the town centre. We also know that nationally, business crime is at the highest level it has ever been, with shoplifting and anti-social behaviour on the increase.

Your Eastbourne BID will continue to provide intel, security and new ideas to tackle these issues...

Your Eastbourne BID has:

- Provided a dedicated ambassadorial service to the town which has resulted in:
 - Over 4,000 security call outs from BID businesses to deal with known offenders
 - Over £20,000 of recovered stock
 - More than 50 arrests
 - More than 50 first aid incidences
- Lobbied to increase police patrols during key trading periods including the summer and Christmas periods
- Played an active role in the Business Crime Partnership, attending meetings and setting up a town centre reporting group to quickly identify hotspots of anti-social behaviour and required street repairs
- Joined the Police Crime Commissioner Panel for Business Crime
- Chaired the Homeless and Street Community Operations meetings, providing extra vigilance to known crime spots in the town
- Co-funded the business crime wardens for an additional year when a funder withdrew their support. We have now recruited a second ambassador to make up for the withdrawal of the Business Warden Scheme by the Police and Crime Commissioner. This will double the security cover dedicated to the BID area, and avoid wardens being called away to other areas
- Installed 6 new CCTV cameras in Cornfield Road, Terminus Road and Langney Road with instant access for the Police, which have been used as evidence in Court
- Gathered evidence of business crime and provided statements to the Police for prosecutions and banning orders

- Supported businesses with crime prevention advice
- Launched the "Positive Giving Model" in Eastbourne which encourages people to give to specialist homeless charities rather than individuals – deterring begging in the town centre
- Provided funding for the weekend homelessness shelter, taking members of the street community out of the town centre into a safe and supported environment

What a YES vote would mean for you:

Street Ambassadorial Reporting

- We will provide two full-time street ambassadors. Whilst providing a welcoming face for the town and its visitors, they will also liaise with you to ensure any issues can be resolved as quickly as possible alongside targeting known shoplifters and perpetrators of business crime

Tackling Business Crime

- We will provide a monthly meeting in the town centre to provide essential crime prevention information
- We will continue to play an active role in the Business Crime Reduction Partnership, and work with partners to strengthen the important work of this organisation

Fresh Start Eastbourne – Positive Giving

- We will continue to expand the "Positive Giving Model" in Eastbourne by supporting Fresh Start Eastbourne. This Community Interest Company, launched in May this year by the BID, raises money from the public to grant funds to charities working to prevent poverty. It has proven to reduce begging in places like Bristol, London and Bath.

Additional CCTV

- We will provide additional CCTV to target areas where there is a spike in crime and anti-social behaviour and provide regular reporting to the police and local authorities



Why I'm
voting
YES

"We know that anti-social behaviour and crime is on the increase in towns in the UK. However, Lewis and Scott, the BID ambassadors, are always available to help and support our team. Their knowledge on the ground and support for businesses is invaluable if we want a safe town for our customers."

Jon Tompsett
Boots

Stronger





Urban Ground

Goods vehicles loading only
Mon - Sat
7am - 7pm

Delicious Food

506

Together



Why I'm
voting
YES

"We worked with the BID on our successful campaign to increase the pedestrianisation in Bolton Road. They immediately stepped up, supporting the petition and giving us access to the decision makers. We need the BID to continue to represent our voice at the highest level – and provide the guidance, expertise and knowledge to help all our businesses grow."

Andy Spirou
Urban Ground

Stronger Together

Your Eastbourne BID has provided a strong voice to central and local government as well as the police and other stakeholders. It's through this powerful, collective voice that we have supported our town during COVID, received £79,000 additional funding through the Welcome Back Fund and secured £7.2 million investment into Terminus Road.

Your Eastbourne BID will continue to call for more investment into our town...

