Dorchester BID

www.dorchesterdorset.com

Vote 'Yes' for a Dorchester BID

Building our Town's future TOGETHER

Dorchester Business Improvement District

Business Plan 2018 - 2023

BID FOR A BETTER DORCHESTER

The DBID's vision is to create a successfully promoted, economically sound, safe, attractive and well-managed town centre for visitors, customers, businesses, employees and investors.

Dorchester is continuing to thrive even in some challenging economic times; I am sure this has been, in part, a result of the work of the Dorchester BID. It is important that there is an independent body supporting and working on behalf of the businesses in the town, from large multi-national companies to the small start-up businesses that come to Dorchester. The BID represents all those helping to make the local economy flourish. Whatever political beliefs or philosophies may divide us at times, we are united in this. Which perhaps explains why I have so enjoyed my involvement with the Independent Retail Awards. I very much look forward to further participation in the near future.

The Lord Fellowes of West Stafford D. L.

Improved street scape,
Lower South Street

Design: Studio Print Dorchester

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Glossary of Abbreviations:

BID - Business Improvement District
DBID - Dorchester Business Improvement District
WDDC - West Dorset District Council or it's successor
LA - Local Authority
TIC - Tourist Information Centre
DWP - Dorset Waste Partnership
RV - Rateable Value
DTC - Dorchester Town Council
DCC - Dorset County Council
BRP - Business Rates Payer
VOA - Valuation Office Agency
ERS - Electoral Reform Service

Chairman's Introduction

John Fiori, The Horse with the Red Umbrella

Having experienced some of the most difficult trading conditions that any of us can remember, I feel it's time now to look to the future for Dorchester and perhaps even get a little excited! Since the first successful ballot back in 2008, the Dorchester Business Improvement District (DBID) has been here to support and promote the businesses in town with a wide range of projects and initiatives, chosen and developed by and for the town's businesses. I believe that the Dorchester BID can and should take some of the credit for the vibrant and flourishing town that we all are so proud of today. With the backdrop of a national depletion in and even demise of high streets all over the UK, Dorchester is still bucking the trend and continues to attract not just more new shops but considerable inward investment which is the envy of many larger towns in the South West.

The last 5 years have also seen the very tragic and sad loss of two people without whom, the Dorchester BID would possibly not have started at all and certainly not have been as successful as it is. Keir Francis, one of the founding fathers of the DBID who went on to be Chairman for several years from the beginning in its early years, tragically died in 2016 and of course, Peter Legg also Chairman through some challenging times for DBID passed away in 2013. Peter and Keir were totally dedicated to the success of our BID and will always be missed by the whole BID team and the town too I'm sure.

Exciting times ahead for Dorchester: With the opening of the new Shire Hall Visitor Centre, on-going plans for the development of the County Museum, the real chance of the Maltings becoming an exciting new Arts Centre and of course, let's not forget, a guest appearance by 'Dippy the Dinosaur,' it looks like the whole visitor experience is about to go up a level or two!!

I encourage all businesses in town to please give Dorchester BID your positive support in the up-coming re-ballot with a 'YES' vote. The DBID will be working hard on your behalf, to help make sure that the town and its businesses can benefit in some way from these exciting new developments in addition to its rich historical heritage and many other attractions.

If you have any further questions after reading this proposal or you would like a 'one to one' meeting please get in touch with your dedicated DBID Board Director. If you are unsure who your DBID contact is, please telephone the DBID office on 01305 257231 or Project Director Phil Gordon on 07799 494886 for more information.

"Dorchester BID benefits the whole town, and its businesses, by advocating and promoting this fantastic place. As the County Museum, we are proud of Dorchester and like the BID, are passionate about driving tourism and promoting Dorchester as a key visitor destination. By working together, we can increase tourism to the Dorchester area and provide economic benefits for the businesses in the town.

By 2020 the Museum aims to welcome 90,000 visitors a year to Dorchester and has ambitions to continue to work with the BID to ensure the economic benefits are shared throughout the town. The BID is important in supporting businesses and providing crucial links between businesses to ensure opportunities like this are maximised by all."

County Museum Director Jon Murden

A message from Project Director, Phil Gordon

Photograph courtesy of Richard Budd

I've been working with the BID in Dorchester for over 10 years and in that time I've come to appreciate what makes Dorchester such a special place. The eclectic mix of passionate Independent businesses and well-known high street brands gives our town its unique feel. Add to this our many attractions both ancient and modern and you have a destination that you just have to come back to again and again! I'm very excited about the town's future. There is, of course, always something else to do or do better and it's partly new challenges that help keep my passion alive for doing everything I can to help make Dorchester the best place to live, work , shop and visit. Thank you all so much for making this an enjoyable mission too. Let's make the next 5 years even better!

The Right Honorable Sir Oliver Letwin MP

Dorchester is an increasingly lively town – and this is partly because of the many businesses that operate here.

But these businesses do not operate in a vacuum. The character of the town and the 'offer' that it makes those whose custom our businesses seek is of the greatest possible importance.

Over recent years, the Dorchester BID has done much to enhance the welcome that visitors receive and the feel of the town itself. As well as vital substantive measures such as the free overnight and Sunday parking, and free parking vouchers, the free Public Access Wi-Fi, the refurbishment and enhancement of street furniture, the reduction of litter and the provision of defibrillators, the BID has done sterling work in promoting Dorchester through its 'Ambassadors' greeting people at car parks, its publications, its website, its use of social media channels and its constant work with the local authorities to improve signage and information in the town. The BID is about more than all of these helpful and practical things. It also contributes to the morale of the town through things like its contribution to Christmas lights and trees, and its sponsorship of competitions, awards and events.

In all of these ways, the BID contributes to the prosperity of local businesses and to the joy and pride we can all take in our flourishing county town. Long live the BID!

Steve Farnham, President of the Dorchester Chamber for Businesses

The Dorchester Chamber for Business is delighted to support the campaign to continue with Dorchester as a Business Improvement District.

Over the last five years we have had a close working relationship Phil Gordon and the BID board and believe that Dorchester is stronger for having it. Together we form a stronger voice in campaigning for measures that benefit Dorchester.

Dorchester is in a good place compared it to other similar towns – we have a strong draw through the town's heritage, there is a good mix of independent and national retailers and the number of vacant units are below the national average. However, High Street shopping continues to have its challenges - internet shopping is higher in the UK than it is in America and that reduction in spending on the high street will mean that there is increased competition for footfall from other towns like Poole and Bournemouth. Those challenges will continue over the next five years. We firmly believe that the measures suggested by Dorchester BID in their business plan will go a long way to help to ensuring that Dorchester continues to be the vibrant place that it is, and will continue to improve.

BIDs in the UK

Vote 'Yes' for a Dorchester BID

For those who are new to the idea, a BID or Business Improvement District is a business led and business funded initiative formed to improve a defined commercial area.

Since their introduction to the UK with the first formal ballot in January 2005, the number of formal BIDs in the UK and the Republic of Ireland has steadily risen to over 290 of which 241 are town centre BIDs. There are another 27 known to be in the development stage and the vast majority of BIDs are successful at re-ballot.

These figures represent over 100,000 businesses investing millions of pounds per year in their local areas whether they are towns, city centres or industrial estates. Dorchester was the first BID town in Dorset and its success has been noted and replicated by neighbouring towns.

As well as managing projects to improve the local area, BIDs are significant in representing the views of business to local authorities. BIDs are funded by an annual mandatory levy on businesses in a defined area but only after a ballot where at least half the businesses voting and half the rateable value votes in favour of their business plan. Unlike business rates, 100% of the levy raised stays, and is spent in the local area. The BID is managed by an elected Board of levy payers.

The benefits of BIDs cited by the businesses they represent, are wide-ranging and include:

- Businesses decide and direct what they want for the area
- Businesses are represented and have a voice on issues affecting the area
- Increased footfall
- Improved staff retention
- Reduced business costs
- Enhanced marketing and promotion
- Facilitated networking opportunities with neighbouring businesses
- Assistance in dealing with the Council, Police and other public bodies

After continued research and the results of the BID in Dorchester over the last 10 years, it is very clear that the required level of stakeholder involvement and organisation involved in a BID is the most effective and sustainable way of continuing to take Dorchester forward.

