

Report

Report to:	Enterprise Services Committee
Date of Meeting:	19 June 2012
Report by:	Executive Director (Community and Enterprise Resources)

Subject:	Hamilton Town Centre Business Improvement District (BID)
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1. Purpose of Report

1.1. The purpose of the report is to:-

- ♦ request the approval of a business proposal prepared by the Hamilton Business Improvement District (BID) Steering Group and associated Council support.

2. Recommendation(s)

2.1. The Committee is asked to approve the following recommendation(s):-

- (1) that the business proposal prepared by the Hamilton Business Improvement District (BID) Steering Group for Hamilton Town Centre, as set out in the executive summary attached at appendix 2 to the report, be approved
- (2) that the Council actively supports the BID through the range of measures set out in section 4.2 of this report
- (3) that the Executive Director (Community and Enterprise Resources), in consultation with the Head of Legal Services, as appropriate, is authorised to conclude the operating agreement between the Council and the BID company in the best interests of the Council, should the BID vote be successful.

3. Background

- 3.1 The Enterprise Resources Committee of 15 June 2011 approved the Council's support for the creation of a Business Improvement District (BID) for Hamilton Town Centre and authorised funding to assist the Lanarkshire Chamber of Commerce to progress the work involved in taking the proposal to a ballot of the local businesses.
- 3.2 Since that approval a significant amount of work has been carried out by the Chamber of Commerce, supported by the Council's Regeneration Services, to establish the BID Steering Group and identify, through extensive consultation with businesses in the town, the type of initiatives businesses would like to deliver (in addition to those already provided by the Council) to improve their trading environment.
- 3.3 It is important to remember that BIDs are not a replacement for any services provided by the Council, neither do they affect the level or quality of service provided by the local authority. A BID should provide additional or enhanced services as determined and procured by the local businesses.

- 3.4 As required by BID Scotland, the Steering Group has prepared a business proposal and business plan based on the outcome of this consultation. The proposal will form the basis of the strategy of the BID for the next 5 years. Each of the businesses within the BID area (illustrated on the plan at appendix 1) will have the opportunity to vote for or against the proposal during the formal ballot process targeted for September 2012.
- 3.5 The Council has provided a statement of the baseline services which will be provided throughout the duration of the BID. These are predominantly services delivered by Roads and Transportation Services and Community Grounds Services and are the core services provided in all local town centres.
- 3.6 The process of establishing a BID requires the Steering Group and BID manager to follow a set programme with a number of critical milestones to be met. The programme is specified by BID Scotland and ensures that the process is open and transparent while following the appropriate legislation. This ensures that there is a minimal chance of the BID being challenged on the implementation of the process. A key stage in the process is to gain the approval from the local Council of the business proposal. The purpose of this report is to formally request that approval.

4. Proposal

- 4.1 An executive summary of the business proposal is attached at appendix 2. The summary sets out the type of project involved, the area covered by the BID and the levy that would be payable by the businesses affected. The Council will have an important role in supporting and working alongside the BID company to ensure that each is complementary to the other and delivers initiatives that will benefit the town centre.
- 4.2 It is proposed that the Council provides the following support to the BID:
- Votes in favour of the BID in the ballot for each of the Council properties in the area.
 - Makes available the existing Palace Grounds service charge money totalling £44,000, which is currently invested in a range of events to promote Hamilton town centre, to the BID on the basis that it will deliver the same base projects the Council currently uses this money for and enhance these through additional BID core funding. Regeneration Services staff will continue to take an active role in the organisation and running of these events
 - Looks to provide office accommodation and IT support for the BID manager in one of the Council facilities within the BID boundary
 - Officer support in terms of a named liaison officer to coordinate all Council activity with the BID along with specific input to marketing and events strategies
 - Manage the ballot process through the Council's election office in line with the appropriate Statutory instruments
 - Collect BID levies through the Council's revenue team
 - Provide representation on the BID Board through two Elected Members
- 4.3 The Council supporting the BID in this way will provide it with the financial and organisational stability to give it the greatest prospect of successfully delivering its objectives to the mutual benefit of Hamilton's businesses and the wider community.

5. Employee Implications

- 5.1. There are no employee implications arising from this report.

6. Financial Implications

- 6.1. The proposed support of the BID will be through the use of existing Palace Grounds service charge resources totalling £44,000
- 6.2 There will be additional costs, to the holding departments, associated with the levy payable on the Council properties within the BID area. The total levy payable by the Council properties is £16,200 which will require to be found from within existing budgets

7. Other Implications

- 7.1 The risk associated with not supporting the proposal is that the proposed BID might fail and important initiatives to support Hamilton Town Centre could be lost, leading potentially to further decline in the town centre and to increased calls for Council intervention and investment. The Council's reputation could also be damaged if it is not actively being seen to support and encourage business initiatives and investment in Hamilton town centre at a time of economic difficulty.
- 7.2 There are no significant issues in terms of sustainability arising from the recommendations made in this report.

8. Equality Impact Assessment and Consultation Arrangements

- 8.1 This report does not introduce a new policy, function or strategy or recommend a change to an existing policy, function or strategy and therefore, no impact assessment is required.
- 8.2. Extensive consultation has been coordinated by Regeneration Services with a range of Council Services who have an ongoing role in delivering services and initiatives in our town centres. This consultation and cooperation will continue throughout the duration of the BID. The BID Steering Group has undertaken extensive consultation with local retailers, traders and property owners in the town.

Colin McDowall

Executive Director (Community and Enterprise Resources)

29 May 2012

Link(s) to Council Objectives/Values/Improvement Themes

- ◆ Improve the quality of physical environment
- ◆ Support the local economy by promoting the right conditions for growth, improving skills and employability
- ◆ Partnership working, community leadership and engagement

Previous References

- ◆ Enterprise Resources Committee June 2011 - Hamilton Town Centre business Improvement District (BID)

List of Background Papers

- ◆ Hamilton BID Business proposal

Contact for Further Information

If you would like to inspect the background papers or want further information, please contact:-

Iain Ross, Project Manager, Regeneration Services

Ext: 4227 (Tel: 01698 454227)

E-mail: iain.ross@southlanarkshire.gov.uk