

[www.londonriversidebid.co.uk](http://www.londonriversidebid.co.uk)

# BUSINESS IMPROVEMENT DISTRICT

BID PROPOSAL

# HAVE YOUR SAY IN THE FUTURE OF RAINHAM

In recent years Rainham has undergone significant regeneration, providing an exciting platform for growth within the business community. To address the needs of this new and dynamic business era in Rainham, an innovative, business-led, not for-profit Company has been established: London Riverside BID (Business Improvement District).

We have been listening to the views, concerns and aspirations of businesses in the area for the last five years and recently consulted with you on our ideas for the area. We have consolidated your views into this proposal, which outlines a five year programme to ensure the Rainham business community can map out its future, directly influence the way in which funds are re-invested into the business community and share in the success of a vibrant and prosperous working environment.

London Riverside BID has been formed by FLAG (Ferry Lane Action Group), which

has a strong track record of securing grants for and making improvements to the area. You can read more about these on page 13. The proposals in this document outline how we can build on this work, creating sustainable, long term improvements for the area.

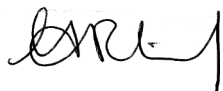
A Business Improvement District or BID is a business-led initiative that gives businesses a direct say in how their area is managed to benefit their business, employees, and visiting clients and customers. Businesses identify projects and services they would like to see in addition to current provision in the area. Businesses then agree to a level of investment to ensure the delivery of these programmes through a formal ballot.

**From 31st January-28th February 2007 you will have the opportunity to vote to establish a BID in Rainham.** As a key business in the Rainham area we hope you will actively engage with, support and vote YES for the London Riverside BID.

In this Proposal you will find information prepared in consultation with the business community to assist you in your decision regarding this important vote:

- The need for a BID for Rainham 3
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- An explanation of how the BID voting process will work [Back Cover](#)

Should you require any further information please do not hesitate to contact a member of the London Riverside BID team.



Francis Micallef, Operations and Project Manager,  
Rainham Steel Co Ltd (Chairman)



Danny Keeble, Managing Director,  
Keeble Paper Recycling Ltd



Tina Backhouse. Commercial Director, CEME



Eric Mollison - Export Movement Services Ltd



Maggie Dixon, Director, CIMS Management Ltd



Brian Longley - Director, Ensign Bus Co Ltd



Pat Holloran - Director, Akerzone Ltd



Dexter Coles - Director, S P Litho Ltd

**Signed by the members of the London Riverside BID steering group**

## WHY DO WE NEED A BID?

Through our discussions with the business community and being based in the area ourselves, we know that the Rainham area has a lot to offer as a place to do business, for example: excellent road links, both to the City of London and the East; close proximity to London City Airport; new developments such as Beam Reach 5 and 8 and the support for engineering, manufacturing and technology provided at CEME. However, we also know that businesses located here are particularly affected by a number of issues that detract from the advantages of the area. The challenges identified through our business consultation could all be addressed by the BID, either directly or by ensuring statutory service providers, such as the Local Authority and the Police hear and act on our concerns.

Issues highlighted through our discussions with Rainham businesses include:

- Soil erosion and environmental issues
- Fires
- Fly-tipping
- Illegal cars
- Illegal and unsafe businesses
- Parking
- Opportunist day-time thefts
- Transport and accessibility
- Ability to attract quality staff

Our consultation demonstrated that 73% of businesses are willing to pay for services, through the BID, to address these issues.

The overriding concern for businesses in the area is security, with businesses wanting to see additional Police patrols, the return of 'old-style beat policing' and 75% of businesses wanting to see the installation of additional CCTV in the area, including a number plate recognition system.

Businesses were also concerned about the cleanliness and maintenance of the area with 65% wanting to see

