

Sheffield BID

A Business Improvement District
for Sheffield City Centre



Delivering
Change
Together

Sheffield BID Final Prospectus 2015–2020

www.sheffieldbid.com



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What is a Business Improvement District (BID)?

A BID is a specific area where businesses work together and invest in agreed services, projects and special events. The remit of Sheffield BID has been determined and will be controlled by you, the businesses involved. As you control the BID, you play a key role in deciding which projects and initiatives go ahead.

The BID is financed by a levy of 1% made on the basis of your rateable value, and the agreement to set up a BID is made on the basis of a postal ballot. You must vote to have your say.

A BID cannot replace core public sector services and must offer clear return on investment for the levy payers.

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1

Sheffield BID: A Clear Vision

Sheffield BID is led by the BID Champion Group that includes volunteer representatives from the different business sectors and organisations in the city. After consultation the group has created a five year business plan across five themes: Busier, Together, Easier, Cleaner and Safer, that will aim to put Sheffield firmly back on the map, so it can once again feel like the UK's 4th largest City.



Between 12th February – 12th March 500+ businesses are being asked to vote on paying 1% additional levy on business rates into a fund that will be used for activities and initiatives to deliver a more vibrant and economically successful city. The fund will crucially be controlled by the business sector and run by an independent BID Manager appointed by the BID Board.

The time is right for all businesses and the public sector to come together in order to provide a busier and more attractive City Centre. The YES vote is supported by Sheffield City Council whose commitment to Sheffield BID is demonstrated by agreeing to secure core services - at least for the initial 5 year BID period.

The actions are set out in the five year business plan that also has the flexibility to be modified to reflect the changing needs of the city. The businesses will have the ownership as well as the responsibility to ensure the money is spent well and will be overseen by the BID Board and evaluated independently. Every penny will count.

We know Sheffield is a fantastic city that offers much to do, see and experience. We know people in Sheffield can enjoy a rich and full lifestyle. We also know there is much that needs to improve, especially in the City Centre. Sheffield BID can make this happen.



“Sheffield is on the verge of a great opportunity that we hope city centre businesses will embrace. We are pleased to support the BID in Sheffield which we believe is a key tool in ensuring the city’s competitiveness in the coming years.”

**James Prince,
MD of John Lewis Sheffield,
Chair of the BID Champions Group**

2

The BID: Why?

The BID's purpose is collaboration and working together to create improvement. We will work together to make our vision possible, and with Sheffield BID over the next 5 years, the City Centre will receive an investment of £4 million as well as benefits from guaranteed levels of service delivered by Sheffield City Council.



“Sheffield is already a wonderful city to live and work in. It is by far one of the best cultural centres in the North but there are many opportunities for improvement. The BID will be vital in driving Sheffield's offer to people across the country and beyond.”

Dan Bates,
CEO Sheffield Theatres



“The University will also be one of the biggest rate-payers in the BID and more importantly we see ourselves as part of the future of Sheffield and its aspirations.

With over 55,000 students choosing Sheffield to study, we must encourage them to stay, feel safe and spend in the City Centre.

This is an amazing opportunity to help shape that future.”

Professor Vanessa Toulmin,
Head of Engagement and Director
of National Fairground Archive,
University Of Sheffield



Over £800,000

will be raised by the BID per year

That's over £4 million of additional investment in the City Centre over 5 years

Picture what our future could look like.

By 2020, the City Centre of Sheffield has gone from strength to strength. Visitor numbers have gone up. Those choosing to study in Sheffield from not only the UK but around the world have risen and there has been an increase in people working and living in Sheffield. Our businesses are thriving and the City Centre is positioned as one of the North's centres for professional services.

The New Retail Quarter is near to opening and our independent retail offer has grown to be one of the best in the region. Our tourism links, especially with the Peak District, have made us a clear destination of choice. Sheffield is now nationally recognised as having one of the most diverse and strongest cultural and leisure offers, and an events calendar that is the envy of most other cities.

A key part of making this happen is a "Yes" vote for Sheffield BID.

The Sheffield BID will contribute to making the City Centre a real destination of choice for leisure, study, work and to live. The BID is a vote for the City Centre's economy and social future, and also for a prosperous city for us all.

The BID is the final piece in the jigsaw which will help Sheffield to achieve this vision for the future.

A BID would deliver:

- **High footfall, vibrancy and economic growth**
- **A powerful voice for 500+ businesses in the City Centre that has never existed before**
- **A City Centre that is easy to access and navigate**
- **A safer daytime and night time environment**

Your vote is essential if you want to shape Sheffield City Centre's future

3

So far...

The development of the business plan and prospectus for the Sheffield BID has been led by you. Through consultation with the BID Champions Group you have collectively raised the priorities and projects that you would like to see and have clearly indicated that you believe the BID is the best model to deliver this.

The foundations for all this are in place. The time is right for all City Centre businesses to come together and work more closely with partners to shape our City Centre and deliver our future.



