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HELLO!

MEET THE BOARD



Steven Harvey BID Chairman **BID** Director Owner, Oasis Estate Agents



Keith McGroary Economic Development Manager, Spelthorne Borough Council



Laura Woodward Lettings Manager, The Frost Partnership



Con O'Brien **Business Engagement**

Michelle Baker

BID Manager

MEET THE TEAM



Paul Milner Vice BID Chairman **BID** Director Owner, Lewis Furniture



Mark Schweizer Franchisee. McDonald's



Jass Sangha Branch Manager, Metro Bank



Philippa Fewins Sales Director. Kall Kwik



Tim Kita Stai-Safe Radio Co-ordinator

Officer



Joanna Hall **BID** Director Centre Manager, Two Rivers **Shopping Centre**



Sergeant Ali Dunlop Surrey Police Staines Police Station

Helen Belkhodja

Franchisee,

Specsavers



Michele Gibson Owner. Thames Side Brewery



Ibrahim Miah Store Manager,



Gary Little BID Director Centre Manager, The Elmsleigh Shopping Centre



Peter Williams Managing Director, The Thames Club



Primark



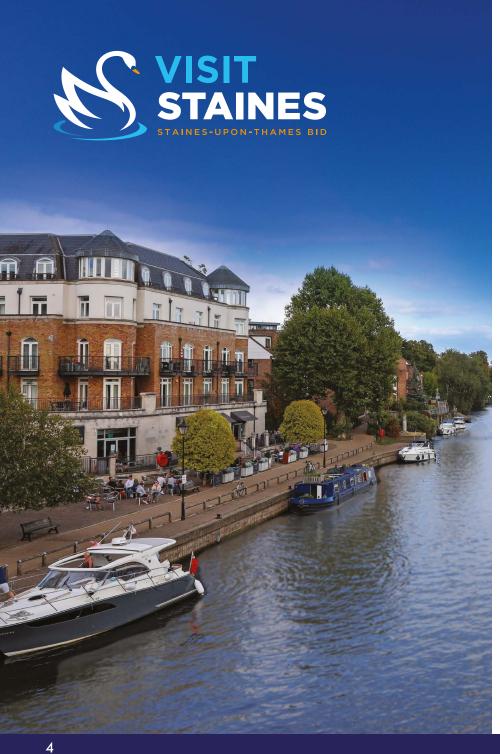
www.visitstaines.co.uk

Terry Collier

Deputy Chief Executive,

Spelthorne Borough Council

BID Director



GOVERNANCE

Visit Staines BID is an independent, business led, not for profit company, solely accountable to its 300 members.

The company is currently governed by a voluntary Board of 15 levy paying businesses, 5 of which are company directors; working together to provide strong governance, strategic direction and ensuring oversight and scrutiny of the delivery of the BID Business Plan.

The Visit Staines BID Board is made up of national and independent business owners and leaders, managers from both shopping centres, the Borough Council and the local Police; all working together to deliver the projects chosen by you in the first BID business plan.

For the new BID term 2017 - 2022, new Board elections will be held in April 2022 whereby all 300 members will be entitled to submit an application to join the Board. Nominations for the new BID term will be reviewed by the current company directors and BID manager and the official Board elections will be held at the first BID meeting of the new 5 year project term whereby a resolution for each Board vacancy will be put to a vote, a nomination called and passed if a majority vote in favour.

The new Board will comprise of 17 members, with a variety of complementary skills, representing various business sectors as follows:

- 3 National Retailers
- 3 Independent Retailers
- 2 Office and Commercial
- 2 Food, Drink, Entertainment and Leisure
- 1 Hotel
- 2 Shopping Centres
- 1 Borough Council
- 1 County Council

- 1 Police
- 1 Voluntary BID Levy Contributor

If you own or manage a business within the BID area and are interested in joining the Visit Staines BID Board from 1st April 2022, please email Michelle@visitstaines.co.uk for an application form.

An Operating Agreement, which includes the Council's Baseline service commitments, has been agreed with Spelthorne Borough Council. A copy can be found at www.visitstaines.co.uk. The BID Company shall meet quarterly with the Borough Council, as the Billing Authority, to monitor service delivery and levy collection.



VISIT STAINES BID

WORKING FOR BUSINESSES IN STAINES-UPON-THAMES

In 2016 businesses in Staines-upon-Thames secured Business Improvement District (BID) status for the town by voting 'Yes' during the 28-day ballot: 76% of businesses, representing 72% of rateable value backed the BID which gave us a strong mandate to deliver the projects set out in our first business plan.

The first 5-year BID term commenced on 1st April 2017 and Staines joined 350 towns and cities with an established BID, securing £1.5million for the town centre. As Visit Staines BID concludes on 31st March 2022, we are seeking a reballot for a further 5 year term and businesses in Staines-upon-Thames will vote throughout March 2022, determining whether the positive work of Visit Staines BID continues

Between 2017-2022 we have been committed to launching new projects and initiatives in the town and ensuring that we delivered the plans set out in the first BID proposal. Whilst we have achieved so much during those first 5 years, we acknowledge that there is still so much to do as local businesses now face unprecedented challenges; the town needs a strategy to manage the consequences of the global pandemic, a plan to confront the challenges caused by evolving shopping habits and a way to tackle the effects on footfall as more people work from home. We are proud of the successes over the past 5 years, but the exceptional challenges businesses have faced over the last 2 years has led us to reflect on the areas we want to focus on which are detailed within this proposal.

We really hope that local businesses vote to retain the current BID projects and support the new plans we have for Staines-upon-Thames over the next 5 years as this is a very exciting time for our town and we invite you to back the BID and vote 'Yes'.



WHAT IS A BID?

Business Improvement Districts (BIDs) have been in place since 2004 when BID legislation was first introduced in the U.K and they are recognised as a successful and sustainable town centre management model and a mechanism for businesses to work together as a collective to improve their business environment. Kingston is a great local example, they have had a BID in place since 2005 and are in their fourth 5-year term!

A Business Improvement District (BID) is a defined area, like a town or city centre, the businesses within it work together to select, jointly invest in and then deliver a range of key projects to boost the trading environment. It is a formal arrangement under which businesses identify projects and services that will add value to their business and agree how to manage it.

A 5-year business plan is written based on feedback from local businesses and this is the document that businesses cast their vote on during a 28-day postal ballot. Pending a majority 'Yes' vote all projects go ahead, managed by a Board of businesses, representative of the various business sectors in the town.