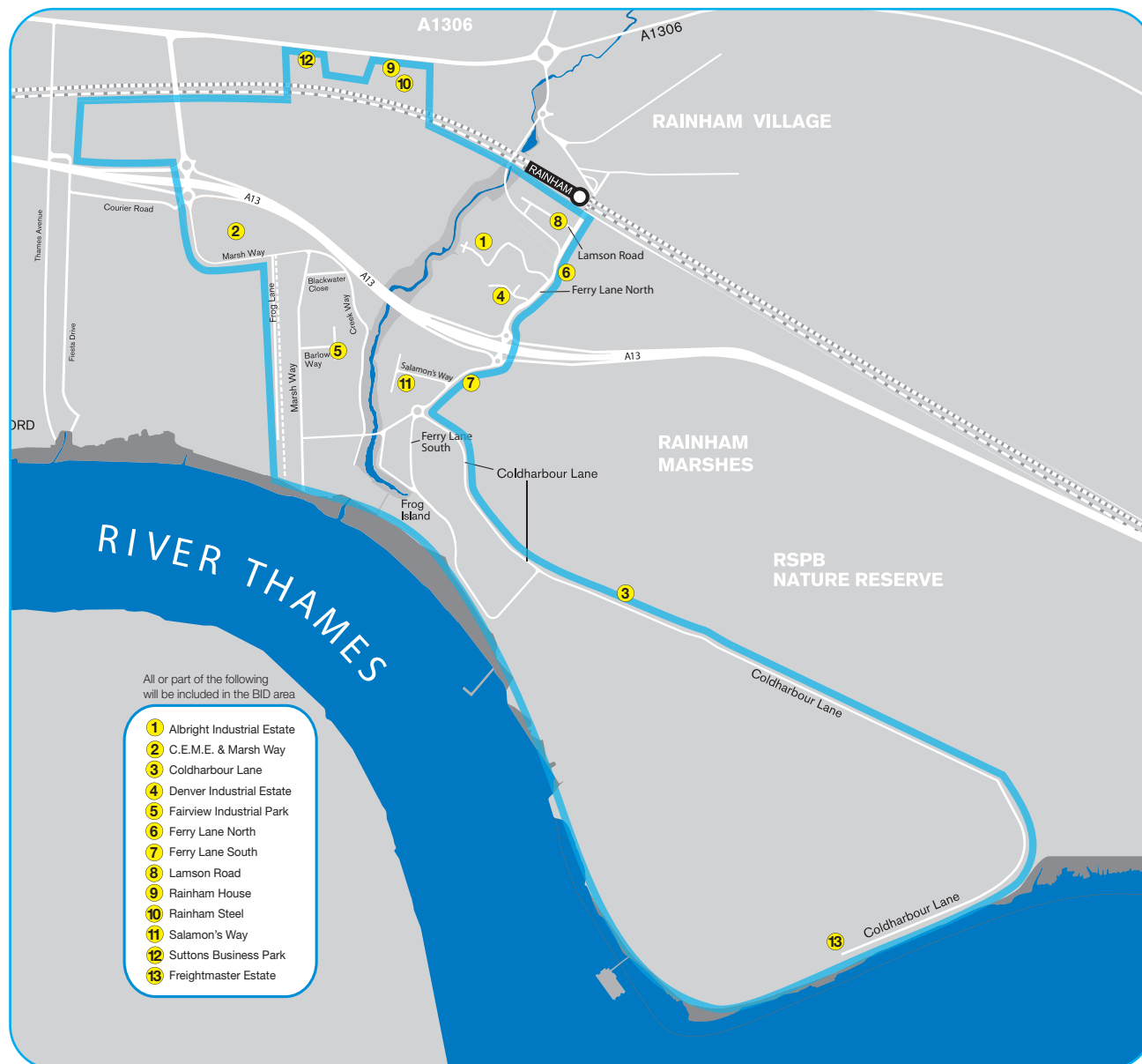
carriageway improvements and litter patrols. Businesses we have spoken to have requested improvements to drainage and lighting in certain areas. In our consultation, 55% of businesses want to see vulnerable areas gated off to deter fly tipping as a priority. Fly-tipping is associated with the many large fires there have been in the area in the past. The London Fire Brigade has been undertaking extensive community and statutory fire safety intervention work to reduce the risk of fires in the area and there has been a decline in the number of fires (from 24 in 2004/5 to 20 in 2005/6 – Source: London Fire Brigade). However this still needs to be reduced further.

We have added transport and promotion of the area as key focuses in our proposals due to the significant number of businesses highlighting issues such as the need for the area to be accessible to attract quality staff and a desire to introduce road calming measures. Businesses suggested that the BID should market the area and strengthen its reputation, through for example the introduction of location signs. Easier access to business advice and assistance was also put forward as a suggestion.

The importance of being able to attract the right staff is very important to Rainham businesses. Employment statistics for Havering from the Annual Business Inquiry (ABI) 2004 survey shows that the Rainham and Wennington Ward (which contains the majority of the BID area) is the largest employer in the Manufacturing and Transport and communications sectors. The same ward also has the second highest percentage of full time employees in Havering. However Rainham businesses can find it difficult to find or attract quality staff. Improved accessibility through better transport links and improving the reputation of the area would make it easier for Rainham businesses to recruit the staff they need.

