



“ *Worthing is not just about one business the reason that our customers choose to visit the Town is to enjoy the whole offer. It is important to ensure that the visitor experience is memorable and encourages repeat visits. If everyone works together this can be achieved and Worthing can continue to be a thriving, vibrant and interesting Town Centre. ”*

– Chris Spratt Chairman of the Worthing Town Centre Initiative.

VOTE YES!

Sea it to believe it!

**OR DO YOU WANT
WORTHING
LEFT OUT IN THE COLD?**

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WORTHING BID

VOTE YES!



See it to believe it!



to Keep Worthing **Sunny** ...

All you need to know about the Worthing BID...

Over £1 million investment over Five years on additional services that will increase footfall and trade, reduce retail theft and crime and deliver the initiatives that businesses have told us they would like to achieve:

- A cleaner and well maintained town centre
- A safe and welcoming town centre
- A vibrant and well marketed town centre

Funded by a nominal 1% levy on business rates
Operating for an initial 5 year period





What is a Business Improvement District?

A Business Improvement District (BID) is a precisely defined geographical area of a town, city or any other commercial district where ratepayers have voted to invest collectively in local improvements that are in addition to those already delivered by the local authority and other bodies. The WorthingBID will work with local businesses to plan how to improve their own trading environment. Following a consultation the priority issues are agreed and the projects and services identified that will deliver best value. Businesses decide on the level of funds that they will pay to make these improvements happen. The proposal is that WorthingBID will run initially for a five year period.



What does a BID mean for Worthing?

When comparing the business environment of Worthing Town Centre to that experienced in today's modern enclosed shopping malls there is a clear difference in standards. Couple this with the fact that shoppers loyalty to their local centre is declining and they now travel further for a quality shopping & leisure experience it is important for the business community in Worthing to work together to keep its shoppers and attract more.

Through WorthingBID we aim to create a business-led programme of investment to tackle issues identified - by businesses - with the aims of increasing the number of people that visit central Worthing and their dwell time in the town centre. With a significantly enhanced centre, Worthing will be able to maintain and build on its position as a major shopping destination in the South East. It will also retain a competitive advantage over the new developments that are taking place in towns and cities throughout our region. A dedicated committee of local business people represented on the well established and respected Town Centre Initiative will manage the WorthingBID. At present there are only 2 other Town & City Centres in the South East with a BID so this is an ideal opportunity to ensure Worthing is leading the Way.

The consultation process

The first phase of the consultation process was conducted from November 2005 to February 2006 this involved face-to-face meetings and a detailed questionnaire to help prioritise the issues and activities that local businesses wanted to see addressed. The level of support for a BID as a delivery mechanism to improve the local trading environment was also measured. In addition, the questionnaire was sent to businesses outside the immediate city centre to help establish precisely which addresses should be contained within any BID area. Over 70% of the responses were either supportive or very supportive of a BID to deliver improvements to the trading environment. The business community have told us they would like to see the following:-

- A cleaner and well maintained town centre
- A safer and welcoming town centre
- A vibrant and well marketed town centre

As well as with the local business managers, extensive consultation has been conducted with major businesses, national retailers, the local authority, Worthing Chamber of Commerce, Worthing First and Sussex Police. This consultation has resulted in this Proposal, which estimates the costs of the desired services and sets out a mechanism for their delivery.

The proposed Business Improvement District for Worthing covers the heart of the centre and contains the main retail and leisure areas. The area was defined through consultation with businesses to ascertain the commonality of the issues that affect their environment and the commonality of the areas in which these issues exist.