"I've seen BIDs work incredibly well elsewhere in the country and the feedback from many of them has been that it has made a huge difference. It has brought people together, created a new momentum, and delivered marketing and promotional activity that has made measurable change."

**Toby Hyam,
Joint founder/Managing Director,
Creative Space Management**



Consultation Pathway

In total so far we have approached in excess of 650 individual businesses and 7 City Centre representative groups to determine the appetite for a BID and consult on the key themes, which are:



It is important that the BID projects reflect the ideas and address the needs of the businesses who are investing into it. Therefore the BID Champion Group has engaged with stakeholders in several ways and incorporated various communication channels including one to one meetings, focus groups, electronic surveys, face to face surveys, twitter, email and workshops. If you wish for further information relating to this process then please see www.sheffieldbid.com or contact enquiries@sheffieldbid.com

Feasibility Oct 13

The City Centre Retailers Group established the need for change in the City Centre and began consulting with key groups including; Night Time Economy Group, both universities, anchor retailers, the local residents group and cabinet members and ward councillors.

Stage 1 Nov 13–Jan 14

We held face to face interviews with 150 businesses in the BID area to establish the top 3 issues and your suggestions for improvements.

Stage 2 Jan–Feb 14

Using the top 3 issues you gave us we identified the 5 key themes. We then surveyed 350 retail, leisure, night time economy and professional service businesses across the City Centre to find out about these issues in more detail.

Stage 3 July 14

Using the feedback you gave us we created our draft proposals. We visited over 600 businesses with a copy of the draft proposal and a feedback form. We also uploaded a pdf and electronic survey to the website for all interested parties to complete.

Stage 4 Oct 2014–Jan 2015

Final Consultation. We wrote to each business directing you to the downloadable Proposed Prospectus and survey. We also visited many of you door-to-door to ask your opinion of the Proposed Prospectus. We took on board your comments and made a few changes which have allowed us to produce the Final Prospectus (which you are reading now). As a result of the consultation we raised the threshold of businesses involved to £40,000 rateable value to protect start up and emerging businesses.

Stage 5 12th Feb–12th March 2015

Now we are at the Ballot stage. You will be sent a ballot paper and asked to vote on the content of the final BID Prospectus. You will also be able to view the background documents which make up the full business plan online if you would like to.

4

The five programmes

Busier

Objective: To deliver high footfall, vibrancy and economic growth.

- We will create and deliver a strong marketing programme to make the most of what Sheffield has already and to promote Sheffield as a destination of choice both locally and nationally. The BID will provide the resource and means to pull together promotional activity by independent organisations and to add its own to strengthen the voice of the city externally. This will include:
 - **A City Centre business directory** which will provide a one stop shop advertising all shops and services in the city centre.
 - A co-ordinated seasonal retail and leisure campaign.
 - A web-based city centre retail and leisure presence, highlighting local offers and promotions.
- We know Sheffield has some successful and well established major events. We will build on the existing events strategy for Sheffield City Centre and exploit potential with the Peak District. We will establish which events drive cultural and/or economic sector growth with an objective of enhancing the events calendar to drive even greater return for all sectors.

This will include:

- **Providing additional funds to support existing events** that boost business.
- **Establish new events** in current quiet periods which will increase footfall and spend.
- We know Sheffield has a lot to offer new and independent businesses. Working with Renew Sheffield (a collaboration between the private and public Sector) we will deliver initiatives that show that Sheffield is open for business; support independent businesses to thrive and **champion start-up businesses**.
- Working with key partners we will **bring empty units back into use** on a temporary basis which will provide support to emerging business and ensure that areas do not become dead spaces whilst the city waits for major developments to take place.
- We will work with partners to increase opportunity and **sell the City to potential investors** and businesses who could relocate here.



“The income that is generated from the levy will be used by the traders in the City Centre to its best advantage. We can have a say in how to make Sheffield a better place.”

**Andrew Whewell,
Owner/manager,
Andrew's Cafe & Tea Room**

- We will develop a digital strategy which will include wifi, social media and mobile applications to improve consumer experience on the high street.
- We know that quality customer service attracts return visitors. We will increase the number of businesses who are World Host Accredited (or equivalent) and **recognise businesses and staff members who offer excellent customer service.**



Together

Objective: Provide a powerful voice for 500+ businesses in the City Centre that has never existed before.

- We will have independent resources and the financial capacity to **influence and inform key decisions** that are vital to the City Centre.
- We will lobby the City Council and other regional agencies on behalf of City Centre businesses.
- We will have **regular meetings with senior Sheffield City Council Political leaders and Officers** providing access to robustly represent the views of the BID community.
- We will provide **a focus point for ideas** and collaboration between all City Centre businesses regardless of sector.
- We will work to **attract national and international investors**.
- We will use our collective buying power to **negotiate discounts on business costs** such as waste collection, insurance, legal fees etc.
- Sheffield City Centre BID will provide **a collective voice for over 500 businesses** and will communicate and negotiate with other key representative groups.



4

The five programmes

Easier

Objective: A City Centre that is easy to access and navigate.