## THE LONDON RIVERSIDE BID AREA

The proposed BID for Rainham would run for 5 years from 1st April 2007 and would cover the area shown in this map. A detailed map of the BID area can be found at [www.londonriversidebid.co.uk](http://www.londonriversidebid.co.uk)



## OUR COMMITMENT TO YOU

We have developed our Key Aim and Objectives based on the views expressed by the business community, your desires, concerns and aspirations.

### Our Key Aim

To establish Rainham as a well-managed and cared for area, providing a safer and more pleasant business environment and a strong, collective voice for the business community.

### How we will do this

The London Riverside BID will be business-led and focused, working towards goals agreed by the business community. The BID will be inclusive, flexible, responsive and transparent. The BID team will seek to involve as many Rainham businesses in the BID programmes as possible; we shall actively seek ideas and feedback and use these to develop our programmes; our decision making processes and finances will be properly documented and available to BID levy payers. The BID will lobby for additional services in the area and ensure that any services provided by the BID represent true additionality to what is otherwise delivered.

### Our Objectives

The London Riverside BID management team will work to develop and deliver services that achieve our three core objectives, as identified by the business community:

#### 1. Safe and Secure:

To improve safety and perception of safety through a joined-up approach to enhancing the security of the area

#### 2. Clean:

To make Rainham's environment visibly cleaner and more attractive.

#### 3. Co-ordinated:

To represent, advocate and further the interests of Rainham's business community

### Benefits to businesses

The London Riverside BID's overriding objective is to benefit all businesses located in the BID area. Below lists some of the benefits the BID will be able to achieve for Rainham businesses.

- Safer and secure environment
- Cleaner environment
- Strong coordinated voice and improved representation in all matters of local and national importance
- Demonstrable investment in safety and welfare of staff
- Cost savings on necessary estate works through economies of scale/match funding achieved through BID
- Better quality of experience for customers and visitors
- Coordinated property and recruitment service
- Improved facilities
- Better transport services and links
- More attractive offer for the recruitment of superior employees
- Higher staff retention
- Market benefits associated with being in a higher profile and improving area
- Facilitated access to Local Authority, Police, Transport Providers etc
- Facilitated access to other Rainham businesses
- Promotion of business to other Rainham businesses and beyond

## PROPOSED PROJECTS AND SERVICES

### SAFE AND SECURE

**Objective :** To improve safety and perception of safety through a joined-up approach to enhancing the security of the area

- **A joined-up approach**

The BID would introduce area-wide measures to tackle crime, ensuring that those responsible for security in the area are working together efficiently for the benefit of the area as a whole. For example, the BID would set up procedures to ensure those already responsible for security for different sites or businesses in the area are communicating with each other about issues that could be affecting everyone. The BID would also arrange advice for businesses on how to reduce incidents and effects of criminal behaviour.

The London Riverside BID would be represented on Rainham's Safer Neighbourhood Panel, ensuring that the concerns of Rainham businesses inform local Policing priorities.

- **Crime deterrence and reassurance**

The London Riverside BID would ensure a greater security presence in the area to provide reassurance to businesses and their employees and to help prevent crime in the area.

The BID would introduce a mobile security patrol vehicle for the area to provide a reassuring visible presence. The patrol would be available to businesses requiring assistance and would also circulate in the area to monitor any problems and to act as a visible deterrent.

The BID would also lobby for additional Police officers for the area, with the aim of reintroducing old-style, community policing.

The BID would ensure that the local Police Crime Prevention Officer was consulted on all our improvement works in the area, to make certain they are designed to deter crime, rather than attract problems.

- **CCTV coverage enhancements**

The BID would improve CCTV coverage of the area, both to deter crime and to make it easier to take action against those causing problems in the area. The CCTV system would include license plate recognition technology at the entrance to industrial areas to 'welcome' drivers, displaying their number plate. This system would ensure drivers are aware that someone has registered their presence in the area and thereby discourage them from committing offenses such as fly tipping, theft or trespass.

- **Fencing and gating project**

The BID would introduce uniform fencing and repair existing fencing to secure areas that are vulnerable to trespassing, theft and fly-tipping. This project aims to not only increase security by preventing unauthorised access, but also to improve the appearance of the area with coordinated fencing and the end of unsightly fly-tips.

**Proposed Budget: £209,000**

## CLEAN

**Objective:** To make Rainham's environment visibly cleaner and more attractive.

### • Managing the environment

The BID would monitor the state of the area's environment to ensure that any problems are dealt with. It would monitor litter, dumping, deep cleansing, highway and footpath maintenance, street lighting, vandalism, drainage, vermin control and anything else that impacts on the business environment. In the first instance, the BID would always seek to resolve these issues by ensuring they are reported to and followed up with the council or the person responsible for the land on which the problem is occurring. The BID will have records of the services the council has committed to providing in the area and is therefore in a good position to ensure problems are resolved as they should be.