BIDs are all about businesses working together to take control of their trading environments and collectively addressing issues that affect those businesses. They are also about providing new and additional projects and initiatives. They are not about funding or replacing services provided by public agencies such as the police and council and the BID will work with the Local Authority to draw up baseline agreements so that you can clearly see what level of service you are currently receiving and how the BID will provide additional improvements and all important added value.

DO WE NEED A BID?

Yes, absolutely, without a BID the funds for year round events and vital town centre projects, plus the strong town centre partnership we have formed will stop and disappear quite literally overnight and the town would inevitably be a much less appealing place to live, work and visit. We need a BID in order to compete on behalf of the town's businesses for footfall with all the other local towns that have BIDs in place such as Epsom, Kingston, Camberley, Walton, Richmond, Twickenham and Sutton. We do not want Staines-upon-Thames to fall behind and it is essential that we maintain BID status so that we have the structure and the funding required to continue with the projects detailed within this plan.

In March 2022 all levy paying businesses within the Staines-upon-Thames BID area will be asked to back the BID and vote 'Yes' to the proposals set out in this business plan. If a majority of businesses by number and by rateable value vote in support then all projects on pages 18 to 24 will go ahead.



IF YOU VOTE NO, THE PROJECTS BELOW WILL ALL DISCONTINUE:

- Two Digital screens on the High Street that advertise your business for free.
- ➤ BID Rangers patrolling the town every weekend and school holiday.
- Stai-Safe radios connecting local businesses to the CCTV control rooms, security, BID Rangers and fellow businesses.
- * Hanging baskets throughout the town in summer and winter.
- Large flower towers throughout the town in summer and winter.
- Christmas lights across the town.
- ★ Free High Street Wi-Fi for shoppers and visitors
- × High Street footfall counters.
- Graffiti removal and deep cleaning.
- Christmas activities such as the Nutcracker trail, snow globe and the giant Happy Xmas photo frame.
- Events such as the Open Air Cinema, Porsche Car Show and Farmers Market.

- Street entertainment to make the town more vibrant.
- Lobbying as the voice of local businesses, such as for the replacement of the High Street bollards.
- Social distancing shop floor stickers, signage and business information.
- × Visit Staines website.
- Visit Staines social media pages.
- Sponsorship of Staines-upon-Thames Day, Spelthorne Business Awards, Staines 10K and the Christmas Parade.

VOTE YES

during the 28-day ballot to retain the current BID projects and support the new plans we have for Staines-upon-Thames over the next 5 years



5 YEARS OF ACHIEVEMENTS

VISIT STAINES BID 2017 - 2022

Since its launch in April 2017 Visit Staines BID has delivered a wide variety of projects, services and improvements for Staines-upon-Thames town centre that have helped over 300 levy paying businesses.

Here is a selection of achievements from the past 5 years.



EVENTS

- ✓ Open Air Cinemas in Memorial Gardens.
- ✓ Valuation Days antique events with BBC's Paul Martin in Market Square.
- ✓ Porsche Car Shows with The Stig lookalike, on the roof of The Elmsleigh Shopping Centre car park.
- ✓ Glorianna the Queen's official row barge visit to Staines-upon-Thames.
- ✓ Heroes and Villains Car event in partnership with Two Rivers Shopping Centre.
- ✓ Comedy Nights with acts including TV's Dominic Holland at the community centre and marquee in Market Square.

- ✓ Pancake Races along the High Street in partnership with Shopmobility.
- ✓ Christmas Parades in partnership with Two Rivers and The Elmsleigh Centre.
- ✓ Outdoor Yoga and Bootcamps in Memorial Gardens in partnership with The Thames Club.
- ✓ Farmers Markets, held on the second Sunday of the month for two years.
- ✓ Antiques Market on the High Street held on the High Street.
- ✓ Vegan Markets held on the High Street.
- ✓ Christmas Food Festival with celebrity chef Aldo Zilli.

- ✓ Life size snow globes on the High Street.
- ✓ Real reindeer on the High Street.
- ✓ Pet Celebration event along the High Street.
- ✓ Health Expo event in Memorial Gardens in partnership with Staines Rotary.
- ✓ Spy Quest interactive family event in partnership with Two Rivers and The Elmsleigh Centre.
- ✓ Singers, face painters and street entertainment including The Grinch, Giant Gingerbreads and Giant Penguins.

- Christmas Nutcracker trail, Elf on the Shelf, Santa's Sleigh and Giant Happy Christmas photo frame.
- ✓ Sponsored the Spelthorne Business Awards category Best Business in Staines-upon-Thames BID Area.
- $\checkmark~$ Sponsored Staines-upon-Thames Day.
- ✓ Sponsored Staines 10k race.
- ✓ Sponsored the Mayor's Business Leaders event.

5 YEARS OF ACHIEVEMENTS

VISIT STAINES BID 2017 - 2022



MARKETING

- ✓ Two digital advertising boards installed on the High Street advertising BID members for free.
- ✓ Visit Staines BID branding designed to raise the profile of the town.
- ✓ Visit Staines website launched to raise the profile of the town and local businesses.
- ✓ Drone video of Staines-upon-Thames in partnership with Spelthorne Borough

- Council, footage used on Visit Staines website.
- ✓ Visit Staines social media pages with

 7.000+ Facebook followers.
- √ 1000's of Visit Staines bags for life free for shoppers.
- ✓ Regular marketing campaigns in TW Magazine, Heathrow Villager, Shepperton & Sunbury Matters and The Primary Times.

- ✓ Regular press releases in the Surrey Advertiser / Surrey Live online.
- Marketing campaigns for Staines-upon-Thames including digital, print and bus advertising.
- ✓ Giveaways and competitions to support local businesses.
- ✓ Christmas magazines distributed to local residents to promote the town and businesses, in partnership with Staines Rotary.

- ✓ Banners above the High Street and bollard covers to promote events.
- ✓ JISP shopping app pilot in partnership with Two Rivers and The Elmsleigh

 Centre

ATTRACTIVE TOWN

- ✓ High Street floor mosaic restoration in partnership with Spelthorne Borough Council.
- ✓ Free High Street Wi-Fi for visitors and shoppers.
- ✓ Footfall counters along the High Street.

- ✓ Summer and winter hanging baskets across the BID area.
- ✓ Summer and winter flower towers across the BID area.
- ✓ Adopted unloved areas of town and planted floral displays in Market Square and outside of The George Pub.