- We know that City Centre parking is high on the agenda of businesses and the general public. **We will champion parking initiatives** which deliver benefits for businesses and pursue increased parking provision for the businesses and visitors to the city centre.
- We will review existing signage and co-ordinate this so that it is easier for visitors to find their way around the city.
- We will **support cyclists through improved access and secure facilities.**
- We know the city has access issues that are offputting to potential visitors. We aspire to make Sheffield an outstanding Access Friendly City Centre and will **support established disability groups** in their plans to improve City Centre access.
- We know coach parking is a problem and the city needs more day visitors, therefore we will **create a coach-friendly tourism strategy.**

Cleaner

Objective: A green and clean City Centre. Looking good on the outside means we can feel better on the inside too.

- We know keeping a busy City Centre clean is essential for everyone so we will **enhance existing cleaning services** by cleaning up key gateways, the night time economy environment and cigarette related litter.
- Whilst some graffiti can demonstrate artistic skill, some of it can be unwelcome and unsightly. Therefore we will **provide a FREE external, street level, graffiti removal service** for BID levy payers.
- We will **provide seasonal colour to our City Centre thoroughfares** with street art, banners and planting.



Safer

Objective: A safer daytime and night time environment.



“It is estimated that international students boost Sheffield’s economy by more than £120 million each year. We want our universities to continue to attract visitors from all around the World, helping to generate substantial word-of-mouth benefits for businesses across our city. To achieve this we believe in the power of collaboration to continually improve our City Centre, making it a cleaner, safer, more accessible and vibrant place to be.”

**Dr Nicola Palmer,
SBS Head of Research Programmes,
Sheffield Hallam University**

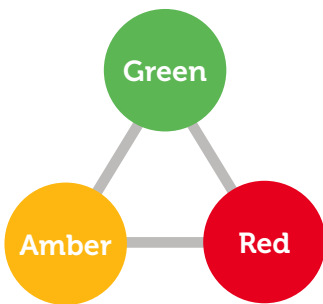
- We know our city is relatively safe but there is always more to be done. We will make our city even safer by investing in a **safer City Centre team** who will respond to BID area priorities and provide a friendly face to the city which will include:
 - **Additional Police presence**
 - **Additional PCSOs**
- We know our City Centre Ambassadors are well thought of. **We will increase the number of ambassadors** to help provide an even more friendly face to the city.
- We will **review current policies on anti-social behaviour** with our partners, especially around street drinking and begging and aim to reduce them.
- We need to **develop a better link between daytime and night time economy** – we can make this happen by recruiting a BID manager who will be responsible for liaising with key groups and ensuring activities happen.
- We will actively advertise and **promote CRAC (City Centre Retailers Against Crime) Radio to BID members** which has proven to be a valuable and successful mechanism for preventing crime and shoplifting.

5

Accountability

We believe true accountability comes from asking those levy payers who help create and fund the BID to tell us on a yearly basis how they feel the BID Manager and Board Members have delivered versus the annual business plan.

We will survey all paying and selected non-paying businesses in the BID boundary annually and ask them to grade us:



Green

Achieved the specific objective on time and/or on budget.

Amber

Achieved part of the objective on time and/or on budget.

Red

Failed to achieve the objective on time and/or on budget.

The results of this survey will be a standing agenda item at each year's AGM.

In addition, measuring performance, impact and communicating with members is essential to the BID. We will measure a number of key outputs and publish what is being delivered and the added value this has provided on an annual basis.

How we will measure outputs:

Busier

- Increased footfall as a result of BID initiatives.
- Website hits and social media interaction with the BID and BID related activity.
- Number of vacant units brought back into use or improved.
- A positive amount of media coverage about the city centre generated by the BID and the market value of this.

Together

- The number of local, regional and national decisions the BID has been involved in.
- The number of new businesses operating in the BID area.
- Retention of the Night Time Economy benchmark Purple Flag status for the City Centre.

Easier

- Number of BID supported cycling, parking and transport initiatives and their effectiveness.
- Sheffield is nationally recognised as a disability and access friendly city centre.
- Number of businesses accredited to Sheffield BID recognised customer service standards.

Cleaner

- The amount of graffiti removed by the BID removal service.
- The number of initiatives to provide seasonal colour.
- The continuation of Sheffield's success with Green Flag Awards.
- Number of cleaning initiatives implemented by the BID.

