

A VISION FOR LOWESTOFT



LOWESTOFT
VISION

2023-2028
BUSINESS PLAN



VOTE
YES
✓



"WE HAVE EXCITING PLANS FOR THE FUTURE OF LOWESTOFT AND THE HUGE OPPORTUNITIES AVAILABLE TO CREATE A THRIVING TOWN FOR ALL THOSE WHO LIVE AND WORK HERE. THE BID SUPPORTS THESE AMBITIONS, AND WE ARE LOOKING FORWARD TO WORKING WITH LOWESTOFT VISION TO ENHANCE THE TOWN CENTRE FOR LOCAL RESIDENTS, VISITORS AND BUSINESSES."

CLLR CRAIG RIVETT

**EAST SUFFOLK COUNCIL'S DEPUTY LEADER AND
CABINET MEMBER FOR ECONOMIC DEVELOPMENT**

CHAIR'S WELCOME

ON BEHALF OF OUR BOARD OF DIRECTORS, I AM DELIGHTED TO INTRODUCE A VISION FOR LOWESTOFT, OUR BUSINESS PLAN FOR LOWESTOFT VISION.

We are proud that Lowestoft Vision has been the town's Business Improvement District (BID) since 2013, intent on making Lowestoft a better place to visit, shop, and do business.

During this current BID term we have seen unprecedented levels of investment flowing into the town, with various growth projects now in place or on the cusp of implementation. Lowestoft Vision is pleased to have been a part of the regeneration plans, and we now look forward to beginning our third five-year term to ensure that BID businesses continue to be at the forefront of future opportunities and growth.

As we reflect on the past BID term it is important to acknowledge that the pandemic was challenging for all, which is why, along with providing as

many of our services as we were able, we worked alongside local councils to provide essentials including signage, hand sanitiser stations, and gave regular updates to help our BID businesses follow new regulations and to access grants and additional support. Then, once safe to do so, we arranged a virtual summer trail and organised regular continental markets to safely encourage visitors back to the town.

Our annual Christmas lights switch-on celebrated the successful return of 'business as usual' in 2021, followed by the launch of 'The Stars of Lowestoft,' our exciting new summer trail.

Now, as Lowestoft looks to the future and businesses prepare for unprecedented inflationary pressures, we seek to continue to provide essential

support to you so that we can all build on a vibrant and prosperous place to do business.

As part of our five-year vision for Lowestoft, we have outlined our plans to deliver significant initiatives to help boost business through our key aims of 'Pride of Place, Regenerate, Protect and Represent'. All BID businesses will have their opportunity to vote on this in October 2022.

Lowestoft Vision can only do this if businesses vote 'Yes' again. A 'No' vote means that all of the services and projects delivered by the BID will end. We thank you for your support and look forward to realising the vision for Lowestoft's businesses for the next five years.

DANNY STEEL
CHAIR, LOWESTOFT VISION BID





WHAT IS A BID?

LOCAL BUSINESSES FUND A BUSINESS IMPROVEMENT DISTRICT (BID) TO IMPROVE A GEOGRAPHICALLY DEFINED AREA, LIKE THE CENTRE OF LOWESTOFT.

Commercial occupiers vote on adopting a business plan setting out improvements and services that local authorities and statutory bodies would not ordinarily provide.

We manage the town centre BID, funded by a levy charged in addition to business rates. The levy provides the cash to develop projects that benefit businesses in the BID area.

A BID operates for a maximum of five years. If it wishes to continue, it must undergo a renewal ballot to secure another BID term of up to five years. As part of this process, we are pleased to outline its future plans ahead of the next vote.



EXPANDING OUR REACH

"LOWESTOFT BID HAS BEEN INSTRUMENTAL IN INTRODUCING SOME FANTASTIC EVENTS AND INITIATIVES TO OUR TOWN OVER THE PAST TEN YEARS, GENERATING A REAL FEEL-GOOD FACTOR AND MUCH NEEDED ADDITIONAL FOOTFALL. CONTINUED BACKING OF THE BID WILL ALLOW US TO SUPPORT THE EXCITING AND AMBITIOUS PLANS IN PLACE FOR LOWESTOFT, WITH INITIATIVES THAT ARE SHAPED BY OUR OWN LOCAL BUSINESSES."

