Appendix 2

Consultation Costs from research into other BIDs

Based on 390 NDR Hereditaments value £10,000 and over.

1) Printing – £5,500

Allowing for 800 copies of all information to be circulated to Head Offices, non voters for information, the local authority and to replace lost brochures etc
This printing includes 1 x 10 Page glossy brochures on the BID and business plan, Flyers, Support the BID sticker, 5 x Newsletters updating businesses on responses and giving answers to frequently asked questions during the consultation process to keep momentum going.
This cost also makes an allowance for a number of the lamp post banners to be used to promote the BID.

2) BID campaign - £15,000

3 visits to each business, and a phone call to Head Offices, for all properties with a rateable value of more than £10,000.

Visit 1 – Hand out the BID Business Plan, find out who will make the decision on BIDs, and find out if they would support the business plan; and if they would vote yes or no to the BID. Produce a form that showed the rateable value and how much the business would be asked to pay (to help communication)

Phone Call – All Head Offices to be contacted to find out who would be making the decision; capture their contact details so that brochures and information could be forwarded to the correct person.

Visit 2 – To make sure they have received the ballot papers; hand out information on the BID process and billing etc; show them how to request replacement ballots, update their views on the BID

Visit 3 – 4 days before close of ballot to ensure they exercise their right to vote; if not encourage them to do so.

3) Ballot - £2,500

To send out the notice of ballot; all the information on the process the voting forms and envelopes. Organise the count and publicise the result.

4) Website – £ 1,000

To back up all the correspondence maintain a Website to hold all the information and updates – eventually put the full business plan on here so that those businesses who wanted all the detail could download it.

Total cost £24,000

Appendix 3

The Evolve Eastbourne BID timetable

Capital Funding Cabinet Report.	June 2008
Consultants appointed	June 2008
Public consultation on draft Business Proposal	June/July 2008
Baseline Service Level Agreements determined	July 2008
Amendments to draft Business Proposal	July 2008
Notice of Intention to ballot to Sec of State	3rd July 2008
Launch of Evolve Eastbourne final BID Business Plan	End July 2008
Creation of BID electoral roll	July/Sept 2008
Promotion of BID Business Plan to ballot	July/Nov 2008
Ballot Paper preparation	Sept/Oct 2008
Notice of Ballot to Local Authority	3rd October 2008
Ballot papers sent issued	10th October 2008
Ballot date	10th November 2008
Ballot declared	12th November 2008
Creation of Evolve Eastbourne BID Company	Nov 2008/ Jan 2009
Official launch of the Evolve Eastbourne BID Company	7th January 2009
First election for Evolve Eastbourne BID board	7th January 2009
Evolve Eastbourne BID services set-up period	January/April 2009
BID levy bills issued	19th March 2008
Business Plan implementation begins	3rd April 2009
First formal accounts issued	April 2010
First AGM of BID Company	December 2010
Formal termination or vote to renew	October 2015