To find out more about BIDs, see www.Britishbids.info

There are now over 290 Business Improvement Districts of which 241 are town centre BIDs. This represents over 100,000 businesses investing millions of pounds per year in their local areas whether they are towns, city centres or industrial estates. The vast majority of BIDs are successful at re-ballot - A further sign that generally speaking, well-run BIDs are working for business

"We knew nothing about the BID prior to opening, however the benefits of having such a hard working team fighting your corner in the background have been obvious. A huge help with the car parking (Dorchester's Achilles heel), discounted advertising & the town map, just to name a few of the significant initiatives. We look forward to working with Phil and the ambassadors through the summer. Keep up the good work!"

Murray Pullman & daughter Emily, The Posh Partridge

Executive Summary

Dorchester BID is coming up for renewal and a third term Dorchester BID will continue with a wide range of popular projects from the previous 5 year period particularly in the area of Town Promotion and Marketing. Projects fall into one of four mission areas: Business Support, Town Promotion and Marketing, Safe, Secure and Enhance and Clean and Green.

In addition to continuing projects several new projects will be added. These may include:

- Enhancement of public Access Wi-Fi
- Tourist Information Points (TIPS)
- Cruise Ship Engagement
- Mystery Shopping and Business Awards

The BID levy will be applied annually from 1st August to all occupied business rated premises (hereditaments) within the defined area of the Dorchester BID with an RV of £3000 and above (except non-trading charities and prisons). The levy will be a fixed rate of 1% of the current RV as at 1st August each year (in line with the VOA rateable value at the date the levy invoice is raised). The BID area remains the same as the area in the previous BID term. The levy invoices will usually be raised by WDDC during the first two weeks of August.

Voting forms will be sent to the appropriate person in each organisation by the 1st June 2018 and must be returned to the ballot holder before 5pm on 28th June 2018. If you believe that we may not have the most up to date information on the person within your organisation; please contact the DBID office as soon as you can to ensure that your vote counts.

For the BID to continue, more than 50% of those that have voted must have voted in favour and the aggregate rateable value of those that have voted in favour must be more than that of those who have voted against.

After a successful 'YES' vote, the mandatory levy will be charged on all eligible hereditaments within the BID area. In this case levy invoices will be sent out during the first two weeks of August each year at 1% of the current hereditament rateable value.

WDDC (or its successor) collects the BID levy on behalf of the Dorchester BID Limited. The process is managed by a joint Management Group which meets quarterly.

A Board of voluntary Directors will manage the Dorchester BID. They will be elected at an initial AGM in September/ October 2018.

These are challenging times for High Streets with shopping habits changing and many Towns seeing a decline in visitor numbers. Dorchester has so much to offer, combining heritage, cultural and leisure opportunities with a wonderful range of unique shops and businesses and our BID makes an important contribution towards making our Town Centre a really special place for people to visit. Initiatives such as the Ambassadors Scheme and Tourist Information Points make visitors feel welcome and help them to make the most of their trip and the BID contributes to many of the enhancements which make our Town Centre really stand out. The development of the Historic Dorchester App and the provision of Free Wi-Fi are helping to keep Dorchester abreast of new technology which now plays such an important part in everyone's lives. The Town Council looks forward to continuing to work in partnership with the Dorchester BID in supporting our local businesses and promoting all the unique assets that make Dorchester such a special place to live, work and visit.

Susie Hosford,
Mayor of Dorchester 2017-18

I opened my shop Crafty Gift Boutique in Dorchester because I believe it is an up and coming retail town with a lot to offer customers but it lacked a gift shop that sells unique gifts for everyone, my customers are delighted. We discovered the excellent shop watch scheme through the BID who were able to supply us with a subsidised radio – This has helped us feel a lot more connected and included in the business community.

Cheryl Warburton, Crafty Gift Boutique

Why does Dorchester need a BID for another 5 years?

The UK average is 11% for empty shops -Dorchester has around 7% with new businesses opening regularly

The New BID

Let's start by taking a quick look back over the last 5 year BID term. We have, as a country, had to deal with a lot of uncertainty in the markets most recently of course two elections and the whole 'Brexit effect'. During this time the DBID has worked hard on behalf of the town's businesses to provide a supportive and proactive roll, implementing the projects and initiatives suggested by the town's business community. We are always looking for ways to encourage people to come to Dorchester and most importantly, give our visitors more reasons to stay longer in town and of course return!

The DBID now has a wide range of projects detailed in this plan spanning four mission areas (Business Support, Town Promotion & Marketing, Clean & Green and Safe, Secure & Enhance). These initiatives have strong universal support from the town's businesses and are regularly giving positive benefits to both the town and its business community.

The BID team has also developed and implemented new project ideas and worked with all three local authorities to partner appropriately when there things that can only be achieved with the involvement and financial support of local government.

Pedestrianisation of Lower South Street: A recent example of DBID success in partnership with local authorities is the beautifully finished re-surfacing of Lower South Street. Something that the DBID could not possibly achieve due to budget limitations but by lobbying on behalf of businesses, encouraging and supporting the appropriate local authorities and helping to manage relationships and expectations during the works. The results are stunning!

FREE Public Access Wi-Fi: Another DBID project nearing completion and only made possible with a funding partnership with all three local authorities and Brewery Square is the new FREE Public Access Wi-Fi. This network, covering the majority of the town, will continue to give visitors an improved experience when using their smart phones to discover the town and its many attractions.

Next we take a look through the many things the DBID organises or delivers each year that are highly likely to stop if the DBID ends. Some you may have benefitted from directly others maybe not. Several may have been taken for granted as they have become almost 'expected' during the years that the town has had a BID.

We believe that a well-run, forward-thinking BID makes Dorchester stronger and more able to respond to changes in the economic climate and with your support we can continue doing this for another 5 years.

“Being a fairly new estate agency in Dorchester and even with many local connections, we have found the Dorchester BID to have been of great help in establishing ourselves in terms of connecting us with other businesses, keeping us abreast of local and topical news and events and helping to put us on the Dorchester map. Phil and his team are friendly, approachable and extremely professional and we believe have been a boon to the County Town in so many ways. Dorchester-Best In Dorset!”

MaryLou & son Gerard Delaplanque, The Property Gallery

If you agree that any of the following are important for Dorchester you need to vote 'YES' in June 2018!

- DORCHESTER AMBASSADORS: Helping to ensure shoppers and visitors from out of the area are given a warm welcome; parked quickly with minimum fuss and given directions and advice where required. Dorchester Ambassadors also offer support to local shoppers and visitors with information and helpful advice.

- CHRISTMAS LIGHTS & TREES: Continuing financial support for the Christmas lights and trees, the future of which is uncertain without this support - DBID has provided funding in excess of £80,000 in the last 10 years and is by far the main provider of funds.

- FREE OVERNIGHT AND SUNDAY PARKING: This was originally re-instated after negotiations between the DBID and WDDC/DCC. It supports levy paying business by encouraging evening and Sunday trade from visitors and locals. The future of this concession is not guaranteed as it is in the power of the local parking authorities but with a successful re-ballot DBID will fight hard to keep this in place to the benefit to all.

- LOCAL MEDIA ADVERTISING SUBSIDIES: Since the BID first started we have negotiated special group advertising deals with the local media (paper/magazine & radio) and supporting participating businesses with useful subsidies making it more affordable to advertise your business.

- DORCHESTER BID PUBLICATIONS: Continue to publish our handy fold out town maps and Shopper & Business Guides available from Ambassadors, throughout town and 700+ outlets over 5 counties! In addition to this, we also produce in excess of 22,000 copies of the Guide for delivery to every household in DT1 & DT2 area.

- CAR PARKING VOUCHERS: Continue to attract repeat customers to Dorchester with the enticement of up to 2hrs FREE parking. It encourages customer loyalty to your shop too. Sharing the cost 50/50 with the participating business the DBID runs this scheme now supported by more than 70 businesses in town.

- SUMMER FOOTFALL GENERATING COMPETITIONS: Increase footfall and the exploration of town. At the BID we are always trying to think of new things to do that will both encourage footfall but also encourage people to break their habits of visiting just their usual haunts and instead explore all parts of town, helping them to discover new businesses and new spending opportunities!