- \checkmark Christmas lights across the BID area.
- ✓ Christmas trees along the frontages of businesses on the High Street under the Iron Bridge.
- ✓ Graffiti removal throughout the town centre in addition to Council cleaning.
- ✓ Deep cleaning of stone gateways at either end of the High Street plus the stone lamp post bases.
- ✓ Visit Staines flags above the frontages of businesses on the High Street under the Iron Bridge.
- ✓ Poppy Flags and large poppies on lamp posts for Remembrance Sunday.

5 YEARS OF ACHIEVEMENTS

VISIT STAINES BID 2017 - 2022



SECURITY

- ✓ BID Rangers, town centre security patrols every Saturday, Sunday and school holiday from 11am-7pm.
- ✓ BID Ranger project received award from Surrey Police for reducing levels of anti-social behaviour in town.
- ✓ Stai-Safe business crime radio scheme connecting businesses to the BID Rangers, fellow businesses on the scheme, CCTV control rooms and security guards for the two shopping centres.
- ✓ Stai-Safe radio training and ongoing support provided for all users.
- ✓ Re-located the Stai-Safe radio mast when Debenhams closed, in partnership with Spelthorne Borough Council.
- ✓ DISC phone app enabling Stai-Safe radio users to share and report information relating to retail crime, antisocial behaviour.
- ✓ Obtained National Accreditation for the Stai-safe Scheme, reflecting the quality, integrity and security of the Scheme.

BUSINESS SUPPORT

- ✓ BID employee reduced parking costs, in partnership with Spelthorne Borough Council.
- ✓ Accessibility ramps for businesses in partnership with Enterprise M3.
- ✓ Covid-19 posters, bollard covers and floor stickers to reinforce social distancing measures and government guidance.
- ✓ Email updates to businesses detailing

- ✓ Covid-19 government guidance and financial support available for businesses.
- ✓ Visit Staines BID newsletters to keep businesses informed.
- ✓ High Street banners to welcome visitors and shoppers back to Staines-upon-Thames and reinforce social distancing messages in partnership with Spelthorne Borough Council.

- ✓ Online lists detailing opening hours of essential local businesses during lockdowns.
- ✓ Organised for MP Kwasi Kwarteng to meet with local businesses post lockdown.
- ✓ Successfully lobbied Surrey County Council for replacement bollards on the High Street, install date 2022.
- ✓ Successfully lobbied Surrey County Council to repair the SCOOTS traffic light signalling.

- ✓ Successfully lobbied for Network Rail to repair the Iron Bridge at a main gateway to the town, install date 2022.
- ✓ Sent letters of support to assist planning applications for the Berkeley Homes property development on London Road and Debenhams redevelopment on the High Street to back investment and regeneration in Staines-upon-Thames.

BUSINESS CONSULTATION

The whole point of a BID is that it is directed by businesses, for businesses. That's why when we started planning for the BID's second term, the first thing we did was to talk to you. Hundreds of businesses have given their views through a comprehensive survey and these have inspired the projects in this Staines-upon-Thames BID Business Plan – thanks to everyone who gave us their views and you can find out how we've shaped them into business plan projects on the next few pages.

After gaining so many businesses' views, we are confident the projects and initiatives included in this business plan reflect your views. We hope you share our excitement about the difference a BID will continue to make to trading conditions in Staines-upon-Thames over the coming five years.



NEW FOR BID2: IN THE SECOND BID TERM 2022 - 2027 WE WILL FOCUS ON FOUR KEY PROGRAMMES OF WORK

- FOCUS ONE:
 SAFE AND SECURE
- 2 FOCUS TWO:

 MARKETING AND EVENTS
- FOCUS THREE:

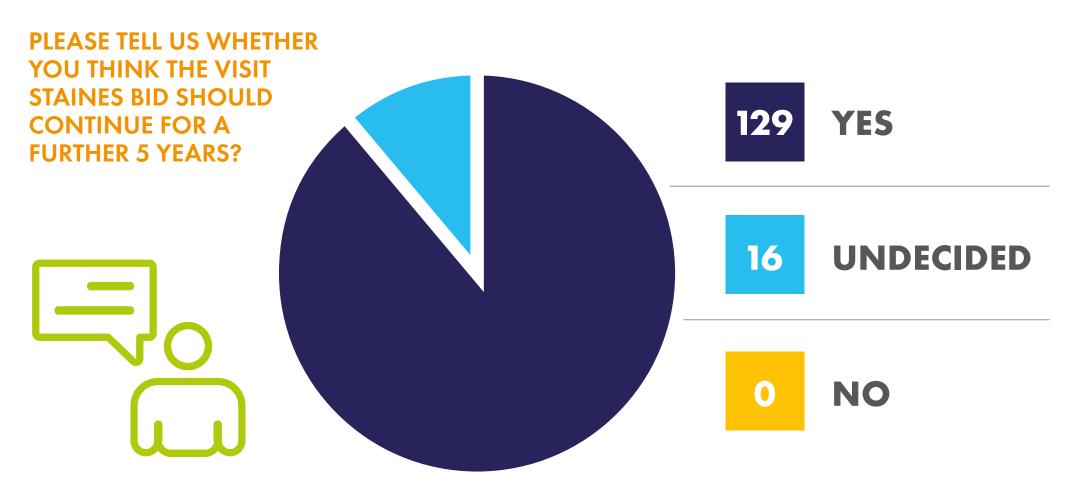
 BRIGHT AND WELCOMING
- FOCUS FOUR:
 INFORMED AND CONNECTED

If Staines-upon-Thames achieves Business Improvement District (BID) status for a second term, this business plan becomes a legal document and all projects must be delivered; so you can be assured that by voting 'Yes', all initiatives detailed within this document will be delivered during the BID term 2022-2027.

By voting **'Yes'** you will be safeguarding the future of Staines-upon-Thames and ensuring that Staines-upon-Thames is a cleaner, greener, safer and more attractive town for business, employees, residents, shoppers and visitors with a refreshed focus and a £1.8 million investment.

