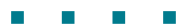




**BUILDING
BUSINESSES
TOGETHER**



Vote for a better future



**Farnham Business
Improvement District - BID**

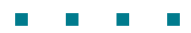
**Five-year Business Plan
2024 - 2029**



**BUILDING
BUSINESSES
TOGETHER**



**“ENSURE FARNHAM
REMAINS A VIBRANT
PLACE TO RUN A
BUSINESS LONG IN
TO THE FUTURE”**



CONTENTS

| | |
|-----------------------------|----|
| Introduction | 3 |
| BID Facts | 4 |
| BID Area | 5 |
| The Opportunity | 9 |
| The Levy | 20 |
| Budget Forecast | 21 |
| BID Governance & Management | 22 |
| BID Rules & Ballot | 23 |
| Your BID Team | 26 |
| Get in Touch | 27 |

CONTACT

ANDREW FERGUSSON
Project Manager

07539 567169

info@farnhambid.co.uk

or visit

www.farnhambid.co.uk

“As a local business I fully support the BID initiative. I believe it will really help local businesses and give them independence on where the monies will be spent in the town. We will be able to have a say in town improvements, marketing, security, and many other things which will ensure Farnham remains a vibrant place to run a business, long into the future.”

George Murray
Coffee Diem





Introduction

As a proud member of the business community, I understand the importance of adapting to the challenges we face to keep our town thriving. By voting YES, we can ensure that the priorities we have identified will be delivered over the next five years and provide a welcoming and exciting environment for people working, living in, and visiting our town.

The Business Plan will ensure Farnham Town Centre improves and grows without losing the essence of the town, heritage and culture.

This can be achieved through being part of a BID. A BID enables businesses to have a voice and dictate investment within their town by investing in initiatives. This will increase footfall and welcome new businesses within the town and build on the already strong foundations of having World Craft Town status, vibrant markets, food festivals, high quality places to eat and drink, as well as an abundance of community spirit.



Liz Flanagan

**Chair, Farnham BID
Operations Manager, Elphicks**





• • • •

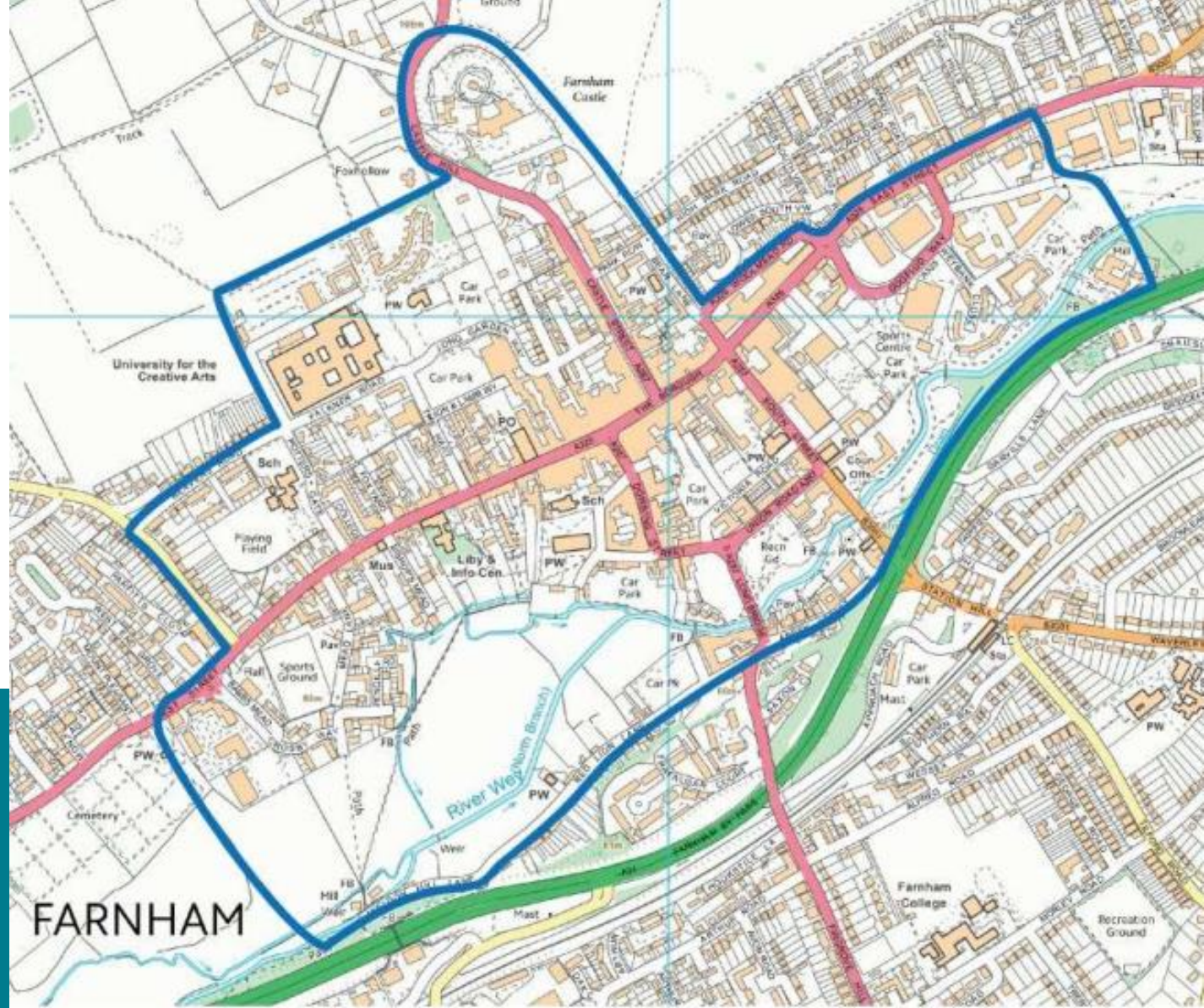
The BID in numbers

• • • •

- **Over £1.5 million investment in the town over 5 years**
- **Town centre incorporating 30 streets**
- **420 Business Rated Units within BID boundary**
- **Over £15m rateable value**
- **Over £300,000 pa raised for BID work**

.....