- INFORMATIVE & ATTRACTIVE DORCHESTER WEBSITE: A key project the DBID provides is the town's most regularly updated website - www.dorchesterdorset.com; it's a shop window for Dorchester, its attractions and your businesses. Offering a host of extra features for your business including promotion of your special events/offers and job vacancies.

- SOCIAL MEDIA: Continued promotion of the town, events and your business with our social media channels including twitter, Facebook and blogs. Since the start of our current BID term in 2013 we have made great progress on 'follows' and 'likes'. All you need to do is share your news and the DBID will spread the word for you.

- SUPPORTING BUSINESS RECYCLING: Continue providing subsidies to share the cost burden on businesses of paper, card and food waste recycling.

- SPECIAL EVENT SPONSORSHIP: Continue to support events that attract more tourists and locals into town. The DBID currently supports many such events including new this year, the Dorchester Marathon plus Dorchester Literary Festival, Thomas Hardy Conference, Dorchester Carnival and of course, the Christmas Cracker. By helping both fund and promote these events we are attracting more people to Dorchester, more potential customers for the town's business community.

- MYSTERY SHOPPING & BUSINESS AWARDS: Continue to offer periodic mystery shopping initiatives with expert advice on potential enhancements and help to organise award events to celebrate the best the town has to offer.

- TRAINING COURSES & WORKSHOPS: Continue to provide access to subsidised and sometimes even FREE training in the areas that you tell us your company would benefit from. Currently this includes Lifesaving First Aid, Defibrillator training, Twitter, Facebook and Trip Advisor for Businesses but we are just waiting for your requests!

- FREE PUBLIC ACCESS WI-FI: In partnership with DCC, WDDC the Town Council and Brewery Square, DBID is committed to provide town-wide Public Access Wi-Fi which will improve the visitor experience in town by greatly improving the coverage in town when using the internet, Google maps, searching for businesses or services and so on.

- REFURBISHMENT & ENHANCEMENT OF STREET FURNITURE: Continue the supply of hanging baskets, flags and other displays. Over the last few years in partnership with the Town Council we have been providing extra 'colour' to the town with these and keeping the towns benches looking good with a regular renovation program.

- SUMMER LIVE MUSIC: Continue adding to the vibrancy of town during the summer weeks with a wide variety of live music free public performances

- IMPROVE SIGNAGE & INFORMATION POINTS: Continue to work with our partners, the local authorities to encourage these improvements and discuss potential ideas before implementation.

- SHOP WATCH RADIO SUPPORT: Continued help strengthening the Shop Watch network in town, provide subsidised radios to businesses and keep building closer relations between the shops and the police.

- DEFIBRILLATORS IN TOWN: Continue to supply and maintain defibrillators spread across the town there to save the lives of your staff, your customers and visitors to town.

- KEEPER OF THE WALKS: Continue to work in association with the Dorset Waste Partnership (DWP) providing a great service from Scott, our popular Keeper of the Walks giving that little extra attention to detail around the town centre in concert with the DBID/DWP Grime Spotters hotline allowing businesses and members of the public to report any problem areas of town that need special attention or a deep clean.

With a strong and well-supported BID in town not some but all of the above can continue for the next 5 years.

BUSINESS SUPPORT *(18% of budget)*

AIMS: To encourage more trade throughout the DBID area, support the development of the businesses skill sets and continue to identify initiatives that help reduce business overheads.

PROJECT EXAMPLES:

Cruise Ship Engagement: Target the growing number of cruise ships coming to Portland Port to encourage excursions to Dorchester. The seeds have already been sewn at the back end of last year with the DBID leading a party to a trade show organised by the Portland Port Authority. Initial contacts were made with the key tour operators and we intend in the next few years to develop this relationship with an aim of bringing 1000's of extra visitors from the cruise liners over the years to Discover Dorchester secrets and spend money in town.

On-line Business support: Via the popular DBID funded website for Dorchester (www.DorchesterDorset.com) all BID levy payers enjoy free access to add a unique page to promote your business including a link to the businesses' website. Over the last term of the BID we have now added more features including the provision to add Jobs to fill, events to promote and special offers with downloadable vouchers or other promotional material. We also run a regular Blog and invite businesses to submit articles to promote new products/services or highlight a new store opening etc.

Reduced rate parking and secure parking: DBID (in association with the Dorchester Chamber of Commerce) managed a few years ago to secure a substantial reduction on the cost of parking permits for levy payer employees. We will endeavour to keep this useful concession from WDDC available. We also still have a limited number of spaces in the old prison car park - A temporary facility available thanks to the support of City and Country until the Prison development requires the use of this land. Whatever the future holds DBID continues to fight your corner and looks at ways of improving parking in Dorchester.

FREE Public Access Wi-Fi: A DBID partnership project (with additional funding from DCC, WDDC, the Town Council and Brewery Square) we are committed to providing town-wide public access Wi-Fi enhancing the visitor experience in town by greatly improving the coverage when using the internet, Google maps, searching for businesses or services. Allow featured promotion of businesses and events taking place in town.

Training Courses & Workshops to increase skills across the Business Community: Offer a variety of subsidised and sometimes free courses relevant to business. These change based on levy payer's requests but currently the most popular include Lifesaving first Aid & Defibrillator training. Twitter for business users, Facebook & Instagram for business and Tripadvisor workshops.

What will a renewal BID deliver?

"Having worked with the Dorchester BID since its inception, it has clearly had an impact on the town. Many of the projects undertaken to date simply wouldn't happen without the BID levy. With the forthcoming Council reorganisation I believe that the BID will have an enhanced role to play in delivering Town Centre projects. They key to success will be engagement from the levy payers and stakeholders.

Steve Bulley – Head of Business Engagement – Dorset Chamber of Commerce & Industry (former MD Wessex FM & Past President Dorchester Chamber)"

TOWN PROMOTION AND MARKETING *(40% of budget)*

AIMS: To attract more visitors and residents to visit the town, staying longer, visiting more frequently, and spending more in local businesses.

PROJECT EXAMPLES:

Dorchester Ambassadors: Continuation of one of our most successful 'flagship' projects. The Ambassadors a regular sight in town, offer all visitors a warm welcome, rapid space identification in the car parks and for those visiting for the first time, maps, Shopper's Guides and advice on where to find the attractions and businesses in town. With a successful 'YES' vote, we hope to expand the Ambassador scheme which is currently just during school holidays to include other important days in town like market day and special events.

Footfall generating activities: Summer initiatives like the now well-known Dorchester Supersleuth competition that take part every year enticing children with parents and grandparents to explore the whole town, discovering new shops whilst gathering clues has become an eagerly anticipated annual event.

Special event sponsorship & promotion: Continue to sponsor and promote events in and around the town. The DBID does this several times a year for events that we believe can benefit the businesses in town and include events like the new Dorchester Marathon, Thomas Hardy Festival, Dorchester Carnival, Dorchester Literary Festival and the Christmas Cracker to name a few.

Supported advertising: Something that DBID has offered for several years now is a variety of subsidised advertising initiatives that help to encourage even the smallest business in town to promote themselves to the local area. Examples of this include our Business and Shoppers Guides, town maps and the popular Wessex FM radio advertising in the run up to Christmas that allows levy payers to 'dip their toe' in and try radio advertising at a fraction of the usual cost.

Town promotion via social media: The Dorchester BID is regularly promoting the town, events and individual businesses on Facebook (Dorchester Thomas Country) on twitter (@DorchesterBID @DorchJobs) and through regular blog stories on our website www.dorchesterdorset.com.

Parking voucher scheme: Continue to run our car parking rebate scheme enabling visitors to park for FREE for up to 2 hours at a time and sharing the cost 50/50 with participating businesses.

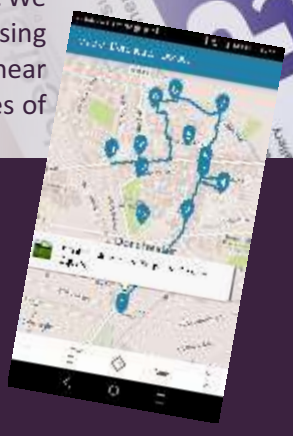
Press and media coverage: Continue to take every opportunity to get Dorchester into the press and onto TV. The DBID has a good track record of providing good news stories and these make a desirable change to some of the other news around!