Your Eastbourne BID has:

- Secured £7.2 million in funding for the town, including support to reopen the high street, and to fully pedestrianise the precinct between Qualisea and Harry Ramsdens
- Ensured that businesses were able to claim the grants due to them during COVID. In total, with our individual finance checks, businesses claimed an additional £1.147 million in grants
- Chaired multi-sector meetings involving stakeholders including the MP, Council, Police, transport providers and social services on issues that have impacted businesses and found joint solutions – including the Claremont Fire and COVID recovery
- Organised a joint security meeting with the MP, Council, Social Services, Police, Stagecoach and the Train Station to tackle the increase in youth crime
- Lobbied for the additional restrictions grant to be extended cross sector – ensuring essential retail, professionals and personal care businesses received additional support during COVID
- We successfully coordinated the High Streets Task Force – providing fully funded expert support for our town centre
- Formed partnerships with Southern Rail to promote our events across their stations
- Campaigned for free parking after 4pm every Thursday night in December
- Established lobbying groups and support organisations – including the fastest growing 'Best Bar None' scheme in the UK – providing support and recognition to the nighttime economy

What a YES vote would mean for you:

Your Voice Heard

- We will make sure you are consulted on major developments to the town centre – including the levelling up fund and pedestrianisation of Victoria Place.
- When major works commence – we will make sure you are updated every step of the way to minimise disruption to your business.
- We will make sure your voice is heard as part of the ten-year Towns Fund bringing £20 million to the town

Reduced Parking Charges

- We will campaign for better public transport and infrastructure links.
- We will also campaign for free parking after 3pm

Carbon and Costs Reduction:

- We will support businesses in accessing additional support as they reduce their own emissions
- Your Eastbourne BID will be a carbon neutral BID by 2030
- We will work with suppliers to access cheaper alternatives to insurance, utilities and parking. Buying in bulk reduces costs for all

Stronger Together

- We will continue to fight for further funding for our town centre
- We will also form groups and partnerships with businesses in the town – including trader groups, multi-agency groups and support organisations to make sure you are given the best expert advice to support your business

Your BID Area





Roads within the BID area

- Bath Road
- Blackwater Road
- Bolton Road
- Calverley Road
- Calverley Walk
- Camden Road
- Chiswick Place
- Commercial Road
- Cornfield Lane
- Cornfield Road
- Cornfield Terrace
- College Road
- Compton Street
- Connaught Road
- Furness Road
- Gildredge Road
- Grand Parade
- Grange Road
- Grove Road
- Hardwick Road
- Hyde Gardens
- Hyde Road
- Ivy Terrace
- Langney Road
- Lismore Road
- Lushington Road
- Lushington Lane
- Mark Lane
- South Street
- Spencer Road
- Station Parade
- Station Street
- St Leonards Road
- Stables Lane
- Terminus Road
- The Avenue
- The Beacon
- Trinity Trees
- Trinity Place
- West Street
- West Terrace
- Wharf Road
- Wish Road
- York Road

BID Map 2019–2024: Top Three Highlights in Your Area

Your Eastbourne BID has a record of achievement across the town centre. From bunting, lighting, security and events – we are determined to improve the town for all.

These are the highlights you've mentioned to us as we've spoken to you – they only happen with your support...

Enterprise Shopping Centre and Commercial Road

- The location of Eastbourne Ice Rink. Organised for the first two years by Your Eastbourne BID, and with sponsorship support in year three, the rink has attracted over 60,000 visitors to the town
- Lobbied for the Additional Restrictions Grant to be extended to all businesses regardless of sector
- Installed additional planters and banners to provide more vibrancy

Little Chelsea

- Installed bunting, evening lighting and created new lamp post signage to create a visual identity for the area
- Worked with traders in the street to deliver the town's jubilee celebrations, including street party, fireworks and live music, with businesses reporting an increase of 250% in trade
- Funded and supported the Christmas in Little Chelsea event (renamed 'Festive Fun and Fireworks')

Gildredge Road

- Installed 200m of festoon lighting in Station Street to improve the ambience in the evening
- Organised a multi-agency meeting in Hyde Gardens to discuss improvements to the green space. Resulted in increased cleansing and the community pay back team repairing and repainting all the bollards
- Provided intelligence on street crime and anti-social behaviour, including identifying suspects related to charity box thefts

The Beacon

- Worked in partnership with the Beacon security team and management to tackle shoplifting in the centre
- Funded additional Christmas lights and decorations to the Beacon as well as organised an angel gathering during the Christmas period. We also produced a Christmas Magazine prominently featuring the centre via post and online to 250,000 individuals
- Lobbied for Eastbourne Borough Council to restore the flowerbeds outside with sustainable planting

.....

Helped businesses to claim
£1,147m
in grants during COVID

.....