The map shows the area that will contribute and benefit from the projects laid out in this business plan. If you are unsure whether you will pay the BID levy, please contact a member of the BID Team.



.....

THE FARNHAM BID AREA

- Abbey Street
- Arundell Place
- Bear Lane
- Borelli Yard
- Bridge Square
- Castle Hill
- Castle Street
- Cron dall Lane
- Crosby Way
- Dogflud Way
- Downing Street
- East Street
- Falkner Road
- Lion & Lamb Way
- Lion & Lamb Yard
- Long Garden Walk
- Lower Church Lane
- Mead Lane
- Mike Hawthorn Drive
- Red Lion Lane
- Riverside Park Ind. Est.
- South Street
- St. Georges Yard
- The Borough
- The Hart
- Union Road
- Upper Church Lane
- Victoria Road
- West Street
- Woolmead Road



**BUILDING
BUSINESSES
TOGETHER**

WHAT ARE BIDS?

BIDs are an arrangement whereby businesses come together and decide which improvements they feel could be made in their town or city centre, how they will implement these improvements and what it will cost them. BIDs are financed and controlled by the businesses within the selected area. BIDs will deliver additional projects and services over and above those already provided by public bodies.

WHY DO BUSINESSES SUPPORT BIDS?

A BID is a mechanism which allows businesses to raise a sum of money to manage and deliver projects that they have identified and believe will improve their trading environment, ultimately increasing trade for those businesses who are paying for the improvements.

HOW IS THE BID FUNDED?

Once projects and services have been agreed by businesses, along with how they are going to be delivered and managed, they are costed and set out in a detailed business plan. The cost to each business is worked out on a pro rata basis. This is called the 'BID LEVY'.

This investment is ring-fenced and can only be spent within the BID area on the projects detailed in the business plan. It is important to note that the levy has nothing to do with normal business rates which pass straight to the government. An independent and formal vote then takes place and if the majority vote is YES then ALL eligible businesses within the BID area are required to pay the BID levy.

HOW DOES AN AREA BECOME A BID?

Normally a 'BID Task Group' is set up which is responsible for putting together a detailed business plan setting out the projects it aims to deliver on behalf of the businesses in the BID area. This is based on a detailed consultation process with businesses. The business plan will include the projects, costs, delivery guarantees, performance indicators and the management structure. A confidential postal vote is held with all the businesses that would pay the BID levy getting a vote. To become a BID a majority of those that vote must be in favour by number and rateable value. A successful BID then has a mandate for a maximum of 5 years after which the BID would need to seek a re-ballot.

HOW IS A BID MONITORED?

Like any good business plan, specific key performance indicators (KPIs) are set, and performance is monitored against the KPIs by the BID board. The BID Company is answerable to the businesses that pay the BID levy and will be required to monitor and inform its members on its progress towards the agreed KPIs.

BUSINESS IMPROVEMENT DISTRICTS EXPLAINED



Credit: Lynsey Luthra

DOES THIS MEAN
THE LOCAL
AUTHORITY WILL
STOP DELIVERING
SERVICES?

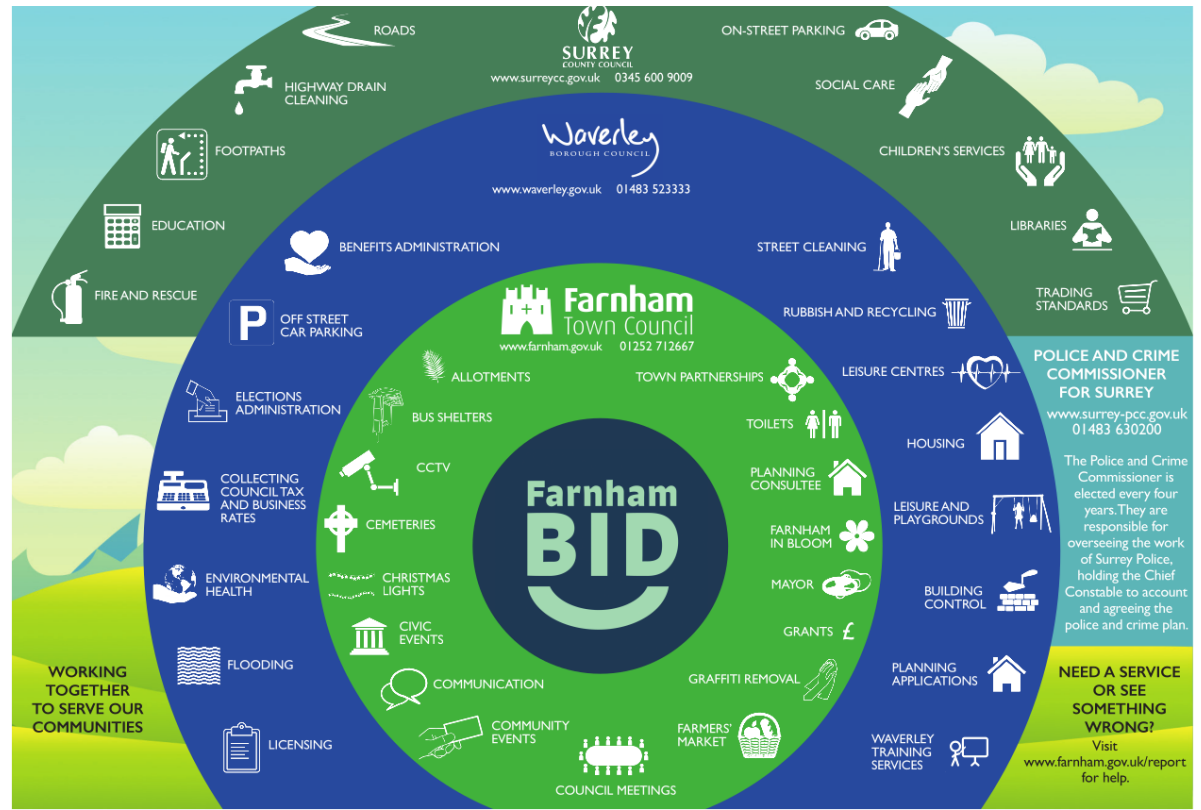
NO!