Dorchester website: Continue to develop and run a well-connected website promoting Dorchester, its attractions and history. We will continue to add more useful functionality and keep up with the current trends in website design and functionality. The importance of good SEO (search engine optimisation) means that there is always something to do if we are to keep Dorchester in pole position on-line.

DBID publications: Continue to produce high quality and informative town maps and guides to the shops and other businesses in town. These annually produced guides now get delivered to 23,000+ households in DT1/2 in addition to being given out by our Town Ambassadors, the main TIC and other information points in town (TIPs). The maps encourage locals and visitors alike to explore more of the town.

Tourist Information Points (TIPS): Continue to work with businesses in town to provide materials so that they can offer some basic information for visitors in town and direct them to the main Tourist Information Centre. The TIP's help give a good impression of Dorchester as being a place that offers a warm welcome to visitors and are already proving to be very popular.

Continue to Develop New Technology Applications: DBID will always look at the best use of new technology applications to provide helpful information about the town and what is going on. The most recent example of this was an additional project completed last year which is a fabulous narrated town walk app. Called 'Real Town Tours' you can download it FREE from the Android Play Store or the Apple iStore. We managed another first for Dorchester working with the developers to produce an interactive version using 'geo-points' with the dulcet tones of Town Crier Alistair Chisholm bursting into life every time you draw near to a marker on the walk with fascinating and sometimes amusing information about the many places of interest along the way!



> We at Redtale Holdings were initially sceptical of the benefits of a BID, but we have been pleasantly surprised. The BIDs approach of tackling the small things has made a big difference to the town. Walking around the BID area now you can see these improvements first hand which have benefited the town and businesses alike

DorchesterDorset.com
Discover our secrets!

SAFE, SECURE AND ENHANCE *(15% of budget)*

AIMS: To improve the experience of being in Dorchester and enhance its reputation as a friendly, safe town – A great place to visit and do business.

PROJECT EXAMPLES:

Christmas lights & trees: Continuing financial support for the Christmas lights, the future of which is uncertain without support from the town's businesses via the DBID funding – We have provided funding in excess of £80,000 in the last 10 years and are by far, the largest provider of funds. Subsidising the Christmas trees and lights around town is a key part of helping the town get into the Christmas spirit and certainly makes Dorchester feel more festive.

Summer Saturday Live: Provide funding for the provision of music and other family entertainment in the town. The aim will be to provide a range of quality street entertainment especially during the summer weekends. Last year we produced a new format with 'Summer Live Music'(@DorchLive on twitter) showcasing some of Dorset's finest musicians playing over seven Saturdays in the summer – It was very well received by the visiting public so we aim to continue this year.

Security: Continue working with Dorset Police providing a conduit between them and levy payers to improve communication and general security of premises and the town centre. Co-operation has been greatly improved over the last 5 years making a safe town even safer!

Looking after our visitors: As mentioned in 'Business support' we regularly provide lifesaving first aid workshops and defibrillator training. This means an ever-growing number of staff in businesses across the town are more confident to help their customers and staff should they have a medical emergency or minor injury.

Supply & maintain defibrillators: Continue to look after the units that the DBID has funded throughout the town, updating or replacing as required.

Shop watch radios: Continue to support the invaluable 'Shop Watch Radio Scheme' The DBID is responsible for and funds the maintenance of the base station repeater. Another aim is to develop the network by encouraging more businesses to join in offering subsidised Shop Watch radios to all levy payers.

Street furniture refurbishment: Another example of the importance of BID's working in partnership with local authorities – We will continue to work with the Town Council providing funds to cover material costs enabling their team to keep the towns benches well maintained and replaced when required.

Information Displays and enhanced signage: The Dorchester Town Council has a strategy to develop and improve the streetscape (including signage) in the town centre. The DBID partners the Town Council by contributing ideas, engaging in consultations (feeding back the 'business view') and sometimes providing a contribution to funding when it is a project that helps to meet the aims of the DBID business plan.

“As a new business to the area, Cow and Apple has benefitted greatly from the services that Dorchester BID offer. The opportunities that have arisen and the assistance from Phil have been excellent. From social media to training courses, the BID has been very useful. I believe Yeovil businesses would benefit from an equivalent if one were available”

Gareth Witt owner of The Cow and Apple

CLEAN AND GREEN *(8% of budget)*

AIMS: Maintain the attraction and cleanliness of the town. Develop initiatives that will encourage recycling and help make Dorchester 'greener'.

PROJECT EXAMPLES:

Keeper of the Walks: Continuation and development of initiatives that add to the cleanliness and tidy appearance of the town including the targeting of grime hot spots with periodic specialist deep cleaning if and when required. The flagship project in this mission area is our highly regarded Keeper of the Walks project delivered in partnership with the DWP (Dorset waste partnership). Having this service in town reduces the amount of litter around town as well as providing visitors with information on the town's walks.

Recycling (Cardboard, Paper and Food): Continue to work in partnership with the DWP (Dorset Waste Partnership) providing a 50% subsidy to BID levy payers to share the burden and encourage engagement in recycling. Consult businesses to establish any further recycling opportunities such as glass, plastic or computer hardware that may be of benefit to levy payers.

Cigarette Butt Bins: Continue the installation and on-going maintenance of cigarette butt bins across the BID area. These are available to any levy payer who would like one outside their premises. They continue to help reduce the number of discarded cigarettes around town.

Hanging baskets and other planting: Continue to work with other agencies to increase the floral attractiveness of Dorchester. This could include flowers, shrubs and trees but already includes the annual display of hanging baskets.

"Being new to the area and opening Renaissance Beauty Salon with a view of offering something a little different from mainstream salons was both exciting and a bit daunting. Even before I opened the doors Phil from the BID popped in to say hello and welcome me to Dorchester offering help, advice and important local information. The continuing support I receive from the BID has been exceptional. I have great plans in Dorchester and lots of things coming in the future - It's nice to see so many businesses being brought together to build an inspirational business community thanks largely in part to the efforts of the BID."

Yvett Lyager business owner, Renaissance Beauty Salon

"Particularly being a new business in Dorchester the BID has been an asset to getting our name out there. From saving money through courses for our team members to saving on waste collections it all adds up. I would recommend the BID in their friendly approach, superb business offers and community magnetic field that they've built."

Zachary Boyd-Paton General Manager - Vinny@6

Why should I vote for the BID to continue?

Businesses will benefit directly from:

• Reduced business costs
• Improved marketing opportunities and increased impact derived from cooperative advertising of many businesses rather than the lesser impact of an individual business
• Increased visitor and shopper footfall throughout the year (promotion of the county town of £350,000+ over last ten years)
• Longer, more relaxed customer visits to Dorchester with the ability to extend car parking time remotely via the pay by phone system requested by the DBID
• BID organised courses covering whatever your business requires to assist development
• Maintaining Dorchester's retail position within the region against increasing competition from neighbouring towns
• Improved affordability of sector targeted courses and marketing with attractive pricing via subsidised advertising and workshops
• Projects addressing issues of concern to individual sectors
• A reduction in recruitment costs as a more appealing environment for employees encourages them to stay in the area – Zero charge for advertising your job vacancies on www.dorchesterdorset.com and also tweeting them to more than 6500 followers on twitter!
• The 1% levy is great deal for small businesses which benefit from the proportionally greater investment by the larger businesses and the councils
• Support and encouragement from day one for new businesses moving in to the DBID area
• A voice in the putting together of the business plan so issues of concern are addressed

Businesses will benefit indirectly from:

• The on-going promotion of Dorchester to the outside world
• Having a greater voice when decisions are being made by local and national government which affect the town- With some of the proposed new development in town this is very important.
• The development of partnership projects between the BID and local government which can further the BID's business plan objectives.