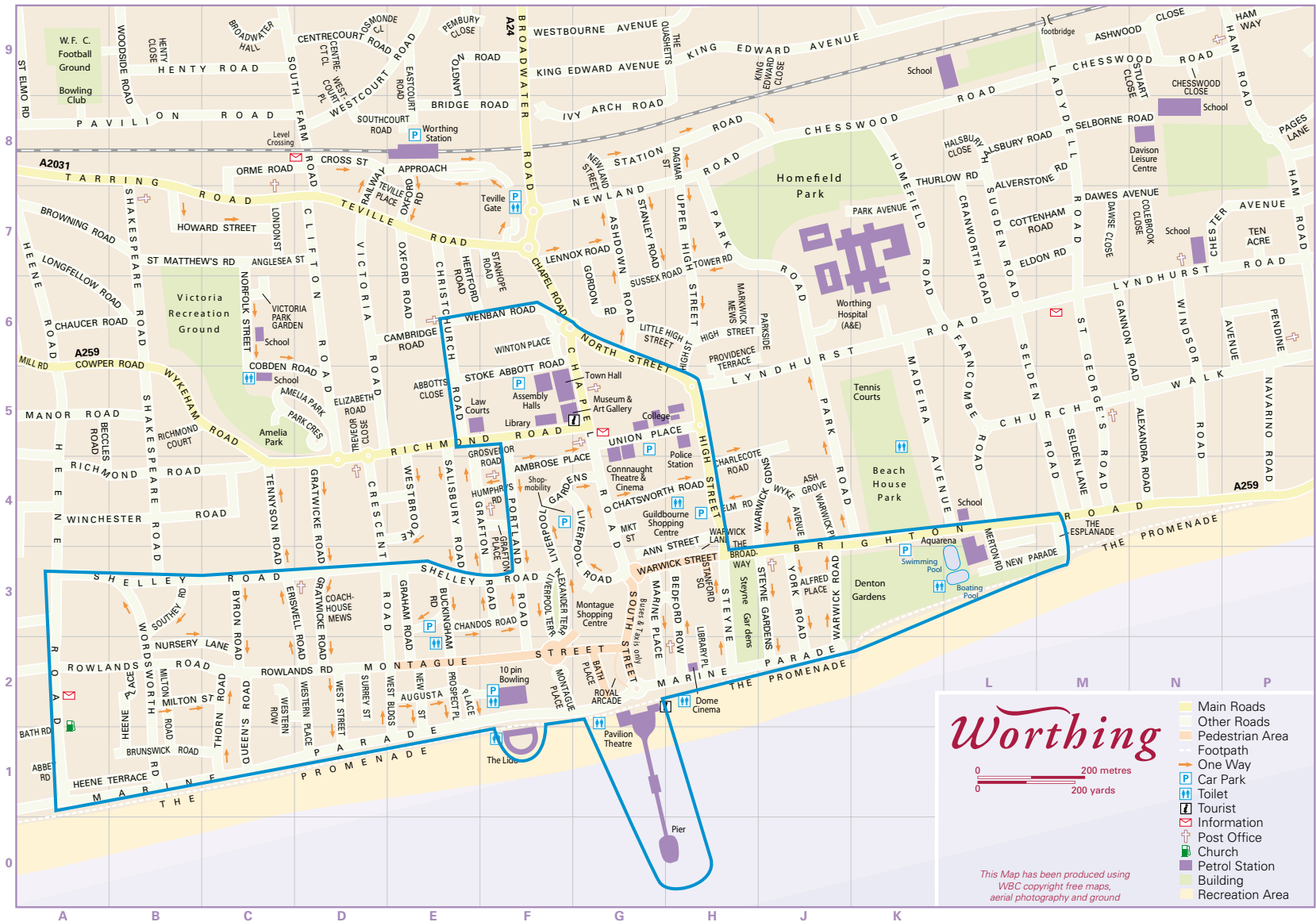


See it to believe it!



The BID area

The following streets are in the BID area:



Alfred Place
 Ambrose Place
 Ann Street
 Bath Place
 Bedford Row
 Brighton Road *
 Brunswick Road
 Buckingham Road

Byron Road
 Chandos Road
 Chapel Road
 Chatsworth Road
 Christchurch Road *
 Crescent Road*
 Cross Street
 Field Row

Grafton Road / Place
 Graham Road
 Gratwicke Road
 Guildbourne Centre
 Heene Road *
 New Street
 Heene Terrace
 High Street

Liverpool Gardens
 Liverpool Road
 Marine Parade
 Marine Place
 Montague Place
 Montague Street
 North Street
 Portland Road

Portland Square
 Prospect Place
 Richmond Road *
 Rowlands Road
 Shelley Road
 South Street
 Stanford Square
 Steyne

Steyne Gardens
 Stoke Abbott Road
 The Royal Arcade
 Thorn Road
 Union Place
 Warwick Road
 Warwick Street
 West Buildings

Winton Place
 Wordsworth Road
 York Road



What the BID will deliver – its aims, objectives and service plans

The Aim:

“To deliver a series of initiatives and services within Worthing town centre that will raise the quality of experience for businesses, customers and visitors.”

The objectives:

- A cleaner and well maintained town centre
- A safer and welcoming town centre
- A vibrant and well marketed town centre

The following service plans outline how the Worthing BID will deliver these objectives and achieve its aims. All BID initiatives and activities will be entirely additional to those that are already delivered by the local authorities.



