

NEW!

#TRTBID

SUMMARY BUSINESS PLAN



YOUR

IDEAS
INVESTMENT
TORBAY

TORBAY RETAIL & TOURISM
BUSINESS IMPROVEMENT DISTRICT



By voting 'YES' to the new Torbay Retail and Tourism Business Improvement District (TRTBID), Torbay businesses will invest a minimum of £5 million over a 5 year period. As well as becoming the largest BID in the United Kingdom it will provide a forthright and ambitious new plan to introduce improvements and initiatives that will substantially change the landscape of Torbay for the future.

What is a BID and what will the TRTBID mean for Torbay?

A Business Improvement District is an arrangement whereby businesses get together, decide what additional improvements they want to make in their area, how they are going to manage and deliver those improvements and what it will cost them. This all goes into a Business Plan which is voted on by all those businesses who would have to contribute and pay the TRTBID levy.

BIDs cannot replace or substitute statutory services (those covered by your business rates), provided by Torbay Council by law, but can choose to enhance or add to them.

The TRTBID will demonstrate over its 5 year term, a clear return on the investment that you as a business will make. The organisation, management and governance of the TRTBID will be set up so that the progress and achievement of the TRTBID will be closely monitored and shared with all businesses.

What has been happening so far and what is next?

The TRTBID consultation process has been taking place across Torbay for several months. We have met many businesses and will continue to do so. These businesses have shared their ideas and in this document, based on this consultation, we will give an overview of the proposed projects for the TRTBID.

Once the TRTBID Team have received feedback on this document, the final Business Plan will be prepared and posted to you before the ballot which will commence in the summer of 2015. The postal vote will last for one month and is confidential. This will be carried out independently of the TRTBID.

In order for the TRTBID to come into place, over 50% of businesses that vote must vote 'Yes'. As well as this, the businesses that vote 'Yes' must in total have a greater rateable value than the businesses that vote 'No'.

How will this affect me and my business?

As a Retail or Tourism business in Torbay you will be formally included in this Business Improvement District if you have a rateable value of £7500 or over. If the TRTBID Team have not met you yet, now is your time to let us know your thoughts on the proposed projects that could be included in the final Business Plan. This is your chance to give us your feedback and have your say.

Please contact the TRTBID Team by Friday 22nd May with any comments regarding the Summary Business Plan using the contact details on the back cover.

If your business is in an existing BID in Paignton or Babbacombe you will NOT pay twice, with the plan being to form a new combined TRTBID for the next 5 years.

The final Business Plan will contain all the necessary detail and information that you will need to make a clear decision on which way you will vote. When you receive and read the final Business Plan, you as a business must decide whether or not you will get a return for the money you are being asked to invest. This might be a very obvious financial return, or the fulfilment of other broader objectives such as putting Torbay on the map nationally and internationally.



The TRTBID Company

If the TRTBID is voted in, a new, private, not for profit, independent company will be set up to manage and implement the Business Plan. This will roll in existing organisations such as the English Riviera Tourism Company (ERTC) and Torbay Town Centres Company (TTCC) to offer greater cohesion, communication and delivery.

This organisation will be led by a TRTBID board. All board positions are voluntary and unpaid. The board positions will be area and sector based and it will be a requirement that board members have all the necessary skills and knowledge to successfully drive the operational side of the TRTBID Company. TRTBID funds raised will be strictly monitored by the TRTBID board with expenditure aligning to the Business Plan.

For the first year, the TRTBID Task Group will fill the board roles in the most appropriate format. This is standard practice for BID companies as it is necessary for there to be continuity - the Task Group have been heavily involved

in the development of the TRTBID and are fully aware of the process so far and most importantly the decisions that led to the format and projects laid out in the Business Plan. From Year 2 onwards, the organisation will be led by a board that is elected directly from levy paying businesses or equivalent financial contributors. Any levy paying business is eligible to stand to be a board member from this point and the positions available will be outlined in the final Business Plan.

What About My Area?