BID money can only be used for projects/services which are **ADDITIONAL** to those that the public agencies are required to provide. Prior to the BID business plan being produced, the current services being delivered by all public agencies, including the Local Authority and Police, are set out in Baseline Statements. Baseline Statements for the following areas are available for the Farnham BID:

- **Police**
- **Street Cleansing**
- **Toilets**
- **Graffiti Removal**
- **CCTV**
- **Farnham in Bloom**
- **Farnham Christmas Lights**
- **Community Events**

Additionally, Farnham Town Council currently provide the following:

The BID company can agree to provide additional resources to deliver a higher level of service over and above the benchmarked level if this is what businesses have identified they want.





THE OPPORTUNITY

This is your opportunity to see Farnham town centre realise its potential through a Business Improvement District (BID) with over £1.5 million of investment over 5 years to shape the future of the town.

Over the past few months, businesses in Farnham have been telling the BID Team how they would like to see it improved. Open business meetings, surveys, one-to-one discussions and presentations have formed a detailed consultation process about the BID's priorities. This document sets out what Farnham town centre businesses have said they would like a BID to deliver.

Over 300 BIDs have been set up in the UK already, all investing in their local priorities. This includes towns and cities, like Farnham, such as Guildford, Camberley, Dorking, Cobham, Epsom, Walton-on-Thames and Cranleigh.



FOR A BID TO BE INTRODUCED, THE VOTE MUST MEET TWO CONDITIONS:

- 1. OVER 50% OF BUSINESSES THAT VOTE MUST VOTE IN FAVOUR OF THE BID.**
- 2. THE BUSINESSES THAT VOTE 'YES', MUST REPRESENT A GREATER TOTAL RATEABLE VALUE THAN THOSE THAT VOTE 'NO'.**

“As a local business I fully support. I have been General Manager at the Bush Hotel in Farnham since October 2021 and I have lived in Farnham since 2011. I am a great believer that the unity of the businesses in a small town like Farnham is the only way to improve our footfall, security and buying power, especially in these difficult times. When I heard that Farnham was proposing to launch a BID, I did not hesitate to agree and invest my time to support it; I really hope that it will be successful.”

Francesco Bartolomei
General Manager, Bush Hotel



DO YOU WANT

Over £3 million to be invested in Farnham town centre over 5 years?



DO YOU WANT TO

Have a greater say in what is happening to Farnham town centre and your business?



DO YOU WANT TO

Save your business money through the power of joint purchasing?



THIS IS YOUR CHANCE TO MAKE THAT HAPPEN.

DO YOU WANT

More customers to spend more money in your business?



DO YOU WANT TO

Increase footfall, spend and dwell time?



VOTE YES FOR THE FARNHAM BID AND IT WILL ENSURE YOUR PRIORITY PROJECTS ARE DELIVERED.

DO YOU WANT TO

Make the streets of Farnham look cleaner and more attractive?



DO YOU WANT

Farnham town centre to be professionally marketed & promoted?



DO YOU WANT

To attract more and better quality businesses?



■ ■ ■ ■

FARNHAM BID'S CENTRAL OBJECTIVES WILL BE:

- Maintaining and developing a diverse and interesting offering whilst providing a quality environment, where people can access the town centre easily and efficiently.
- Increasing footfall, spend and dwell time in the town centre by enhancing Farnham's profile as a destination both for residents and visitors as well as businesses to work and invest in.
- Embracing its invaluable heritage and position and combining it with technological innovations to remain ahead of competition in user choice, experience and offer.



FUTURE-PROOFING OUR TOWN

We know town centres are facing unprecedented commercial and economic pressures. Online and out of town competition, demands on accessibility, business taxation and a squeeze on spending and investment are dramatically changing the way town centres need to operate and promote themselves.

Farnham has weathered past storms, remaining a prosperous and desirable place to do business, but it is increasingly clear that the challenges facing both the town centre as a whole and those for individual businesses, small and large, are mounting. Major investment has already taken place at Brightwells Yard, but we need to ensure that to create a successful town centre, a balance

between heritage, physical assets, economic, social and cultural assets must be found.