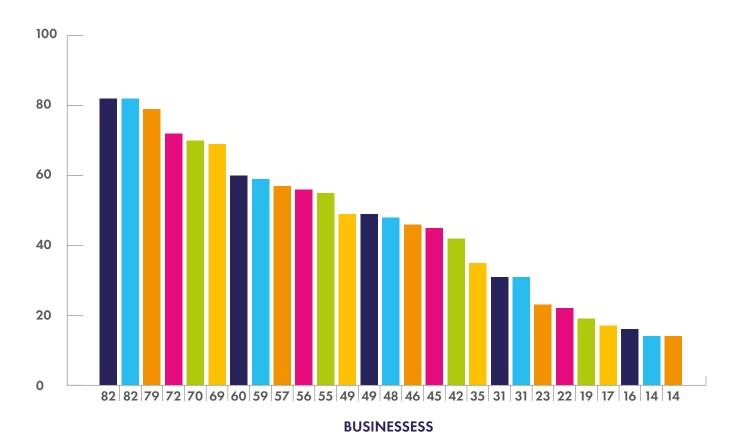
Thank you to the 145 local businesses that completed a BID survey and had their say. Your feedback has ultimately shaped to this new 5 year business plan for the town centre. We are confident that with 50% of businesses giving us their views that the business plan reflects the projects and initiatives you want to see from 2022 - 2027.

We asked you...



PLEASE TICK ALL OF THE VISIT STAINES BID PROJECTS YOU ARE ALREADY AWARE OF





ANSWER CHOICES BUSINESSES Summer and winter hanging baskets and flower towers 82 Christmas lights throughout the town centre 82 New digital advertising boards on the High Street to **79** promote local businesses for free Welcome to Staines-upon-Thames banners and Visit 72 Staines flags 70 Sunday Farmers Markets Free Wi-Fi on the High Street for shoppers 69 Christmas events such as the Christmas Nutcracker trail, life 60 size snow globe and sponsor of the Christmas parade Planting outside of The George pub and in Market 59 Sauare planters Visit Staines BID brand 57 BID Rangers patrolling to keep the town safe at 56 weekends and school holidays Visit Staines BID website 55 Visit Staines BID social media pages i.e. Visit Staines 49 Facebook page Visit Staines BID newsletters for businesses 49 Street cleaning and graffiti removal 48 Defibrillator on the High Street 46 Stai-Safe business radio scheme 45 Open Air Cinemas in Memorial Gardens 42 35 Restoration of the High Street floor mosaic Sponsor of Spelthorne Business Awards, Staines 10K 31 and Staines-upon-Thames Day 31 BID employee discounted parking scheme DISC app for businesses to report crime / ASB 23 Porsche Car Shows on the roof of The Elmsleigh Centre 22 car park Comedy Nights 19 Valuation Days events with BBC Paul Martin 17 Outdoor yoga and bootcamp by the river, free for 16 employees and shoppers Funded 'The Gloriana' Queen's rowbarge visit to 14 Lobbying for the High Street bollards to be replaced 14

WHAT DO YOU THINK ARE THE 3 MAIN STRENGTHS OF STAINES-UPON-THAMES TOWN CENTRE?



WHAT DO YOU THINK ARE THE 3 MAIN WEAKNESSES OF STAINES-UPON-THAMES TOWN CENTRE?

Flooding risk Safety concerns Footfall Public toilets Quiet bank holidays Closed shops Variety of shops Anti social behaviour Congestion **Sundays - ASB** River too far from town Cleanliness No clothes shops Security No independent shops **Bike theft** Parking charges **Empty shops**

WHICH VISIT STAINES BID PROJECT HAS HAD THE BIGGEST IMPACT ON THE TOWN?

Flowers _____ Flowers

Farmers market

Mosaic repair

Social media

Events

Defibrillato

Christmas lights

Visit Staines brand

Digital advertising boards

Flags

BID rangers

PLEASE TELL US YOUR TOP 3 IDEAS. FROM YOUR KNOWLEDGE AND EXPERIENCE, WHAT IMPROVEMENTS AND NEW INITIATIVES WOULD DIRECTLY BENEFIT YOUR BUSINESS, SECTOR OR TRADING LOCATION IN STAINES-UPON-THAMES?

Cheaper parking **More street deaning Events Advertising** Staff discounts Free parking Theatre Staff parking scheme Outdoor dining areas

Networking events

Networking events Road access **More security**

FOCUS ONE: SAFE AND SECURE

VOTE YES FOR



BID RANGERS

We will continue to hire a team of safety focused BID Rangers to patrol the BID area every weekend and every school holiday (currently working 11am-7pm) providing a visible and reassuring presence for shoppers, visitors and businesses alike, helping to deter crime and addressing anti-social behaviour in our town.







STAI SAFE RADIOS

We will continue to operate and manage the town wide Stai-Safe radio system which is Staines-upon-Thames business crime radio scheme. The radio provides you with direct links to the BID Rangers, both shopping centre security teams, CCTV control rooms and your fellow businesses.



This is a valuable tool for sharing information on incidents of crime, antisocial behaviour and potential offenders. There are currently over 60 radio users across the town centre.

We will provide regular training and ongoing support for you and your staff. Pre-BID the radios cost between £500-£700 per business per annum, however all BID members now benefit from a subsidised rate of £250.

DISC

We will continue to run DISC, the app can be downloaded to a mobile phone and enables businesses to report and log issues and instances of crime, automatically sharing this data with fellow businesses and the BID Rangers - from a still frame of a shoplifter or an alert regarding counterfeit currency. The Police also utilise the intelligence gathered on the DISC app to assist with investigations and gathering critical evidence.

We will provide regular training and support for you and your staff so that there are no obstacles to use

ANPR CAMERAS

New for BID2

We will invest in new Automatic Number Plate Recognition (ANPR) Cameras at key gateways to the town centre helping to detect, deter and disrupt crime at a local, force, regional and national level. The new cameras will allow our local Police to tackle travelling criminals, organised crime groups and terrorists. ANPR provides lines of enquiry and evidence for crime investigations and is used by forces throughout England, Wales, Scotland and Northern Ireland.

New signage stating that ANPR cameras operate in this area will be installed and will also act as a valuable deterrent.

FOCUS ONE: SAFE AND SECURE

VOTE YES FOR

ENHANCING THE SAFETY IN STAINES

New for BID2

We will will undertake a new safety audit of the BID area, to include CCTV systems, accompanying signage and street lighting.

Spelthorne Borough Council and the two Shopping Centres have installed and manage CCTV cameras across the town centre for the purposes of the prevention and detection of crime, disorder and anti-social behaviour and our audit will identify any blind spots or areas of concern that we can address to ensure Staines-upon-Thames is a safe place to visit both day and night.

ADDITIONAL POLICE RESOURCES

New for BID2

We will explore whether we can fund additional Police resource dedicated to the BID area to crack down on shoplifting, anti-social behaviour and provide a valuable and highly visible presence for businesses, employees, residents and visitors.

