



Title: **Brixham Town Centre and Babbacombe with St Marychurch Business Improvement District (BID)**

Public Agenda Item: **Yes**

Wards Affected: **Berry Head with Furzeham and St Marychurch**

To: **Council** On: **29 September 2011**

Key Decision: **No**

Change to Budget: **No** Change to Policy Framework: **No**

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**1. What we are trying to achieve and the impact on our customers**

1.1 To create a business improvement district within Brixham town centre and the Babbacombe and St Marychurch district of Torquay, to facilitate high profile events, better co-ordinated marketing, environmental improvements (street cleaning) and increased security.

**2. Recommendation(s) for decision**

**2.1 That a ballot of businesses within the prescribed areas in Brixham town centre and the Babbacombe and St Marychurch district of Torquay to assess the wish to establish a Business Improvement District.**

**2.2 That the Deputy Chief Executive, in consultation with the Mayor and Group Leaders, be nominated to cast the Council vote.**

**3. Key points and reasons for recommendations**

3.1 The Council and local business community have supported the principle of a BID for the Brixham, and the Babbacombe and St Marychurch area of the bay after extensive consultation and this is to move the project to the next formal stage.

**For more detailed information on this proposal please refer to the supporting information attached.**

**Paul Looby, Executive Head of Finance**

## Supporting information to Report

### A1. Introduction and history

A1.1 Torbay Town Centres Company who is acting as the BID proposer has given formal notice requesting the billing authority (Torbay Council) to hold a ballot in relation to this BID Proposal, (in accordance with Regulation 4(2) (ii) of the Business Improvement Districts (England) Regulations 2004). The full details of this and a business plan for the scheme will follow later this year.

A1.2 The ballot period for Brixham will run from **17 October 2011 to 14 November 2011** with **14 November 2011** being the Ballot Day. If successful the BID will be introduced from 1 April 2012.

A ballot of the Babbacombe & St Marychurch area of Torquay is anticipated to be conducted during spring of 2012, which, subject to a successful ballot will be able to operate from summer 2012.

Both ballots will be conducted by post, and will include every business premises shown in the rating list within the BID areas.

The Electoral Commission will be asked to run the ballots on behalf of the Council.

A1.3 The BID area for Brixham is shown on the map attached at Appendix 1 to this report.

The map for Babbacombe and St Marychurch is still to be defined by Torbay Town Centres Company Ltd.

A1.4 The Brixham BID area comprises approximately 350 business hereditaments in the town centre at the time of writing.

The Babbacombe & St Marychurch BID area comprises Fore Street St Marychurch, Babbacombe Downs, Reddenhill Road, part of Babbacombe Road, and part of St Marychurch Road. The number of businesses will depend on the final BID area when agreed.

The proposed levy shall be 1.5% of rateable value which will generate an approximate annual income of £53,000 for the duration of the Brixham BID Business Plan (1<sup>st</sup> April 2012 – 31<sup>st</sup> March 2017), and approximately £50,000 each year for the St Marychurch, Babbacombe and Planmoor BID.

A1.5 The BID proposer (The Torbay Town Centres Company Ltd) and its agents have carried out extensive consultation with the business community eligible to vote for this scheme, by way of public meetings, presentations to business groups, street focus groups, one to one meetings and conversations, newsletters and questionnaires. The priorities that have been identified for inclusion in the BID proposal include: high profile events, better coordinated marketing, environmental improvements (street cleaning) and increased security. The Torbay Town Centres Company shall be writing a business plan to reflect these priorities.

## **A2. Risk assessment of preferred option**

### **A2.1 Outline of significant key risks**

A2.1.1 The Council does not allow enough time to implement the vote, however the Council has already been planning this for some time.

A2.1.2. The Council will also have to consider its position as landowner within the BID area and cast its vote in the ballot. It is recommended that the Deputy Chief Executive be nominated as voting on behalf of the Council after consultation with the Mayor and Group Leaders.

### **A2.2 Remaining risks**

A2.2.1 None

## **A3. Other Options**

A3.1 Not to go ahead with the ballot in which case the BID will fail.

## **A4. Summary of resource implications**

A4.1 The Council will need to identify additional resources to fund the ballot. This will be £1,137 for Brixham, and approximately £1,000 for Babbacombe and St Marychurch which will be funded from within existing resources.

A4.2 The liabilities for Torbay Council, should the ballot result prove positive, are set out below:

Torbay Council is the Business Ratepayer (owner or occupier) for 16 hereditaments within the Brixham town centre BID Area:-

<b>Address</b>	<b>Rateable Value £</b>	<b>@1.5% £</b>
Town Hall	26,750	401.25
Town Square Car Park	121,000	1,815.00
Oxen Cove Car Park	6,800	102.00
Harbour Family Centre	4,800	72.00
Library	36,250	543.75
Bathing Station Shoalstone	1,975	29.63
Car Spaces Southern Quay	13,250	198.75
Car Park Freshwater Quarry	48,250	723.75
Public Conveniences Union Lane	5,500	82.50
Public Conveniences Pier	6,400	96.00
Store Breakwater	340	5.10

<b>Address</b>	<b>Rateable Value £</b>	<b>@1.5% £</b>
Store 1 Freshwater Quarry	570	8.55
Store 3 Freshwater Quarry	540	8.10
Store 4 Freshwater Quarry	570	8.55
Boat Store Blackball Lane	910	13.65
Boat Store Berry Head Road	570	8.55
<b>Totals</b>	<b>274,475</b>	<b>4,117.10</b>

Torbay Council is the Business Ratepayer (owner or occupier) for 4 hereditaments within a potential Babbacombe & St Marychurch BID Area (Details yet to be agreed)-

<b>Address</b>	<b>Rateable Value £</b>	<b>@1.5% £</b>
St Marychurch Car Park Hampton Avenue	12,500	187.50
Model Village Car Park Hampton Avenue	29,000	435.00
Princes Street Car Park	10,250	153.75
Chilcote Close Car Park	8,700	130.50
<b>Totals</b>	<b>60,450</b>	<b>906.75</b>

**A5. What impact will there be on equalities, environmental sustainability and crime and disorder?**

A5.1 The priorities that have been identified for inclusion in the BID proposal include: environmental improvements (street cleaning) and increased security.

**A6. Consultation and Customer Focus**

A6.1 The BID proposer (The Torbay Town Centres Company) and its agents have carried out extensive consultation with the business community eligible to vote for this scheme, by way of public meetings, presentations to business groups, small, street focus groups, one to one meetings and conversations, newsletters and questionnaires.

**A7. Are there any implications for other Business Units?**

A7.1 The Council and NNDR team will have an increased workload if the BID's are approved with collection and enforcement responsibilities.

**Appendices**

Appendix 1 - Map of Brixham Town Centre Business Improvement District Area

**Documents available in members' rooms**

None

**Background Papers:**

The following documents/files were used to compile this report:

Business Improvement Districts (England) Regulations 2004