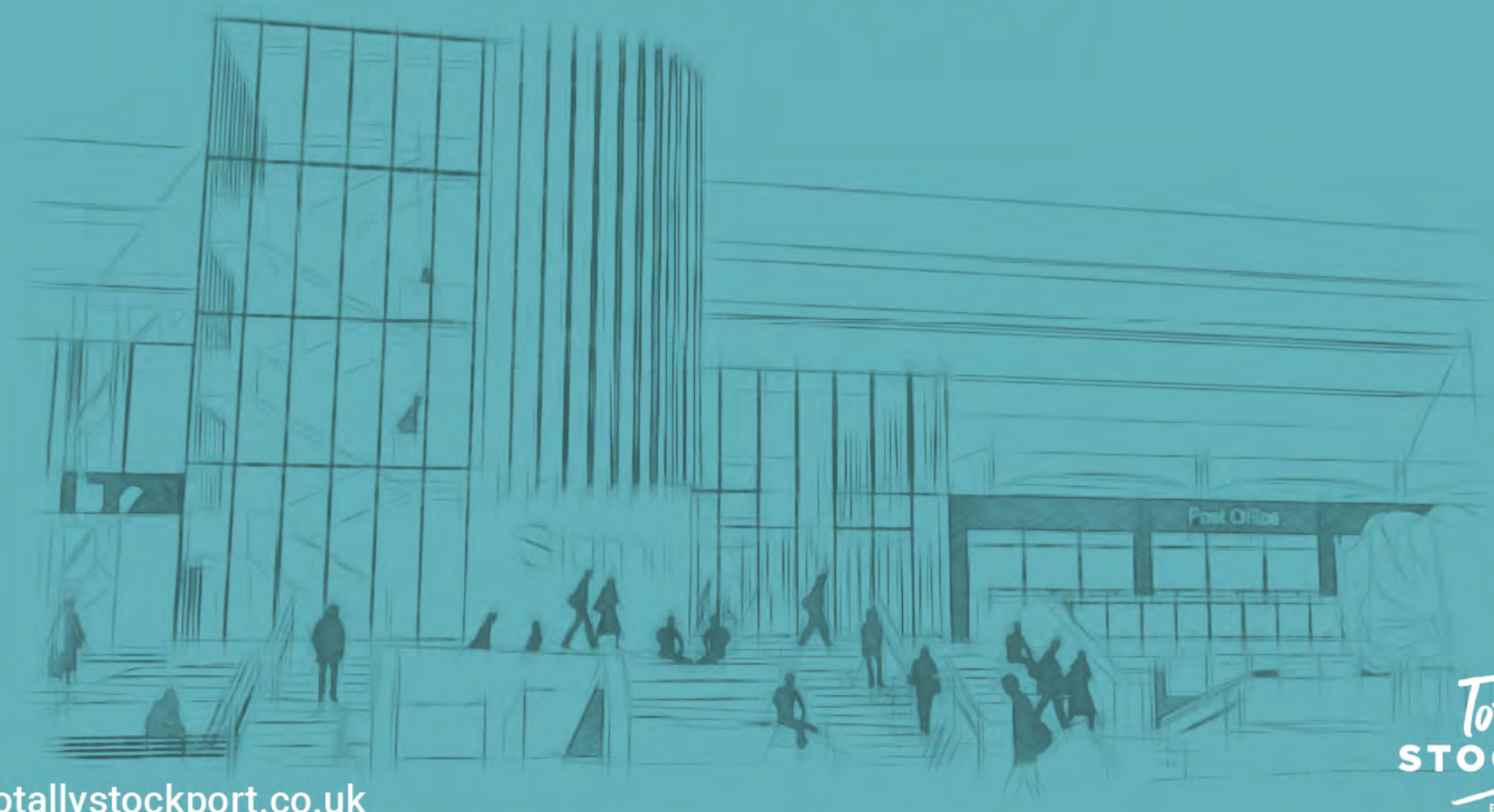


Stockport Business Improvement District

# Business Plan

*April 2022 to March 2027*



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

*Totally*  
**STOCKPORT**  
BID COMPANY

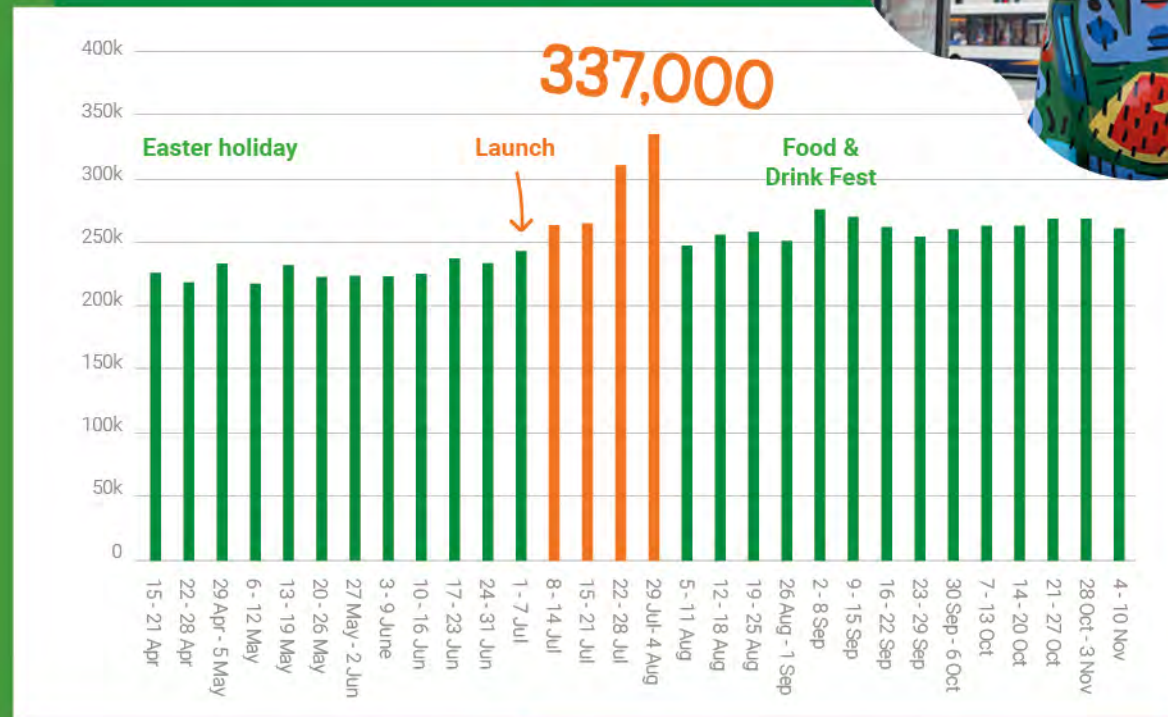
# Stockport's Giant Leap Frog Art Trail

Taking place throughout the summer of 2019, 19 giant frogs formed a fun art trail across the town centre.

A small amount of spend resulted in additional income leveraged by sponsorship from Stockport based businesses, schools and community organisations.

The Giant Leap Frog Art Trail celebrated the giant leap the town centre is taking as its exciting £1bn+ programme of investment begins to take shape. This was a key bid levy task within the 5 year plan, a huge collaborative success in connecting all areas of the town centre, driving footfall, changing out-dated perceptions, raising £000's for the Tree House Children's ward at Stepping Hill Hospital and boosting the local economy. Attracting unprecedented interest, Stockport was under the spotlight on the media stage as the frog trail featured on regional television, in national, regional and local press and on local radio.

## Overall Area Footfall



April 249,000 to peak of **337,000** in August = an increase of over **35%**

**228,000**

Average weekly footfall from  
15th April to 29th  
June – pre launch

**271,000**

Average weekly footfall from 30th September  
to 10th November = post launch

Average weekly increase of

**18.5% / 43,000**

– demonstrates change of perceptions  
in new and returning visitors



Over 1,000 Rainbows, Brownies and Girl Guides visited Girlguiding Stockport's sponsored frog in Suffragette Square before completing the whole trail

# Top 10

## projects and events



**Giant Leap Art Trail**



**Augmented Reality Trails**



**Totally Free Parking**



**Christmas Events**  
Projections, Ice Sculptures, Train.



**BIG Day Out**



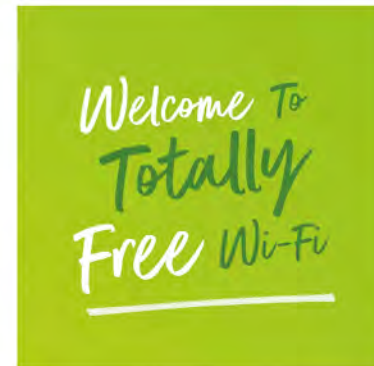