Safer

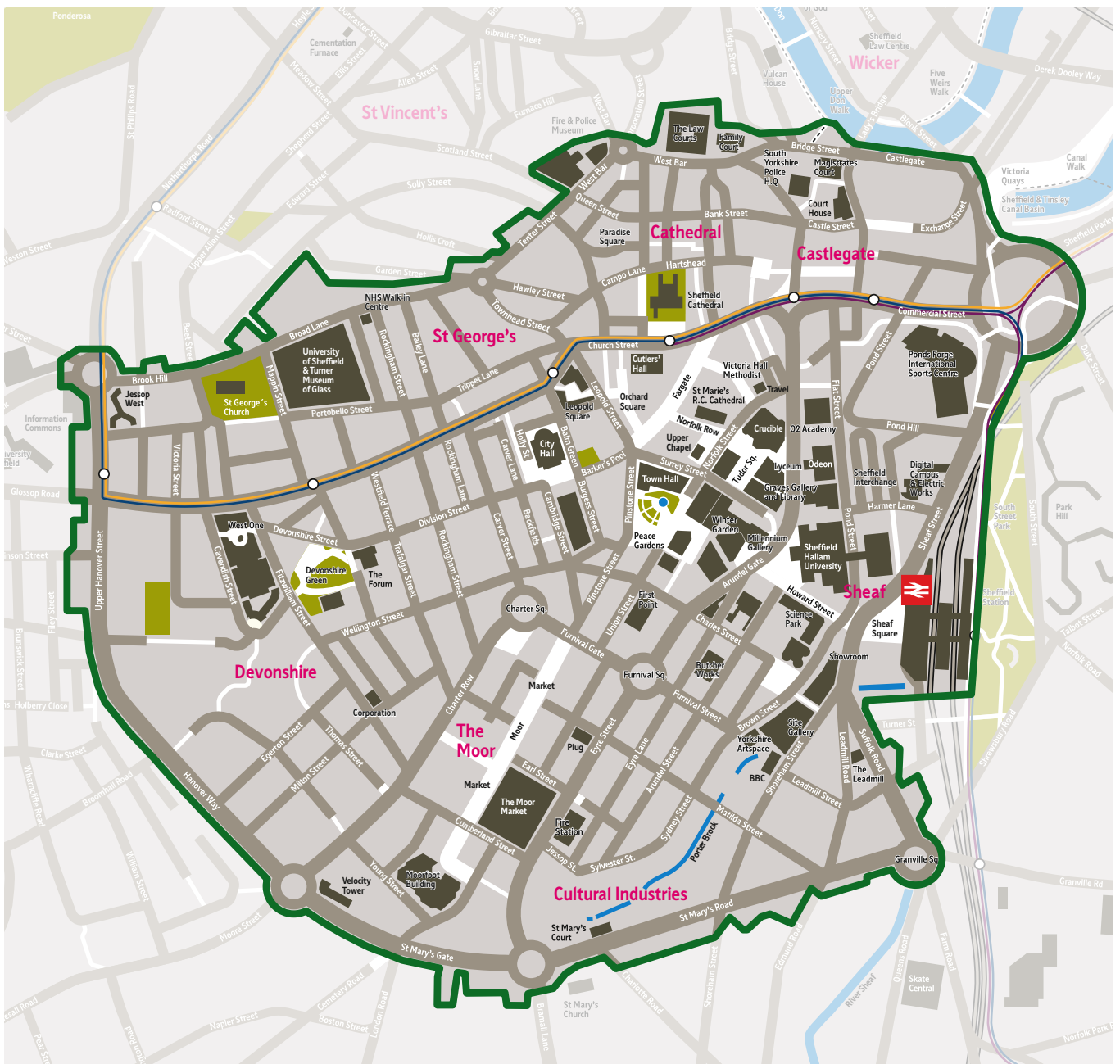
- Creation of Sheffield City Centre BID area safety partnership.
- Establishment of additional police and ambassador provision.
- Increase in the number of members of the Business Crime Radio Network.

6

Where will the BID operate?

The map below shows the boundary for the City Centre BID. The boundary is based on the 'old' inner City Centre ring road. All hereditaments (properties) inside the ring road are included in the BID. All properties with an address registered to the ring road shown on the map are also included and we have attempted to represent these inside the green boundary line. Addresses will be taken from the National Non-Domestic Rates Database.

A list of every street in the BID is available at Appendix 2.



7

How much will you pay?

As a levy payer you will be required to pay one annual payment towards the BID each year for five years. This payment will be calculated at 1% of the rateable value for your individual property (hereditament) according to the 2010 rates listing. So if you own a business that has rateable value of £40,000 you will pay £400 a year to the BID.

We have introduced a lower threshold which means that a business with a rateable value that is lower than £40,000 will not be asked to contribute financially to the BID.

The levy payments will be capped at £15,000 a year per hereditament, so if you own a business that is worth over £1,500,000 you will pay a maximum of £15,000 per year.

Rateable value of Property	Yearly cost
£40,000	£400
£50,000	£500
£100,000	£1,000
£500,000	£5,000
£900,000	£9,000
£1,000,000	£10,000
£1,250,000	£12,500
£1,500,000	£15,000

8

About the vote

So it's now over to you...
If your rateable value is £40,000 or over and you are in the BID area you will have a vote. This is a vote for the future, a vote for continued improvement and a vote for a prosperous City Centre economy.

Voting commences on the 12th February 2015. When you receive your ballot paper by post, simply fill it out and return it in the envelope provided by 12th March 2015.



