

## Town Council Presentation 27-06-2011

Lady Mayor, council members & members of the public good evening, my name is Simon Everett and I am here this evening on behalf of the Windermere & Bowness Chamber of Trade representing the Windermere & Bowness BIDs working group. My colleagues are Barry Butler who has been instrumental in setting things in motion, Paul Frain Vice chair of the Chamber of Trade, Bill Johnson whom many of you will know, Dave Cooke, and Adrian Faulkner who is providing a tremendous backup for our group as secretary and co-ordinator.

This group has been set up to explore the possibility of introducing a BID (Business Improvement District) in our area. I should say that this is a completely fresh initiative.

You should have a brief summary to look at which sets out the general aims of a BID and what it is about. Further details may be had from our Chamber Web Site ([www.wbcoft.org.uk](http://www.wbcoft.org.uk)) or from the official National BIDs Advisory Service, - UK BIDs site ([www.ukbids.org](http://www.ukbids.org)).

The introduction of a BID has to be voted on by the business population within the area of the BID and has to be approved by a majority vote of the business rate payers firstly in numbers and secondly in total rateable values.

This is primarily to promote business opportunities and environment within our area. This is to be funded by the business population within the LA23 postcode boundary, by an addition to the business rate of perhaps 1%, which would be collected by the local authority (SLDC in our case) on the BIDs behalf, should the vote for a BID be approved. These monies are ring-fenced for the use of BIDs only.

Last week we received a letter from The Fells & Dales Cumbria Action Group, confirming funding to take matters forward to a vote later this year. This funding is from Defra, the North West Rural Development Agency & the European Agricultural Fund for Rural Development, which is administered through the Fells & Dales. The SLDC will provide the necessary ready monies required, which will be reimbursed from the promised funding. To comply with the offer of funding we will shortly be attending an intensive training course to deal with the claims procedure for recovering money spent, from the Fells & Dales, to the reimbursement of the SLDC. You will see, therefore, that the BID is controlled by the business community for the business community and is not open to outside pressure or influence.

The SLDC have congratulated us, on obtaining the funding for this project and they are looking forward to working with us, this being the first BIDs scheme in South Lakeland.

There are about 135 active BIDs at present throughout the country, from Inverness to Ipswich and about 25 which have been voted, on but not passed by the local communities.

I would like to ask Paul Frain to take you through the BIDs in brief and general aims and we will be delighted to take questions after.

Thank you.