### • Purchasing additional services

There will be cases where the standard level of maintenance or cleansing is not considered sufficient by the business community or where an issue may be more complex to resolve. In these instances, the BID would purchase additional services to resolve the problem from a dedicated 'clean' fund. For example, the BID could:

- Provide an additional refuse collection vehicle
- Provide additional deep cleansing
- Arrange for the removal of a fly-tip from private property
- Fund highway or footpath repairs
- Install additional lighting
- Erect additional signage

*For Rainham Steel the BID represents an opportunity for us to have a say in how our area is managed and cared for and that is why Rainham Steel supports the BID.*

*Francis Micallef  
Operations Manager, Rainham Steel*

**Proposed Budget: £132,000**



## COORDINATED

**Objective:** To represent, advocate and further the interests of Rainham's business community

### • One Stop Shop service

The BID will provide a focal point for the business community and would be there to listen and respond to your needs, ideas and concerns. You might, for example, require assistance from the BID in identifying who you need to speak to at the council about a planning issue or you might want the BID to ensure that a hole in the road near your business is repaired. You may want the BID's assistance in liaising with your neighbours about installing a shared facility, such as signage or an enhanced footway or you may simply want an easier way to get hold of your local Police officers. This BID service would save you time, and therefore money, instead of trying to resolve such issues unaided.

### • Promotion

The London Riverside BID will also work to promote the Rainham area and will produce a regular newsletter, hold events and maintain the [www.londonriversidebid.co.uk](http://www.londonriversidebid.co.uk) website. These will keep Rainham businesses informed of events, opportunities, promotions, news, available property and recruitment vacancies. Rainham business will also have the opportunity to promote themselves and any offers they might have through these media.

### • Adding Value – making your money go further

The BID will apply for grant funding to address any concerns or further ideas raised by the business community and will be in a strong position to gain grant funding as a privately funded, incorporated, not-for-profit organisation.

The London Riverside BID will utilise opportunities to work in partnership with the council and the key regeneration agencies operating in the area to develop and manage projects and funding proposals targeted at the business community represented by the BID.

### • A strong voice for business

We have identified a real desire among the businesses of Rainham to ensure their voices are heard. The BID would facilitate this by listening to your concerns and aspirations and ensuring they are heard by the relevant people. The BID will lobby and liaise with the Council, Police, Regional and National government where appropriate and make representations to any other bodies that may be able to make a positive difference to the business community of Rainham.

There are a number of significant proposals for the Rainham area and its surroundings at the moment, and no doubt there will be more in the future. The London Riverside BID would actively ensure that the interests of the Rainham business community are taken into account in these schemes. The BID would:

- Keep Rainham businesses informed of relevant proposals.
- Provide Rainham businesses with a coordinated, strong voice to ensure any concerns they have are heard by the relevant bodies.
- Ensure that these schemes are of benefit to the business community wherever possible.

*Continued over*

## COORDINATED *continued:*

### Regeneration Plans for Rainham

The London Riverside is a major regeneration area and one of the government's national priorities for renewal. It is already undergoing dramatic change and is ready for further significant investment to create 5,500 new homes, a revitalised business sector providing 6,000 new jobs and a new conservation centre attracting 1 million visitors a year.

The London Riverside is also highlighted for development by the London Borough of Havering (in its Local Development Framework, which identifies site specific allocations for employment and housing) and the London Thames Gateway Development Corporation (LTGDC) in its Corporate Plan. Additionally, the London Development Agency is developing its London Riverside Business Plan and envisages that Business Improvement Districts will play a key role in delivering business targeted projects.

#### • Transport

New and improved transport provision is key to unlocking the potential of the area. The London Riverside BID is proposing to establish a Transport Management Association<sup>6</sup> (TMA) to address transport issues in the area, at both the strategic and the local level.

#### • Local issues:

Rainham businesses have already told us that their priorities for local transport improvements in the area are:

- The introduction of speed-calming measures, on public roads and private estate roads, to improve safety for pedestrians as well as those in vehicles. The BID would work with Havering Council to ensure these

improvements are carried out, as well as considering part-funding them.

- Reduction of irresponsible parking: London Riverside BID would seek to introduce yellow lines on private roads and enforce restrictions
- The BID would look at innovative ways of reducing the amount of vehicles on roads in the area, such as freight consolidation schemes<sup>1</sup> and the adoption of Green Travel Plans<sup>2</sup>.