Objective 1: to provide a cleaner and well maintained town centre (Estimated Budget £50,465.86 per annum)

Worthing town centre is currently cleaned by the local authority to the levels and frequency that have been defined in a baseline report. However, customers make a comparison with indoor shopping malls; the existing street cleaning services cannot achieve these same standards. For example, there are currently no street washing or chewing gum removal programmes in operation in Worthing Town Centre. The BID will implement a programme of deep cleaning throughout the BID area which will be centred around a bi-annual steam cleaning programme of the pedestrian areas to remove chewing gum from paving and clean around bins and street furniture. There will be enhanced levels of graffiti and fly-posting removal services to ensure the environment looks welcoming.

- 1.1 Regular street washing – steam wash the pedestrian areas within the BID area every six months to remove all surface grime and chewing gum. Ensure regular cleansing and weeding around street furniture.
- 1.2 Street furniture – annual (or as needed) repainting of street furniture.





Objective 2: to provide a safe and welcoming town centre (Estimated Budget £100,931.73 per annum)

Worthing Town Centre is a safe place to visit and initiatives such as Shopwatch, Pubwatch and Clubwatch working alongside the police continue to reduce levels of crime and disorder. However there is a perception that Worthing has high levels of anti-social behaviour and retail crime and this has a negative impact on people's perception of the centre. The BID proposes to implement a series of activities to tackle this and to change visitors perception thus providing a "feel safe" factor within the BID area. A High visibility presence will be achieved through a team of Wardens; these will be in addition to the existing Police Community Support Officers.

These Wardens will also offer a welcome to Worthing helping visitors and residents find their way around and provide information to encourage shoppers to explore the area more extensively and increase dwell times in the Town Centre.

2.1 Town Centre Wardens - a highly visible team of Wardens dedicated to the BID area providing a meet and greet service to visitors and customers; networking with the police and security staff to prevent crime and reduce the perception of crime; to monitor the streets and report problems to the relevant authorities.

2.2 Retail Crime Manager – a point of contact for all BID businesses to collate incidents on a Business Information Crime System and where appropriate arrange for assistance to be sent.





Objective 3: A vibrant and well marketed town centre (Estimated Budget £50,465.86 per annum)

Worthing is performing well at present but with increased marketing activity from Brighton, Crawley and Horsham shoppers are being encouraged away from the Town. Nearby Shopping Malls can invest heavily in marketing because their tenants pay a service charge and some of this contribution is used to attract customers away from Worthing. The WorthingBID will invest in promoting Worthing Town Centre and encourage visitors from the hinterland who have a choice where to shop. An independent shopping, and food and drink guide will be launched promoting the variety of shopping and eating in the town encouraging visitors to move around the town and stay longer. More activities will be staged in Worthing to create a more positive experience for customers and to enhance town centre vibrancy.

- 3.1 Additional hanging baskets - more and improved greenery throughout the year.
- 3.2 Marketing campaigns - Bus and Radio campaigns to attract shoppers to Worthing
- 3.3 Marketing events - more Town Centre events, including street performances and interactive activities to attract shoppers.
- 3.4 Independent Shopping and Food & Drink Guides - booklet format to include a directory of all businesses within the BID area as well as access and transport information and promotional events



Measuring the benefits

In addition to you monitoring your own key performance indicators, we will be reporting on performance for the duration of the BID.

Outcomes that we intend to deliver

Increased footfall - the key target for the BID is to attract more people to Worthing and to increase their dwell time. With the increase in Internet Shopping it is important for Town Centres to offer more to continue to make them attractive to visitors. The target is to increase the average number of people in the BID area by one per cent per annum for the duration of the BID. We will also measure Worthing against footfall performance of other towns.

Improved business performance – we will measure this through a trading index subject to the participation of Worthing BID levy payers. We will also provide reports on car parking performance data, vacant property counts, and tourist information. A safer environment for visitors and employees - will be measured through the number of incidents recorded by CCTV and by the Business Information Crime System. Subject to participation by the BID levy payers, we will produce retail loss and staff turnover indices.

A more attractive environment – we will measure the standard of the public realm for visitors and customers through customer surveys and through ENCAM Local Environmental Quality Standards.