Many other Business Improvement District (BID) towns and cities across the U.K have funded their own Police Officer(s) and PCSOs assigned exclusively to their BID area and this is a project we will investigate further.

PUBWATCH

New for BID2

We will support the current Pubwatch scheme in the town, understanding how the evening economy can be supported and assisting by co-ordinating meetings to discuss crime trends and assisting with banning offenders. We will also explore whether Purple Flag would be relevant for the town, this status recognises the standards achieved in managing the night-time economy.

Purple Flag is similar to the Blue Flag for beaches and the Green Flag for parks and will raise the profile of the evening economy in Staines-upon-Thames

CORONAVIRUS BUSINESS SUPPORT

We will help businesses re-establish public confidence and assist in keeping their customers and staff safe in the event of any future Covid variants by working with the Council to provide safety measures. Initiatives to include signage, hand sanitiser stations, queue management and clear messaging regarding social distancing and government guidance. We will also ensure that businesses are aware of the support available to them i.e. grants and funding.







VOTE YES FOR (





DIGITAL SIGNAGE AND FREE ADVERTISING

We will continue to operate and manage the two double sided digital signage boards on the High Street. We installed the signs in 2020 and as part of our commitment to supporting local businesses all 300 BID members benefit from free advertising.

We will also continue to assist businesses with free artwork designs for the digital screens.



New for BID2

We will look to increase the number of digital advertising boards in the town, installing new digital boards in high footfall areas such as at Staines train station, pending planning consent.



EVENTS

We will continue to organise and host key events throughout each year to boost footfall in the town, building on the success of the events delivered during the first 5-years which includes, two open air cinemas in Memorial Gardens by the river, two Porsche car shows on the roof of The Elmsleigh Centre car park, weekly outdoor yoga and bootcamp by the river, Christmas life size snow globe on the High Street four years in a row, Christmas nutcracker trail throughout the BID area, two valuation days antique events in Market Square, various comedy nights, street entertainment such as The Grinch and The Gingerbread Men plus live music to entertain shoppers.

New for BID2

We will work to relaunch the monthly Farmers and Craft Market which ran

successfully for 2 years however due to the effects of Covid did not return to our town in 2021. This event certainly assisted in changing the perception of Staines-upon-Thames on a Sunday and boosted footfall.

We will explore new events such as an annual food festival, Oktoberfest, music festival and live outdoor theatre during the school holidays. What is more, in the event that Spelthorne Borough Council is successful in winning funding for a new theatre and cultural centre at the Oast House, the BID will work with the Council to promote an attractive programme of shows and events to attract footfall to the town.

SPONSORING KEY EVENTS

We will continue to support and sponsor key events such as Staines-upon-Thames Day, the Christmas Parade, Santa Fun Run, the Pancake Race, the Spelthorne Business Awards, Staines Regatta, Staines 10K and the new Staines half marathon.

We will continue to work in partnership with Staines Rotary to deliver events and activities within the town centre. Plus any other opportunities that arise.

SOCIAL MEDIA AND WEBSITE

We will continue to manage the Visit Staines website and social media platforms, promoting Staines-upon-Thames as a great place to live, work and visit, sharing posts from BID members and advertising town centre events.

We will relaunch the online business directory ensuring that all BID members have a listing and work with businesses to promote their special offers, job vacancies and business news.

FOCUS THREE: BRIGHT AND WELCOMING

VOTE YES FOR

HANGING BASKETS

We will continue to fund the summer and winter hanging baskets across the BID area. Floral displays throughout the town BID area create a coordinated, pleasant environment and boost the appearance of the town for shoppers, visitors and employees alike.

Spelthorne Borough Council grow, plant and maintain the hanging baskets and we sponsor each year as the floral displays are vibrant and have a big impact on town centre visitors.

FLOWER TOWERS

We will continue to fund the summer and winter flower towers throughout the BID area. The large floral displays are placed in key footfall areas and are an impressive talking point.

New for BID2

We will look to install additional flower towers to help define the BID area, create a co-ordinated town centre and add vibrancy and colour to more roads and streets

PLANTING

We will continue to adopt un-loved areas and spaces throughout the BID area, planting and maintaining as required to demonstrate that

Staines-upon-Thames is a managed area. This includes the planters in Market Square and the border on the corner of Church Street.

New for BID2

We will explore other areas to adopt and regenerate and we will progress our discussions with Network Rail for a new wild flower garden on the grass verge at the train station plus planters on the platforms so that this key gateway to our town makes the right first impression.



SIGNAGE

New for BID2

We will review the signage requirements at key gateways including at the new river jetty in Memorial Gardens and work with partners to ensure that the shops, river, jetty, gardens, train station and BID boundary are all easily identifiable with new 'Welcome' and fingerpost signage.



CLEANING

We will coontinue to undertake graffiti removal and deep cleaning throughout the BID area as required. BID members will be able to report instances of graffiti directly to the BID and if it does not fall within the Council's responsibility, we will ensure it is promptly removed.



FOCUS THREE: BRIGHT AND WELCOMING

VOTE YES FOR



CHRISTMAS LIGHTS

We will continue to fund and install the striking Christmas lights across the BID area. Christmas is a vital time of year for businesses and we will continue to ensure that we put the magic and sparkle into Staines.

New for BID2

As we are increasing the BID area, we will extend the coverage of Christmas lights to deliver an impressive and coordinated display for all.



FLAGS AND BUNTING

We will continue to decorate the town with summer bunting and Visit Staines flags. Bunting and flags create a celebratory and eventful atmosphere that brightens up the town. Visit Staines BID will install high quality bunting throughout all areas of the town every summer and also ensure it is timed to link in with key events.



FREE WI-FI

We will continue to deliver free WIFI along the entire stretch of the pedestrianised High Street for shoppers and visitors to use. Free Wifi is a valuable service for a town centre to provide and also enables us to promote the Visit Staines website as this is the landing page for users.

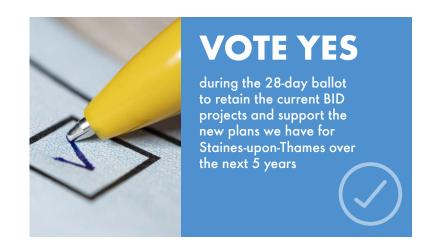
New for BID2

We will explore whether the free WIFI can be extended to other roads and streets within the BID area

FOOTFALL DATA

New for BID2

We will collect and distribute monthly and year on year footfall figures to all BID members so that you can be kept informed on data trends and also see the impact of BID projects and activities. The information will provide an opportunity for BID members to comment on how events can be further improved in the future to increase footfall.