#### • Strategic Issues

The BID will work with the Council and the LTGDC to secure support for major public transport improvements to open up new employee opportunities and new business markets as well as attracting much needed inward investment. These will include:

- Capacity and frequency improvements to the C2C train service with a 12 car upgrade.
- New train station at Beam Park.
- East London Transit (tram) to Rainham – vital to open up access to businesses and local communities.
- Local orbital bus service improvements linking employment areas to wider networks and reducing reliance on car travel. For example: the construction of a bridge over Rainham Creek linking Marsh Way/Creek Way directly to Ferry Lane, thereby providing a linked bus route with access to Rainham station
- Rainham Station Interchange – high quality interchange with excellent passenger facilities and effective connections between rail, bus, transit, car, taxi bicycle and pedestrian travel.

**Proposed Budget: £42,500**

## FLEXIBLE FUND/NEW PROJECTS

It is intended that the London Riverside BID will build up a reserve or flexible fund. The BID will be responsive and innovative and this fund would enable the BID to progress new projects. Any additions or enhancements to the BID programme would be decided on by the business representatives on the BID Board.

It is intended that the budget for this Reserve Fund will come from three sources:

- Contingency funds – the BID programme budgets include prudent contingency reserves. It is hoped that these will not be required and can therefore be put in to the flexible fund after each year end.
- Grants and public funds – London Riverside BID will apply for grants and other funds to enhance its projects and services as decided by the BID Board.
- Sponsorship and other contributions – The BID may also receive additional funds via sponsorship or other contributions, for example from businesses who are not in the BID area.

*As a smaller business we have found it difficult to get our voice heard by those responsible for services in the area. By supporting and actively participating in the London Riverside BID we will ensure our concerns are heard in the future.*

Dexter Coles  
SP Litho Ltd, Fairview Industrial Park

# FINANCIALS

The London Riverside BID will raise approximately £100,000 per annum through its BID levy. This levy will be 1% of the rateable value<sup>4</sup> of each defined ratepayer in the BID area. There are approximately 250 eligible businesses in the proposed BID area. The money raised will be spent exclusively in the defined BID area in line with the wishes of the businesses paying the levy.

## How much will it cost my business?

The BID Levy Rules on page 15 set out which businesses are eligible to pay the BID levy.

To calculate how much your annual BID levy would be simply multiply your rateable value<sup>4</sup> by 0.01

For example, if the rateable value<sup>4</sup> of your business unit is £10,000 per annum, the annual levy would be £100, that is less than £2 per week. **The majority of businesses in the BID area will be paying less than £70.00 per annum, which equates to less than £1.40 per week!**

The London Riverside BID team would be happy to let you know if your business is eligible to pay the BID levy and if so, what your annual levy would be.

## How will the BID levy money be collected?

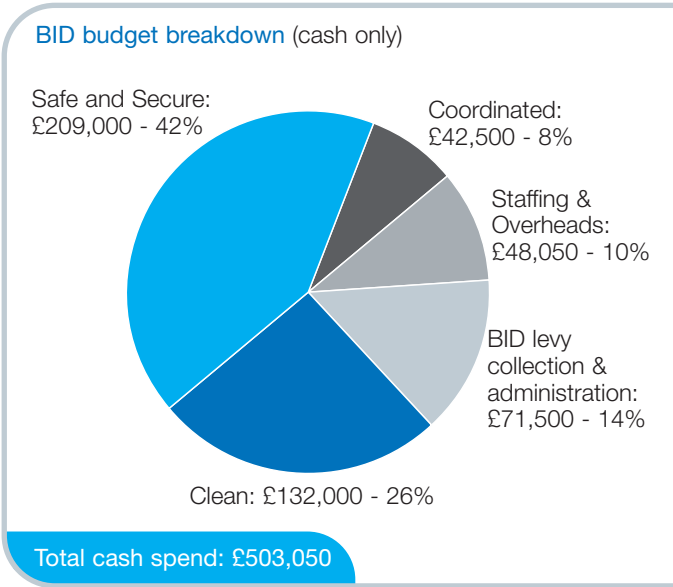
BID levy payments will be due on 1st April each year and will be collected by the London Borough of Havering on behalf of the London Riverside BID. The BID levy moneys will be placed in a ring-fenced BID account by the London Borough of Havering and will be regularly transferred to the BID company.

An Operating Agreement will be entered into by the London Riverside BID and the London Borough of Havering. This will determine how the BID levy is to be collected and administered and how this will be monitored by both

parties. This agreement will ensure that the BID levy is collected effectively and efficiently.