Every year the DBID (in partnership with Everycare Wessex) has helped train Dorchester businesses in life saving first aid we have over 80 now throughout the town with more workshops planned in 2018

• Engaging with all levels of local government to ensure services are coherent and co-ordinated.
• Improve the economic growth of the area by making the town attractive to potential investors
• A greater sense of pride in the county town
• An increase in the area's desirability and ability to attract occupiers for commercial premises (a town not blighted by empty shops to the same degree elsewhere in the UK).
• Capital growth for owner occupiers and property owners.

Benefits for visitors which lead to a good reputation for the town and a willingness to return:

• Improved experience for shoppers and visitors from car parking, direction and signage to an attractive town scene.
• Quality and FREE street entertainment on Saturdays during the summer
• Cleaner streets and alleys, The keeper of the walks has a focus on the detail.

Recognising and rewarding businesses that go the extra mile for their customers with our 'Dorchester's Favourite Business Awards' photos of past winners Meghann Gibbons from Cook & Wayne Garnett from The Fridge

How is it funded and what will it cost my business?
The BID levy will be applied annually from 1st August to all eligible hereditaments within the defined area of the Dorchester BID, with a rateable value of £3000 and over, except for prisons and non-trading charities (referred to from now on as eligible businesses). The levy will be fixed at a rate of 1% of the most current rateable value as at 1st August.

Those with an RV of less than £3,000, landlords (who are currently not obliged to contribute) or those who are outside the immediate BID area are not obliged to pay the levy. However, although they cannot vote in the ballot they are invited to participate in the BID by making equitable voluntary contributions. Many businesses and individuals have taken advantage of this during the last ten years.

From voluntary contributions, matched funding and in-kind contributions, the DBID team have worked to increase the value of the DBID Project fund by in excess of 34% thus enabling us to do more within the existing project missions.
All eligible businesses are able and strongly encouraged to vote in the ballot, to decide if they would like to continue the BID for another 5 years - everyone has a say.

Upon a successful ballot, the 1% levy is mandatory on all eligible businessesand those moving into eligible premises during the BID period. New eligible businesses will be required to start paying their levy in the August following their opening. WDDC (or it's sucessor) are obliged under BID regulations to collect the levy on behalf of the BID. The levy is payable annually in August at 1% of the rateable value of that hereditament at the point of invoice.

The levy will be payable regardless of any subsequent back dated change to the rateable (increase or decrease) value sought by the occupant, property owner or applied by the VOA. Full liability rests with the occupier of the hereditament as at 1st August each year. The levy is payable in full within the timescales provided on the invoice issued by WDDC or its successor; this is a statutory charge and we are obliged to ensure collection of the levy; this may mean debt recovery action may be taken in the event of non-payment.

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Many businesses that have moved in part way through the year have made an immediate voluntary contribution (although not liable to pay levy until the following year) because they understand how being in a BID area is a bonus for their business.
A number of BID initiatives have enabled many of the businesses that participated in BID projects to make their BID levy contribution cost neutral or better. Such projects include cardboard recycling, subsidised advertising in local and regional publications and subsidised training courses.

Generating footfall all over town with our annual Super Sleuth competition!

"I opened the doors of Nonno Peppe Pizza this February and soon after I was approached by Phil from Dorchester BID. After hearing how the organisation operates, I started to interact with their ambassadors immediately. I was very pleased to learn how the BID helps businesses around this historical town and also like their ability to created useful, well organised tools like the simple to use website. Their Ambassadors are knowledgeable and well inspired. The collaborative creativity of this organisation is a great help for all small businesses especially the ones tucked away like mine. Thank you! **Gennaro Marzano Nonno Peppe Pizza**"

So what will it actually cost my business?

This table gives a good guide to the BID levy and shows how it scales fairly depending on the size of the business

Property RV	Annual Cost @1%	Weekly Cost	Daily Cost
<£3000	Nil	Nil	Nil
£3000	£30	58p	8p
£5000	£50	96p	14p
£8000	£80	£1.54	22p
£10,000	£100	£1.92	27p
£15,000	£150	£2.88	41p
£25,000	£250	£4.30	68p
£30,000	£300	£5.77	82p
£50,000	£500	£9.61	£1.37
£75,000	£750	£14.42	£2.05
£100,000	£1000	£19	£2.74

So, for an occupied eligible business with a rateable value of £10,000 or less the BID will cost less than a cup of coffee a week. For this modest business cost the BID fund will continue to make a real difference to Dorchester's future.

To keep the administrative costs of running the BID to an absolute minimum and due to the relatively small amounts of money being collected there will be no reduction, refunds, instalment provision, exemption or reliefs on the BID Levy for eligible businesses.

What happens if rateable values change during the life of the BID

The VOA (Valuation Office Agency) is due to re-assess property rateable values in 2022, (within the term of the BID). The 1% levy remains the same but the Levy on an individual business may increase or decrease dependent on any alteration to the rateable value of their property as determined by the VOA. The levy invoice will be calculated on the rateable value of the hereditament as at 1st August of that year.

How Have the Plans Been Drawn Up?

DBID have been the leading light of BIDs by nominating a dedicated Board Member to each hereditament. These Board Members have and aim to visit their nominated hereditaments as often as possible and have all provided direct telephone and email contact details to enable good lines of communication in addition to the open door policy of the DBID Office and its officers.

During the course of 2017DBID contacted all of it's levy payers by post, email and by one to one visits. DBID invited all of the levy payers to three open meetings (in addition to the AGM) which were held where DBID were able to explain where the BID currently is, where it would like to go for the next five years and for the levy paying businesses could make suggestions for new projects and advise which projects they would like to see continue for the next five year.

Using the feedback gained across all channels, the DBID team were able to make some additions to the list of continuing projects and improvements to others.

Dorchester BID
www.dorchesterdorset.com

Vote 'Yes' for a Dorchester BID

"I have been a Director for Dorchester BID now for 6 years and have seen the good work that DBID has done for Dorchester, from the free parking in the evenings and Sundays to the great Summer entertainment in the town. DBID is important to promote our great town of Dorchester and to make it a destination for shopping and visitors. A yes vote is essential for the continued success of Dorchester"

Nick Rawlings Goulds Stores Manager

Dorchester BID
www.dorchesterdorset.com

Vote 'Yes' for a Dorchester BID

Who Will Manage The BID For The Next 5 Years?

The Dorchester BID will be managed by an elected, voluntary Board of Directors. It will be run day to day by the DBID team which will oversee the implementation of the projects and manage the finances.
This team will report directly to the Dorchester BID Board of Directors. Their work will include liaison with local authorities and joint project agencies, locating and applying for other funding streams and the day to day running of the company and office.

The DBID Board of Directors will be made up of 12 voting members who will be elected by the levy payers. This body of people will be responsible for the management of the BID and for all decisions relating to it. An initial Annual General Meeting will be held in September/October 2018 to elect the first Board of Directors. The Chairman and Vice-Chairman will be Directors of the DBID board, elected by the directors of the board every 2 years at the first Full Board Meeting after the AGM, starting with the 2018 AGM.

Half of the Board will be asked to stand for re-election (providing they wish to continue) at each subsequent AGM. Full details are in the Constitution; this can be requested from the DBID Office.
Board members can be owners or an employed member of their staff, of a BID levy paying business, with a maximum of one director for any individual business who is deemed fit and proper under the Companies House guidance. Where necessary the Board will be empowered to co-opt new Directors to keep this number constant until the following AGM.

The current DBID board members will continue until such time as the new Board is formed. The structure of the Board will be representative of the numbers and types of business in the BID area. See the contact list at the end of this document for the current Steering Group &Directors of the Board.

A Councillor and an Officer of the Local Authorities will be invited to Board meetings as observers and in an advisory and supporting role. Moving forward, the DBID board reserves the right to invite a Local Authority Representative to join the Board of Directors if it becomes appropriate.

Since the DBID first launched in 2008, Dorchester has become quite a 'destination town' with lovers of history, a totally unique range of shops (both independent & high street brands) The quality and variety of food on offer has increased fantastically -Dorchester now has a truly global food offering with many eateries regularly scoring highly on Tripadvisor. We added Tripadvisor for business users as a new workshop in 2017 to help businesses maximise the positive impact of this popular site.