FOCUS FOUR: INFORMED AND CONNECTED

VOTE YES FOR (/

NETWORKING AND EVENTS

New for BID2

We will organise and host a series of business events and sector specific seminars addressing current topics and issues, providing you with an opportunity to showcase your business, in addition to offering opportunities for businesses to meet and connect

We will work in partnership with the Spelthorne Business Forum where possible.

EMPLOYEE PARKING SCHEME

We will continue to work with Spelthorne Borough Council on the existing employee parking scheme and look to expand this further so that more employees can benefit from subsidised parking costs in the town centre, assisting with staff recruitment and staff retention for local businesses.

New for BID2

We will explore whether there are additional sites for employee parking and also examine the ways people travel to work.

EMPLOYEE WELLBEING

New for BID2

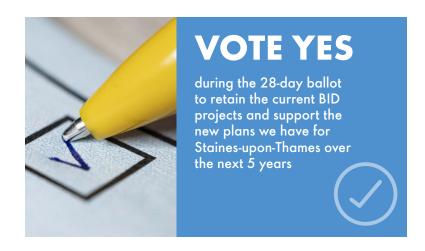
We will introduce a new well-being scheme for employees within the BID

boundary to encourage you and your staff to visit local businesses. Whether it's a focus on mindfulness with free yoga by the river or fitness with subsidised gym membership, we will roll out a programme of activities for you and your staff

NEWSLETTERS AND E-BULLETINS

We will continue to communicate with our 300 BID members with regular newsletters and emails, keeping you informed on BID projects, town centre news and key business information.

We will also continue to work in partnership with Staines Rotary, producing magazines such as the Christmas magazine delivered to local properties.









FOCUS FOUR: INFORMED AND CONNECTED

VOTE YES FOR



TRAINING

New for BID2

We will launch a new business training programme for business owners and employees offering courses such as Emergency First Aid at Work, Mental Health Awareness, Purple Training (disability awareness), visual merchandising and GDPR. The training will be a combination of free and subsidised and hosted within the BID area.



SOUTHERN LIGHT RAIL (SLR)

We will support the proposed scheme which will reduce congestion on the roads and rail, rejuvenate the town centre and give an economic boost to Staines-upon-Thames. Spelthorne Borough Council is actively promoting the SLR which is a new light rail transport link from Staines-upon-Thames to Heathrow to provide joined up journeys into the airport from the south. The trains would run every six minutes and take just seven minutes to reach Heathrow airport. The route would mostly run alongside the M25, using 'brownfield land'.



REGENERATION

We will continue to fully support town centre redevelopment and regeneration plans, such as the build of high quality residential dwellings and commercial units on the former Debenhams site and the Oast House redevelopment plans will will provide social infrastructure with a brand new theatre, health and wellbeing centre and cultural centre.

ZONE 6 OYSTER CARD & APP

We will continue to support Staines-upon-Thames inclusion to London's transport infrastructure: Zone 6 and lobby for the boundary to be extended into Spelthorne so that residents, employees and shoppers benefit.

For example, Epsom, plus Merstham, Redhill, Earlswood, Salfords, Horley and Gatwick Airport, were added to the Oyster card network in 2019 in a bid to streamline transport links between those places at the capital.



VOTE YES

during the 28-day ballot to retain the current BID projects and support the new plans we have for Staines-upon-Thames over the next 5 years



BID AREA

The Visit Staines BID represents 300 business properties that operate within the town centre in the BID designated area, as shown on the map.

The BID's initiatives in the town are funded by the BID levy payers who pool their resources via an annual contribution based on their rateable value.

For Visit Staines BID second term the boundary will extend to include key areas and businesses.

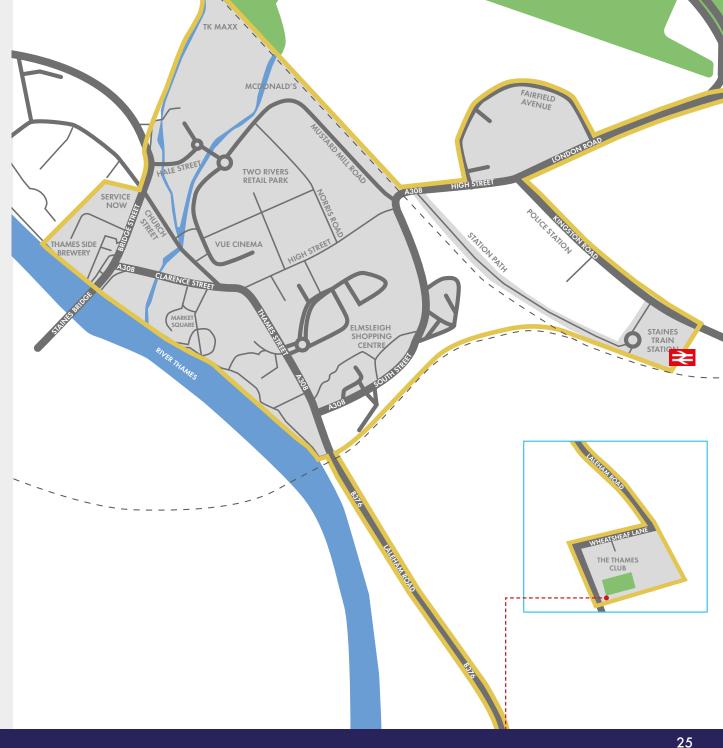


Areas within the orange line are all part of the Visit Staines BID.

Businesses with a rateable property on all of the roads / streets shown highlighted on the map are included within the Visit Staines BID boundary:

- Bridge Close
- Bridge Street
- Church Street
- Clarence Street
- Elmsleigh Road
- Fairfield Avenue
- Friends Walk
- Goodman Place
- Goring Square
- Hale Street
- High Street
- Kingston Road

- Laleham Road
- London Road
- Mustard Mill Road
- Norris Road
- South Street
- Station Path
- Thames Street
- The Elmsleigh Centre
- Tilly's Lane
- Two Rivers Retail Park
- Wheatsheaf Lane



5 YEAR BUDGET

HOW MUCH WILL THE BID INVEST IN THE TOWN?

Between April 2022 and March 2027 Staines-upon-Thames BID will invest £1.8million back into your town!