## How will the money be spent?

The budget split has been determined by the priorities of the Rainham business community:



The London Riverside BID's five year Budget Summary can be found overleaf.

The London Riverside BID has already secured additional funding and in-kind contributions towards the BID programme, including a sponsorship package from the Royal Bank of Scotland, and is committed to bringing in further additional funding through grants, sponsorship and others contributions to supplement this budget and expand the proposed programmes and services in line with the aspirations of Rainham businesses.

## Financial Arrangements

- The London Riverside BID board will approve, in advance, an annual budget for the BID for each financial year.
- The London Riverside BID will not be able to operate in deficit or incur liabilities that come into effect after the operational period e.g. after 2012.
- The London Riverside BID will produce annual accounts for each financial year and these will be available to all BID levy payers and the Local Authority. These will be presented at the London Riverside BID's "Annual General Meeting".
- The BID Board will decide how any unspent or additional income should be utilised.
- Annual budgets include a 5% contingency reserve to take into account any unexpected shortfall.
- Any redistribution of funds among all projects within the total annual programme budget will require BID Board approval

*I believe in the future success of the London Riverside BID. Bringing local businesses together in a partnership, to improve security and safety and to encourage relocating businesses to move to this area. If we all pull together there can be no goal unachievable.*

*Danny Keeble, Managing Director  
Keeble Paper Recycling Ltd  
(The longest established business in Ferry Lane)*

## FIVE YEAR BID BUDGET SUMMARY

	2007- 2008	2008- 2009	2009- 2010	2010- 2011	2011- 2012	All years total
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### INCOME

	£	£	£	£	£	£
BID Levy Payments	100,000	100,000	100,000	100,000	100,000	500,000
Gateway for Business	34,729					34,729
Committed in-kind contributions	21,100	21,100	22,100	21,100	23,100	108,500
<b>Total Income</b>	<b>155,829</b>	<b>121,100</b>	<b>122,100</b>	<b>121,100</b>	<b>123,100</b>	<b>643,229</b>

### EXPENDITURE

Staffing and Overheads						
Salaries	1,500	0	0	0	10,000	11,500
Consultancy	4,000	2,500	2500	2,500	8,000	19,500
Overheads	500	500	500	500	500	2,500
Insurance/Legal	1,500	1,500	1500	1,500	2,000	8,000
Design/print	750	750	750	750	3,550	6,550
BID levy collection & administration	14,300	14,300	14300	14,300	14,300	71,500
Office/overheads/meetings*	11,100	11,100	12100	11,100	11,100	56,500
Legal*					2,000	2,000
Management/staffing*	10,000	10,000	10,000	10,000	10,000	50,000
<b>Total</b>	<b>43,650</b>	<b>40,650</b>	<b>41,650</b>	<b>40650</b>	<b>61,450</b>	<b>228,050</b>

\* = In-kind contribution

	2007- 2008	2008- 2009	2009- 2010	2010- 2011	2011- 2012	All years total
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## EXPENDITURE

BID programmes						
Safe and Secure						
Mobile security patrol	15,000	15,000	15,000	15,000	15,000	75,000
Number plate recognition systems	25,000	5,000	5,000	5,000	2,000	42,000
Other CCTV coverage	7,500	7,500	5,000	5,000	0	25,000
CCTV system monitoring	5,000	5,000	5,000	5,000	5,000	25,000
Fencing and gating	10,000	10,000	10,000	10,000	2,000	42,000
<b>Total</b>	<b>62,500</b>	<b>42,500</b>	<b>40,000</b>	<b>40,000</b>	<b>24,000</b>	<b>209,000</b>
Clean						
Clean fund	6,000	6,000	6,000	6,000	6,000	30,000
Flytips, graffiti, highway/footpath repairs	15,000	15,000	15,000	15,000	15,000	75,000
Lighting, signage	12,500	2,000	6,500	4,500	1,500	27,000
<b>Total</b>	<b>33,500</b>	<b>23,000</b>	<b>27,500</b>	<b>25,500</b>	<b>22,500</b>	<b>132,000</b>
Coordinated						
Dedicated one stop shop/ voice staff time	5,000	5,000	5,000	5,000	5,000	25,000
Yellow / White Lines	1,500	1,500	0	1,500	1,500	6,000
Website	500	500	500	500	500	2,500
Signage/Display Boards		500		500	500	1,500
Networking events	1,500	1,500	1,500	1,500	1,500	7,500
<b>Total</b>	<b>8,500</b>	<b>9,000</b>	<b>7,000</b>	<b>9,000</b>	<b>9,000</b>	<b>42,500</b>
<b>TOTAL EXPENDITURE</b>	<b>148,150</b>	<b>115,150</b>	<b>116,150</b>	<b>115,150</b>	<b>116,950</b>	<b>611,550</b>
Contingency 5%	7407.5	5757.5	5807.5	5757.5	5847.5	30577.5
<b>Grand Total</b>	<b>155557.5</b>	<b>120907.5</b>	<b>121957.5</b>	<b>120907.5</b>	<b>122797.5</b>	<b>642127.5</b>
Balance	271.5	192.5	142.5	192.5	302.5	1101.5