Farnham BID will be a business body that will ensure the town is responding to these challenges. It will ensure Farnham is recognised and celebrated as an attractive destination, standing out locally, regionally, and nationally. The BID is your chance to shape Farnham's agenda and collectively act on the potential you say needs to be realised in the town.



THE PROCESS SO FAR

Over the past year the BID Team and Task Group have been talking with businesses in Farnham town centre to understand how the town centre can be developed to address business concerns, interests and priorities. This valuable information has been collected through several channels.



- **AUGUST 2022**

Ten strong business-led Farnham BID Task Group formed to drive development of BID along with champions and key stakeholders.

- **OCTOBER 2022**

Farnham BID website, factsheet and survey developed and distributed to all BID area businesses.

- **JANUARY – MAY 2023**

Face-to-face visits/contact with as many of the 400+ businesses within the BID area by the BID Team & Task Group.

- **FEBRUARY 2023**

Presentations to business groups, such as the Farnham Chamber of Commerce.

- **APRIL 2023**

4 business workshops held.

- **MAY 2023**

Newsletter #2 distributed to all businesses.

- **JULY 2023**

Newsletter #3 distributed to all businesses. Articles in Farnham Herald.

- **AUGUST 2023**

Drop-in centres / workshops available. The Chamber of Commerce also canvassing office-oriented businesses.

“Baker Law wholeheartedly backs the commendable efforts of the BID and pledges full support. We acknowledge the significance of collaboration within the business community, to bolster Farnham's appeal as a thriving business centre.”

Gemma McBride
BakerLaw Solicitors



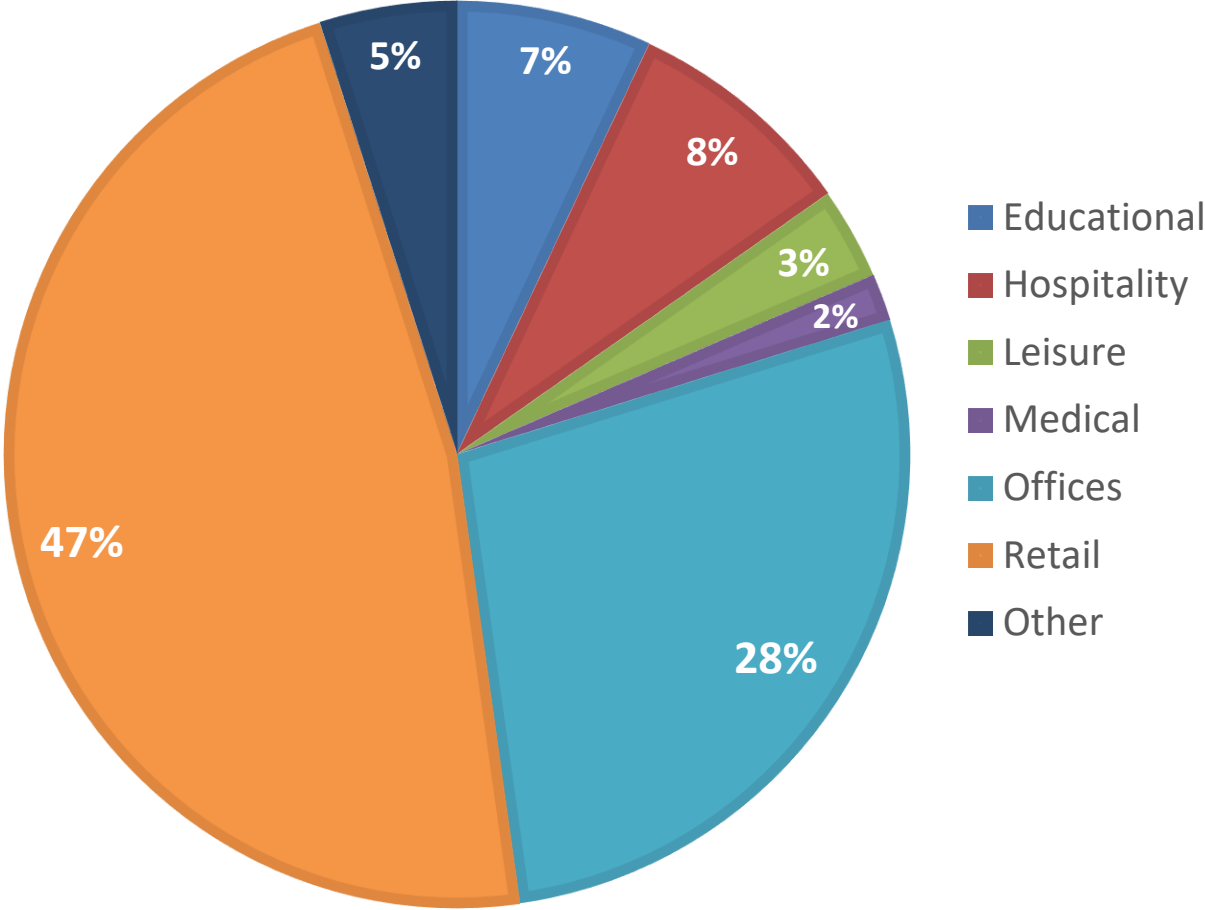
If you vote 'YES' for the Farnham BID, you will be saying 'YES' to investing over £1.5m in the town over the next 5 years, into improvements that will directly benefit your business.