DAN POITRAS

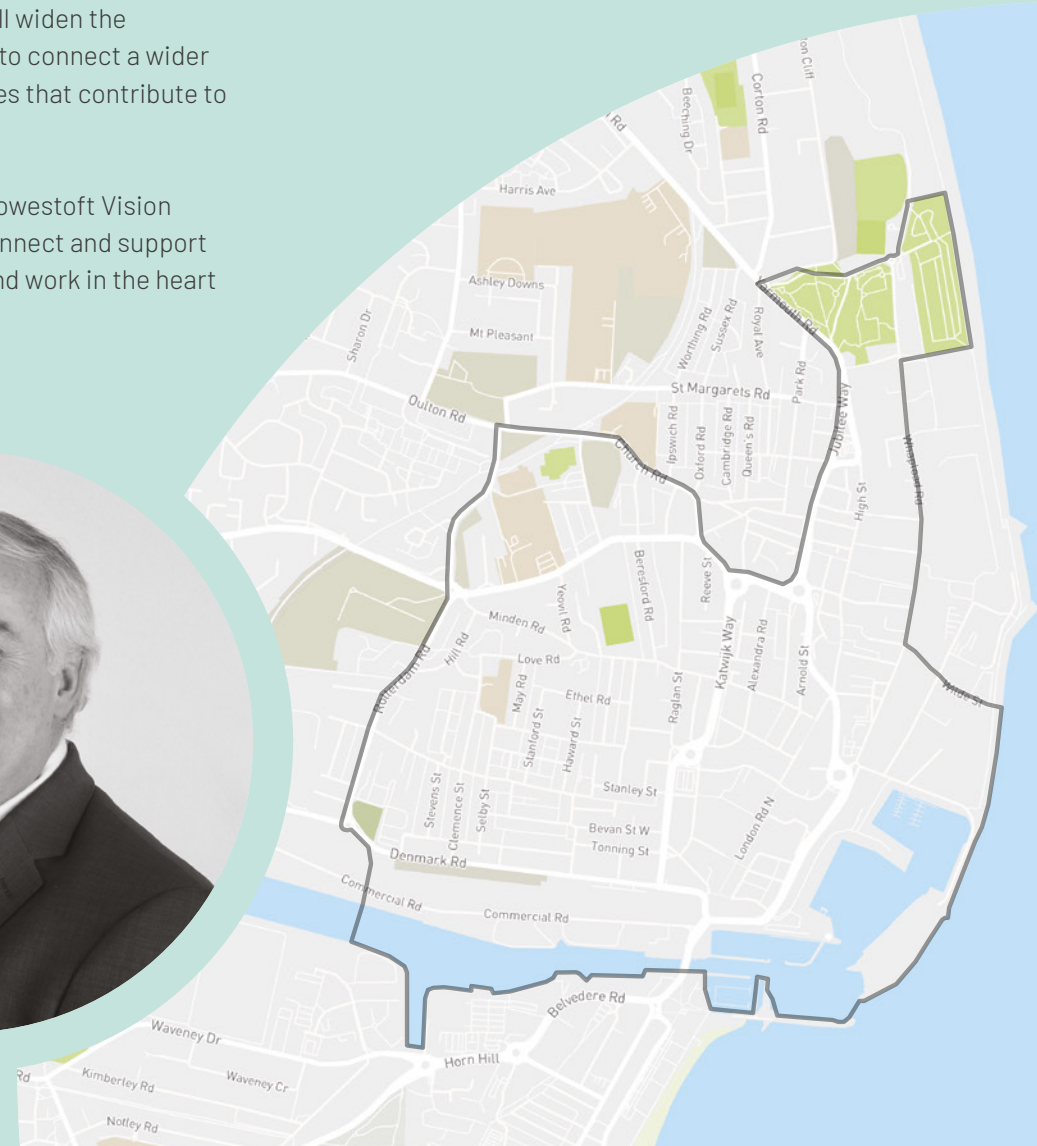
CENTRE MANAGER, THE BRITTEN CENTRE

For the next five years, we will widen the geographical area of the BID to connect a wider range of Lowestoft businesses that contribute to the local economy.

By expanding the area that Lowestoft Vision serves, the BID can better connect and support the people that shop, visit, and work in the heart of Lowestoft.



**VOTE
YES**
✓





LOWESTOFT VISION'S OBJECTIVES FOR 2023-2028

Image credit:
Associated British Ports

PRIDE OF PLACE

We want local businesses and the people of Lowestoft to be proud of our town. With pride comes a sense of belonging and a stronger sense of community amongst residents and business, which creates a more appealing environment for visitors, staff and the local community, and helps to attract new businesses to the area.

Initiatives such as floral displays, continental markets, special events, fun trails and the Christmas lights and decorations all significantly boost footfall and the visitor experience, benefiting the local economy.

The BID will encourage a sense of pride and belonging for all, not prioritising one section of society or business sector over another.

REGENERATE

Exciting new regeneration projects are now in the pipeline for Lowestoft from the Lowestoft Town Investment Plan, with ambitions to drive investment, deliver multi-million-pound projects and highlight the inward investment opportunities Lowestoft has to offer.

The investment includes plans to repurpose the town centre to create four distinct but connected quarters; Station Quarter, the Heart of Lowestoft, Innovation Axis and the Historic Quarter, which will all attract more visitors and future investment.

As we look to an uncertain economic future, we promise to work with all stakeholders to harness the benefits and put the needs and interests of local BID businesses first.

It is time to capitalise on these exciting initiatives as a key tool in the recovery of the town following the Covid-19 pandemic.

PROTECT

We pledge to increase security and safety for business owners, staff, and visitors.

Already the BID area has the security of a quick-response Police Community Support Officer, whom we introduced in partnership with Suffolk Police, along with the opportunity for businesses to access security radios. We will explore further measures to prevent crime and anti-social behaviour with businesses and partner agencies.

When visitors and residents feel safe, they are more inclined to stick around the BID area for longer and support local businesses, who will in turn be better equipped to attract and retain their staff.

REPRESENT

We are a champion for businesses in the BID area and will represent you on a bigger stage through the regional BID network. We will help you to engage with your customers, and by working tirelessly with local stakeholders and partners to promote and maximise opportunities within the BID area.