## MANAGEMENT

The London Riverside BID Ltd is incorporated as a not-for-profit company limited by guarantee. The company's Memorandum and Articles of Association are available at [www.londonriversidebid.co.uk](http://www.londonriversidebid.co.uk) or at the BID offices at Estate House.

### The BID Proposers

The London Riverside BID is being proposed by a group of businesses in the area who have been actively working to improve Rainham, in partnership with the council and the London Development Agency for the last five years. This group was previously known as the Ferry Lane Action Group, whose achievements include:

- Obtaining over £150,000 in grants from the Industrial Estates Revitalisation Programme and leveraging in a further £150,000 from local businesses to improve the area. These improvements were achieved in partnership with Havering Council and involved:
  - The installation of palisade security fencing
  - The opening of a new security building
  - Resurfacing of carriageway and yard areas
  - Barrier fortification
  - Lighting improvements
  - CCTV installation
- Successful lobbying of local MP, Police and London Fire Brigade in respect of a variety of local issues.
- Significant reduction in vermin in the area

The BID Proposers continue to lobby for improvements and are currently seeing success in the following areas:

- Ferry Lane North road improvements – realignment and alleviation of minor flooding issues. These works are due to start shortly.

- Hard landscaping on roundabouts in Ferry Lane. This scheme has now been developed by Havering Council and funding secured.
- Improvements to carriage way lighting on Marsh Way on a hazardous bend and at a currently poorly lit bus stop used by employees of CEME, Fairview and Shanks. Havering have now drawn up costed designs for the works and are identifying funding.
- The introduction of road calming measures, more of which shall be implemented shortly.

The BID Proposers have worked hard to develop and establish the London Riverside BID as a credible vehicle to improve Rainham in line with businesses' aspirations. The BID proposers have actively sought grants, sponsorship and in-kind contributions to ensure that the development costs associated with the BID are not recharged through the BID levy to Rainham businesses. These costs total nearly £150,000 to date and have been covered by: the London Development Agency, Gateway for Business, Gateway to London, Barclays Bank, Royal Bank of Scotland, Rainham Steel, Mullis and Peake and the London Borough of Havering.

### Working in Partnership with



### Sponsored by





## The Board

The London Riverside BID Board will be made up of representatives of the Rainham business community, who will direct how the BID levy money is spent.

The London Borough of Havering will also be entitled to put forward an observer to the Board.

It is envisaged that steering groups will be set-up as subgroups of the board to direct specific projects and will be made up of BID Company members and public sector bodies by invitation.

All BID levy paying businesses have the right to apply to become company members.

## The staff team

The BID staff team will be made up of a BID Manager and BID Coordinator who will work on the BID Programme on a part-time basis to keep costs at a minimum. It is envisaged that the personnel currently working on the proposed BID shall take up these positions. Both these individuals have an in depth knowledge of the area, its businesses and the issues they face.

## Legal Agreements

To ensure that improvements and services carried out by the BID represent true additionality and do not replace services that should already be performed by the local authority, baseline agreements will be entered into with the London Borough of Havering. These will clearly define the level of provision of the local authority and ensure they are committed to maintaining or improving this level of service for the duration of the BID.

To ensure the services provided by the London Riverside BID are correctly performed and monitored, Service Level Agreements will be agreed and issued to all those contracted by the London Riverside BID Company.

*C.S.A. will be voting yes for the London Riverside BID because we want the area to be safer for our staff.*

Andy Walker  
C.S.A., Salamons Way

## BID LEVY RULES

The formation of a BID is enabled by Government legislation and regulation. This section defines the BID levy rules, as required by statute. Following a successful ballot, the BID levy becomes mandatory for all those defined businesses or occupiers in the BID area.