Throughout the consultation so far, a strong message is how Retail and Tourism businesses in Torbay feel passionately about the uniqueness of their particular area, town or village. You want to see the projects and services outlined in the Businesses Plan delivered across the borough and TRTBID funds arranged accordingly. There will be more specific detail on area specific campaigns and projects outlined in the final Business Plan.

YOUR Investment

All eligible businesses within the TRTBID will directly fund the projects outlined in the final business plan. All of the funding will be ring fenced and will be only be spent on these projects and services.

If businesses vote in favour of the TRTBID, it will raise over £1m per annum from the BID levy alone, that is over £5m over the TRTBID term.

Every eligible business will normally pay 1.75% of their rateable value. However the minimum payment will be £150 and the maximum £20,000. The table below gives you an indication of the amount you will pay individually towards that £5m.

RATEABLE VALUE	MAXIMUM ANNUAL LEVY	MAXIMUM DAILY EQUIVALENT COST
£7,500	£150	41p
£15,000	£263	72p
£25,000	£438	£1.20
£50,000	£875	£2.40
£100,000	£1,750	£4.80
£500,000	£8,750	£24
£1m	£17,500	£48

As an independent private sector led company, the TRTBID will be in a strong position to leverage additional financial contributions and match funding. The TRTBID Team are already in discussions with key organisations within Torbay to attract additional income and this will be outlined in more detail in the final business plan. We estimate that it may be possible to secure additional income in the region of £200,000 - £400,000 per annum for the TRTBID.

VOLUNTARY CONTRIBUTIONS AND INCLUSION INTO THE TRTBID

It is possible for businesses that are exempt such as those below £7,500 in rateable value and those in sectors outside Retail and Tourism, to make a voluntary investment which entitles them to all the projects and services outlined in the TRTBID Business Plan as well as full rights in the governance and management of the TRTBID Company.

The minimum voluntary contribution will be £150. For this amount businesses will receive the same minimum exclusive benefits package. For those that are not directly a Tourism or Retail businesses, or others who wish to make a greater voluntary financial contribution, an appropriate contribution level and benefits package will be agreed with the TRTBID Company on an individual basis.

The TRTBID Return on Investment (ROI)

With a £5m plus investment we expect the TRTBID to make big changes for the better and for you to get a great deal more than your payment. However we understand that businesses need to see a real return on what you will invest. Therefore we have set out below a minimum level of return that a BID levy payer will receive.

Within the TRTBID project plans, the TRTBID Team have set an exclusive benefits package that every levy payer will receive as an entry level agreement, whether they are paying on a mandatory or voluntary basis. This is as follows:

FOR A CONTRIBUTION OF £150, YOU WILL GET A MINIMUM RETURN VALUED AT £730.

TRTBID Website Entry, App Entry & 1 Map Entry	£420
Free Attendance at 1 Business Workshop	£150
Average Saving on Waste Management Contract	£120
Inclusion in Online/paper Resort Pass	£40
Grand Total	£730

With 80% of businesses paying less than that in levy, this represents a great return for investing businesses. There will of course be many more projects and services that businesses will benefit from as well which are further outlined in the business plan.

The minimum level of contribution for any investing business of £150 is based on the overhead cost to deliver this exclusive benefits package.

The next pages will outline the 5 main areas of work for the TRTBID and the projects that could be included within these.



“The English Riviera has so much untapped potential. A successful TRTBID will enable us to extend Torbay’s marketing and promotion into new target areas, improve signage, information and offer additional business support. It is an exciting opportunity for both the Retail and Tourism sectors to position ourselves as an all year round destination that we cannot afford to miss out on.”

