



FINANCE, ASSETS, INVESTMENT AND RECOVERY COMMITTEE

12 July 2023

REPORT TITLE:	Brentwood Connected Business Improvement District (BID) Partnership Agreement
REPORT OF:	Phil Drane, Director of Place

REPORT SUMMARY

On 30 June 2023, the results of the 'Brentwood Connected' Business Improvement District (BID) ballot were announced.

Businesses in Brentwood, Shenfield and Ingatestone have voted in favour of the BID. The total turnout by eligible ratepayer for the election was 35%. The votes cast in favour were 140 (80%) and the total value of the hereditaments for the votes cast in favour was £9,273,250 (87%).

The BID will start on 1 October 2023 and operate for five years until 30 September 2028.

The council will become the BID Body and the Brentwood Business Partnership (BBP) will become the BID Advisory Group.

To ensure maximum impact from 1 October, a BID Manager will need to be recruited this summer and planning will need to start on autumn events and initiatives.

RECOMMENDATIONS

- R1. Delegate authority to the Strategic Directors, in consultation with the Chair of FAIR Committee, to sign a BID partnership agreement with the Brentwood Business Partnership.**
- R2. Delegate authority to the Section 151 Officer to release advance funding for the BID of up to £50,000, subject to the production of a costed workplan and cashflow acceptable to the S151 Officer detailing the funding requirements.**

SUPPORTING INFORMATION

1.0 REASONS FOR RECOMMENDATIONS

- 1.1 The council needs to enter into an agreement with the Brentwood Business Partnership (BBP) to set out clearly the roles and responsibilities of each party.
- 1.2 The agreement will include a baseline statement that outlines the services the council will continue to provide within its own budget, such as street cleansing, CCTV, fly tipping and grounds maintenance.
- 1.3 The council is the billing authority for the purposes of the Local Government Act 2003 and is responsible for collecting the Business Improvement District (BID) Levy and administering the BID Revenue Account.
- 1.4 BID levy invoices will be issued one month before the 1 October launch date.
- 1.5 The BID will be unable to commence activity until levy payments start to be made. Therefore, it is recommended that the council consider making an advance payment of up to £50,000 to fund setup and project planning costs.

2.0 OTHER OPTIONS CONSIDERED

- 2.1 The council could wait until 1 October to start recruiting a BID Manager. However, this would mean a delay in event and project delivery until late 2023/early 2024.

3.0 BACKGROUND INFORMATION

- 3.1 A BID is a defined area in which a levy is charged on business rate payers in addition to the business rates bill. This levy is used to develop projects which will benefit businesses in the local area.
- 3.2 There is no limit on what projects or services can be provided through a BID. The only requirement is that they should be in addition to services provided by local authorities. Improvements may include, but are not limited to, extra safety/security, street cleansing, events, marketing, training, networking and environmental measures.
- 3.3 BBP was the BID Proposer. BBP submitted a BID Proposal (the Brentwood Connected BID Business Plan) to the council on 17 May 2023. The Proposal

sets out the services to be provided and the size and scope of the BID. The Proposal also outlines who is liable for the levy, the amount of levy to be collected and how it is calculated.

- 3.4 A local authority satisfied itself at the Ordinary Council meeting on 21 June 2023 that the BID Proposal does not conflict with any council policy or disproportionately burden any business or class of businesses.
- 3.5 Businesses that are subject to the levy, as set out in the Proposal, voted in a ballot that was overseen by the council's Elections Team between 2 - 29 June.
- 3.6 The outcome of the ballot was declared on 30 June. The total turnout by eligible ratepayer for the election was 35%. The votes cast in favour were 140 (80%) and the total value of the hereditaments for the votes cast in favour was £9,273,250 (87%).
- 3.7 The maximum period that a BID can last is five years. Once the term is completed the BID will automatically cease. If the BID wants to continue its activities, it must request a new ballot. The five-year term of the Brentwood Connected BID will commence on 1 October 2023.

4.0 FINANCIAL IMPLICATIONS

Name & Title: Tim Willis, Director of Resources (and Section 151 Officer)

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- 4.1 As set out in the report, the advance payment of £50,000 can be made to the partnership, subject to a costed work plan.

5.0 LEGAL IMPLICATIONS

Name & Title: Claire Mayhew, Joint Acting Director of People & Governance (and Monitoring Officer)

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- 5.1 Business Improvement Districts (England) Regulations 2004 (The Regulations) provide the statutory powers and framework to enable a Business Improvement District (BID) to be created.
- 5.2 Local authorities have a statutory responsibility to support the development of BIDs and facilitate their establishment and successive ballots. This includes conducting the ballot and collecting and enforcing the levy.

6.0 EQUALITY & HEALTH IMPLICATIONS

Name & Title: Kim Anderson, Corporate Manager (Communities, Leisure and Health)

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- 6.1 The Public Sector Equality Duty applies to the council when it makes decisions. The duty requires us to have regard to the need to:
- a) Eliminate unlawful discrimination, harassment and victimisation and other behaviour prohibited by the Act. In summary, the Act makes discrimination etc. on the grounds of a protected characteristic unlawful
 - b) Advance equality of opportunity between people who share a protected characteristic and those who do not.
 - c) Foster good relations between people who share a protected characteristic and those who do not including tackling prejudice and promoting understanding.
- 6.2 The protected characteristics are age, disability, gender reassignment, pregnancy and maternity, marriage and civil partnership, race, religion or belief, gender, and sexual orientation. The Act states that 'marriage and civil partnership' is not a relevant protected characteristic for b) or c), although it is relevant for a).
- 6.3 The proposals in this report will not have a disproportionately adverse impact on any people with a particular characteristic.

7.0 ECONOMIC AND CLIMATE IMPLICATIONS

Name & Title: Phil Drane, Director of Place

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- 7.1 Economic implications are included within this report. There have been no climate implications identified.

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APPENDICES

None

BACKGROUND PAPERS

None

SUBJECT HISTORY (last 3 years)

Council Meeting	Date
Policy, Resources and Economic Development Committee (item 174)	03/10/2022
Policy, Resources and Economic Development Committee (item 334)	08/02/2023
Ordinary Council (item 45)	21/06/2023