VISIT STAINES BID INCOME

INCOME	YEAR 1 1 April 2022 - 31 March 2023	YEAR 2 1 April 2023 - 31 March 2024	YEAR 3 1 April 2024 - 31 March 2025	YEAR 4 1 April 2025 - 31 March 2026	YEAR 5 1 April 2026 - 31 March 2027	TOTAL INCOME over 5 year BID term 2022 - 2027
BID levy income	£318,000.00	£318,000.00	£318,000.00	£318,000.00	£318,000.00	£1,590,000.00
BID voluntary membership	£10,000.00	210,000.00	210,000.00	£10,000.00	210,000.00	£50,000.00
BID project sponsorship	£20,000.00	£20,000.00	£20,000.00	£20,000.00	£20,000.00	£100,000.00
Stai-Safe radio fees	£17,000.00	£17,000.00	£17,000.00	£17,000.00	£17,000.00	£17,000.00
Total	£365,000.00	£365,000.00	£365,000.00	£365,000.00	£365,000.00	£1,825,000.00

THE BID LEVY WILL:

- ✓ Apply to 266 hereditaments (individual rateable premises) who will be entitled to vote and, subject to a successful ballot, will pay the BID levy.
- ✓ Only applies to business premises with a rateable value of £15,000 rv and above. All business premises with a rateable value below this will

- be exempt from the ballot and the BID levy payment.
- ✓ Be set at 1.5% of a business premises rateable value (rv) across the BID boundary.
- ✓ Be set at 0.75% of a business premises rateable value for premises in Two Rivers Shopping Centre and
- The Elmsleigh Shopping Centre to acknowledge the duplication of some BID projects with services provided for by the service charge i.e. security and marketing.
- ✓ Be capped at £5,000 per annum as the maximum levy payment for an individual business and those with multiple hereditaments (rateable

- premises) and this applies to 12 businesses.
- ✓ Will not change or rise in line with inflation during the BID term. The same BID levy as the first BID term.

5 YEAR BUDGET

HOW MUCH WILL THE BID INVEST IN THE TOWN?

VISIT STAINES BID EXPENDITURE

BID EXPENDITURE	YEAR 1 1 April 2022 - 31 March 2023	YEAR 2 1 April 2023 - 31 March 2024	YEAR 3 1 April 2024 - 31 March 2025	YEAR 4 1 April 2025 - 31 March 2026	YEAR 5 1 April 2026 - 31 March 2027	TOTAL INCOME over 5 year BID term 2022 - 2027
Focus 1 Safe and Secure	2100,000.00	£100,000.00	\$100,000.00	£100,000.00	2100,000.00	£500,000.00
Focus 2 Marketing and Events	2100,000.00	£100,000.00	\$100,000.00	£100,000.00	\$100,000.00	£500,000.00
Focus 3 Bright and Welcoming	£50,000.00	£50,000.00	£50,000.00	£50,000.00	£50,000.00	£250,000.00
Focus 4 Informed and Connected	£30,000.00	£30,000.00	£30,000.00	£30,000.00	£30,000.00	£150,000.00
Management and Overheads	£60,000.00	260,000.00	260,000.00	260,000.00	\$60,000.00	£300,000.00
Contingency / Non Collection	£20,000.00	£20,000.00	£20,000.00	£20,000.00	£20,000.00	\$100,000.00
Council Levy Collection Costs	£5,000.00	£5,000.00	£5,000.00	£5,000.00	£5,000.00	£25,000.00
Total	£365,000.00	£365,000.00	£365,000.00	£365,000.00	£365,000.00	£1,825,000.00

The BID Board have budgeted for each of the initiatives set out in the business plan to ensure that all projects are deliverable and within budget. The management and overhead fee does not exceed the industry guidance of 20% per annum.

The following business classifications are exempt from the vote and payment of the BID levy however they can pay a voluntary membership to join and benefit from the BID:

Adult education

• Dental practice

Hand car wash
 Vehicle repair workshop

Charity

Doctor / dental surgery

Retail warehouse

• Warehouses and workshop

• Communication station

• Garage and premises

• Show flat

Rateable values correct as of January 2022 and these rateable values will be used to calculate the BID levy during the 5-year BID term. If you would like an exact breakdown of what your yearly BID contribution will be please email: Michelle@visitstaines.co.uk. You can check your business premises rateable value at www.voa.gov.uk. To work out your business' contribution to the BID calculate 1.5% of the rateable value or 0.75% if your business is within Two Rivers or The Elmsleigh Centre.

HOW MUCH WILL THE BID COST YOUR BUSINESS?

The amount of BID levy you will pay is based on the rateable value of your business premises (not your business rates), which means businesses pay proportionately, based on their size. The table below illustrates rateable values and BID levy payable for a few members of the BID Board:

Rateable values correct as of January 2022.

If you would like an exact breakdown of what your yearly BID contribution will be please email Michelle@visitstaines.co.uk. You can check your business premises rateable value at www.voa.gov.uk

To work out your business' contribution to the BID calculate 1.5% of the rateable value or 0.75% if your business is within Two Rivers or The Elmsleigh Centre.

We thought these examples would be helpful, showing you how much some local businesses would be contributing each year.

BUSINESS	Property Rateable Value (RV)	BID levy	BID levy per annum	BID levy per month
Mova Hairdressing on Church Street	£15,750.00	1.5% RV	£236.25	£19.68
Lewis Furniture on the High Street	£34,750.00	1.5% RV	£521.25	£43.43
Oasis Estate Agents on Clarence Street	£37,500.00	1.5% RV	£562,50	£46.87
Specsavers in Two Rivers Shopping Centre	£64,500.00	0.75% RV	£483.75	£40.31
Primark in The Elmsleigh Shopping Centre	£530,000.00	0.75% RV	£3,975.00	£331.25

THE BID LEVY WILL:

- ✓ Apply to 266 hereditaments (individual rateable premises) who will be entitled to vote and, subject to a successful ballot, will pay the BID levy.
- ✓ Only apply to business premises with a rateable value of £15,000 rv and above. All business premises with

- a rateable value below this will be exempt from the ballot and the BID levy payment.
- ✓ Be set at 1.5% of a business premises rateable value (rv) across the BID boundary.
- ✓ Be set at 0.75% of a business

premises rateable value for premises in Two Rivers Shopping Centre and The Elmsleigh Shopping Centre to acknowledge the duplication of some BID projects with services provided for by the service charge i.e. security and marketing.