Existing baseline services

Much is already being achieved through the activities and resources of the Local Authorities and Sussex Police. To ensure that BID resources are directed towards delivering real added value, a Partnership and Services Agreement has been prepared to establish the ongoing commitment of the Local Authorities and Sussex Police and define baseline service specification and performance monitoring arrangements. The WorthingBID will not only be committed to monitoring these baseline standards but also to pursuing higher standards where possible. The Agreement will, in practice, provide an essential input into the annual BID business planning process. Baseline Services have been produced to cover the following categories:

- Police & CCTV
- West Sussex County Council Services
- Town Centre Management
- Cleansing & Maintenance
- Foreshore
- Parks & Open Spaces
- Tourism
- Leisure





Financing the BID

The current BID Steering Group is committed to keeping overhead costs to a minimum and directing most resources to frontline projects and services. It will seek voluntary contributions to increase the available budget and seek other funding mechanisms where appropriate. There will be some costs incurred in collecting the BID contributions which will need to be taken from the annual budget but none of the costs of research and developing the BID are to be recovered from the levy.

Managing the BID

Worthing Town Centre Initiative have a proven track record in delivering new initiatives and influencing positive change. Over the last 5 years it has raised and invested nearly £400,000 on promoting, improving and monitoring Worthing. The Town Centre Initiative have also been representing the business community on the Worthing evolution Town Centre Masterplan project and are now represented on the Masterplan Delivery Team. With a Steering Committee made up from local businesses covering the whole of the proposed BID area it was the natural choice for the TCI to oversee the development of the BID project. The WorthingBID will potentially deliver important aspects of the Town Centre Business Plan and so the TCI are the natural choice to manage the BID especially given its experience of BIDs through its membership of the Association of Town Centre Managers. The Worthing Town Centre Initiative became a Community Interest Company (CIC) in 2006 and is one of only 500 CICs in the country. (CICs are a new DTI bespoke model for social enterprise that came into being on 1 July 2005). The Worthing Town Centre Initiative will act as the 'BID body' and any business in the BID area will be entitled to stand for election onto the Board at the AGM of the Worthing Town Centre Initiative.



The BID ballot

Each person entitled to vote in the BID ballot shall have one vote in respect of each hereditament in the BID area. In order for a BID to be approved, the ballot must meet two tests. First, a simple majority of over 50% of those voting must vote in favour. Secondly, those voting in favour must represent a greater total rateable value than those voting against. The full ballot details will be sent out to businesses with the ballot papers. The date for the ballot will be in Spring / Summer 07.

Alteration of BID arrangements

Any changes to the BID area boundary or the BID levy cannot be made without holding an alteration ballot. The BID projects, costs and timescales can be altered by the BID Committee - within the restraints of the BID income - providing that the BID aims and objectives are adhered to.

The levy, liability and collection

A nominal levy equivalent to 1% of the non-domestic rateable value will be charged on all hereditaments listed in the 2005 Non-Domestic Rating List that have a rateable value of £10,000 or more and that are within the BID area. Any changes that have occurred in individual rating values due to appeals, additions and removals from the list will be reflected in a corresponding change to the levy applicable to the appropriate properties at the billing period after that change. For empty properties, NNDR rules will apply in that 50% of the levy value will be charged. The BID levy will be collected by Worthing Borough Council via the business rates invoice and the funds transferred to the WorthingBID net of collection costs. The BID will secure voluntary contributions from property owners and other external funding partners.

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– Chris Spratt Chairman of the Worthing Town Centre Initiative.



Summary

The Proposal

To introduce a Business Improvement District to Worthing Town Centre.

The aim

To deliver a series of initiatives and services within Worthing Town Centre that will raise the quality of experience for businesses, customers and visitors.

The BID company

Worthing Town Centre Initiative - will deliver the business plan and represent the interests of all BID members

The benefits from the BID

- Protect and increase footfall in the Town Centre
- Increase customer spend in the Town Centre
- Reduce retail theft, crime and anti social behaviour
- A safer, cleaner and enhanced environment for all
- A vibrant and well marketed town
- Improved movement through the town and longer dwell times
- Improved consultation, communication and representation on operational and strategic issues
- Additional voluntary investment
- Increased property values

The Business Plan proposals

A series of initiatives drawn up through extensive consultation with town centre businesses and focused on providing:

- A cleaner and well maintained town centre
- A safer and welcoming town centre
- A vibrant and well marketed town centre

The investment

A levy equivalent to 1% of the non-domestic rateable value will be charged on all hereditaments listed in the 2005 Non-Domestic Rating List that have a rateable value of £10,000 or more and that are within the defined BID area. The levy will be supplemented by voluntary contributions.

The ballot

All non-domestic rate paying businesses within the BID area will be eligible to vote on the proposal. Ballot papers will be issued in the Spring / Summer.

**For further information please call:
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