The DBID Area

Acland Road
Agra Place
Albert Road
Allington Street
All Saints Road
Antelope Walk
Arbutus Close
Bowling Alley Walk
Brewery Square in its entirety
including but not limited to:
Dray Horse Yard,
Copper Street,
Pope Street & Eldridge Street
Caters Place
Charles Street
Church Street
Colliton Street & Colliton Walk
Cornhill
Cornwall Road
Culliford Road North (to bridge)
Durngate Street
Fairfield Road
Forum Centre
Friary Hill
Friary Lane
Frome Terrace
Glyde Path Road
Glyde Path Hill
Great Western Road
Hardye Arcade
High East Street
High West Street
Icen Way
Linden Avenue
Maumbury Road (as far as Fairfield Road)
New Street
North Square
Northernhay
Orchard Street
Prince of Wales Road (To Culliford Road junction)
Princes Street
Salisbury Street
Salisbury Walks
Somerleigh Road
South Street
South Walks
South Walks Road
The Grove
Trinity Street
Tudor Arcade
West Walks Road
Weymouth Avenue
Wollaston Road
York Road
And any other road or areas that are developed
within the specified area within the lifetime of the BID

The BID area corresponds approximately to the town centre. Businesses that are currently or become occupiers of premises (new or old) within the red band on the BID map are in the BID area. Some roads, in newly developed areas, within the DBID area may not be shown on this map or the list above but are within the DBID area and therefore liable to the DBID levy.

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Discover our secrets!

Sam Rich, Boots Opticians & Hearing centre

"I have been a manager in Dorchester for 3.5 years now, and a member of the BID board since 2017. Never before have I felt part of something so vital to the community. Part of a team who care about the town & its future so much. I'm very proud of the Dorchester BID & would never wish to see a day my town was without it. So many wonderful things would stop overnight if we no longer had the BID. Please vote YES to continue your BID!"

Clean and Green

- Keeper of the Walks project helping to keep our town looking smart. Scott, our Keeper, has won many friends amongst the businesses in town for his dedication and attention to detail
- Shiny new cart presented to the Keeper of the Walks this year funded by DBID
- Targeted deep cleaning of any grime spots identified in town
- Annual display of 30 hanging baskets in partnership with DTC
- Installation and maintenance of 50 cigarette butt bins
- Refurbishment of all the town centre benches in partnership with the Town Council.

We realise that not every project will be of direct benefit to every business but hope that all businesses will benefit from some. Facilities were provided to enable levy payers to suggest projects for inclusion in this plan.

What has Dorchester BID already achieved?

Business Support

- Regular subsidised training and workshops helping to up-skill the town's businesses these include lifesaving first aid, defibrillator training, Facebook, twitter & tripadvisor workshops
- FREE Public Access town Wi-Fi network enabling customers to use their smart phones in town including finding shops (for example using Google maps and Google+)
- Discounted food, paper &card recycling (50% cost reduction to levy payers annually)
- Prison car park liberated by DBID for use by(with permits) levy payers
- Reduced cost for WDDC parking permits for Trinity Street car park for levy payer's employees
- Free online advertising of your job vacancies (website jobs page & 6500 twitter followers)
- Free online promotion of your events and special offers/vouchers
- Individual businesses promotion with custom business blogs on www.dorchesterdorset.com

Town Promotion and Marketing

- Local and Regional TV& Press coverage plus local radio advertising support
- An all-new and highly functional town website went live in 2015 promoting everyone 24/7
- Increased web presence (site traffic up 50% from 2013, search visibility up 7%)
- Social media activity up (10k 'likes' & 9.8k followers on Facebook, 4.5k followers on twitter)
- Shoppers Guides produced annually and featuring every levy payer. Available all over town and from Ambassadors. The guides are also being delivered to every DT1& DT2 letter box.
- An attractive town map produced annually distributed over 5 counties, TICs & by Ambassadors
- Dorchester Ambassadors during school holidays & other town events
- Event sponsorship including Carnival, Marathon, Literary Festival, Thomas Hardy & more
- Ongoing advertising support for the town's levy payers
- Summer Competitions to stimulate footfall all over town (Dorchester Super Sleuth)
- Free Sunday and overnight parking after 6pm
- Car Parking voucher rebate scheme (sharing 50% of the cost with businesses)
- Pay by Phone Parking throughout the town – Easier to extend parking time
- Dorchester promotional products (William Barnes Dorset Dialect Cards)

Safe, Secure and Enhance

- Full pedestrianisation of Lower South Street (something DBID has been lobbying for since our inception in 2008 (Now completed thanks to DCC Highways and DTC. Stunning results!)
- £80,000 funding towards Christmas Lighting & trees with lights (main provider of funds)
- £15,000 full funding to quality live summer street musical entertainment
- Traffic and Car park information boards on the approaches to town (funded by DCC) now tell approaching visitors where to head for car park spaces
- Business security improvements in association with Dorset Police and their PCSO team
- Shop and Pub Watch Radio Link Scheme (added an additional 25 businesses with subsidised radios)

In addition...

A MORE ATTRACTIVE DORCHESTER

A lot of the achievements detailed have helped Dorchester to become a more attractive town for residents and visitors alike and the ideas keep coming, so with a BID in Dorchester funded by the business community, we can look forward to a positive future for our county town.

Many key Dorchester events have either been enhanced or in some cases saved for the town by a relatively small contribution from the DBID with promotional support. A perception that Dorchester is always buzzing with things going on plays a major part in bringing visitors back. In the last few years we have also supported two brand new annual events in the Dorchester Marathon and the Dorchester Literary Festival both of which are already proving to be highly successful and draw new numbers of visitors to the town.

A BETTER REPRESENTED DORCHESTER

The various projects which the BID seeks to implement frequently involve seeking permissions, discussion, negotiation and partnership in some cases with one of the 3 tiers of Local Government Authority currently situated in Dorchester.
This has allowed the DBID to initiate discussion about matters of concern to the levy payers and allowed them to have an input at an early stage in formulating policy long before the consultation stage has been reached. The result have often been a solution to one of the town's problems which has been a benefit to all – such as the phone top up car park parking which has allowed more flexible short stay parking in WDDC car parks.

DBID is unable to run services like this so working closely with those that can whilst maintaining an independent voice is the best balance that can be struck for the benefit of the whole town. Another example is the Lower South Street pedestrianisation and most recently, the FREE Public Access Wi-Fi network which attracted £40,000 of funding from the 3 Councils and Brewery Square – Without their co-operation and financial support, this Wi-Fi project would not have been achievable.

Big names at DorchLitFest2017

FREE Wi-Fi in Borough Gardens

2017 Super Sleuth winner Hannah

I was very excited to win a prize in the Dorchester BID Super Sleuth competition.
I really enjoyed studying the pictures and together with a map, planned a mission around town. Due to careful planning I visited 104 shops one Friday morning and then completed all but two of the shops in the afternoon. The shop keepers were always happy to see me and willingly produced the stickers. There were several shops I didn't know existed for example Fudges Wool – since my mum loves knitting this was a great find!

Dorchester BID
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Vote 'Yes' for a Dorchester BID

"It is so important that the BID receives a yes vote in the upcoming ballot. There are so many projects that the BID are running for the benefit of the businesses of Dorchester, with more in the pipeline. If a YES vote is received, these projects can continue, however, without it, they will all cease overnight. After the publicity that 'Dippy' created for Dorchester globally (supported by DBID) it can only help the town's future visitor numbers. With a strong and proactive BID working hard to promote Dorchester, make visitors feel welcome and help provide an unforgettable visitor experience"

Glenn House, Owner of Dodgsons DIY

Voting Arrangements

The Ballot: The Electoral Reform Service(ERS) will be conducting the ballot on behalf of West Dorset District Council, this being the body charged with this task under the legislation. The notification of ballot will be sent to eligible businesses in mid-May and ballot papers for voting will be sent to the appropriate person in each organisation by 1stJune 2018and must be returned to the ballot holder before 5pm on 28thJune 2018
The result of the ballot will be announced during the following week once all papers have been counted.
The business owner of every eligible hereditament within the defined BID area has a vote. A proxy vote will be available, details of which will be sent by the ERS before the ballot papers are issued.

In order for the Dorchester BID to continue its work the following two criteria must be achieved
- More than 50% of those that have voted are in favour
- The aggregate rateable value of those that have voted in favour must be more than that of those who have voted against.