**Dinosaur Day**



**Food & Drink Festivals**



**A key support to Town Centre Police**



**Totally Free WiFi**



**Purple Flag**  
awarded in recognition of Stockport's safe and vibrant night-time economy

The Bid are also happy to support 3rd party events such as Beer Week, Heritage week, Classic Car, Stockport Pride, Foodie Friday, Emergency services day, Armed Forces Day, Mercury Climbing.



Events play a key role in Totally Stockport's aim to attract higher footfall in to the town centre



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## Journey so far

Following a successful ballot in October 2016, Stockport's Town Centre Business Improvement District (BID) - launched in April 2017 with three core objectives: to promote Stockport town centre as a destination of choice attracting residents, shoppers, visitors and businesses from across the borough and beyond; to improve the 'town centre' experience and to measure the achievements of the BID throughout its five year term.



Since April 2017 the BID team - Totally Stockport - has successfully delivered on its promise to increase footfall and dwell time in the town centre, attracting people from a wider geographical area and delivering business growth for you, the BID levy payers. Stockport's Giant Leap Frog Art Trail measured a 35% increase in footfall at its peak in August 2019 retaining an average of 43,000 more weekly visitors to the town centre post event. Increased footfall and a shift in perceptions helped to instil confidence for new business, contributing to an improved offer for retail and hospitality and a more active evening & night time economy. The improved town centre experience has helped businesses with recruitment while the BID's StoreNet Radio system, connecting BID levy payers and sharing information, has helped to reduce crime and anti-social behaviour encouraging more visitors to Stockport, more often.

## Vision for the future

The current BID term ends on 31st March 2022.