Our Discover Lowestoft website is the go-to destination for visitors, residents and local employees to find out what's on in the town. BID businesses can feature on the website free of charge and get promoted across our social media platforms to ensure their message is heard.

To help with this, we also plan to further improve the Discover Lowestoft website during our next term.



PRIDE OF PLACE

BY MAKING THE TOWN MORE ATTRACTIVE AND CREATING A SENSE OF PRIDE, LOWESTOFT'S COMMUNITY OF RESIDENTS, EMPLOYEES AND BUSINESSES CAN ENJOY A GREATER LIFESTYLE: MORE EXPERIENCES, MORE EVENTS, MORE REASONS TO LOVE LOWESTOFT.

WE PROVIDED OVER

 **280** 

FLORAL DISPLAYS THROUGHOUT
THE TOWN DURING THIS
CURRENT TERM



Image credit:
Picture Studios

"PICTURE STUDIOS SUPPORTS THE BID AND THE WORK THE TEAM DOES. THE EVENTS WITHIN THE TOWN CENTRE HELP TO ATTRACT EXTRA FOOTFALL, AND WE LOVE THE PLANTERS THAT CAN CURRENTLY BE SEEN AROUND THE TOWN CENTRE INJECTING SOME GREAT COLOURS INTO THE AREA."

MATTHEW GODDARD

MANAGING DIRECTOR, PICTURE STUDIOS

WHAT WE'VE DONE

The pandemic brought much of life to a standstill in the middle of our current five-year term. But we emerged from this with an exciting plan to grow back stronger. Events before and after COVID all helped to raise Lowestoft's profile and portray it as a fun place to work, visit and shop. Our initiatives to promote pride of place included:

- Supporting local BID businesses by working closely with East Suffolk Council to deliver the Welcome Back Fund projects
- Providing a platform for BID businesses to share information, offers and news on the discoverlowestoft.co.uk website
- Promoting Lowestoft initiatives and events on our Discover Lowestoft Facebook and Instagram pages, with a total following of over 10,000
- Providing Christmas decorations, trees, lights and activities throughout the town
- Providing seasonal continental markets
- Providing seasonal floral displays
- Providing annual and one-off events including Christmas light switch-on event, Halloween parades, Pancake Day races, Easter Storytelling Trails and the Stars of Lowestoft and Freddie the Fish and Friends summer trails
- Working with local authorities on reporting and monitoring issues with highways, cleanliness and graffiti in the BID area
- Providing annual hawk flying sessions throughout the town to address issues from gulls

DID YOU KNOW?

IN A RECENT SURVEY OF OUR BID BUSINESSES, OVER 60% OF BUSINESSES HIGHLIGHTED THE VALUE OF CHRISTMAS LIGHTS, TREES, FESTIVE DECORATIONS AND THE ANNUAL CHRISTMAS LIGHT SWITCH-ON EVENT IN OUR TOWN CENTRE*

FEEL GOOD FACTOR

WE HAVE EXCITING PLANS FOR THE NEXT FIVE YEARS. WITH BID BUSINESSES' SUPPORT, WE WILL CONTINUE WITH WHAT WORKS BEST AND INTRODUCE YET MORE INITIATIVES TO ENHANCE THE TOWN'S REPUTATION, EXPERIENCES, AND SENSE OF PRIDE.

* Taken from a survey conducted in Spring 2022



WHAT WE'LL DO

Bringing together a sense of pride must start with a community taking better care of its environment to attract more people to the BID area. For that reason, we will:

- Continue to renovate and refresh the Discover Lowestoft website, making it the go-to place for visitors and the local community to find out what's happening in the town
- Work with partners to provide window displays for vacant units that promote initiatives and enhance the look of the town
- Invest in additional attractive summer and winter floral displays to enhance the look of the town
- Continue to monitor street cleanliness and work with BID businesses and East Suffolk Council to address issues
- Continue to provide trees, festive decorations and lights to build community spirit and boost the Christmas shopping experience
- Continue to provide summer trails and Christmas events that attract visitors into the town
- Conceive, promote and host exciting new events to encourage footfall into the BID area and increase the amount of money spent with local businesses
- Provide regular updates to BID businesses on news, events and initiatives that showcase our town
- Seek to provide cost effective waste collection that helps local businesses reduce their carbon footprint
- Work with the Kittiwake Partnership to continue to address issues in the town from gulls



DID YOU KNOW?
OUR DISCOVER
LOWESTOFT WEBSITE
AVERAGED **33,000**
UNIQUE VISITORS
FROM JULY 2021 TO
AUGUST 2022

REGENERATE

THERE ARE MANY OPPORTUNITIES FOR INWARD INVESTMENT TO RESTORE PARTS OF THE TOWN TO FORMER GLORIES AND ENSURE WE REMAIN FIT FOR THE FUTURE. WE WILL IDENTIFY AND ACT UPON REGENERATION INITIATIVES FOR BID BUSINESSES.