After a successful 'YES' vote, the mandatory levy will be charged on all eligible hereditaments within the BID area; any occupied business premises with an RV of £3,000 or more excluding non-trading charities and prisons.
This is a statutory charge, enforceable by law on all eligible businesses regardless of how they voted.

BID Term, levy, collection and budget:
Explanation of Term, Threshold and Level of Levy
The term of the DBID renewal is 5 years. If successful in June 2018, DBID will seek a further renewal through ballot in 2023. During 2017 the BID Board allocated funds to the consultation, preparation and presentation work needed to seek a further term. The plan of work to be undertaken during the year 2022-2023 will be drawn up with the twin objective of continuing to deliver the projects in the Business Plan and obtaining a successful re-ballot.
The threshold is the rateable value below which premises will be excluded from the ballot and levy collection. This will continue to be £3,000.
The level of levy will continue to be 1% of rateable value per annum throughout the 5 year term of this BID.
Although some existing BIDs around the country decided to build in an inflationary increase each year, the Dorchester BID has chosen not to do so. DBID expect over the course of the 5 year term that new developments within the BID area will result in organic growth of the DBID levy and income.

Collection
WDDC (Or its successor) collects the levy on behalf of the Dorchester BID. The process is managed by a joint Management Liaison Group which meets quarterly.
Upon a successful ballot, the 1% levy is mandatory on all eligible businesses and those moving into eligible premises during the BID period. New eligible businesses will be required to start paying their levy in the August following their opening. WDDC (or it's successor) are obliged under BID regulations to collect the levy on behalf of the BID. The levy is payable annually in August at 1% of the rateable value of that hereditament as at 1st August that year.

The levy will be payable regardless of any subsequent back dated change to the rateable (increase or decrease) value sought by the occupant, property owner or applied by the VOA. Full liability rests with the occupier of the hereditament as at 1st August each year. The levy is payable in full within the timescales provided on the invoice issued by WDDC or its successor; this is a statutory charge and we are obliged to ensure collection of the levy; this may mean debt recovery action may be taken in the event of non-payment.

The DBID collection rate in conjunction with WDDC has been one of the highest in the country and a target of 98% collection is being set for the third term.
There may be changes to the way in which the Local Authorities are structured during the lifetime of the BID. The DBID team will work in conjunction with the LA to establish how to manage any such changes which may affect the collection of the Levy.

Variation and Alterations to BID arrangements
The Dorchester BID Board may make alterations to the BID without the requirement to re-ballot as long as there is no alteration to the geographical area of the BID or to the pre-determined level of BID Levy.
Variations may be made to the Projects within the five main areas of expenditure (four mission areas and Fixed Costs) by the Board of Directors, by majority vote, if one of the below applies:
a. A project is no longer deemed viable
b. A project is unable to proceed due to external factors
c. A project is completed and there is a residue of funds

These funds can be re-distributed to other projects in other mission areas to a maximum of 25% of the overall annual BID Levy or the full budgeted amount of the particular project to another project. Any such changes will be summarised in the annual report.

INCOME:		
First Year Budget based on 1% levy Income		£120,000
EXPENDITURE:		
Town Marketing & Promotion	40%	£48,000
Business Support	18%	£21,600
Safe, Secure & Enhance	15%	£18,000
Clean & Green	8%	£9,600
Fixed Costs	19%	£22,800
TOTAL	100%	£120,000

The first year budget figures are made up by the following:

Town Marketing & Promotion	£48,000
Business Support	£21,600
Safe, Secure & Enhance	£18,000
Clean & Grenn	£9,600
Fixed Costs	£22,800

Five Year Budget and Cash Flow

	Year 1	Year 2	Year 3	Year4	Year5
Town Marketing & Promotion	£48,000	£48,000	£48,000	£48,000	£48,000
Business Support	£21,600	£21,600	£21,600	£21,600	£21,600
Safe, Secure & Enhance	£18,000	£18,000	£18,000	£18,000	£18,000
Clean & Green	£9,600	£9,600	£9,600	£9,600	£9,600
Fixed Costs	£18,100	£18,100	£18,100	£18,100	£18,100
Reserves Against Non-Payment of Levy & Contingency Fund	£2,200	£2,200	£2,200	£2,200	£2,200
WDDC Levy Collection Cost	£2,500	£2,500	£2,500	£2,500	£2,500
TOTAL	£120,000	£120,000	£120,000	£120,000	£120,000

Dorchester BID

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Projected income and expenditure for 2018-19

The budget forecast for the first year is calculated from a 1% levy based upon the 2017 list of non-domestic rateable values provided by West Dorset District Council Revenues Department. It is expected that this total will again be enhanced by voluntary contributions; in-kind contributions and additional external funding sources.

"We want to congratulate the DBID for continuing to push for the full pedestrianisation of Lower South Street and also thank the Town & County Councils for making it happen! The transformation is amazing! Footfall in this part of the street is now much-improved, the feel is more relaxed and optimistic and we can't wait to have the proposed street furniture and seating later this year too – Great work!"

Neil & Donna Strudwick owners of Goldcrest Jewellers Lower South Street

General

Voluntary contributions will be collected and managed by the DBID Finance and Operations Manager. These will be recorded within the management accounts provided to the DBID board.

Exemptions, relief or discounts prescribed in the Non-Domestic Rating (Collection and Enforcement) (Local Lists) Regulations 1989 made under the Local Government Finance Act 1988, will not apply. The 1% rateable value is not discounted.

The BID levy will not be affected by the Small Business Rate Relief scheme introduced in April 2005.

Upon a successful ballot, the 1% levy is mandatory on all eligible businesses and those moving into eligible premises during the BID period. New eligible businesses will be required to start paying their levy in the August following their opening. WDDC (or it's successor) are obliged under BID regulations to collect the levy on behalf of the BID. The levy is payable annually in August at 1% of the rateable value of that hereditament at the point of invoice.

Wioletta Zychowicz, new business owner Hot & Sweet

The levy will be payable regardless of any subsequent back dated change to the rateable (increase or decrease) value sought by the occupant, property owner or applied by the VOA. Full liability rests with the occupier of the hereditament as at 1st August each year. The levy is payable in full within the timescales provided on the invoice issued by WDDC or its successor; this is a statutory charge and we are obliged to ensure collection of the levy; this may mean debt recovery action may be taken in the event of non-payment.

Investment of Levy

There will be several projects that are not going to be undertaken straight away due to logistical and developmental constraints. In view of this, the Dorchester BID Ltd will hold these funds within a Bank Account where the funds can be called upon as and when required.

Management and Governance

Meetings and Constitution

Full Board meetings of the DBID Board of Directors will be held every 3 months or more often if deemed necessary by the Chairman. In addition there will be an AGM and a minimum of 2 other levy payer meetings during the year at which members will be invited to raise and discuss issues to do with the DBID. Minutes will be taken at every board meeting, once these are agreed to be a true record they will be signed by the Chair. The full DBID Constitution for the next 5 year period can be requested from the DBID Office

Financial and Monitoring Arrangements

Under the BID legislation West Dorset District Council is charged with monitoring the progress of the BID and ensuring the correct procedures are adopted in the running of the BID. This is one of the agenda items at each quarterly meeting of the Joint Management Liaison Group.

There may be changes to the way in which the Local Authorities are structured during the lifetime of the BID. The DBID team will work in conjunction with the LA to establish how to manage any such changes which may affect the Joint Management Liaison Group

Consultation, Market Research and Communication

Consultation: The BID Directors have each been allocated a group of nominated hereditaments with which to establish and maintain contact. In addition the BID Project Director has a constant stream of one to one meetings with businesses in the BID area. If you would like a priority visit, please contact the BID office.

One to one visits are a good opportunity to ask any questions that you may have regarding any aspect of the BID. The DBID board would be pleased to hear your questions.

Market Research: During the past 10 years the DBID Board have continued to look at other successful BIDs in the UK in order to learn from the experience of others and ensure continuing best practice. DBID's early membership of the British BIDs organisation has been invaluable; British BIDs have provided very useful help and support in all aspects of BIDs as well as market research into every stage of the BID process.