9

Projected Income and Expenditure

*Total Levy forecast is derived from the data provided by Sheffield City Council in the Non-Domestic Rates list for November 2014.

** The BID Champions Group successfully applied for a start-up fund from British BIDs designed to support BIDs with the financial commitment needed to set up a BID. This will be repaid after a "Yes" vote.

*** These funds exclude the existing SCC event and animation funds, up to the value of £200,000, which the BID will influence.

This is an exciting time for Sheffield City Centre and over the next five years we plan to build on the solid foundations that have now been created. We will introduce new projects and initiatives that will take the City Centre to the next level, seamlessly linking all sectors across the City Centre. This integrated approach will create major opportunities.

The Sheffield BID will work closely with Sheffield City Council and other partners to find additional ways of adding value. The council will collect the levy whilst making levy payments on its own premises. There will also be further opportunities for additional investment in the BID through commercial sponsorships and voluntary contributions.

Income	2015	2016	2017	2018	2019	5 year total	% over 5 years
Levy*	£840,000	£840,000	£840,000	£840,000	£840,000		
Total	£840,000	£840,000	£840,000	£840,000	£840,000	£4,200,000	

Theme Expenditure							
Busier***	£300,000	£300,000	£300,000	£300,000	£300,000	£1,500,000	36%
Easier	£112,000	£140,000	£140,000	£140,000	£140,000	£672,000	16%
Safer	£100,000	£100,000	£100,000	£100,000	£100,000	£500,000	12%
Cleaner	£45,000	£45,000	£45,000	£45,000	£45,000	£225,000	5%
Together	£10,000	£10,000	£10,000	£10,000	£10,000	£50,000	1%
Total	£567,000	£595,000	£595,000	£595,000	£595,000	£2,947,000	70%

Management Costs							
Establishment (BID Manager & BID Project Assistant)	£87,000	£87,000	£87,000	£87,000	£87,000	£435,000	11%
Levy Collection Costs	£17,600	£17,600	£17,600	£17,600	£17,600	£88,000	2%
BID Administration (Legal, Insurance, Audit etc)	£43,000	£43,000	£43,000	£43,000	£43,000	£215,000	5%
Total	£147,600	£147,600	£147,600	£147,600	£147,600	£738,000	18%

Miscellaneous							
Loan repayment (Setup costs)**	£29,327	-	-	-	-	£29,327	1%
Bad Debt Provision 10%	£84,000	£84,000	£84,000	£84,000	£84,000	£420,000	10%
Contingency	£10,000	£10,000	£10,000	£10,000	£10,000	£50,000	1%
Total	£123,327	£94,000	£94,000	£94,000	£94,000	£499,327	12%

Total Expenditure	£837,927	£836,600	£836,600	£836,600	£836,600	£4,184,327	100%
Net Expenditure	-£2,074	-£3,400	-£3,400	-£3,400	-£3,400	-£15,674	

10

Who will run the BID?

If the BID is successful the BID Champions Group will establish the BID Company. This will be a not for profit company and Directors will not gain financially from their positions. All BID levy payers will be entitled to become members of the company and may stand to be elected as members of the BID Board. After the successful ballot the BID Champions Group will announce dates for the first AGM of the BID Company and will arrange elections to the Board.

All levy payers will be asked to apply to become members of the BID Company.

Seats on the board will be guaranteed to ensure the board is representative of all companies.

The board will be made up of 16 members including the Chair. There will be 5 non-voting members.

The BID levy will raise over £800,000 each year and the BID Manager and team will be tasked with bringing in additional investment to increase the BID total income.

Members of the board



2 x Independent/
Small Business



2 x
Education



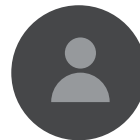
2 x
Office



2 x
Retail



1 x Sheffield
City Council
Elected Member



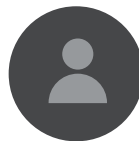
1 x Night
Time Economy



1 x
Transport



1 x Food/
Restaurant



1 x
SY Police



2 x
Open Seats



1 x
Leisure and Culture

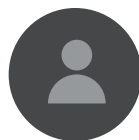
Non-voting members



1 x Sheffield
City Council
Officer



1 x Residents
Representative



1 x
BID Manager



1 x Business
with Rateable
Value Below
£40k



1 x Hospitality
Representative

11

Baseline Agreement

In order to develop the BID the BID Champions Group have asked Sheffield City Council (SCC) to accept a baseline agreement. The baseline ensures that everything the BID does is in addition to core council services. The BID legally cannot replace or prop-up existing council services and the BID Champions Group will hold SCC to account using the baseline agreement.

You will be able to access the full baseline at www.sheffieldbid.com in the run up to the BID ballot.

The Baseline guarantees a fixed standard of services in these areas:

- Cleansing
- Safety and Ambassador provision
- Events
- CCTV and Crime Prevention Networks
- Police levels of coverage

12

How will we communicate with members?