The principal role of town centres across the UK is changing; a second term for Stockport's Business Improvement District will build upon the successes so far and enable the BID team to focus on projects and initiatives that will see a rejuvenated Stockport town centre better equipped to thrive in a more digitised economy. We have listened to what is important to our BID levy payers and will prioritise projects that impact on the overall Experience, for everyone. Post Covid, we will seize the opportunity to revitalise our town centre.

We will do this by working independently and with partners on projects designed to increase footfall: we will encourage new business through a preferential loan scheme, expanding choice and an enhanced visitor experience; we will curate and manage regular, quality events that drive footfall, helping businesses to grow by enticing new and returning visitors, more often; we will create a more vibrant, colourful town centre that stimulates greater dwell time and increased opportunities for sales. Your BID will work to make Stockport town centre a destination of choice, for everyone.





## What is Stockport's Business Improvement District and how does it work?

Stockport Business Improvement District was initiated in 2016 by Vision Stockport, a Community Interest Company, set up to be the catalyst for change and with a vision for the town centre to become the heart of a vibrant town that has something for everyone, every day.

At a time when Stockport was losing business to neighbouring towns and cities, the board of Vision Stockport shared a joint desire to work to reverse the trend and to maximise on the £1bn plan of investment that would bring opportunity and oversee the biggest transformation of Stockport for 50 years.

Vision Stockport's first project was to initiate a town centre Business Improvement District to drive change; to deliver projects that will help already established businesses to thrive; entice new businesses offering a wider choice and attract more visitors to combat the impact of e-commerce.

In October 2016, town centre businesses voted in favour of Stockport's first Business District that launched in April 2017 for a five-year term to 31st March 2022.

Town centre businesses with a rateable value of £10,000+ per annum pay a 1.25% levy to the Business Improvement District to deliver projects that will help businesses to grow and to prosper while increasing sustained footfall, whilst not duplicating or replacing council services.



# Stockport Business Improvement District's first five-year objectives:



To **promote** Stockport town centre as a destination to residents, shoppers, visitors, employees and businesses by:

- ✓ developing a town centre brand
- ✓ developing a customer-facing website to market the town and promote events
- ✓ creating a calendar of events, running throughout the year attracting visitors to all areas of the town centre



To **improve** the Stockport experience by:

- ✓ improving safety by working with partners to reduce crime, target offenders and collect intelligence
- ✓ working with Stockport Council to improve the cleanliness of and to promote the town centre
- ✓ working with Stockport Council to improve way-finding in and around the town centre
- ✓ supporting the establishment of an evening economy, improving parking provision and encouraging people to stay in town for longer and later



**Measure** our successes by:

- ✓ capturing and recording footfall to benchmark progress
- ✓ surveying and meeting with businesses, holding business forums to record and understand how businesses have benefitted from our activities
- ✓ comparing key performance indicators with fellow BIDs and competitor centres



# Experience Stockport

Since April 2017, Stockport's Business Improvement District – Totally Stockport – have delivered projects and initiatives to enhance the town centre experience for everyone.

## Customer Service Awards ✓

We have worked with retailers to create a better shopping experience for their customers by providing free workshops and awarding excellence in Customer Service

## Totally Free Parking ✓

Our BID levy payers asked us to improve parking – we provided 76 spaces for 4 hours of Totally Free parking at Heaton Lane Car Park for 6 months and had over 5000 registrations. These spaces were at capacity on Saturdays and reached overall 70% usage.

### Images

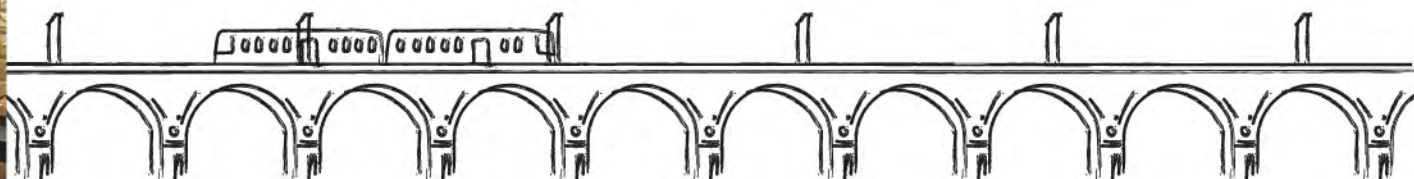
Top: ProFolk's innovative shared work space in Market Place  
Bottom: Bid Manager Paul Taylor presents Rhode Island with their Customer Services Award

## Improved way-finding ✓

We have produced free town centre maps to aid navigation. In addition, a dedicated map has been produced for each event to help visitors discover the town centre, to follow trails that enable visitors to explore all areas and see the improved offer across the whole of the town centre.

## Tackle empty properties ✓

Since 2017, when Stockport's Business Improvement began its initial 5 year term, many new businesses have invested in the town centre including independent traders providing a range of unique products and services. Investment has led to a regeneration programme for the historic Underbanks area where, in the interim, mock shop window displays have been installed to improve the aesthetics of the area.



*Since 2017, approximately 180 new businesses have opened across Stockport creating circa 1,545 jobs.*

### Welcoming visitors to the town centre ✓

The Totally Stockport team have been on hand to welcome people into the town centre, giving out maps and magazines, helping visitors to download and install the town centre App and enjoy the many events arranged and hosted by Totally Stockport and partners.

