

Eastbourne BID FAQs

What is a Business Improvement District (BID)?

Business Improvement District (BID) is a business led and business funded scheme to improve a defined commercial area, in this case, Eastbourne Town Centre. Businesses based in the BID area voted to establish a BID in September 2019. It was approved by a majority of businesses in the BID area who voted (68% in favour) following a confidential and formal ballot during July 2019. The Town Centre BID will have a five-year lifespan, which can be extended by subsequent ballots.

The BID empowers local businesses to 'raise funds' to be spent locally on improving their trading environment. In Eastbourne, the fund is expected to approximately total £1.5M over five years.

What is the Eastbourne BID area?

The BID area consists of Terminus Road, Grove Road, South Street, Gildredge Road, Cornfield Road and Commercial Road and all roads in between, including Hyde Gardens, Bolton Road, Cornfield Terrace, Trinity Place and Lushington Road. A map is available via our website and business plan which can be downloaded here: www.youeastbournebid.com/wp-content/uploads/2019/06/your-eastbourne-bid-web-210619.pdf

What are the aims of Eastbourne BID?

The BID will:

- improve the Eastbourne experience for visitors, residents and businesses
- market the town as a great place to work, live, shop and visit
- provide a voice for the town centre's businesses
- enhance the area with winter lighting, signage and planters and create shopping identities in independent areas.

A full outline of Your Eastbourne BID aims, objectives and proposals can be found in the Your Eastbourne BID Business Plan and on our website –

www.youeastbournebid.com

How is the BID financed?

Your Eastbourne BID is primarily financed through a BID levy applied to qualifying businesses within the BID boundary. This will generate around £1.5 million over the first 5 year term. The levy is 1.5% of a business' rateable value of £6,000 and over.

Exemptions and exceptions:

- All businesses with a rateable value of up to £5,999 will be exempt from the levy
- Serviced tenants of The Beacon receive a discount of 15%

- Charities who do not have a retail unit and NHS premises which do not practice private health services are exempt

The levy income can be used to lever in more funding; for example from public sector agencies, grant bodies, sponsorship, landowners and trading income, during the 5 year scheme, maximising the potential funding stream and the benefits that the BID can achieve.

Who collects the BID levy?

The BID levy will be collected by Eastbourne Borough Council. BID Legislation provides for local authorities to be the billing body as the Council already has systems and procedures in place to collect the business rates.

What happens to the BID levy when it is collected by the Council?

All money collected by the Council will be paid direct to the BID Operating Company. There will be a small collection charge (approximately 3%) but no funds are held back for funding other statutory services unless these are additional and requested by local businesses.

How will Your Eastbourne BID be managed?

A panel of directors will be elected who will have overall responsibility to all BID levy payers for the delivery of the BID and will direct the BID Chief Executive.

Can I be part of the BID board?

The BID board will be elected by members. You can volunteer to be part of the board by standing for election at future AGMs.

How do I pay my BID Levy invoice?

Businesses will be sent a separate invoice for the BID levy. You can pay by BACS or cheque.

Can I pay by instalments?

You will receive a separate annual invoice for your BID account and the terms of these are payment in full.

What happens if I refuse to pay?

It is hoped that all businesses will see the benefits of contributing to the BID. In the event of non-payment, on behalf of the BID operating company (Your Eastbourne BID), the council will recover any sums due in line with normal recovery processes. This may mean that defaulters receive a reminder, final notice and may ultimately face court proceedings. However, the council will liaise with Your Eastbourne BID Board to discuss such cases and Your Eastbourne BID will encourage payment for the benefit of all.

How long does the BID last?

The current Your Eastbourne BID term operates for five years. It starts on 4th September 2019 and will end on 3rd September 2024.

What if I am a new hereditament or my rateable value changes?

If a new hereditament joins during the year, then they will be added to the BID at their first annual billing.

Should a hereditament have their rateable value re-assessed, this will be updated at their next annual billing. Amendments will not be issued or backdated.

What happens if my property is empty / vacant?

There are no reductions for empty properties.

Why do my business rates not cover this?

Business Rates are a statutory local tax levied to provide generic services by the local authority. Under the business rates retention scheme introduced from 1 April 2013, the local authority keeps a proportion of the business rates paid locally. This is normally 50% and the rest goes to the Treasury.

The BID levy will pay for specific services and benefits over and above those already offered by the local authority and other statutory agencies and functions on top of the base-line services that the Council provides. These additional



services are decided by the BID Panel in consultation with all businesses in the BID area.

Who can I contact for more information?

Your Eastbourne BID on 01323 671660 or email info@youeastbournebid.com