Supported new events through seed funding, such as the Festive Fun and Fireworks, the Pop-Up Park and Elmer Art Parade, attracting over

250k

more customers to the town

Cornfields

- Provided new planters and evening lighting for businesses
- Installed new CCTV on the plaza between Chatfields and Clock House Café and organised for the removal of benches to deter anti-social behaviour
- Lobbied for increased pedestrianisation in Bolton Road as part of the redevelopment plans between Bankers Corner and Langney Road

Terminus Road

- Organised events such as the Christmas Market, Christmas Light Switch-On event, Youth Market and Vegan Market to increase footfall
- Tackled business crime in the street, including preventing illegal traders, blocking doorways that attracted anti-social behaviour and added vinyls to empty shop windows
- Installed new "Welcome to Eastbourne" destination boards, regularly updated to include a what's on guide for visitors and shoppers as well as key destinations around the town centre.

Langney and Bolton Road

- Installed new CCTV to prevent crime and anti-social behaviour which has been used by Police for successful prosecutions
- Installed new festoon lighting in the street, to brighten the area and increase security
- Installed striking new lamppost destination signage in the street

Victoria Place

- Campaigned for Victoria Place to be pedestrianised as part of the Levelling Up Fund bid – securing over £7 million in regeneration money whilst also improving shop frontages. Work due to commence January 2025
- Funded, organised and installed the Pop-Up Park in Victoria Place to promote alfresco dining for the last three years
- Funded street scape improvements, including a seasonal Christmas tree, bunting, evening lighting and vinyls on empty units to improve the street scape

DQ – What Could We Do!

- Although not in the BID area, we have seen the success of the Elmer Parade in bringing visitors to both the town centre and Towner Art Gallery
- We will work with the DQ complex to provide a united, mutually beneficial strategy which amplifies the visitor attraction provided by the world class cultural and sporting offering and our businesses within the town centre. A true partnership – focused on activity, shopping and leisure
- We will also provide events for the area, aesthetically pleasing destination signage to improve the street scene as well as increased security to deter anti-social behaviour



What if There's No BID

BIDs are developed by businesses, to respond to businesses needs. Whilst they do not replace statutory services of the Council and Police, if there is no BID, then all the work we have done over the last five years will all end on 3rd September 2024.

There is no alternative and without a BID these activities would cease.

Meaning:

- Just like in other towns – Christmas lights and events would be **cancelled...**
- There would be **no free promotion** in publications like the Christmas magazine, online newsletter, print, radio, TV and social media. Our current social media following would be lost...
- There would be **no funding or expertise** for new events to increase footfall – so events like the Pop-Up Park, Elmer Art Parade and Tennis in the Town would not happen...
- There would be **no funding for security** in the town centre – the people on the ground who know who to watch for and our **CCTV would be turned off**. Doorways in empty units will be left to attract anti-social behaviour...
- Planters would not be replaced, bunting would be **removed** and evening lighting would be **turned off**, leading to a **bland**, colourless town centre...