### Helping to create an evening and night time economy ✓

Attracted by investment in the town centre and recognising the potential to create new, town centre communities, Totally Stockport has supported businesses within the BID area. The past four years has seen an influx of bars, cafés, restaurants and food outlets, creating a more vibrant hospitality sector attracting new visitors and boosting the daytime, evening and night-time economies. Totally Stockport has also supported many 3rd party events including the award-winning Foodie Friday.



## Experience Stockport footfall winners

Working both independently and with partners, events have been an important driver of footfall, encouraging more repeat visits, increasing dwell time, attracting new visitors and reaching new audiences all while changing out dated perceptions of the town centre. By pooling resources and leveraging partnerships we have delivered bigger, more spectacular events.

#### Images

Top: Totally Stockport supports the popular Vintage Car Show  
Below: Young visitors enjoying Totally Stockport's BIG Day Out featuring superheroes including Darth Vader and Storm Trooper

# Town centre Security

In April 2017, the onset of the first term of the Stockport Business Improvement District, Totally Stockport pledged to improve safety by working with partners to reduce crime, target offenders and collect intelligence. It is important that everyone who visits Stockport town centre feels safe and secure; it is inevitable that occasionally someone may attempt to compromise that safety or challenge business security.

The Totally Stockport team has worked with partners to prevent breaches of safety and to protect businesses in many ways including:



## Housing a town centre-based police force

Stockport's Central Police Team are ideally, centrally based in Totally Stockport's office on Great Underbank. Their physical presence means they are on hand to deal with any eventuality, swiftly and effectively.

## New Police Officers boost Town Centre Police presence

As part of the drive to make Stockport Town Centre safer, your Town Centre Police Team will be supported and bolstered by new police officers as part of their career development.

The officers will attach to the Neighbourhood Beat team, working alongside your Beat officers and PCSOs, increasing the police presence and will respond to reports of local crime and antisocial behaviour.

The aim of the team will be to not only reduce crime in the area, but also to make our shopping, business, commuting and emerging residential community feel safer

The new officers will be based along with the current police team in the Stockport BID office, Totally Stockport, on Great Underbank.

## Purple Flag

Working with partners at Stockport Council, in 2019 Stockport was awarded Purple Flag accreditation, only the second town in Greater Manchester to receive the coveted award. Towns and cities awarded Purple Flag are recognised for their vibrant and diverse mix of dining, entertainment and culture while promoting the safety and wellbeing of visitors and local residents. Purple Flag accreditation instils confidence, encourages more visitors, represents a vibrant and thriving town centre, a more attractive proposition for new businesses and their workforce.

## Increased security

Working with the town centre Police team, Totally Stockport funded additional resource increasing visibility of enforcement, a deterrent to potential perpetrators so reducing crime and boosting confidence in personal safety at a time when it was required.

## Business watch groups

Monthly Business Watch meetings have proved popular among BID levy payers and are a welcome way of sharing knowledge, an effective aid in combating petty crime and meeting with the Police and Town Centre partners.

## StoreNet radios

The StoreNet / NightNet Radio system ensures that reports of incidents are instantly relayed between the businesses, security officers and the town centre police unit based within Totally Stockport's office on Great Underbank ensuring that any perpetrators are dealt with swiftly. It is now fully funded to ensure maximum coverage across the town centre.

*"It makes us feel more connected to other town centre businesses" – Evans Cycles*

*"Having the radio makes us feel safer more connected and part of the Stockport community" – Open Door*

## DISC App system

Information is also shared among stakeholders and agencies via the DISC App, a secure online crime reduction partnership administrative system. Based on an App, DISC is used as a central hub to share intelligence on crime trends, identification-sought images and banned individuals.

# Covid-19 Totally Stockport's Response

In March 2020, the coronavirus pandemic forced many businesses to close and lockdown required everyone to stay at home and stay safe. It was important to ensure that Government guidance and safety messages were being well communicated to protect everyone. Working both with partners and independently, Totally Stockport provided a rapid response:

- **Stockport's Economic Resilience Group**  
We worked with Stockport Council, Stockport's Director of Public Health and Stockport based business representatives to provide support, disseminate information and work on an economic recovery plan for Stockport to get 'back to business'
- **Our priority is to support town centre businesses.** We lobbied Government and local MPs to ensure concerns were communicated at the highest level supporting our BID levy payers within the hospitality sector
- **Coronavirus Grants** – we ensured businesses were kept informed of the different types of grant payments available through the news bulletins and by dealing with BID levy payer enquiries.
- **Big Screens** located in the Town Centre supermarket carried safety messages
- **Frogs at Home** packs kept children occupied in the home
- **Regular surveys** to BID levy payers ensured priorities were swiftly dealt with
- **Back to Business Packs** and supporting video helped town centre based businesses to reopen safely
- A series of **Health & Safety webinars** helped businesses become compliant with the new coronavirus-induced restrictions
- **Daily news bulletins** ensured BID levy payers stayed up to date with the latest restrictions, legislation and business support such as the Job Retention Scheme
- Working with partners, we input into the **new Stockport Jobs Match** and the SK Business Recovery websites and webinars to guide and help businesses navigate through coronavirus recovery
- **We've got you covered** – Totally Stockport supplied Gazebos to pubs, bars and restaurants as they reopened outside space



# Marketing our Town

In 2017 when the BID began, Stockport had neither a common brand / identity or a shared communication platform where it could promote town centre businesses, tell people about town centre events, publicise the planned programme of investment and development and promote its heritage and hidden gems. The Stockport Business Improvement District presented the opportunity to create a strong town centre brand identity and manage a central portal of information.