✓ Be capped at £5,000 per annum as

- the maximum levy payment for an individual business and those with multiple hereditaments (rateable premises) and this applies to 12 businesses
- ✓ Will not change or rise in line with inflation during the BID term.

HOW WILL THE VOTE BE DECIDED?

The Staines-upon-Thames BID Business Plan 2022 - 2027 will be approved if **two** independent criteria are met:

The majority of those voting in the ballot are in favour



2.

The total rateable value of those properties or hereditaments which vote in favour must exceed the total of those voting against.

KEY TIMESCALES

- The Visit Staines BID vote will take place during a 28-day postal ballot
- All eligible businesses will receive a copy of the 5-year BID business plan and a ballot paper
- Businesses are asked to vote 'Yes' or 'No' to renewing the Business Improvement District (BID)
- Ballot papers will be dispatched on 3rd March 2022
- All votes will need to be received by 5pm on 31st March 2022
- The result of the ballot will be announced on Friday 1st April 2022
- The ballot is being undertaken and managed by an independent organisation Civica and is entirely confidential
- If successful the Visit Staines BID will commence delivery of services on 1 April 2022 for a 5-year term

SUPPORT THE BID

- Vote 'yes' for the Staines-upon-Thames BID and £1.8 million of new investment in your town.
- If Staines-upon-Thames is to take advantage of this opportunity and

- benefit from the BID, then your vote is crucial.
- Don't leave it to others to vote, make your voice heard. After all, although the levy we're asking of you and
- your business is relatively small, combining those levies will amount to a substantial and sustainable investment that will benefit the whole of Staines-upon-Thames and the community who use it including you and your business.
- Or vote 'no' and be prepared to see
 the chance of £1.8 million worth of
 improvements lost as Staines-upon-Thames
 slips behind our competitors in the local
 area

FREQUENTLY ASKED QUESTIONS

What if most businesses vote 'Yes' during the ballot?

Just like a political election there is no minimum turnout required during the 28 day postal ballot. If a majority of businesses (both in terms of total number and overall rateable value) vote 'Yes' the town will retain 'Business Improvement District' status and join the 350 established BIDs across the UK.

All eligible businesses (with a business rateable value of $\mathfrak{L}15,000$ and above) will be asked to contribute to the BID, even if an individual voted 'no'.

The money collected will be ring-fenced and managed by the BID Board, made up of business representatives across the town, for sole use by the BID to deliver the projects set out in the BID business plan. You and your business can join the Board.

What if the majority vote 'No'?

Very simply, the projects set out in this BID Business Plan will not go ahead. As a result, Staines-upon-Thames will quickly fall behind other comparable local centres, especially those with established BIDs, such as the 50 areas in London and nearby BID areas including Kingston-upon-Thames, Epsom, Camberley, Guildford, Sutton Richmond and Twickenham

What if I don't vote?

Much like a political election, there is no minimum turnout for a BID. So, if you don't vote, it will not affect the outcome of the ballot in any way.

Who has to pay BID levy?

If Staines-upon-Thames achieves a 'Yes' vote, all eligible occupiers of a business premises

with a rateable value of $\mathfrak{L}15,000$ or above within the BID area will pay the levy. This applies to both occupied and non-occupied business premises. Property landlords only become liable where the property is empty and a lease does not exist.

Are there any exemptions on BID levy?

All business premises with a rateable value below £15,000 will not be eligible to vote at ballot or pay the BID levy. Visit Staines BID will develop a voluntary BID membership scheme to ensure all businesses can take advantage of the BID benefits.

Charities, educational establishments, workshops, warehouses, garages, communication masts and ATMs will be exempt from the ballot.

What will the BID cost me?

The amount you pay will be based on your individual business rateable value (not your business rates) and so smaller businesses will pay less than larger businesses. Find out more on page 28 or email Michelle@visitstaines.co.uk for your own BID levy statement.

Will my levy change?

No, the BID levy throughout the 5 year BID term will be set based on the Valuation Office Agency (VOA) rateable values as stated in the 2017 revaluation (based on rateable values from 1st April 2015).

No refunds will be made either fully or in part, in respect of levy amounts paid should there be a change in the Non-Domestic Ratepayer or the removal of a building from the ratings list.

Neither the BID Company nor the Council will enter into negotiations between outgoing and incoming levy payers.

FAQS

Where a new assessment is brought into the ratings list, the BID levy will apply from the effective date as shown in the ratings list and the annual levy will be apportioned accordingly.

BID levy is payable in one instalment only. This is the same as the first BID term and the cost has not increased.

Isn't this just a way for councils to save money?

No, legally BIDs cannot replace existing or proposed public services provided by bodies such as the Council, Police and others. In this way, the BID only improves current standards and does not subsidise or replace them. In order to ensure this is the case, all BIDs are legally required to draw up Baseline Services Agreements that set out the services the public sector currently provide and will deliver during the 5-year BID term; this ensures the BID is only delivering additional value to businesses. You can view the Baseline Service Agreements at www.visitstaines.co.uk

What period would the BID cover?

The BID would cover a five year period between 1st April 2022 and 31 March 2027.

Will the BID look for other sources of funding?

Yes. The BID will pursue other sources of funding and support including sponsorship, a voluntary BID membership and voluntary contributions from businesses, landlords, landowners and organisations that are not covered by the BID arrangements.

Why do businesses have to pay for all this – why isn't someone else paying for it?

A BID delivers projects that are not already being done and without the BID would simply not be done. BID income cannot be used to pay for services already being provided. In this sense, the BID will add value by delivering additional activities in Staines-upon-Thames that cannot currently be funded or delivered by others.

Who will I pay my BID levy to?

You will receive a BID invoice from Spelthorne Borough Council on behalf of Visit Staines BID as they are legally responsible for the collection of BID levies and local authorities

are the billing authority for all BIDs across the UK. BID levy is ring-fenced in its entirety and transferred directly to the BID Company. BID levy is payable in one annual instalment only.

Will the Council and other public sector bodies pay the BID levy?

Yes, they will pay BID levy on properties / car parks / premises within the BID area for which they are liable to pay non-domestic rates. This includes Spelthorne Borough Council, Surrey County Council and Surrey Police.

Who can vote?

All eligible businesses within the BID boundary shown on page 25 with a rateable value of £15,000 or more will be entitled to vote during the 28 day postal ballot.

Can BID projects be altered?

BID projects, costs and timescales can be altered, subject to approval from the BID Company's Board, providing they fall within the resources available. In this way the BID can be responsive and flexible.