If we secure a “yes” vote our BID will be one of the biggest in the region. It will represent around 500 levy payers plus a further 500 businesses who will benefit from the BID but won't pay due to their rateable value. We will develop a communications plan tailored to the needs of each specific sector.

Methods of communicating will include quarterly reports, quarterly meetings with each sector's representative group, an annual report and an AGM. We will also publish reports on our website and have a dedicated Members Forum, and we will also introduce interactive online real time communication with businesses.

This is an exciting time for Sheffield City Centre and over the next five years we plan to build on the solid foundations that have now been created. We will introduce new projects and initiatives that will take the City Centre to the next level, seamlessly linking all sectors across the city centre. This integrated approach will create major opportunities.





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What if I Vote "No"?

If there is a 'No' vote we will not have the resource to fund these activities. External investors are investing in Sheffield's City Centre as they see its potential, but the changes they are making could take longer if things stay as they are and the city doesn't do something for itself. We need to demonstrate we can all work together to make a difference and that we care enough about our city centre to invest in it ourselves.

Public sector cuts and reduced spending are part of every UK city and town's challenge. A 'No' vote would mean the Sheffield City Council would be unable to commit to maintaining core services for 5 years. A 'Yes' vote opens the door for the public sector and private sector to work together with a meaningful resource that can make change happen – to make the best of what we have already and invest in improvements.

Other cities have already benefited from a BID and businesses have taken that leap to invest in their own future and are now reaping the rewards with increased footfall and greater spend.

Sheffield BID is about making the City Centre better for those living here as well as those visiting. A 'No' vote takes away any choice we may have and will leave Sheffield trailing behind – can we let that happen?

Vote
YES

This is an exciting time for Sheffield City Centre and over the next five years we plan to build on the solid foundations that have now been created. We will introduce new projects and initiatives that will take the City Centre to the next level, seamlessly linking all sectors across the city centre. This integrated approach will create major opportunities.

14

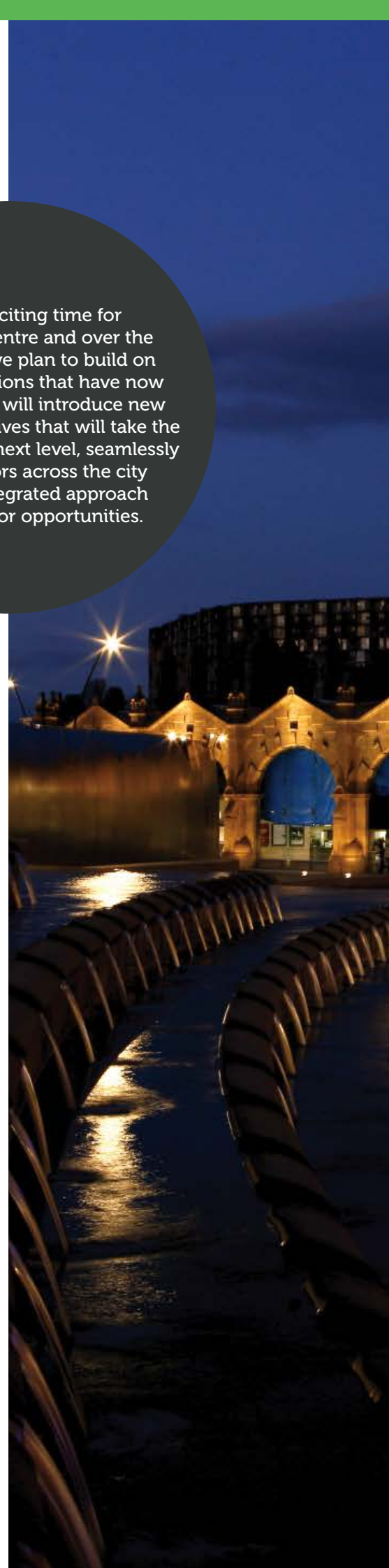
What next?

Ballot starts
12th Feb 2015

Ballot closes
12th March 2015

Ballot results announced
Monday 16th March 2015

BID starts here
1st August 2015



15

Ballot rules

- Each business rate payer will have a vote provided they are listed on the Non-Domestic Ratings List on 27th January 2015 when notice of ballot is given by Sheffield City Council and sit within the BID boundary with a rateable value over and inclusive of £40,000 and are not classified as a Hotel.
- In February 2015 the person with authority to vote will receive a ballot.
- All votes must be returned by Thursday 12th March at 2015 5pm.
- For the BID to go ahead two conditions must be met:
 - More than 50% of businesses that vote must vote in favour.
 - The aggregate of the rateable values of the “yes” votes must represent more than 50% of the total rateable value of all votes cast.
- Under the legislation, if these conditions are fulfilled payment of the 1% levy becomes mandatory for all eligible businesses, regardless of how they voted.
- A “yes” vote for Sheffield will mean that the additional activities promised will start happening in August 2015. The first invoices will be sent in July-August 2015 in order to prepare for this.
- The BID area, the BID levy percentage and the criteria of businesses eligible cannot be altered at any stage during the 5 year lifetime of the BID without a full Alteration Ballot. This is to protect ratepayers and provide certainty of BID levy costs.
- It is the intention of the BID Champion Group to form a not for profit company who will run the BID. Board Members and Company Members will not gain financially from these positions.

