



# BUSINESS IMPROVEMENT DISTRICT

**H**ello and welcome to the second edition of Newmarket BID News. These newsletters are designed to involve and inform you of the progress being made as Newmarket businesses work together to become an official Business Improvement District (BID).



A big thank you to all those businesses that took the time to become involved in the consultation process, some of the headline results are overleaf. We are really pleased that businesses in Newmarket are working together to take control and improve our town by identifying the services they want delivered in the BID area.

## THE NEXT STAGE – BUSINESS WORKSHOPS

The next stage of the consultation is to explore the findings of the survey in greater detail and discuss further with you the improvements you would like to see in our town. In July we will be holding a series of Business Workshops to encourage further discussion and ultimately to select the projects to take forward as part of the proposed BID Business Plan. It is important

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## It is your opportunity to have your say...

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that you try to attend one of these sessions. It is a forum for you to ask questions about the BID and understand better how it affects your business. It is your opportunity to have your say on the projects that you want to be part of the BID. Remember it's your voice and you

will vote on how we move forward with the BID so it is important that we know what your priorities are.



## SURVEY RESULTS

As part of the detailed consultation process, the BID team held a survey, open to all businesses within the proposed BID area. Every business will have received information through the post and members of the BID team have also contacted many businesses. The survey offered businesses an opportunity to give their suggestions on what could be improved upon.

**For more information please contact:**

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## SUMMARY OF KEY POINTS

We had a really good response rate to the survey with 15% of businesses returning their questionnaire. We had 48% of responses from the retail sector and 81% of responses were from independent businesses. Also 58% of responses were from businesses that have been operating for over 10 years in Newmarket.

Businesses said that the marketing of Newmarket was a priority with 70% saying it was either 'very important' or 'important' to the success of their business. With 72% saying that Newmarket was marketed 'poorly' or 'very poorly'.

**55%** of businesses said that there needed to be more town events with 60% saying that the current events are marketed 'poorly' or 'very poorly'. There were suggestions for new events, to improve upon existing events, and markets that Newmarket could offer.

**97%** of businesses felt that the removal of litter and the removal of trade waste was either 'very important' or 'important' to their business.

It was felt that the availability of car parking and car park pricing was priority to over 80% of businesses with over half saying this was 'very important'.

There was some interest in the idea of reducing business costs through central procurement of services, notably trade waste disposal and recycling with over 69% of businesses responding positively to this.

Finally 44% of businesses stated that they had previously financially support/sponsored activities and/or events in Newmarket.

## TOP 3 IDEAS FROM THE SURVEY FOR NEWMARKET BID

- 1. Cleansing & Maintenance**
- 2. Improve Car Parking**
- 3. Marketing & Events**

## BUSINESS WORKSHOPS:

Each session will last approximately an hour and refreshments will be served. To book your place,

**Email:**  
info@newmarketbid.com

**Or phone on:**  
01284 757223

Places are limited so please do book in advance.

## LOCATION

All workshops on **Wednesday 22nd July** are based at Waitrose Newmarket, Newmarket CB8 8NY.

All workshops on **Monday 27th July** are based at the Best Western Heath Court Hotel, Moulton Road, Newmarket, CB8 8DY.

## WORKSHOPS

**Wednesday  
22nd July 2015  
(Waitrose)**

10:00am  
National Retailers

1:00pm  
Office & Commercial

6:00pm  
Independents / Small  
Businesses

**Monday 27th  
July 2015  
(Best Western  
Heath Court Hotel)**

1:00pm  
Interest Groups & Others

3:00pm  
Food, Drink & Entertainment





## COMMON MISCONCEPTIONS OF BIDS

### 1. THIS IS A COUNCIL INITIATIVE

- A BID is controlled and managed by local businesses that are paying the levy.
- The majority of successful BIDs are delivered through a Company Limited by Guarantee.
- The BID company is responsible for the delivery of the BID projects and services and directly responsible to all businesses through a board elected from those businesses that pay the BID levy.

### 2. THIS LEVY IS LINKED TO YOUR BUSINESS RATES

- It is not your rateable value that determines if you pay the extra levy and have a vote, because you can have a rateable value and be exempt from paying the levy (e.g. if the Business Plan makes all those that have a rateable value of less than £10,000 exempt then you would not pay or vote).

- The legal mandate for whether people pay the levy comes from the liability created when the majority of businesses vote yes. Legally that is how both the voting and payment liability is created not that you pay business rates or have a rateable value.

### 3. PROJECTS WILL REPLACE COUNCIL SERVICES

- BID money can only be used to carry out projects/services ADDITIONAL to those that public services have 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 baselined/benchmarked. The Local Authority has to continue to deliver that level of service for the period of the BID.
- The BID company can agree to provide additional resources to deliver a higher level of service over and above the baselined/benchmarked level if this is what businesses have identified.

### 4. IT'LL COST THOUSANDS

- On average 70% of businesses will pay less than £1 a day.

### 5. THERE'S NO WAY TO MONITOR THE BIDS PERFORMANCE

- Like any good Business Plan, specific key performance indicators (KPI's) are set and performance is monitored against the KPI's by the BID board.
- The BID 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 KIP's.





## THE BID TEAM

Our BID team is made up of a group of individuals who are all passionate about Newmarket and are representative of all sectors within Newmarket. The team will work closely with the BID consultants to make key decisions in developing the BID.

### **Paul Foster**

Manager, Waitrose

### **Diana Robertshaw**

Partner Co-Ordination Manager, Waitrose & Chair of Newmarket Retailers Association

### **Ross McKittrick**

Centre Manager, The Guineas Shopping Centre

### **Suzanne Hallam**

Centre Administrator, The Guineas Shopping Centre

### **Karolina Ozimek**

Manager, Wildwood

### **Robert Nobbs**

General Manager, The Best Western Heath Court Hotel

### **Amy Starkey**

Managing Director, The Jockey Club & Newmarket Racecourses

### **Mark Edmondson**

Director, Edmondson Hall

### **Graham Abbey**

Owner, Factotum & Chairman of Newmarket & District Chamber of Commerce

### **Rosa Dos Santos**

Owner, Exact Sourcing

### **Noli Shelala**

Owner & Creative Director, Twin Dots

### **Julie Eden**

Owner, Coffee & Co

### **Sophie Able**

Head of Sales, The Jockey Club & Newmarket Racecourses

### **Councillor**

### **David Bowman**

Forest Heath District Council

### **Councillor**

### **Warwick Hirst**

Newmarket Town Council

### **Sargent**

### **Melvyn Leaman**

Newmarket Police

### **Chris Garibaldi**

Director, National Horseracing museum

### **Graeme Lockey**

Principal Growth Officer, Forest Heath District Council

### **Joe Watson**

Growth Officer, Forest Heath District Council

### **Laura Walker**

Project Assistant, The Mosaic Partnership

### **Mo Aswat**

Project Director, The Mosaic Partnership