Vote YES – and work with us to make Your Eastbourne



Delivered over

260k

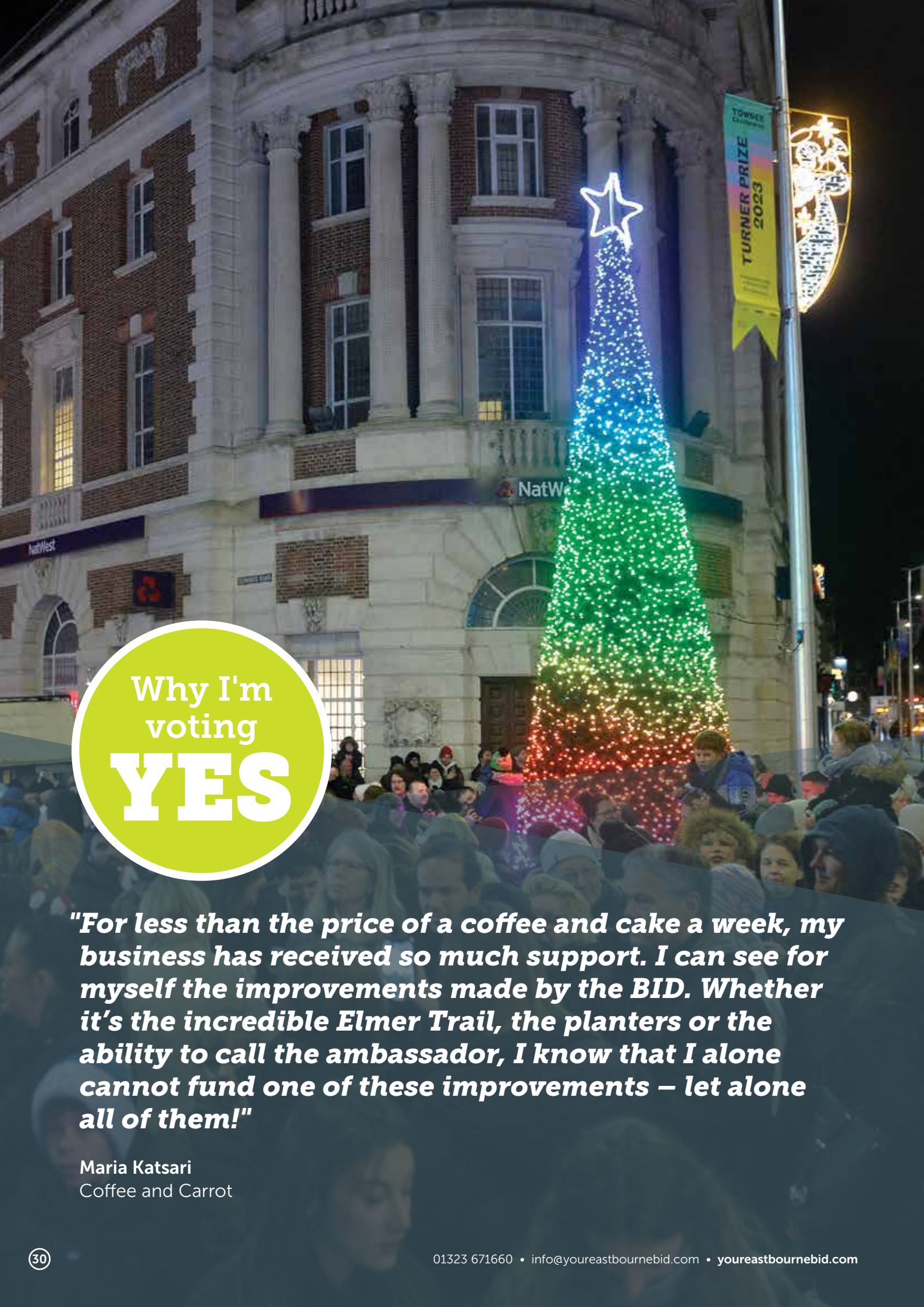
Christmas magazines

"The BID is the only organisation that is dedicated to support, work and improve the town centre for businesses. The high street is under threat, and without the BID the challenges it faces could overwhelm us. If we lose Luke, Stephen, Lewis and Scott – and the expertise of Directors – then we lose our strongest champions."

Cathy Sandwell
Profile Hair and Beauty

Why I'm
voting
YES





Why I'm
voting
YES

"For less than the price of a coffee and cake a week, my business has received so much support. I can see for myself the improvements made by the BID. Whether it's the incredible Elmer Trail, the planters or the ability to call the ambassador, I know that I alone cannot fund one of these improvements – let alone all of them!"

Maria Katsari
Coffee and Carrot

Finances

Budget

Income	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Levy Receipts	£300,000	£300,000	£300,000	£300,000	£300,000	£1,500,000
Additional Income	£15,000	£15,000	£15,000	£15,000	£15,000	£75,000
Brought Forward	£50,000	£37,700	£29,900	£22,600	£15,300	£155,500
TOTAL INCOME	£365,000	£352,700	£344,900	£337,600	£330,300	£1,730,500

Expenditure

	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Colour and Cleanliness	£94,500	£90,000	£89,500	£89,500	£89,500	£453,000
Safe and Secure	£80,300	£80,300	£80,300	£80,300	£80,300	£401,500
Events and Promotions	£75,000	£75,000	£75,000	£75,000	£75,000	£375,000
Lobbying	£2,500	£2,500	£2,500	£2,500	£2,500	£12,500
Core Staffing Costs	£40,000	£40,000	£40,000	£40,000	£40,000	£200,000
Operating Costs	£11,000	£11,000	£11,000	£11,000	£11,000	£55,000
Levy Collection	£9,000	£9,000	£9,000	£9,000	£9,000	£45,000
Bad Debt Provision	£15,000	£15,000	£15,000	£15,000	£15,000	£75,000
TOTAL	£327,300	£322,800	£322,300	£322,300	£322,300	£1,617,000
Balance Brought Forward	£37,700	£29,900	£22,600	£15,300	£8,000	£113,500