• • • •

THE NEXT STEPS



FARNHAM BID AREA BREAKDOWN BY SECTOR RATEABLE VALUE



"I support the Farnham BID as it is a unique opportunity for businesses to join together to shape a new deal for the benefit of all the businesses. New innovative thinking, energy and action can start to generate a real difference. Sharing passion between businesses and like-minded individuals around will help promote Farnham as a premier place to operate and do business."

Paul Adams
Branston Adams



.....

PROJECTS WE WILL DELIVER

PROJECT AND SERVICES

This is your opportunity to invest over £1.5 million into Farnham town centre over a 5-year period and lead the way to securing its future and making the changes you and other pro-active businesses want to see. Through a BID, we can respond to the challenges facing the town centre and seize the opportunity to ensure Farnham is a well-marketed destination and a great place to visit, work and live.

1. MARKETING, PROMOTIONS & EVENTS

Over 5 years: £510,000

YOU SAID:

The town needs footfall. We need to reinvigorate our profile and promote the town centre not only to visitors but also to local people. We need new, creative and engaging ways of putting Farnham on the map locally, regionally and nationally.

THE FARNHAM BID CAN DELIVER:

- Planned and professionally managed marketing and promotion campaigns, focused on increasing footfall and highlighting Farnham's excellent offer of independents, retail, leisure, hospitality and commercial businesses.
- A variety of platforms aimed at both the local catchment and visitors. Creating a distinctive brand identity for the town consistent across all platforms and activities including a new website focused on promoting levy paying businesses.
- Christmas is one of the most important trading periods for a town centre. We will support and work with Farnham Town Council to ensure that Farnham offers a prime festive offer and look.





Credit: Chris Russell

2. SAFE, CLEAN & WELCOME

Over 5 years: £370,000

YOU SAID:

We want our town centre to continue to look great and for people to be at ease and enjoy themselves.

THE FARNHAM BID CAN DELIVER:

- Town Rangers, as the public face of the BID, will be responsible for engaging with businesses and visitors. Their key focus will be on improving perception and experience through enhancing the level of customer service and tourist information. At the core of their role will be improving liaison and co-ordination between the businesses, users and relevant organisations responsible for the management of the town centre. Other tasks will include:
 - Help reduce business crime and monitoring the street scene and contracts.
 - Working with partners to ensure that cleansing and maintenance standards are enhanced.
 - Working with partners to address anti-social behaviour within the town centre.
 - Working with partners to ensure involvement in town centre emergency and contingency planning

“As a creative University in our town, it is crucial for us that we have a town centre that is thriving, attractive and draws people in to visit. First impressions are key in relation to why people want to be here and play a large part in the decisions our students and staff take when choosing UCA as a destination.”

Prof. Mark Ellul
Chief Operating Officer, UCA



• • • •

LOOKING BETTER

.....

REDUCING YOUR BUSINESS COSTS



3. BUSINESS SUPPORT: Over 5 years: £155,000

YOU SAID:

The economic crisis is affecting everyone, and all sectors need support and assistance in maintaining and developing their business. We need a body with power to deliver operational benefits and to act as a strong voice for business in terms of strategic development of the town, policy making, transportation and other big issues.

THE FARNHAM BID CAN DELIVER:

It is important for the BID to represent and manage relationships with the town's stakeholders and other local organisations so that we can work together to champion all our interests. The BID can deliver:

- An active, strong, lobbying and advocacy group. Collaborating with partners and championing your interests, it will take a lead in driving the direction of the town in the way you want to see it realised.
- We will develop and pursue investment, policies and specifically advocating for business needs. This may include the provision of incentives to attract new business such as a business incubation and development centre. This would also support and help expansion of existing businesses, for example with rental negotiations and assistance with premises and regulatory functions.

In addition, the BID can offer:

- Reduced business costs through centrally negotiated services such as trade waste, recycling, advertising and reducing energy costs by group buying.
- Incentive programmes to reward employees and users, such as a Farnham loyalty scheme to ensure people come back time and time again.
- Providing recruitment assistance for those sectors struggling to find and keep employees.



• • • •

SHOPPER CAR PARKING INCENTIVES



4. ACCESS & TRAVEL

Over 5 years: £225,000

YOU SAID:

Customer experience of coming into town and moving around is putting people off. We need incentives to bring people here and encourage them to spend more time to experience what's on offer.

THE FARNHAM BID CAN DELIVER:

- The introduction of public transport incentives/promotions to attract people into the town centre with a focus on tactical car parking.
- Support and work with partners to investigate the application of technological innovations to ensure ease of access to Farnham.
- Promote car sharing schemes.
- Provision of EV charging for staff and visitors.
- Work with partners to encourage the use of bicycle infrastructure.

"The Farnham BID helps to improve and promote our beautiful historic Craft Town. The BID creates initiatives to give visitors more of a reason to spend time in and use the area. It provides a range of extra services to improve Farnham's trading environment, which go above and beyond the council remit. For anyone invested in Farnham this should be a very easy decision to say YES".

Michelle Quinlan
Quinlan-Tyley





5. TOWN CENTRE MANAGER

■ ■ ■ ■

OVER 5 YEARS : £495,000

YOU SAID:

The town relies on visitors, residents and other communities and it is important for all of these agencies to know what is happening within the Town. Shoplifting, homelessness and begging is an issue for retailers as well as visitors and needs attention.