16

Appendix 1: Essential Information

Who is involved?

1. The liable person to pay the BID Levy is the ratepayer liable for non-domestic rates in respect of the Hereditament. The chargeable period will be the BID Term from 1st August 2015. No account will be taken of the rating revaluation in 2017, unless a hereditament is shown in that list for the first time, in which case the rateable value shown in that list will be used.
2. The exception to rule 1 will be any change of use or a physical change to a property or hereditament. Any adjustments will not take effect until the following billing run.
3. Subject to rule 4, the BID levy will apply to all hereditaments located within the Sheffield inner- ring road (commonly known as the 'old' ring road). A detailed map of this boundary is available in the BID Prospectus.
4. Hereditaments with an NNDR (National Non-Domestic Rates) address on a boundary road on either the near or far side of the road will be included in the BID.
5. Businesses with a rateable value that is below £40,000 will not be eligible to pay the BID levy. The maximum contribution from any single hereditament will be capped at £15,000 each year.
6. All business sectors will be included with the exception of any hereditament whose main purpose of use is classified as a 'Hotel' according to the National Non-Domestic Rates List and enforcement definitions. Any dispute with regards to this definition shall be decided by the billing authority. This exception is due to the pre-existing financial commitments from hoteliers in Sheffield towards events and marketing.

Key Dates

1. The proposed BID will last five consecutive financial years from 1 August 2015.
2. All eligible businesses will be entitled to vote for the BID proposal in a 28 day postal ballot which will commence on 12th February 2015 and voting will close on March 12th 2015 at 5pm with the results announced on Monday 16th March on the BID website and publicly displayed within the Town Hall.
3. The levy will be calculated for each hereditament on an annual basis and billed in time for the start of each year of the BID.
4. The levy will be charged according to chargeable day procedures. It will be based on the 2010 ratings list records for each hereditament in the BID area taken at the data capture point referred to in the Operating Agreement with the Local Authority. This will ensure the completeness and accuracy of the rateable value listing used for generating bills each year.
5. The Operating Agreement will be made available on request by a potential levy payer.

Exemptions and discounts

1. Any hereditament which falls inside the city centre BID boundary, that is eligible to pay a BID levy to the Lower Don Valley flood defence BID, will be exempt from the City Centre BID levy for the full 5 year period of the Lower Don Valley BID, The City Centre BID levy will however become payable by such premises for the remainder of the BID term thereafter.
2. Those hereditaments which operate within the managed property areas of Leopold Square, The Moor, Millennium Square and Orchard Square and are subject to payment of a service charge to the managing agent for external services such as marketing, public realm cleansing and external security, which form a significant part of the BID Business Plan, will receive a 20% discount to take account of the services that they are already paying for through their service charge. This means a BID levy of 0.8% will be payable. Evidence of a formal service level agreement must be in place for the receipt of these services. Any dispute with regards to the above will be decided at the absolute discretion of the BID Board.
3. No discount shall be allowable under rule 2 above unless the levy payer shall notify the BID company in writing at least 3 months before the operational date (1st August 2015) and each billing date thereafter. Hereditaments stipulated under rule 2 above may apply in writing to the BID Company for a refund from the BID Company after full payment of the BID levy has been made. This application must be received within 3 months of 1st August each year and will only be accepted once full payment has been made.
4. Those hereditaments whose primary purpose is the full time education of children under the age of 16 will be exempt from the BID levy.
5. Discounts, refunds or exemptions to the BID levy for charitable hereditaments providing free walk in services, education or healthcare as their primary function will be considered on case by case basis at the absolute discretion of the BID Board. Hereditaments must submit a written request to the BID Company for a discount, refund or exemption. Unless and until the BID Board accept any such application the full BID levy shall remain payable.

The Levy

1. The BID levy will be 1% of each hereditaments rateable value for the full five years as detailed in the NNDR rates list 2010.
2. There is no distinction to be made between occupied or unoccupied Hereditaments.
3. The BID levy will not be affected by the small business rate relief scheme.
4. The Local Government Act 2003 enables the Local Authority to issue a bill for a BID Levy. The Local Authority shall collect the BID Levy and hold such sums in the BID Revenue Account.
5. The levy will be charged according to chargeable day procedures. It will be based on the 2010 ratings list records for each hereditament in the BID area taken at the SCC data capture point. The data capture point is referred to in the Operating Agreement with SCC which any potential levy payer may request.
6. Businesses may become liable to pay the levy where they were not previously, for example where a hereditament in the BID area that was absent from the ratings list is subsequently added. In such cases, the rate payer for that hereditament will become liable for the levy from the next billing run for the next year of the BID. New hereditaments will not be retrospectively charged for previous BID years.
7. If a business leaves the BID area in the BID period, they will be removed from the list at the next billing run.
8. There will be no other adjustments of the BID levy during the year and no refunds will be paid for businesses which are removed from the ratings list during a financial year.
9. The non-payment of the BID Levy will be pursued via all available mechanisms.