A carefully planned and professionally executed marketing strategy has enabled Totally Stockport to

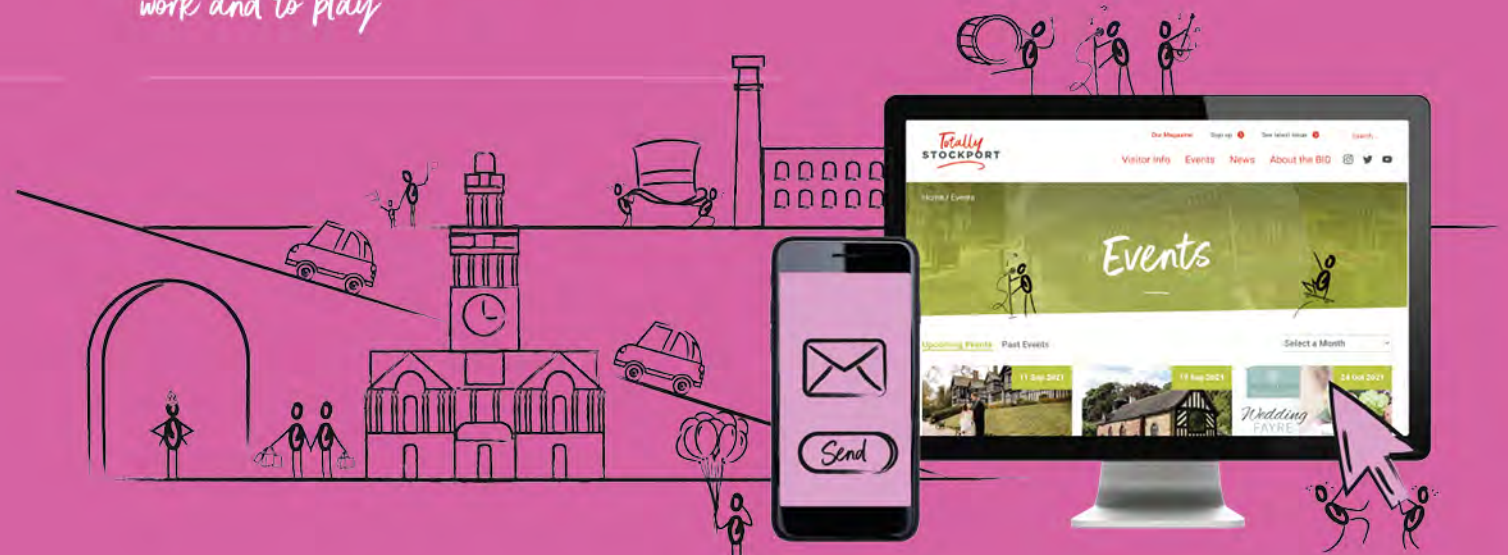
- successfully promote the town centre attracting new business
- produce campaigns and projects that drive footfall, change perceptions and increase the number of visitors to the town
- win back customers from competing destinations
- work in collaboration with partners to create a safer, more attractive, sustainable town centre for everyone

We created a brand ✓

We created a website ✓

We hosted events ✓  
throughout each year connecting  
the diverse areas of the town

We promoted Stockport ✓  
as a destination to live, to  
work and to play





**Wi-Fi 15,000 registered users; 832,000+ free connections**  
(to end March 2021)



**Average footfall increase of 43,000 per week**



**Social media reach of 1,660,488**

## Surveys

Regular surveys have informed on the BID's activities that have had a positive impact in changing outdated perceptions resulting in increased footfall in the town centre.

**The (above) UK map shows the number of people who have benefitted from free town centre Wi-Fi.**

While there is an expected cluster around the Stockport area, it also shows that Stockport is attracting visitors from across the UK.

## Marketing

Marketing campaigns have attracted coverage from a mix of media – television; national, regional and local press; radio and across multiple social media channels. Successful promotional activity has attracted complimentary publicity. Stockport is described by media partners as “the one to watch”.

## Website

A central portal of information for Stockport town centre.

## Footfall

Totally Stockport's activities have had a positive impact on footfall in the town centre, attracting new visits and increasing the number of returning visitors.

## Totally Stockport magazine

Promoting Stockport town centre, a complete guide to what's happening: 25,000 copies every quarter, read by upwards of 62,000. Free pick-up from supermarkets across Stockport, High Peak, Ashton and Oldham.

## Levy Payer News Bulletins

Mailed out and available as a download on [www.totallystockport.co.uk](http://www.totallystockport.co.uk) A guide to the BID's activities, projects and initiatives – an invitation to get involved.

## Cinema advert

Big screen reminder of all the great things Stockport has to offer.



## Purple Apple Marketing Award

In 2020, the Totally Stockport team were shortlisted for a Purple Apple Marketing Award for the 2019 Giant Leap Frog Art Trail.

## Videos promoting town centre businesses

Video is a hugely important part of the media mix to promote your business. Working with business owners, Totally Stockport have produced entertaining and engaging videos to broaden the audience reach and create new selling opportunities across diverse sectors:

Tramp hair studio, Frog Yoga, Stockport Plaza, Air Raid Shelters, Virtual Reality store X Gen VR and the Giant Leap Frog Art Trail.