- The BID levy is fixed at 1% of rateable value<sup>4</sup>.
- The BID levy can only be increased annually, on the 1st April, to allow for inflation. The allowance for inflation shall be decided by the BID Board and shall equal no more than either 3% or RPI<sup>5</sup> plus 1% per annum.
- The first term of the BID will be for 5 years from 1st April 2007.
- The BID levy will be applied to all ratepayers with a rateable value<sup>4</sup> of £5,000 or more.
- The total annual BID levy payable for any one hereditament<sup>3</sup> shall not exceed £7,500 (plus allowance for inflation as outlined above).
- All new hereditaments<sup>3</sup> entering the rating list after 1st April 2007 shall have the BID levy applied as per the BID levy rules.
- The owners of empty properties will be liable for the BID levy with no void period allowed.
- There will be no VAT charged on the BID levy.
- The BID board will be able to alter the BID arrangements without an alteration ballot, so long as any alterations do not:
  - Alter the geographical area of the BID
  - Alter the BID levy payable
  - Conflict with the Local Government Act (2003) or The Business Improvement District Regulations (2004)

Those businesses in the BID area not eligible to pay the BID levy will be encouraged to pay a voluntary subscription and become involved with the BID company.

*Making a tangible difference to local business communities in the London Riverside area is critical to the long term sustainability of the area. I totally endorse the idea of the BID going forward and bringing all these people together in a meaningful partnership that will really show what can be achieved.*

Tina Backhouse  
CEME Commercial Director

## KEEPING AN EYE ON HOW WE ARE DOING

To ensure we are making a difference for businesses with the additional investment in the area the BID levy represents, the BID will monitor its activities and key indicators in the area carefully.

We shall do this first and foremost through listening to the businesses funding us on a regular basis to check that we are carrying out the work in Rainham that businesses want to see. We shall be carrying out surveys of businesses twice a year to formally capture businesses' views of our programmes and services and their effect on the area.

Additionally, we shall monitor and report back on the following:

### Input measures

- Additional Police patrols
- Additional security patrols
- Fly tips/waste removed
- Highways/Footpath improvements
- CCTV system installation/expansion
- Business Crimewatch set-up and expansion
- Crime prevention advice provided
- Areas gated or fenced off
- Additional lighting
- Additional signage
- Additional traffic calming measures
- Additional funding secured for the area
- External schemes and projects consulted on/involved with
- Transport improvements implemented

### Output measures

- Litter
- Highway maintenance
- Footpath maintenance
- Fly tips/dumping
- Theft
- Vandalism
- Trespass
- Other crime
- Street lighting

## GLOSSARY

- 1) **Freight Consolidation Schemes** - A method of minimising the number of delivery vehicles in an area (thereby reducing congestion and pollution) and improving delivery efficiency by bringing all deliveries to an area into one site before further distribution.
- 2) **Green Travel Plan** - Plans adopted by businesses (and other organisations) to encourage the use of more environmentally friendly forms of transportation.
- 3) **Hereditament** - A commercial property, or unit of commercial property, that is subject to a business rate.
- 4) **Rateable Value** - The market rental value of a hereditament as assessed by the Valuation Office Agency.
- 5) **Retail Price Index (RPI)** - The monthly Index in the UK that demonstrates the movement of retail prices.
- 6) **Transport Management Association** - A body that develops cohesive policies, programmes and services to address local transport issues such as congestion, pollution, pedestrian flows, transport information provision, transport improvements and greener transport.

## VOTE YES FOR THE LONDON RIVERSIDE BID

We hope that having read this proposal you will support this exciting opportunity for the businesses of Rainham.

You will have the chance to vote to establish the London Riverside BID during our formal ballot period between 31st January and 28th February 2007. This will be a confidential ballot carried out by the London Borough of Havering Electoral Services department.

All defined ratepayers will be entitled to one vote per hereditament<sup>3</sup>. Those ratepayers exempt from paying the

BID levy will not have a vote. It will be possible to appoint a proxy to vote on your behalf and information on how to do so will be included with the ballot information sent to you. Applications for a proxy vote must be made by 5pm on 16th February 2007. To implement these proposals we must win the BID ballot on two counts:

- 1) A straight majority by the number of those voting
- 2) By a majority of the Rateable Value<sup>4</sup> of those voting

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## BALLOT TIMETABLE – DON'T MISS YOUR CHANCE TO VOTE!

17th January: You will be sent a notice of ballot

By 31st January: You will receive your ballot paper

By 28th February: You need to have cast your vote

1st March: The ballot result will be announced

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## GET IN TOUCH

Please do not hesitate to contact the London Riverside BID if you would like any further information or would like to arrange a meeting to discuss our proposal in more detail.

Please also feel free to send, email or call us with your comments.

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