WHAT WE'VE DONE

We have worked with stakeholders, partners and BID businesses on regeneration and investment projects. Measures included:

- Providing regular email and (when safe to do so) face-to-face updates and practical support for BID businesses on regeneration opportunities and how businesses can benefit
- Campaigning for regeneration initiatives to maximise footfall in the town, support local business, and showcase Lowestoft as a great place to visit, work and shop
- Working with East Suffolk Council to provide two Discover Lowestoft guides during the summer of 2021 to welcome visitors back into the town and direct them to local attractions
- Representing BID businesses on local boards, committees and town initiatives including being an influential member of the Lowestoft Place board, ensuring business views are heard and influencing the transformational Towns Fund programme
- Sourcing additional grant funding from East Suffolk Council to provide marketing support from Magnus PR
- Providing drop-in sessions for BID businesses to find out more about investment in the town





VOTE
YES
✓

“LOWESTOFT VISION IS NOT JUST A VISION BUT A KEY TO UNLOCK THE POTENTIAL OF THE TOWN AND BRING GREAT TIMES BACK TO OUR BELOVED SEASIDE TOWN. LOWESTOFT VISION HAS AND WILL CONTINUE TO GROW AND BRING PEOPLE, BUSINESSES AND SURROUNDING AREAS TOGETHER FOR A BRIGHTER FUTURE.”

PAUL ROGERS
STORE MANAGER, TESCO

DID YOU KNOW?
WE SECURED AN ADDITIONAL
£10,000 IN FUNDING
FROM EAST SUFFOLK
COUNCIL TO REGENERATE
OUR MARKETING FOR BID
BUSINESSES AS PART OF THE
WELCOME BACK FUND



DID YOU KNOW?
WE REPRESENT BID
BUSINESSES IN TOWN
CENTRE MASTER
PLAN STRATEGIC
DISCUSSIONS



NEW GROWTH

FOLLOWING GOVERNMENT APPROVAL OF £24.9M OF TOWNS DEAL INVESTMENT TO TRANSFORM LOWESTOFT, THE NEXT FEW YEARS WILL SEE MANY EXCITING REGENERATION PLANS COMING TO FRUITION. WE WILL ENSURE EVERY BID BUSINESS HAS A VOICE IN THE OUTCOME.

WHAT WE'LL DO

With so many discussions taking place, it is easy for local businesses to feel left out. Many may not even know about the exciting new initiatives planned for the future of Lowestoft. Here's where the BID will help:

- Work with Suffolk County, East Suffolk and Lowestoft Town councils on the implementation of investment opportunities including the Town Centre Master Plan and transformational Towns Fund programme to ensure BID businesses benefit from local investment
- Represent the BID on local investment boards, committees and business groups and ensure the BID is included in all consultations relating to investment work in the town
- Keep BID businesses updated on existing and planned regeneration projects that may impact local business continuity
- Provide free workshops and training to support business productivity, reduce carbon footprint and cut costs
- Liaise with partners to offer BID businesses discounted or free training to upskill their staff
- Give businesses a voice on the Lowestoft Place Board, the Suffolk Chamber of Commerce in Lowestoft and Waveney board and other business and strategic investment groups



PROTECT

LOWESTOFT TOWN CENTRE MUST REMAIN SAFE AND WELCOMING TO RESIDENTS, BUSINESSES, STAFF, AND VISITORS. WE HAVE MADE SIGNIFICANT PROGRESS SO FAR, AND THE BENEFITS FOR THE BUSINESS COMMUNITY ARE CLEAR.

WHAT WE'VE DONE

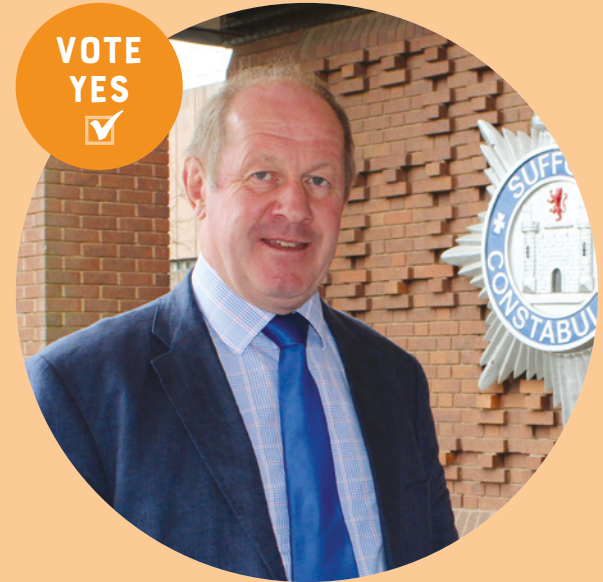
Crime and anti-social behaviour are sad reflections of modern life. But we can minimise their impact and make visiting and working within Lowestoft a safe and enjoyable experience. In recent times, the BID has:

- Part-funded a Police Community Support Officer (PCSO), who monitors security and safety in the town
- Provided BID businesses with two-way radios giving direct access to the PCSO, police and CCTV monitors
- Worked with local councils to provide posters, leaflets and hand sanitiser stations within the town to make Lowestoft a safe place to visit during the pandemic
- Provided regular updates to BID businesses on the latest government regulations during the pandemic along with grant support information
- Worked closely with Lowestoft Police Safer Neighbourhood Team to combat anti-social behaviour and illegal activity
- Liaised with the town's Access Community Trust to assist rough sleepers and help them find accommodation

DID YOU KNOW?