THE FARNHAM BID CAN DELIVER:

Management of the profile and quality of our night-time economy

Work towards obtaining nationally recognised status for our evening and night-time economy through programmes such as 'Purple Flag'. This includes ensuring high standards in the following areas:

- » Wellbeing – that a location is welcoming, clean and safe
- » Movement – a secure pattern of arrival, circulation and departure
- » Diversity – a vibrant choice and rich mix of entertainment and activity
- » Place – a stimulating destination



Credit: John Miller



The Farnham BID is your chance to participate in shaping Farnham's future and realising its full potential. It will be managed by a Town Centre Manager. This person will be responsible for the implementation of the projects and report back to the BID Board. They will also be the point of contact for BID members, to enhance communications and ensure the interests of the BID are always at the forefront. They will head a team including, town ranger, marketing specialist and administrator.



HOW WILL THE PROJECT BE DELIVERED





THE LEVY

Every eligible BID business in the area shown in the boundary map will pay the BID levy which is calculated as 2% of the rateable value of its premises. The levy rate will not change throughout the duration of the BID term.

The levy will be collected by Waverley Borough Council on behalf of the BID Company and transferred to the BID Company's bank account.

This income is then ring-fenced and only used to fund the priorities included in this business plan.

| Rateable Value | Annual Levy Payable | Approximate Daily Equivalent Cost |
|----------------|-------------------------------------|-----------------------------------|
| Below £5,000 | Will be exempt from paying the Levy | |
| £5,000 | £100 | £0.28 |
| £10,000 | £200 | £0.56 |
| £40,000 | £800 | £2.20 |
| £60,000 | £1,200 | £3.29 |
| £100,000 | £2,000 | £5.48 |
| £250,000 | £5,000 | 10.96 |



THE LEVY



BID Membership: Any BID levy payer or equivalent financial contributor can become a member of the BID Company. This enables them to take part in the decision-making process, as well as stand for and vote during Board of Director elections.

Voluntary Contributions: Voluntary investment can be made by any businesses that are exempt such as those that have a rateable value less than £5,000 or businesses located outside the BID area. This will entitle them to all the projects and services outlined in this business plan as well as full rights as members in the management and governance of the BID company. Details and eligibility will be set by the Board.

BID INCOME & EXPENDITURE FORECAST

| INCOME | 2023/24 | 2024/25 | 2025/26 | 2026/27 | 2027/28 | 5 Year Totals |
|--------------------------|-----------------|-----------------|-----------------|-----------------|-----------------|-------------------|
| BID Levy | £305,000 | £305,000 | £305,000 | £305,000 | £305,000 | £1,525,000 |
| Additional Income | £46,000 | £46,000 | £46,000 | £46,000 | £46,000 | £230,000 |
| Total Income | £351,000 | £351,000 | £351,000 | £351,000 | £351,000 | £1,755,000 |
| EXPENDITURE | | | | | | |
| Destination Marketing | £102,000 | £102,000 | £102,000 | £102,000 | £102,000 | £510,000 |
| Business Support | £31,000 | £31,000 | £31,000 | £31,000 | £31,000 | £155,000 |
| Safe, Clean, & Welcoming | £74,000 | £74,000 | £74,000 | £74,000 | £74,000 | £370,000 |
| Access & Travel | £45,000 | £45,000 | £45,000 | £45,000 | £45,000 | £225,000 |
| Deliver & Running Costs | £81,000 | £81,000 | £81,000 | £81,000 | £81,000 | £405,000 |
| Levy Collection Costs | £13,000 | £13,000 | £13,000 | £13,000 | £13,000 | £65,000 |
| Contingency | £5,000 | £5,000 | £5,000 | £5,000 | £5,000 | £25,000 |
| Total Expenditure | £351,000 | £351,000 | £351,000 | £351,000 | £351,000 | £1,755,000 |

ADDITIONAL INCOME

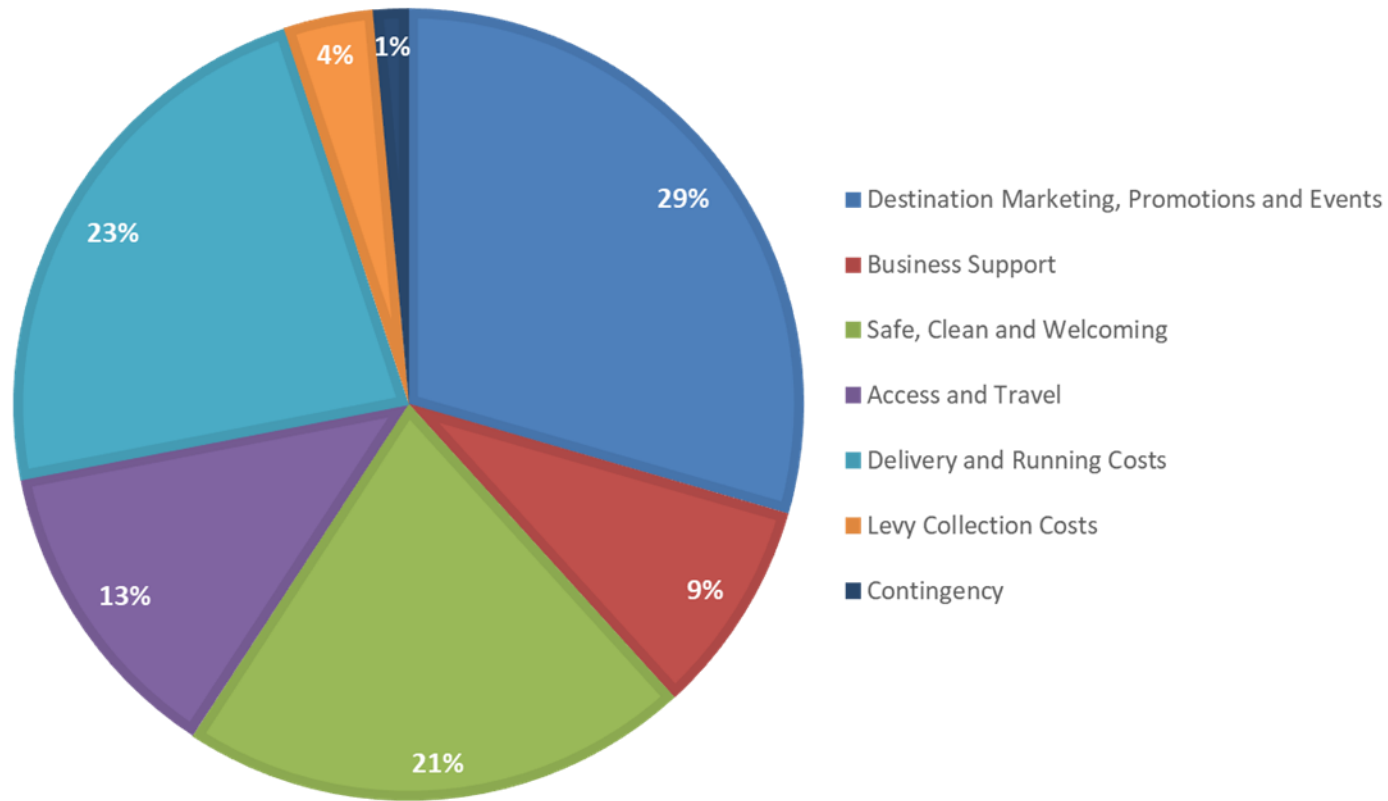
BIDs across the UK on average generate 15% in additional income over a 5-year term.