### Facebook & Twitter combined reach:

Overall estimated reach over a 4 year period: 1,660,488

Video views all time (Facebook): 165,270.

## Activities to support and promote town centre businesses include:

- Implementing group procurement opportunities, for instance 'Meercat'
- Hosting regular Business Briefings
- Encouraging BID levy payers to run steering groups and drive projects for business
- Facilitating Customer Service awards to help improve the customer experience
- Customer Service training to 'delight' the customer and drive sales
- Actively being involved with partners in the Underbanks townscape heritage partnership grant board
- Launching a dedicated town centre App to promote offers, drive footfall and increase sales



## Doing Business

Since its inception, the Totally Stockport team from Stockport's Business Improvement District has been, and continues to be, committed to support its diverse business community, to make it easier to do business in Stockport and to support partners in attracting new businesses into the town by:

### Working with the Police to improve safety

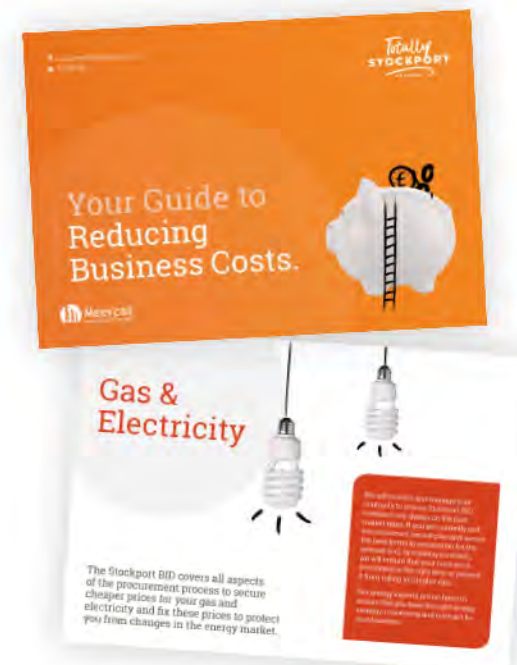
We are in constant dialogue with our town centre based Police team who are based at Totally Stockport's offices on Great Underbank, providing them with information and feedback, helping to reduce the rate of crime and anti-social behaviour.



The town centre StoreNet radio scheme, financed by the BID team at Totally Stockport, ensures the town centre based Police team can respond and quickly deal with any incidents

### Opportunities to reduce business costs

By bulk-buying goods and services, the BID team have been able to reduce costs for participating businesses (*stat figures achieved*).





#### Images:

Stockport is attracting new businesses including the Old Town General Store, Cherry Jam bar and the Glass Spider

## Facilitate funding to small businesses

In January 2020, working in partnership with Stockport Council, we were progressing a seed fund business loan scheme to attract and encourage more new businesses to invest in the town centre. By bringing in external funding and business support services we wanted to help new start-ups to succeed. Due to the coronavirus pandemic, the scheme was put on hold and will be resurrected in the term of BID 2.0.

## Providing free parking for staff

Totally Stockport secured 100 free car parking spaces on the former Sainsburys site. The spaces were allocated to 59 BID levy paying businesses.

## Support business networking events

As well as attending and participating in local business networks, the Totally Stockport team established new opportunities for businesses to meet both offline and online, through the steering groups and at Pub Watch and Business Watch meetings and by promoting businesses on the website, in the Totally Stockport magazine and across the social media channels.

## Source and analyse data such as footfall and crime

We conduct surveys and use digital data to help us understand peoples' behaviour, any barriers to entry, popular or quiet locations to help inform on activities and actions needed to improve experiences and help with recruitment by addressing areas of shortfall. We use the data to compare our performance against those of our competitors or like towns.

# Digital Stockport

Totally Stockport's mission to create a fully connected town centre included the introduction of FREE town centre Wi-Fi and an enhanced opportunity to use a digital platform to push offers out to customers.

Free town centre Wi-Fi has attracted ½ million free connections a year and achieved over 11,000 registered users

Free public Wi-Fi contributes to a better connected society encouraging interactions between user and business. It enhances the visitor experience reflected in the 500,000 free annual connections and encourages increased dwell time. A platform to build upon as technology progresses with IoT, the Internet of Things.

Geosense, installed along with Wi-Fi, enables for valuable, anonymous data to be extracted to inform on footfall, dwell time, duration of visit and movement across the town centre. This intelligence from the data informs on the success of previous promotional activity, helps to shape future marketing activity and highlights any areas of concern in the town centre concern that need to be addressed.

**832,000+**  
connections

(as at 31st March 2021)

More than  
**15,000**  
registered  
users



QR code for  
App download  
TBC

# What a difference a BID makes



"Since the BID has been promoting the town centre, I have seen more people coming into the town centre. The frog trail was amazing! Every weekend there were loads of families following the trail, I've never seen it so busy and I had new customers who didn't know I was here".

- Name



"Totally Stockport did a feature on me and my business in their magazine. It promoted my business to people outside the town centre who became regular customers. Having a beauty business, the coronavirus has hit me hard but I'm looking forward to the next big event and seeing more new people enjoying our great town"

- Name

*"Totally Stockport - Making  
Stockport a better place"*

- Facebook user



"My children had a fab day yesterday watching Mr Bloom, Trolls sing-a-long and the dinosaur event. I just wanted to say thank you to the organisers!"