**RICHARD CUMING, BYGONES MUSEUM
ST MARYCHURCH, BABBACOMBE**

1 MARKETING, PROMOTION & EVENTS

OVER 5 YEARS: £2,583,500

- Creating a **clear brand image** that brings Retail and Tourism together for Torbay, that is recognisable on a local, regional, national and international level and that can be leveraged by a concise PR strategy, building on the English Riviera brand.
- Torbay to be marketed as a **diverse and cosmopolitan** place to live, visit and invest in. The location, experiences to be had and activities on offer will form the core message.
- The development of a **high quality** print, online, photographic and video material to promote this.
- Area specific branding and campaigns to offer **unique experiences**.
- Creating a **centralised calendar** for events going on across Torbay.
- **Signature Events** – Working with partners to provide 4/5 large events per year across Torbay that encompass all business sectors – accommodation providers, food and drink, nighttime



economy, attractions, retailers with at least 50% of these events happening out of season.

- **Business Tourism** – Leveraging the Riviera International Centre and major hotels and venues to promote Torbay as a destination for business tourism.
- **Attack Brands** – Developing the attack brands that Torbay already has such as Agatha Christie.
- Promote Torbay as a **place of outstanding natural beauty**, with focus on elements such as the Geo Park, coastal and country pursuits as well as land based and aquatic outdoor recreation.

2

ATTRACTIVE, FRIENDLY & WELCOMING

OVER 5 YEARS: £516,000

- **Beach and Street Cleaning** – the TRTBID can provide a level of cleansing and maintenance over and above that of the local authority to ensure that Torbay looks clean, tidy and inviting all year round.
- Improving the **appearance of empty shops** in the retail areas.
- Using unique ideas for innovative **floral and lighting schemes** and installations in Torbay.
- Event specific, **late night** and out of hours shopping nights for town centres.
- Supporting the nighttime economy through the continued monitoring and funding of the **Purple Flag Scheme**.



“We all know Torbay is changing and for a retail business like myself, that provides opportunities and challenges. Supporting the TRTBID means having an influential input in that on-going change with a bigger voice than the current BID. I believe we can make Torbay a welcoming and memorable place to visit for all for years to come.”

**BEN NORRIS, MAINLINE FANCY DRESS
PAIGNTON**



3

ACCESS, WAYFINDING & SIGNAGE

OVER 5 YEARS: £1,291,500

The £108m South Devon link road that will be in operation from December 2015 will provide a smoother, quicker gateway into Torbay. It is therefore essential that visitors can navigate Torbay once they have arrived.

- **Mapping** – Produce a paper and interactive map family across Torbay – each individual town to have their own map under the Torbay umbrella, using their unique brand identity.
- **Improved Information Service** – Introduce a team of 'Hosts' and mobile information stations to act as mobile information points providing help for visitors and shoppers alike.
- **Improved Signage** – Look at areas of improvement for brown and other signage across Torbay.
- **Resort Pass** – Developing a comprehensive pass available from Retail and Tourism Information points and online for the entire destination with offers and promotions to support the Retail and Tourism sectors.
- Car parking and public transport **incentives** and promotions.



"Millie and Me is a small business and is likely to fall beneath the threshold for paying the TRTBID levy. However, I believe it's important for all businesses to work together and decide what improvements are made so I will be making a voluntary contribution!"

SOPHIE BOWER, MILLIE AND ME
BRIXHAM



4 BUSINESS SUPPORT

OVER 5 YEARS: £671,500

- Working with existing partners and others to provide opportunities for successful businesses to expand and **new businesses to come in** to encourage a quality retail offering.
- Improve the levels of service through consumer facing businesses. Ensure that Torbay is remembered as a welcoming, friendly and efficient resort where **high quality customer service** is paramount. This can be supported through training for people and regulatory compliance.
- Providing enhanced **online resources** and support for Tourism and Retail businesses and the opportunity to improve their own marketing and social media presence.
- Negotiating **centralised contracts** to reduce business costs including trade waste management, insurance, recycling, media space, professional services and accommodation services.



“The TRTBID is the right choice for marketing Torbay professionally with substantially increased investment.

It will also help businesses to reduce costs and improve their performance, such as in regulatory compliance and procurement of essential services. We support the TRTBID and encourage all small businesses to do the same.”