Farnham BID will endeavour to do this through grant funding and other income generating opportunities. It is expected that this will generate over £230,000 additional funding over 5 years to be invested back into the projects outlined in this plan.

*The budget is subject to annual review based on the evaluation of project results.

.....

PROJECT EXPENDITURE BREAKDOWN



Iain Lynch
Farnham Town Clerk

“The business community faces many challenges. Farnham Town Council supports a business-led BID to help keep Farnham a successful, safe and welcoming town. A vibrant economy benefits both businesses and residents, and a successful BID will help achieve this.”

MEASURING RESULTS

Farnham BID and its board will keep levy payers up to date on all the projects that the BID will implement over the 5 year term in a variety of ways. It will demonstrate that it is delivering against its objectives. The board will set the key performance indicators (KPIs) and criteria upon which to measure the BID's performance. Examples of the criteria the BID may include:

- Footfall figures
- Visitor numbers
- Rental levels
- Attraction numbers
- Business mix
- Car parking usage
- Public transport usage
- New business activity
- Annual surveys
- Business feedback
- Consumer feedback
- Monitor spend figures
- Media coverage
- Website/social media interactions

This performance measurement will be carried out at regular intervals and the results will be reported back to levy payers through the following channels:

1. Annual meetings
2. Group liaison forums and briefings
3. Direct communications (for example: e-bulletins, newsletters and face-to-face meetings)

Lynsey Luthra *The Maltings*



“Having seen the difference a BID can make in other places I’ve lived and work, I am delighted to support Farnham’s BID. A BID is the opportunity for businesses to work as a collective to improve the town centre. Farnham is already a beautiful and thriving town, but it has far more potential as England’s first World Craft Town – the BID can elevate Farnham as a destination and a place to live, work and do business.”

BID GOVERNANCE AND MANAGEMENT



*Nick Kent
Kents Property*

“BID campaigns are often associated with retail, but rest assured as well as a successful and busy town centre, the significant Office community in Farnham are very much on the agenda for the Farnham BID”

BOARD POSITIONS ARE LAID OUT BELOW (13 TOTAL):



INDEPENDENT RETAILERS AND NATIONAL RETAILERS



OFFICE, COMMERCIAL AND ACCOMMODATION



FOOD & DRINK, ENTERTAINMENT & LEISURE AND
VOLUNTARY CONTRIBUTORS

If the BID Ballot is successful, an independent, not-for-profit company, limited by guarantee, will govern the BID. The Board will have up to 15 Directors made up of representatives from levy paying businesses or voluntary contributors. Additional, non-levy paying members may be co-opted, as required.

Board Director positions are unpaid and voluntary and include a mix of all sectors of business that operate within the BID area as well as having the necessary skills and experience required to deliver the Farnham BID business plan.

Board elections will be held and any levy paying business or equivalent financial contributor will be eligible to stand as a BID Board Director. Nominated representatives from Waverley Borough Council will also be present at board meetings as observers.

By becoming a member of the BID company you can have your say in controlling how the funds are spent and also holding the BID company accountable throughout the 5-year term.

The BID company will not be able to make a profit and any surplus must be spent on the projects and services agreed by the levy payers and Board of Directors.

In the first year, the BID Task Group who have been involved with the development of the BID will normally form an interim Board to allow for continuity. Elections to the Board will then take place in the second year. One of the Directors will then be voted in as Chairperson by the Directors.

There will be regular updates via newsletters and e-bulletins. The annual reports and accounts will be produced at the end of each year and available to members.

MEASURING PERFORMANCE

The board will set key performance indicators (KPIs) and criteria upon which to measure the BID's performance, for example, annual surveys, visitor numbers, new business activity, media coverage, website and social media interaction. The BID will keep businesses updated on a regular basis through the website, newsletters, face to face meetings and annual meetings.