IN A RECENT SURVEY
OF OUR BID BUSINESSES,
NEARLY TWO THIRDS OF
BUSINESSES SAID THEY
VALUED HAVING A
PCSO TO PATROL
OUR TOWN*

VOTE
YES
✓



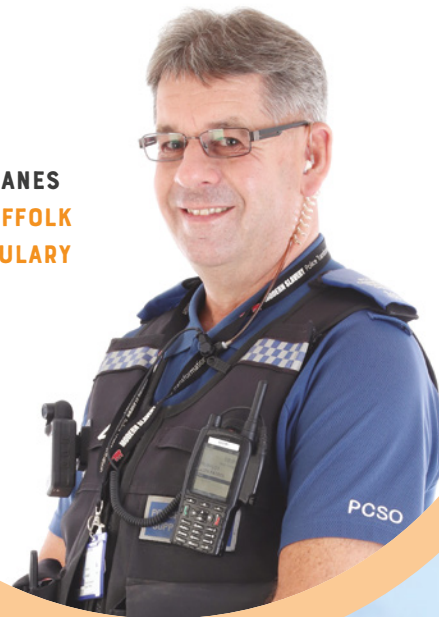
"LOWESTOFT VISION HAS
EXCITING PROPOSALS FOR
THE NEXT FIVE YEARS.
I HAVE ABSOLUTELY NO
HESITATION OFFERING MY
FULL SUPPORT AND URGE
YOU ALL TO DO THE SAME."

TIM PASSMORE

SUFFOLK POLICE AND CRIME COMMISSIONER

* Taken from a survey conducted in Spring 2022

MIKE SOANES
PCSO, SUFFOLK
CONSTABULARY



SAFETY FIRST

WE REMAIN FOCUSED ON REDUCING CRIME AND ANTI-SOCIAL BEHAVIOUR WITHIN THE BID AREA. NOBODY SHOULD FEEL UNSAFE WHILE VISITING, LIVING OR WORKING HERE.



WHAT WE'LL DO

We will continue to represent BID businesses whilst liaising with local police and authorities when it comes to crime and safety. Over the next five years, we will also:

- Continue to part-fund our area's Police Community Support Officer
- Raise awareness of concerns via updates, emails, leaflets, and our website
- Provide regular security updates from our PCSO
- Share information on initiatives from third parties to combat crime and anti-social behaviour
- Continue to work in partnership with local authorities to make sure the town centre is a safe place

DID YOU KNOW?

BID BUSINESSES CAN
CONTACT THE POLICE
COMMUNITY SUPPORT
OFFICER ON OUR
TWO-WAY SECURITY
RADIOS



Image credit:
Ferini Media



"HUGHES SUPPORTS THE BID SIMPLY BECAUSE THE BID SUPPORTS THE TOWN OF LOWESTOFT. WHETHER IT'S EVENTS THAT HAVE DRAWN IN BIG FOOTFALL INTO THE TOWN OR JUST KEEPING US ALL UP TO DATE WITH WHAT IS HAPPENING IN LOWESTOFT, THEY ARE ALWAYS THERE TO SUPPORT US AS BUSINESSES."

SAM HONEYWOOD
STORE MANAGER, HUGHES ELECTRICAL

REPRESENT

WE ARE A CHAMPION FOR BUSINESSES IN THE BID AREA, WORKING TIRELESSLY WITH LOCAL STAKEHOLDERS AND PARTNERS TO MAXIMISE OPPORTUNITIES FOR THE TOWN. WORKING TOGETHER, THE BID BECOMES A STRONG VOICE PROMOTING LOCAL BUSINESS AND INFLUENCING DECISIONS THAT IMPACT THE BID AREA.

WHAT WE'VE DONE

We have worked closely with stakeholders and partners including East Suffolk Council and Lowestoft Town Council to develop ongoing partnerships and to ensure continuous delivery of services to our town. This has included:

- Working with partners and stakeholders to ensure BID businesses are heard at all levels
- Providing BID businesses with regular business updates, and supply chain and investment opportunities
- Representing our BID businesses on local boards, committees and town groups to maximise business opportunities and support the town economy including the Lowestoft Place board, Triangle Market working group, the Heritage Action Zone board, the Kittiwake

partnership and the Flood Risk Management Key Stakeholders Group

- Holding regular Management Committee meetings with representatives from the BID to advise on operational and service delivery issues
- Providing BID businesses with the opportunity to add their business to our dedicated Discover Lowestoft website, and promote on our social media pages



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DID YOU KNOW?
DISCOVER LOWESTOFT
HAS **OVER 10,000**
SOCIAL MEDIA
FOLLOWERS

👍 👍 👍

WORKING FOR YOU

WE GROW STRONGER TOGETHER.
WE WILL CONTINUE TO PROMOTE
BID BUSINESSES AND REPRESENT
THEM WHEN IDENTIFYING
FURTHER OPPORTUNITIES FOR
SUPPORT AND INVESTMENT.

DID YOU KNOW?

YOUR LOWESTOFT VISION EXECUTIVE
BOARD REPRESENTS THE BID ON OVER 20
LOCAL BOARDS, COMMITTEES AND BUSINESS
GROUPS TO GIVE LOCAL BUSINESSES A
VOICE ON PROJECTS AND INITIATIVES THAT
SEEK TO REVITALISE OUR TOWN.