Cost to You

Rateable Value	Number	Amount Billed	Average Yearly Bill	If paid weekly*
6,000 – 10,000	158	£19,478.70	£123.28	£2.37
10,001 – 20,000	257	£53,626.69	£208.66	£4.01
20,001 – 50,000	163	£75,159.75	£461.10	£8.87
50,001 – 100,000	68	£70,717.13	£1,039.96	£20.00
100,000 +	32	£83,887.95	£2,621.50	£50.41

*For illustrative purposes only – the BID levy must be paid in one annual instalment, unless applying for exceptional financial hardship, in which case payment made be spread over three months.

1. Since the BID was launched in 2019, we have received £400,000 in additional income to provide services.
2. The normal collection rates for business rates is 95%, which matches our bad debt provision
3. We have also allowed 5% in contingency for expenditure
4. The local Council collects the levy on behalf of Your Eastbourne BID. They charge a maximum of 3% or £35 per hereditament, whichever is cheaper.

Accountability

Annual Accounts

- The BID will file annual accounts audited by independent accountants as necessary with Companies House.
- The accounts will be available to all levy payers

Annual General Meeting

- The BID will hold an AGM every year
- An annual presentation to levy payers and stakeholders will be held which will determine priorities for the following year
- The AGM will also accept nominations for new Directors for consideration of the Board, appoint the Chair and approve the annual accounts

Operating Agreement

- An Operating Agreement, which includes the Council's Baseline service commitments has been agreed with Eastbourne Borough Council and East Sussex County Council. A copy can be found at www.youeastbournebid.com
- The BID shall meet with the Council, as the Billing Authority, quarterly to monitor service delivery, levy collection and financial management issues
- The Council remains responsible for collection of the debt, including recovery of any non-payment

Key Performance Indicators

- An annual report on activities, including finances and commitments will be published every year and sent to BID businesses as part of the annual levy collection
- The BID will send regular communications to all levy payers via online newsletters, door to door visits, emails and printed newsletters and encourage engagement in the BID
- The BID will secure British BIDs Accreditation – an award in respect of quality management systems
- The BID will monitor and report back to businesses on the outputs and outcomes of BID funded activities
- The five key performance indicators and reporting statistics are as follows:

Indicator	Measure	Source	Frequency of Collation
Occupancy Rates	% of total occupied units in BID area	Survey	Quarterly
Crime	Amount of stock recovered by BID ambassadors	Report	Monthly
Crime	Total sightings of known offenders in BID area	Report	Monthly
Event	Satisfaction of events	Survey	Following event
BID levy payer satisfaction	% reporting satisfaction with individual projects	Survey	Annually



Understanding The BID Rules, Governance and Ballot – What You Need to Know

The BID process is governed by Government legislation and regulations.

BID Term

- The BID term will be for a period of five years from 4th September 2024, ending 3rd September 2029

The BID Rateable Value

- The rateable value will be that shown in the 2023 Valuation List as of 1st April 2023
- All non-domestic properties or hereditaments with a rateable value of £6,000 or more will be required to pay the levy barring exemptions as listed
- The number of properties that are liable for the BID levy is estimated at 678

The BID Levy

- From the beginning of the five-year term, the levy rate to be paid by each property or hereditament will be 1.5% of the rateable value
- The levy will be charged annually in full for each chargeable period (September – August) each year. No refunds will be available on the levy charged
- There is no cap to the levy
- Charities who do not make money selling goods in a retail shop and NHS premises which do not practice private health services are exempt from the levy

- Serviced tenancies who pay a charge to The Beacon for security and marketing will receive a 15% discount on the total levy payable
- If a new hereditament joins during the year, then they will be added to the BID at the next annual billing.
- Should a hereditament have their rateable value re-assessed, this will be updated at their next annual billing
- The BID levy will have to be paid by a new ratepayer occupying an existing or new rateable property within the BID area up until the end of the five-year term on 3rd September 2029, even if they did not vote in the Ballot
- The levy may be amended on an annual basis in line with inflation, at a rate to be agreed by Your Eastbourne BID Board, to a maximum of 2%
- The BID levy will be spent entirely to service the area within the identified boundary and ringfenced for BID projects and it's operational costs
- There will be no VAT applied to the BID levy, and VAT cannot be reclaimed by levy payers
- An annual report on activities, including finances and commitments will be published every year and sent to BID businesses as part of the annual levy collection