- Facebook user

"There is a good range of dining offer in Stockport including independents and national chains. There is also a wide choice of food on offer in the many pubs within the Town Centre."

- Purple Flag report

*"I love what you guys do for the community, it's a superb page with a superb team, plus the free WiFi in the town centre is very handy. Keep up the brilliant work."*

- Facebook user

**"Very informative on changes taking place in Stockport, all our questions answered. The videos are brilliant, Paul is great in them, a team of very professional people ...well done"**

- Facebook user

*"Great organisation doing fantastic work in Stockport Town Centre"*

- Facebook user



## BID 2.0

# Vision for the Future





# Working with our partners to make Stockport town centre the destination of choice, for everyone

## Vision for the future

The current BID term ends on 31st March 2022. A new term for Stockport's Business Improvement District will enable the BID team to focus on projects and initiatives that will see a rejuvenated Stockport town centre better equipped to thrive in a more digitised economy. We have listened to what is important to our BID levy payers and will prioritise projects that impact on the overall Experience, for everyone and seize the opportunity to revitalise our town centre.

### We will do this by

- working on projects designed to increase footfall
- encourage new business through a preferential loan scheme
- curate and manage regular, quality events that attract new and returning visitors
- we want to create a more vibrant town centre that stimulate greater dwell time
- we will work to make Stockport town centre a destination of choice, for everyone.

## Post-Covid, we need to seize the opportunity to build back stronger!

The coronavirus pandemic touched every one of us: in business, in our families, in our communities and in our mental health and wellbeing. As we recover from its impact, we have an opportunity to build upon lessons learned and our combined positive experiences to build back better. The BID will support its members ambitions to

- support our partners to provide greater choice for residents and encourage town centre living
- support our local businesses and help them to thrive
- help to grow business by attracting more customers, more often
- create a greener, cleaner town centre

## The difference is Stockport

Stockport's radical approach to creating a sustainable town centre is already well underway including a £1 billion town centre regeneration programme. New investors have been attracted by its ambition and commitment to preserve its heritage alongside encouraging and facilitating town centre living.

### Images:

Top: Investing in Stockport's future at Merseyway  
Left: Capital&Centrics proposals to develop Weir Mill



# You told us what you want from your Business Improvement District

## Experience

the BID will host and manage events to drive footfall into the town centre, facilitating the opportunity to increase sales for business growth having a positive impact on the local economy

## Enhance

the BID will work to improve the look of the town centre, improving public, green spaces and use art to create a more vibrant looking town centre resulting in more people visiting and staying longer

## Support

the BID will continue to support town centre-based businesses to deliver excellent choice and customer service resulting in loyal customers and sales growth

## Promote

The BID will promote the town centre businesses, activities and events that will bring more people into the town centre on a more regular basis and help to change out-dated perceptions

## Partners

Working with partners we will ensure that our town centre businesses are treated fairly and in an equitable way and pool resources to deliver events that attract more people into the town centre For example, the 3-day Food & Drink Festival in Stockport is a collaboration between the BID, Merseyway Shopping Centre, Stockport Council and Market Place



Through a series of surveys and by engaging with our BID levy payers, you have helped to shape the future of the town centre by telling us what is important to you and your business.

The BID's new 5-year, flexible Business Plan - April 2022 to March 2027 - will concentrate on delivering projects, initiatives and events that will support you and help to make Stockport town centre the destination of choice for everyone.

Throughout the life of the BID's new term, the business plan will be regularly reviewed. Regular engagement with you, the BID levy payers and all town centre businesses will enable us to amend and reshape the business plan as required. KPIs will be agreed and set against BID projects so that success can be measured and inform on future actions.

## Stockport BID

# Supporting investment into Stockport's future



There's never been a better time - Stockport's Business Improvement District offers a unique chance for us to work with our town centre businesses, together creating new opportunities to develop new, thriving and sustainable communities.

### Throughout its new term, Stockport's Business Improvement District will work to support our partners' ambitions so that:

- Stockport becomes a residential location of choice
- our town centre has a resilient, diverse, inclusive and vibrant community
- Stockport's growing independent sector provides greater choice
- our communities can benefit from all the attractions in the town centre to enhance the visitor experience
- our work will contribute to the wider sustainability of the town centre
- New businesses are attracted to the town centre
- our independent businesses thrive to improve the resilience of the town centre
- Stockport contributes to successfully deliver the ambitions and agenda of the Greater Manchester Clean Air Zone so that the environment and ambience in Stockport town centre encourages more people to visit and stay longer

### During Stockport Business Improvement District's second term, we will:

- regularly engage with our BID levy payers to understand their priorities
- attract new businesses by improving the town centre offering
- support new businesses through a preferential loan scheme so that people have a greater choice and will be encouraged to visit Stockport town centre regularly
- improve wayfinding to better connect all areas of the town centre
- improve the aesthetics of the town centre
- curate and manage a regular and diverse range of events throughout each year to drive footfall and encourage repeat visits
- host our town centre Police team to better ensure the safety of visitors and residents
- improve town centre security by providing StoreNet radio systems to BID levy payers keeping businesses connected and reducing opportunities for crime
- improve car parking for employees improve town centre car parking opportunities for you and for your employees

#### Images

Top: The Ice Sculpture Trail attracted thousands of visitors  
Right: Hall & Co's exciting plans for the town centre include new developments on Underbank



## Our mission

# Working to make Stockport town centre the destination of choice, for everyone

Working with our partners, the BID's key objectives will be dictated by the BID levy payers and aligned to the key objectives as outlined in Stockport's Borough Plan.