ANTHONY AND PAULINE PAYNE-NEALE
COURT PRIOR BED AND BREAKFAST
TORQUAY



5

YOUR TORBAY
A Central Voice

OVER 5 YEARS: £103,000

The TRTBID will be a focused and professional new vehicle by which to provide a voice on behalf of its levy payers and facilitate and implement conversations with existing local organisations. It is absolutely crucial that the Retail and Tourism industries come together to build on mutual opportunities and take each others guidance.

The new TRTBID Company will also be working with key partners to ensure that the TRTBID is part of the strategic and long term focus that ensures that this destination thrives and all our businesses can compete effectively. This will include:

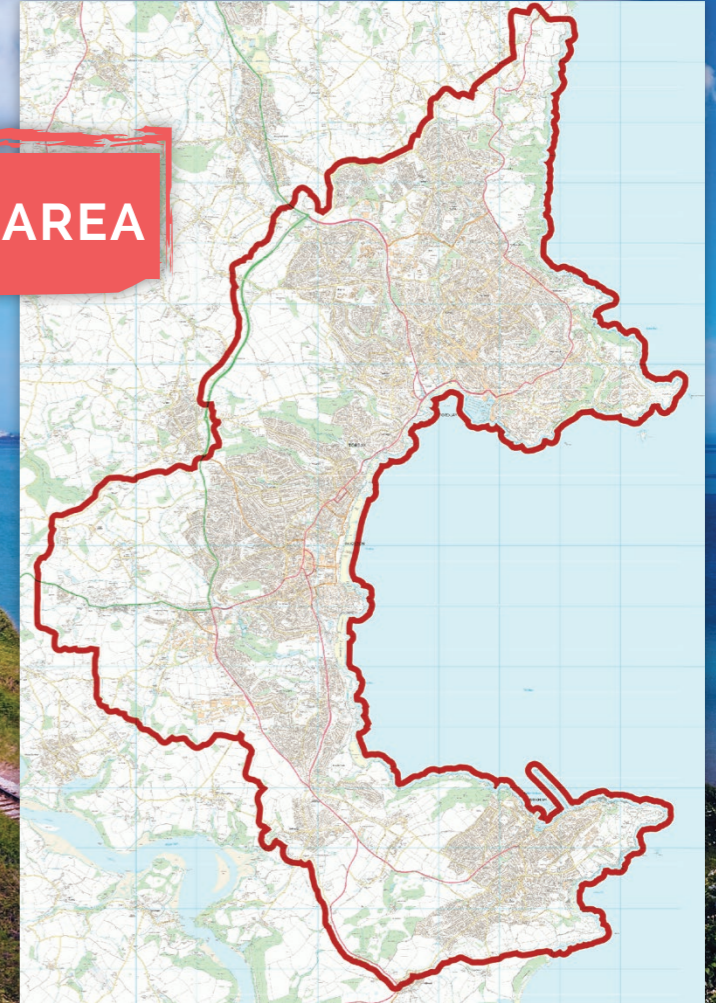
- Ensuring we take advantage of the **new South Devon Link Road**.
- Major assets such as the **Global Geopark** status, which has national and international significance, are developed.

- Working with Torbay Council and investors to ensure that both our Retail and Tourism offer are **strategic priorities** in terms of policies, inward investment and new development.
- **Attracting investment** through the likes of Torbay Development Agency, the Town Centre Masterplans and the Cultural Strategy.
- Making a continued effort to ensure that we get our share of **national programmes** such as the recent £5m announced for attracting international visitors to the South West.

The TRTBID will also implement mechanisms by which to report on projects completed and finances annually and take key learnings from these in order to add expertise, value and experience to all projects going forward. The TRTBID Team will develop a system to report back to the investing businesses on the progress of TRTBID projects.



TRTBID PROPOSED AREA



QUESTIONS?

For further information regarding the Torbay Retail and Tourism Business Improvement District please contact the TRTBID Project Team, using the following details:

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