"WE ABSOLUTELY LOVE WHAT LOWESTOFT VISION HAS DONE OVER THE LAST YEAR. IT NOT ONLY HELPS IMPROVE THE TOWN, BUT IT BUILDS RELATIONSHIPS BETWEEN BUSINESSES TOO!"

JOANNE & ASHLEY COUGHTREY
STORE IT & MOVE IT RIGHT

WHAT WE'LL DO

BID businesses are assured we will continue to fight their corner and give them a voice, just as we have since 2013. We won't stop there, though, as we look to:

- Deliver a vibrant, improved discoverlowestoft.co.uk website, making it easier than ever for local businesses to promote their news, events and special promotions
- Grow our social media communities to further promote the town and engage with our audience
- Represent town centre and High Street businesses on business groups including the Lowestoft Place Board, the Suffolk Chamber of Commerce in Lowestoft and Waveney board, Triangle Market working group, the Heritage Action Zone board, the Kittiwake partnership and the Flood Risk Management Key Stakeholders Group
- Provide regular updates at Management Committee meetings
- Promote awareness of town businesses in local and national media
- Represent BID businesses to promote the arts by liaising with the Cultural Leadership Group and the town's Heritage Open Days Steering Group
- Liaise with partners to offer businesses discounted or free training to upskill their staff
- Work with community partnerships to promote the Warm Rooms project to help struggling town centre families face the economic crisis

THE LAST 5 YEARS IN NUMBERS

A SNAPSHOT OF WHAT WE
ACHIEVED FROM 2018 TO 2022.

According to a recent survey* of BID businesses:

- 60% of BID businesses said they value the seasonal continental markets within our town
- Two thirds of BID businesses said they valued the annual summer trails provided by Lowestoft Vision
- The top three services that businesses within the current BID area would like to see in the next five years are: street decorations and floral displays, events within the town centre, and a dedicated PCSO to patrol the BID area

* Taken from a survey conducted in Spring 2022

Over
10,000
followers on our
Discover Lowestoft
social media
pages

Discover
Lowestoft Facebook
page reach of
82,426

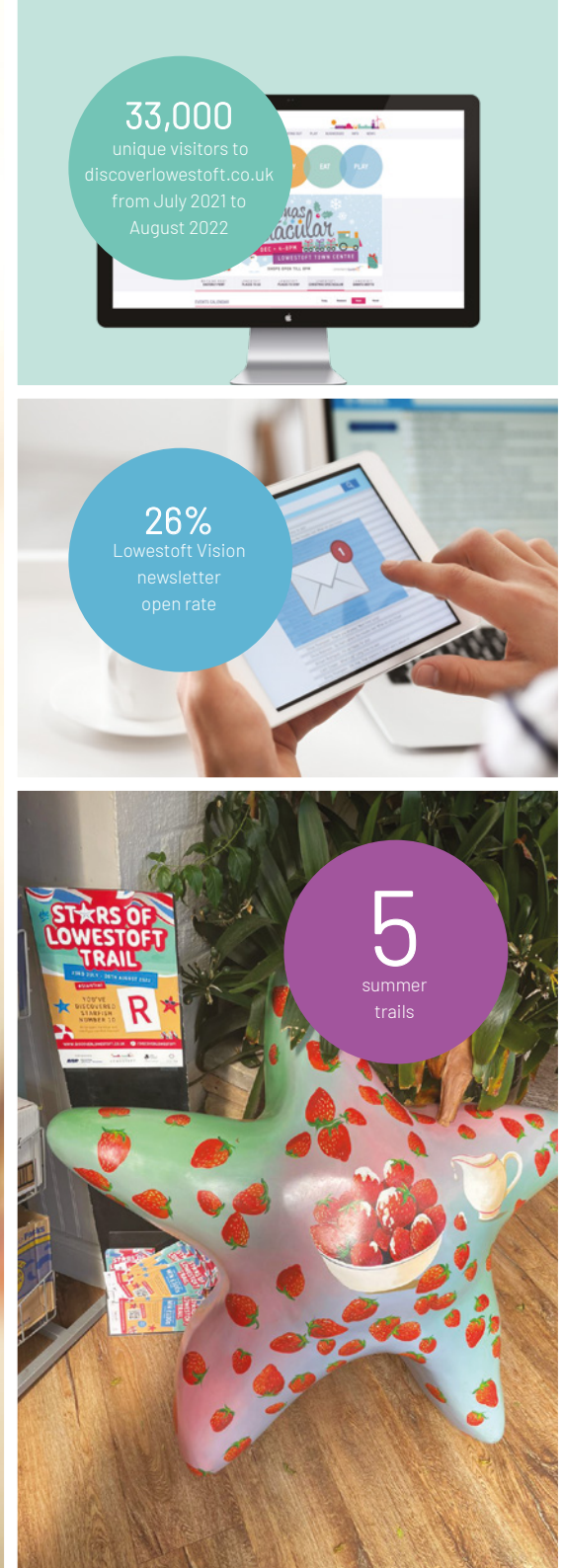
5,214
visits to Discover
Lowestoft Facebook
page between Oct
2021 and June
2022