The Dorchester BID will continue to conduct research to establish the perceptions of where DBID are now and to help monitor progress over the term of the BID. This research will be designed to identify any issues that need to be addressed to further improve the BID's positive impact on Dorchester for particular sectors.

> “I have lived in Dorchester for 17 years and have been amazed by how much the town has improved during this time, thanks in part to the BID without which there would not be free parking overnight and on Sundays, parking vouchers, Ambassadors, Christmas trees and lights, summer entertainment and so much more. A YES vote is essential to enable the town to continue to improve and be a better place to live, work and visit.”
>
> **Siân Merriott Solicitor and Dorchester resident**

Communication

Results from the meeting and the consultation meetings during 2017 showed that communication and open meetings to discuss how the BID works and how the projects were progressing is well received. The open meetings work in everyone's favour as the Board members are able to explain what the BID can and cannot do – the BID is often credited with much wider powers over issues like parking than is actually the case – as well as listening.

Since postal costs are so high and junk mail so prevalent, DBID have tried to keep the number of written communications to a minimum. Sending out regular letters could cost hundreds of pounds of levy money every year so, DBID will continue to use email primarily where levy payers have identified this as their preferred means of contact but will also use the websites and newsletters to keep levy payers informed.

Every levy paying business will continue to receive an annual report with their levy invoice each year plus a written invitation to the AGM. DBID will post or communicate electronically the invitations to open meetings.

The Project Director will aim to visit any new business arriving in the town as soon as possible to explain the BID and how it works, as well as offering support, guidance and contacts that may be useful to a new business in town.

Baseline Agreements

The Dorchester BID fund will only ever be used to provide services over and above those already provided by the Local Authorities (LAs).BIDs do not replace services already provided by the LA's in the area, DBID will only work to enhance and increase these services.

Baseline agreements will be drawn up where relevant to ensure that the scale, extent and frequency of the LA's activities are clear if DBID wishes to enhance any services. Services provided by LA's may change from year to year.

As a reminder, services already being provided and paid for by prevailing business rates may include the following:

- Street Cleaning
- Tourism
- Car Parking Management
- Street Furniture
- Highways Engineers
- Highway Maintenance
- Police and Emergency Services
- Trading Standards
- Waste Management
- Markets and Events
- Environmental Health
- Winter Maintenance

Whatever shape the Local Authority takes over the term of the DBID, levy payers will be better represented by having a BID in town to ensure that the concerns of the business community as a whole, has strong representation.

New business Woods in Brewery Square

"I had not been in business very long before I realised the importance of the DBID. They make such a difference with what they do to increase the footfall in the town and improve the customer experience. Without the DBID we would not have the Ambassadors greeting our customers, we would not have the clean streets, the Christmas Trees, the Summer Baskets, the Wi Fi, to mention just a few. They are always open to any idea that can improve the town and that is why it is so important to vote YES at the next election."

Sandy Jordan owner of Jordans Jewellers

Measuring Performance

BIDs use a number of Key Performance Indicators (KPIs) to monitor projects, and what they deliver. There is no simple correlation between any of these figures and a specific impact of a BID and during a 5 year period external factors can have a major and misleading impact.

The financial crisis began almost as soon as the first BID was launched and continues to have a major effect on the trading environment. Against this backdrop Dorchester has fared better than most surrounding towns but year on year trading figures reflect the underlying economy much more than they do the impact of the BID.

Despite these constraints DBID continues to make a number of measurements to confirm that your investment in the Dorchester BID is having a positive impact in the area.

Over the past 5 years Dorchester has welcomed and retained over 80 new businesses. At a time when the average high street in the UK has 10% empty shops, Dorchester has consistently managed to keep a vacancy rate at a relatively low figure between 6% and 8%. Sadly like all major high streets to date we have lost 33businessessince 2013, a lot of which are household names but, the good news is that Dorchester has remained business positive with more gains than losses over the period.

KPIs for the projects to be undertaken will be discussed as part of the preparation of each year's action plan. Projects will commence at different times during the BID term.

Examples could include:

· Footfall - Visitor numbers to Dorchester measured by Dorchester Library and some of the town's businesses and attractions.

· Car Parking data This can be requested from the LA and DBID can analyse this data to note trends and increases and decreases over the year . However results may be skewed by further development work.

· Annual percentage changes in sales data - from a number of shops (see cautionary note above).

· Comparisons of local and national data –provided by both local and national sources

· Number of empty commercial units – maintain the open/closed list – see above

New business, The Kitchen Deli

New business, Phoenix

New business, Curiositea

Social media workshops

"Recent support from the BID, enabled us to show the impact this can have through our Dippy on Tour exhibition*. As the first venue on this national tour, we were able to put Dorchester on the map as a major destination for cultural tourists during 2018. With BID's support we were able to maximise Dippy's presence throughout the town and ensure local businesses, shops and cafes on the museum's doorstep also benefitted from the thousands of visitors booked to see our special guest". Dr Jon Murden Country Museum"

*At the time of going to print this has already brought over a 120,000 people into Dorchester to see Dippy between Feb-May and many businesses have reported a 25% increase in business!

Contact Information

If you have any questions relating to the Dorchester BID, or have project ideas/suggestions for helping to improve the BID area and the business climate in Dorchester please contact DBID via the website, by telephone or write to the office at 49 High West Street, Dorchester, DT1 1UT.

Board Director	Company	Tel No. (01305 +)
Tim Batty	World Heritage	269741
Sian Merriott	Pardoes Solicitors	458189
Neil Strudwick	Goldcrest Jewellers	269550
Nick Rawlings	Goulds Dorchester	217800
John Fiori	The Horse with the Red Umbrella	262019
Glenn House	Dodgsons of Dorchester	262918
Michael Delage-Pandeli	The Mews	262810
Sandy Jordan	Jordans Jewellers	250413
Sam Rich	Boots Opticians	251573

Management Liaison Members and Local Authority Support:
Cllr Susie Hosford, Dorchester Town Council
Trevor Hedger, Senior Economic Regeneration Officer, West Dorset District Council
Additional developments are expected to commence during the course of the next five years; if these developments occur within the geographical area of the DBID, then these new hereditaments will be subject to the DBID Levy.
Changes to the way in which the Local Authorities are structured during the lifetime of the BID are expected. The DBID team will work in conjunction with the LA to establish how to manage any such changes. Any reference to the LA/ WDDC/ DCC/ DTC may be replaced at any time during the life of the BID by a new Local Authority.
Information provided in this document is given in good faith and believed to be correct at time of going to press. The DBID Board of Directors reserve the right to make alterations and adjustments as deemed appropriate. Errors and Omissions excepted.

The information given in this document is made in good faith but does not constitute any representation of fact or form part of any offer, contract or agreement. Dorchester BID or its employees or agents have no authority to make any representation or warranty whatsoever in relation to Dorchester BID in so far as this document is concerned.

The Dorchester BID Timetable

Ballot Campaign	March – June 2018
Deliver BID Proposal to LA	February 2018
DBID Business Plan Released	March 2018
Notification of Ballot	December 2017
DBID Business Plan Submitted to Levy Payers	May 2018
Ballot papers issued by ERS	31st May 2018
Ballot Period	1stJune 2018 – 28th June 2018
Announcement of Ballot result	On or after 29th June 2018
Official BID start date	1st August 2018
First AGM	September/October 2018
Second AGM	September/October 2019
Financial Year	1st January - 31st December
BID renewal ballot	2023
BID Term	5 years

Further Information
General:
Currently there are 440 hereditaments entitled to vote in the DBID area
Within that area there are:

- **7 Museums/Attractions**
- **2 Cinemas**
- **The Corn Exchange**
- **Several town centre car parks**
- **Approximately 17500 people work within the BID area**

All three local authorities (Town, District and County) have premises within the BID area and as such, are full contributors to the levy

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For more information contact
The BID Office on 01305 257231
or Project Director, Phil Gordon
on 07799 494886

on Facebook
Dorchester Thomas Hardy Country

Follow us on Twitter
@DorchesterBID

In writing to:
Dorchester BID
49 High West Street
Dorchester
Dorset DT1 1UT

Dorchester Art Gallery, new arrival in Brewery Square

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