Empty Premises and Liability

- Liability for the BID levy will fall upon the ratepayer for the property
- Where a hereditament is untenanted, the eligible ratepayer will be liable for the BID levy with no void period
- If the property is empty, liability will fall upon the person or organisation entitled to possession of the property in accordance with National Non-Domestic Rate Regulations

Collecting the Levy

- The BID levy will be collected by Eastbourne Borough Council annually on 4th September
- The Council will reimburse Your Eastbourne BID Ltd with the BID levy in its entirety on a regular basis as the levy is collected throughout the year
- Eastbourne Borough Council will charge a maximum of 3% of the levy collected or £35 per hereditament – whichever is lower

Variation and Alteration Policy

- To provide a responsive BID, all budget headings and project costs can be altered within the constraints of the revenue received through the levy, and the BID Board will be empowered to move funds between budget headings providing that the BIDs aims are adhered to.
- The BID area and the BID levy percentage cannot be altered without an Alteration Ballot

Governance

The BID Company

- Your Eastbourne BID will continue to be delivered by Your Eastbourne BID Ltd
- The proposer of the BID and the BID body is Your Eastbourne BID Ltd (company number 1234831)
- Your Eastbourne BID Ltd is an independent, not-for-profit company limited by guarantee

The BID Board

- The BID will be represented by a Board of Directors, who should be representative of the sectors and geography within the BID area
- The Board of Directors will meet no fewer than bi-monthly with responsibilities for governance matters, standards, performance, compliance and consider new projects as proposed by Project Panels
- All levy paying businesses are eligible to stand to be Directors of the Board. Directorship is voluntary. Directors can be appointed at anytime

- Full details of the role of Directors and the Chair, along with appointments can be found in our Memorandum of Articles at www.youeastbournebid.com

Project Panels

- BID Project Panels report to the Board ideas developed in consultation with businesses
- BID Project Panels currently consider activities relating to security, events, Christmas, retail support, governance and trader organisations
- BID Project Panels can be established by Directors and businesses to support the activity of the Board
- Any BID levy payer can join a Project Panel. Membership is voluntary. Other stakeholders who do not pay the levy can also join Project Panels to provide expert support

The Ballot

- Notification of our intention to hold a ballot was sent to the Secretary of State on the 18th of February 2024
- In June 2024, CIVICA will send a ballot paper to those responsible for properties or hereditaments subject to the BID prior to 25th June 2024
- Each property or hereditament subject to the levy will be entitled to one vote in respect of this BID proposal in a 28-day postal ballot which will commence on Thursday 27th June 2024 and close at 5pm Thursday 25th July 2024
- Ballot papers received after 5pm on that day will not be counted
- The result of the ballot will be announced as soon as practically possible after the close of the ballot
- In order for the proposal to be successful at ballot, the result will need to meet, as a minimum, two independent criteria which are:
 - a. Of those ballots returned by the close, those voting in favour of the proposal must exceed those voting against it
 - b. Of those ballot papers returned by the close, the total rateable value of those properties or hereditaments which vote in favour must exceed the total of those voting against
- If successful at ballot, the new BID will commence delivery of services on 4th September 2024 and will continue for a period of five years to end 3rd September 2029.

How to say YES

Here are the simple steps that you need to follow to vote for Your Eastbourne BID

- ① You should receive one ballot paper for each property that you are eligible to vote for by post.
- ② If you do not receive your ballot paper, or need a replacement paper – please email info@youreastbournebid.com
- ③ Please check the ballot paper has its own return envelope
- ④ Complete the ballot paper by putting a cross (X) beside your choice to continue Your Eastbourne BID for a further five years or not
- ⑤ In block capitals, write your name and position in your business and sign your ballot paper
- ⑥ Each ballot paper must be returned in its own separate envelope
- ⑦ Return your completed ballot paper(s) by post, in the pre-paid envelope provided
- ⑧ Or you can drop your completed ballot paper (in their envelopes) to the Town Hall at Grove Road
- ⑨ The Ballot will run from Thursday 27th June 2024 and close 5pm on Thursday 25th July 2024

Get in touch

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