Discover Lowestoft
Instagram page
launched
summer 2022

33,000
unique visitors to
discoverlowestoft.co.uk
from July 2021 to
August 2022

26%
Lowestoft Vision
newsletter
open rate

5
summer
trails





Three annual Pancake Day races with **over 100** pancakes flipped

23 mascots and **53** teams took part in the pancake races



Displayed **8** 20-25ft Christmas trees

100,000 bulbs used in our festive displays



355 events shared on our Discover Lowestoft website

Image credit: Kate Ellis



5 continental markets



3 Christmas light switch-on celebration events



Secured over **£10,000** of additional COVID support funding



PCSO patrolled streets for **96.5hrs** per month



Over **206 tonnes** of cardboard collected



3 annual Halloween events



Reports of homelessness in the town centre decreased by **69%**



Street drinking in the town centre decreased by **48%**

MEET THE BOARD

OUR BOARD OVERSEES THE STRATEGIC DIRECTION OF THE BID. IT ENSURES THE OBJECTIVES OUTLINED IN THE BUSINESS PLAN ARE DELIVERED WITHIN BUDGET TO MEET THE NEEDS OF THE BID LEVY-PAYING BUSINESSES.



Danny Steel

Chair and Director of Lowestoft Vision | Managing Director, Steel & Co.



Amanda Ankin

Director of Lowestoft Vision | Operations Director, Suffolk Chamber of Commerce



Emma Butler Smith

Director of Lowestoft Vision | Chief Executive, Marina Theatre Trust



Tom Duit

Director of Lowestoft Vision | Operations Manager, Port of Lowestoft at Associated British Ports



Matthew Goddard

Director of Lowestoft Vision | Managing Director, Picture Studios



Urmila Rasan

Director of Lowestoft Vision | Deputy Chief Executive, East Coast College

MEET THE TEAM



Jon Dell

Director of Lowestoft
Vision | Regional
Relationship Manager,
NatWest



Alice Taylor

Director of Lowestoft
Vision | Owner,
The Rum Lot



Amie Mullen

BID Manager,
Lowestoft Vision



Mike Soanes

Police Community
Support Officer, Suffolk
Constabulary

Lowestoft Vision is a company limited by a single share and is a subsidiary of Suffolk Chamber of Commerce, which provides professional support to the team.



BID FINANCIALS & RULES

2023-2028 Budget*						
	Year 1 2023/24	Year 2 2024/25	Year 3 2025/26	Year 4 2026/27	Year 5 2027/28	Total
Levy Income	£166,837	£171,008	£175,284	£179,666	£184,157	£876,952
Additional Income	£21,908	£15,529	£18,026	£20,261	£24,700	£100,424
Total Income	£188,745	£186,537	£193,310	£199,927	£208,857	£977,376

Expenditure						
Protect	£28,583	£28,759	£29,001	£29,253	£29,515	£145,111
Regenerate	£13,875	£26,051	£14,293	£14,545	£14,807	£83,571
Pride of Place	£41,955	£46,131	£60,193	£64,127	£72,239	£284,645
Represent	£14,875	£17,051	£17,293	£17,545	£17,807	£84,571
Operating costs	£72,386	£54,220	£55,683	£57,025	£58,601	£297,915
Levy collection	£4,324	£4,324	£4,324	£4,324	£4,324	£21,620

Total Expenditure	£175,998	£176,536	£180,787	£186,819	£197,293	£917,433
Annual Surplus	£12,747	£10,001	£12,523	£13,108	£11,564	£59,943

The Ballot

1. The Billing Authority will send those responsible for properties or hereditaments to be subject to the BID a ballot paper on or around 3rd October 2022. Each property or hereditament subject to the BID levy will be entitled to one vote in respect of the BID Proposal in a 28-day postal ballot, which will commence on 07 October 2022 and close at 5pm on 3rd November 2022. Ballot papers received after 5pm on 3rd November 2022 will not be counted. The declaration of the ballot result is due to be announced on the following day.
2. For the proposal to be successful at ballot the result will need to meet, as a minimum, two independent criteria which are: (a) of those ballots returned by the close, those voting in favour of the renewal proposal must exceed those voting against it, and (b) of those ballot papers returned by the close, the total rateable value of those properties or hereditaments which vote in favour, must exceed the total of those voting against. If successful at ballot, the BID will commence delivery of services on 1st April 2023 and will continue for a period of 5 years to 31st March 2028.
3. For the purposes of definition, the term 'Renewal' means replacement of the existing BID at the end of its current term (31 March 2023) with a new arrangement covering an extended area and subject to the rules and arrangements herein.

The Levy

1. The levy rate to be paid by each property or hereditament is to be calculated as 1.75% of its rateable value.
2. The levy will be subject to an annual adjustment in line with the (All Items) Retail Price Index, to account for inflation, up to a maximum of 2.5% on the previous year's levy. This will be based on the annual inflationary factor for Non-Domestic Rate bills as calculated by H.M Government and published annually.
3. The Levy will be subject to daily charge and East Suffolk Council will be in charge of any refunds subject to levy rules.
4. The levy will be charged annually in advance, each chargeable period to be 1st April to 31st March each year, starting in 2023. No refunds will be made.
5. All non-domestic properties or hereditaments with a rateable value of £8,999 or more will be required to pay a levy. The number of properties or hereditaments liable for the levy is approximately 298. The ratepayer for any untenanted properties or hereditaments will be liable for payment of the levy, meaning the landlord (or their representative) in most instances.
6. Those occupiers within The Britten Centre shopping centre that are subject to a service charge will pay a levy of 70% of the amount that would otherwise apply.