BID LEVY RULES & BALLOT

1. The BID Regulations of 2004 (as amended), approved by the Government, sets out the legal framework within which BIDs will have to operate, including the way in which the levy is charged and collected, and how the ballot is conducted.
2. The BID levy rate will be fixed for the full term and will not be subject to variation by the annual rate of inflation. This will be set on the 1st of April each year using the most current Non-Domestic Ratings list. It will be updated for any changes in ratepayer appeals, additions, or removals.
3. The BID Levy will be applied to all eligible business ratepayers within the defined area with a rateable value of £5,000 or above.
4. The following exemptions to the BID Levy apply
 - Those with a rateable value of less than £5,000
 - Non-retail charities with no paid staff, trading arm, income or facilities
 - Not-for-profit subscription and entirely volunteer-based organisations
 - Business that fall in the following sectors – industrial, manufacturing, storage and workshops
5. The minimum levy payable will be £100.
6. The BID levy will be paid by any new ratepayer occupying any existing hereditaments (a business rated property) within the BID area.
7. New hereditaments will be charged from the point of occupation based on the rateable value at the time it enters the rating list, even though they did not vote on the initial proposal.
8. If a business ratepayer occupies premises for less than one year, the amount of BID levy payable will be calculated on a daily basis.
9. Empty properties, those undergoing refurbishment or being demolished will be liable for the BID levy via the registered business ratepayer with no void period. VAT will not be charged on the BID levy.
10. The BID levy will not be affected by the small business rate relief scheme, 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.
11. The BID Company will operate a 'closed year system'. In case of revaluations/backdating of business rates for premises, the BID Levy payments will not be backdated and/or refunds provided.
12. VAT will not be charged on the BID levy.
13. The billing body is authorised to collect the BID levy on behalf of the BID Company.
14. The levy income will be kept in a separate ring-fenced account and transferred to the BID on an agreed basis.
15. Collection and enforcement arrangements will be like those for the collection and enforcement of non-domestic business rates with the BID Company responsible for any debt write off. The BID area and the levy rate cannot be altered without a further ballot.
16. The BID projects, costs and timescales can be altered subject to Board approval providing the changes fall within the income and overall objectives of the BID.
17. The levy rate or boundary area cannot be increased without a full alteration ballot. However, if the BID Company wishes to decrease the levy rate during the period, it will do so through a consultation, which will, as a minimum, require it to write to all existing BID levy payers. If more than 25% object in writing, then this course of action will not proceed.
18. The BID Board will meet at least six times a year. Every levy paying business or equivalent financial contributor will be eligible to be a member of the BID Company and attend General Meetings.
19. The BID Company will produce a set of annual accounts available to all company members.
20. The BID arrangements will formally commence on 01 April 2024 and will last for five years. At the end of this period a ballot must be held if businesses wish the BID to continue.



THE POSTAL BALLOT

- ■ ■ ■
- All eligible businesses have the opportunity to vote.
- The ballot will be conducted through an independent, confidential postal vote by Electoral Reform Services, on behalf of Waverley Borough Council, which is the responsible body as determined by the BID Regulations of 2004.
- Each eligible business ratepayer will have one vote in respect of each hereditament within the BID area, provided they are listed on the National Non Domestic Rates List for the defined area as provided by Waverley Borough Council.
- A proxy vote is available and details will be sent out by Electoral Reform Services.
- Ballot papers will be sent out to the appropriate person/ organisation on 3rd October 2023 to be returned no later than 5pm on 31st October 2023.
- For the BID to go ahead, two conditions must be met:
 1. More than 50% of businesses that vote must vote in favour.
 2. The businesses that vote 'YES' must represent more than 50% of the total rateable value of all votes cast.

The results of the ballot will be declared on 01 November 2023.

Under the BID Regulations of 2004, if the BID is approved at ballot by businesses, all those eligible, regardless of how or if they voted, will be legally obliged to pay the annual levy amount.

KEY STAKEHOLDERS

CATHERINE KNIGHT
Economic Development
Waverley Borough Council

IAIN LYNCH
Town Clerk
Farnham Town Council

OLIVER CLUSKEY
Events & Tourism
Farnham Town Council

TASK GROUP

COLIN CHANNON
Tindle News

FRANCESCO BARTOLOMEI
Bush Hotel, Farnham

GEMMA McBRIDE
Baker Law

GEORGE MURRAY
Coffee Diem

LIAM MOONEY
Waitrose

LIZ FLANAGAN
BID Chair/ Elphicks Department Store

LYNSEY LUTHRA
Farnham Maltings

MARK ELLUL
University for the Creative Arts

MICHELLE QUINLAN TYLEY
Quinlan-Tyley, Commercial Landlord

NICK KENT
Kents Property

NICK MANTELLA
Farnham Wine Yard

PAUL ADAMS
Branston Adams

STEVE HAMILTON
Hamilton'S Tea House

YOUR BID TEAM

The Farnham BID has been guided to this point by a Task Group, of local business people, champions and stakeholders who are passionate about the future success of the town centre.





**BUILDING
BUSINESSES
TOGETHER**



Vote for a better future



Remember this will affect your business and your town centre.

A BID in Farnham will make a real difference by securing over £1.5m of investment for the future of the town centre and of your business.

For Further information please contact:

ANDREW FERGUSON
Project Manager

☎ 07539 567169

✉ info@farnhambid.co.uk

or visit

www.farnhambid.co.uk

*All images used in this plan are used by permission of Farnham Town Council

