

Guildford Town Centre Business Improvement District (BID)

Consultant Brief

7 April 2011

Introduction

In December 2010 Guildford Borough Council agreed to fund the investigation and development of a Business Improvement District (BID) in the town centre.

The town currently operates a Town Centre Management partnership, however over recent years the focus of many of its members has been directed towards the development of a BID.

The council has potentially ring fenced around 750 businesses within the town centre area which could be included within the BID. These businesses include a range of retail and professional businesses alongside those serving the night time economy.

Based on calculations made by the Council's Revenues and Benefits Service, it is estimated that a potential total of £444,000 a year could be raised through a 1% levy on these individual company's rateable value.

The Town Centre Management partnership has identified a need and willingness to develop a BID, however as yet no formal feasibility study has been undertaken.

Objective

To explore, manage and drive the formation of a BID consultation in Guildford town centre, with the ultimate outcome of a sufficient 'YES' vote at ballot.

The Requirement

Guildford Borough Council is seeking proposals from consultants on how this objective can be delivered.

The BID consultant would be expected to:

- Manage and / or advise on the BID process in terms of administration and legal issues
- Demonstrate need and enthusiasm for a BID in Guildford town centre, through research and consultation with businesses
- Develop and gain agreement for the BID business plan following consultation with businesses
- Manage and / or facilitate in the final BID ballot
- Aid in the formation of a new company to house the Guildford BID, should a successful 'Yes' vote be achieved

All proposals must cover the above expectations, including:

- Details of past experience in terms of number of previous BID campaigns you have worked on, including number of 'Yes' votes achieved.
- Details of your knowledge of Guildford and the issues you feel we may face in terms of achieving a successful BID ballot

- Details of who would be working on the campaign should your proposal be successful
- Flexibility of your working arrangement
- Standard day rate that would be applicable to this project and potential overall costs.

We expect the BID consultant to work in partnership with Guildford Borough Council officers already involved with the BID consultation. Proposals should therefore cover three basic scenarios which would reflect the amount of input we would require from the consultant in relation to what the council is also able to offer.

Scenario 1:

Freelance day rate – Please suggest number of days required.

The entire BID process to be managed and delivered by council officers, under direction and guidance of a BID consultant. Officers to include the Business and Tourism Manager, Town Centre Officer and Marketing Manager.

Scenario 2:

Part time consultant for 12 month period to drive and deliver BID

The consultant would work in partnership with the council officers indicated above to achieve a 'Yes' vote.

Scenario 3:

Full time consultant for 12 month period to drive and deliver BID

The consultant to manage and deliver the entire BID process, aided by council officers where appropriate.

Budget

We require an indicative budget for each of the scenarios, including a breakdown of day rate charges.

Timescales

The term of the contract would run for a period of 12 months, with the aim of a final ballot to be held in May 2012.

Please submit your proposals to Chris Mansfield, Head of Economic Development at Guildford Borough Council Millmead House, Millmead, Guildford Surrey GU2 4BB by **12 noon on the Tuesday 3 May 2011.**

Shortlisted companies will be notified by Friday 6 May and successful consultants will be invited to second stage interviews on Thursday 12 May.

Queries and questions should be directed to Chris Howard, Business and Tourism Manager by e-mail chris.howard@guildford.gov.uk