7. Charitable organisations that are subject to relief on their business rates liability will pay a levy of 50% of the amount that would otherwise apply.
8. If, during the term, the rateable value assigned to a property or hereditament falls below £8,999, the property or hereditament will be exempt from the levy from the next chargeable day.
9. If, during the term, a property or hereditament with a rateable value, which had previously been below the £8,999 threshold, is assigned a rateable value of £8,999 or above, the property or hereditament will be liable for the levy.
10. If, during the term, a new property is built within the BID area and is given a rateable value of £8,999 and above, this hereditament will be liable to pay the levy.
11. East Suffolk Council will be responsible for collection of the levy and will do so in accordance with the Operating Agreement and levy charges agreed within.

Governance

1. The BID will again be managed by Lowestoft Vision (the 'Company'), a not-for-profit organisation and subsidiary of Suffolk Chamber of Commerce, limited by guarantee. Existing governance arrangements will apply.
2. The Management Committee will continue to advise on operational and service delivery issues, oversee performance measurement, and more generally act as the primary consultative body on BID services.
3. The Management Committee will be made up of representatives of levy paying businesses and property owners who will be elected appropriately (2023/24), with the process advertised to all levy payers. Additional members may be co-opted, as required. Nominated representatives from East Suffolk Council, Waveney Norse, Suffolk County Council and Suffolk Constabulary will not be subject to the annual election process.
4. Lowestoft Vision and Suffolk Chamber of Commerce will have responsibility for financial arrangements, contractual obligations, human resources, standards and compliance, and strategic direction. The Board will be made up primarily of appointed representatives of levy payers with additional expertise as required by Suffolk Chamber of Commerce.
5. During the first year of the term appropriate policies for all Directors, including the Chair, will be approved by the Board. When the period of office of the current Chair expires, the position will be advertised.
6. The Board shall meet no less than quarterly and, from time to time, may form sub-groups to help advise its work.
7. Provided that the BID is meeting its overall objectives, the Board, subject to full consultation with the Management Committee, East

- Suffolk Council and Suffolk Chamber of Commerce, shall have the ability to vary service delivery and expenditure allocation according to the changing needs of BID levy payers. However, any change to the BID boundary or to the BID Levy proposals, such that they impact negatively upon any levy payer, would require a formal Alteration Ballot.
8. The Company shall meet with the Billing Authority to monitor service delivery, levy collection and financial management issues. It will file statutory accounts annually and provide financial statements to the Local Billing Authority and to levy payers on request.
9. A financial summary and Chair's statement will be sent to all levy payers annually, including a website link to the statutory accounts.
10. An annual presentation to levy payers and stakeholders will be held which will help determine priorities for the following year.
11. An Operating Agreement, which includes the Council's baseline service statements, has been agreed and will be in place from the commencement of the new BID term.
12. Notification of the intention to hold a ballot was sent to the Secretary of State on 25th May 2022.
13. Proposed date for Notification of ballot is 22nd September 2022.

Finances

1. A cautious approach has been adopted to budgeting for the term.
2. It is anticipated that 90% of the billed levy will be collected each year, and this rate has been applied throughout.
3. The average annual levy available to be spent by the BID for the term is circa £175,390.
4. Annual surpluses will continue to act as a contingency provision on expenditure, and together with the availability of reserves, provide for an anticipated surplus of £59,943 by the end of the term. This equates to 33% of average annual expenditure.
5. During the second term, the BID had success in generating additional revenue. In the second term this equated to £80,398 (equivalent to 14.3% percentage of total levy). The BID will continue to look to encourage additional income throughout the third BID term.
6. Operating costs are estimated as 32% of total expenditure.
7. There are no costs relating to the development of the new BID that will need to be repaid during the term.

VOTE
YES
✓



"BEING PART OF THE BUSINESS IMPROVEMENT DISTRICT HAS PROVED TO BE AN ASSET TO JOJO'S, FROM THE INTRODUCTION OF A DEDICATED POLICE COMMUNITY OFFICER TO REDUCING WASTE AND CREATING A WELCOMING ENVIRONMENT. WE ARE HAPPY TO SUPPORT AND REMAIN PART OF THIS POSITIVE IMPACT ON OUR TOWN."

KELLY SCOOT, OWNER, JOJO'S

GET ON BOARD



WITH THE BID!

YOU'VE READ AN ENDORSEMENT OF HOW LOWESTOFT VISION SERVES THE INTERESTS OF BID BUSINESSES IN THE TOWN

Businesses will benefit from four key areas:

PRIDE OF PLACE

REGENERATE

PROTECT

REPRESENT

Now it is time for those businesses, and a few new ones we have added to the BID area, to vote on whether they want to continue receiving the support that drives awareness and footfall, increases safety and makes everyone proud of our seaside town.

We think it is a simple choice, and we hope you agree to support the BID and vote 'Yes' for us to continue serving you throughout the next BID term.



Lowestoft Vision is a subsidiary of
Suffolk Chamber of Commerce



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