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Appendix 2: List of all streets in the BID area

A	Concourse Way	Headford Grove	Paternoster Row	Union Lane
Abney Street	Congress Street	Headford Mews	Penton Street	Union Street
Aldine Court	Convent Place	Headford Street	Pepper Lane	University Square
Angel Street	Convent Walk	Hereford Street	Pinfold Street	Upper Hanover Street - Partial
Arundel Gate	Conway Street	High Court	Pinstone Street	V
Arundel Lane	Cross Burgess Street	High Street	Pitt Close	Vicar Lane
Arundel Street	Cumberland Street	Hodgson Street	Pitt Lane	Victoria Street
B	D	Holland Street	Pitt Street	W
Backfields	Dene Lane	Holly Lane	Pond Hill	Wheats Lane
Badger Lane	Devonshire Lane	Holly Street	Pond Street	Wilkinson Lane
Bailey Lane	Devonshire Street	Holy Green	Pool Square	Wilkinson Street - Partial
Bailey Street	Division Lane	Howard Lane	Portland Lane	Waingate
Bakers Hill	Division Street	Howard Street	Portobello	Watsons Walk
Balm Green	Dixon Lane	I	Portobello Lane	Wellington Street
Bank Street	Duke Lane	J	Portobello Street	West Bar - Partial
Barker's Pool	E	Jessop Street	Q	West Bar Green - Partial
Bells Square	Earl Street	Jew Lane	Queen Street	West Hill Lane
Bethel Walk	Earl Way	K	R	West Street
Bishop Street	East Parade	King Street	Regent Street	West Street Lane
Black Swan Walk	Egerton Close	L	Regent Terrace	Westbank Lane
Boden Lane	Egerton Lane	Lady's Bridge	Rockingham Close	Westfield Terrace
Bolton Street	Egerton Street	Leadmill Road	Rockingham Gate	X
Bowdon Street	Egerton Walk	Leadmill Street	Rockingham Lane	Y
Bramall Lane Roundabout	Eldon Court	Leavy Greave Road - Partial	Rockingham Street	York Street
Bridge Street - Partial	Eldon Street	Lee Croft	Rockingham Way	Young Street
Brittain Street	Esperanto Place	Leopold Square	S	Z
Broad Lane	Evans Street	Leopold Street	Scargill Croft	
Broad Street West	Exchange Gateway	M	Sheaf Street	
Brook Hill	Exchange Place	Mappin Street	Shoreham Street - Partial	
Broom Green	Exchange Street	Market Place	Shude Hill	
Broomhall Street (partial)	Eyre Lane	Mary Street	Sidney Street	
Broom Walk	Eyre Street	Matilda Lane	Silver Street	
Broomspring Close	F	Matilda Street	Silver Street Head	
Broomspring Lane - Partial	Fargate	Matilda Way	Sims Street	
Brown Lane	Figtree Lane	Meetinghouse Lane	Snig Hill	
Brown Street	Fitzalan Square	Millennium Square	South Lane	
Burgess Street	Fitzwilliam Gate	Milk Street	St George's Terrace	
C	Fitzwilliam Lane	Milton Lane	St James' Row	
Cadman Lane	Fitzwilliam Street	Milton Street	St James' Street	
Cambridge Street	Flat Street	Moore Street Roundabout	St Mary's Gate	
Campo Lane	Forge Lane	Moorfoot	St Mary's Road	
Canning Street	Fornham Street - Partial	Mortimer Street	St Mary's Square	
Carver Lane	Froggatt Lane	Moseley Lane	St Paul's Parade	
Carver Street	Furnival Gate	Mulberry Street	St Paul's Square	
Castle Green	Furnival Square	N	St Peter's Close	
Castle Square	Furnival Street	New Street	Suffolk Lane	
Castle Street	G	Newcastle Street	Suffolk Road	
Castlefolds	Gell Street	Newton Lane	Surrey Lane	
Castlegate	George Street	Norfolk Row	Surrey Place	
Cavendish Court	Glossop Road - Partial	Norfolk Street	Surrey Street	
Cavendish Street	Granville Square	North Church Street	Sylvester Gardens	
Chapel Walk	Grinders Hill	O	Sylvester Street	
Charles Lane	H	Orange Street	T	
Charles Street	Hallam Lane	Orchard Lane	Tenter Street	
Charlotte Lane	Hanover Way	Orchard Square	The Moor	
Charter Row	Harmer Lane	Orchard Street	Thomas Street	
Charter Square	Hartshead	P	Townhead Street	
Cheney Row	Hartshead Square	Paradise Lane	Trafalgar Street	
Church Street	Hawley Street	Paradise Square	Trippet Lane	
Clay Lane	Haymarket	Paradise Street	Tudor Square	
Commercial Street	Headford Gardens	Park Square	U	



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