## Stockport BID – Working to make Stockport town centre a great place for business

The BID will work to:

- attract new businesses
- support existing businesses
- improve prospects and
- encourage an influx in independent traders

## Stockport BID – Working to make Stockport town centre a great place to live

The BID will work to compliment Stockport Council's strategy in developing more town centre living, building communities and attracting new residents by:

- encouraging new businesses to the town centre, offering greater choice
- provide the means to ensure a safer Stockport: supplying free StoreNet Radio to all businesses, retaining a town centre-based Police force and retaining Purple Flag accreditation in recognition of its vibrant and safe night time economy

## Stockport BID – Working to make Stockport town centre a great place to visit

- Heritage: one of Stockport's richest assets is in its heritage. We will work to protect and promote our local heritage for the benefit of our communities while supporting our partners and stakeholders to deliver a sustainable town centre developed for a 21st century way of living
- Hosting a range of unique events that appeal to everyone of all ages
- Support 3rd party events such as PRIDE, Vintage Car Show, Emergency Services Day and the Stockport Beer Festival
- Maintain a digital infrastructure providing free Wi-Fi and a town centre App to promote offers and events
- The BID will host Stockport Music Festival with a view to this becoming an annual event in the town centre

*"During the inspection period the Town Centre felt very safe and friendly and had a visible Police presence."*

- Purple Flag report

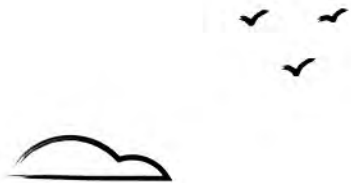


## Stockport BID

# Supporting investment into Stockport's future



Stockport's Council's huge regeneration plans and £1bn plan of investment are already underway. Totally Stockport will work with the Council to cement the town's standing as one of the North West's most thriving business and residential hotspots – a destination of choice, for everyone.



### Stockport Station – the gateway to South Manchester

Plans for the station will deliver a multi-modal transport hub, a refreshed, modern, future-ready gateway to Stockport as well as to areas beyond. A resilient interchange, the developed station area will add capacity to the North's rail network. Passengers will be greeted by the successful Stockport Exchange scheme.



### Stockport Exchange – a £145 million flagship, award winning scheme

Developed in phases, Stockport Exchange offers unparalleled opportunity for businesses to become part of a newly transformed district. Stockport Exchange is already home to brands including Stagecoach, musicMagpie, Sainsbury's, Holiday Inn and BASF. Future phases are in progress.



### Transport Interchange – plus a two-acre green park and residential development

The mixed-use Interchange scheme will deliver a new state-of-the-art transport Interchange, a new two-acre green park and high-quality residential development with at-grade access from Wellington Road South. Creating improved connectivity between the bus and railway stations, a new bridge over the Mersey will take advantage of the opening up of the river.









## New developments at Merseyway

Stockport town centre has been awarded £14.5 million to help the council continue to deliver on its ambitious regeneration plans, including improvements to the Merseyway shopping centre

Town centre living – urban living will play a key role in the future success for our town centre and has attracted key investors across diverse schemes



## Town Centre West

Stockport Council's 15 to 20 year strategy outlines its longstanding ambition for the future of Town Centre West as a location for 3,500 new homes and the infrastructure and amenity needed to support a growing community in an urban neighbourhood.



## Weir Mill – a £60m mixed use scheme

Part of Capital&Centric's portfolio, plans for the Weir Mill development include for 250 new homes



## Underbanks – Private investment plus £1,800,000 Heritage Lottery Fund

Works to preserve the historic Underbanks area sits alongside ambitious plans for investment





Murals could soon be adding colour to Stockport's buildings.

## Stockport BID

# Enhancing the environment of the town centre, a celebration of colour

The BID team will work to further enhance the sustainability and environmental aesthetics of the town centre.



- As usage of the town centre changes to reflect increased town centre living, we will work to support our partners to develop eco-friendly communities living among colourful, vibrant clean, open spaces enhanced by greenery and traffic-free areas
- We will support the installation of more EV charging points in the town centre and promote greater use of public transport
- The BID champions a cleaner and greener Stockport and will install Air quality sensors to measure particles in the air
- We will encourage sustainable businesses that support sustainable practices, for example, workshops to upcycle and repurpose materials
- We will identify areas to transform with colour
- We will facilitate and encourage green projects such as town centre roof gardens
- We will work closely with partners to explore opportunities to enhance our town centre environment that will attract more people, more often

The BID supports Greater Manchester's five-year Environmental Plan creating a more colourful, cleaner and greener Stockport that can be enjoyed by everyone.

We will play our part in working to create carbon neutral living in Greater Manchester by 2038 and support the Government's 10-point plan to make the UK net zero carbon by 2050.

*We will work to promote actions that:*

Mitigate climate change ✓

Improve air quality ✓

Promote a natural environment ✓

We will use colour to  
create more vibrant areas ✓



*"Local teams, which may comprise of local government, businesses and community groups, in each town must discover a culture and central purpose that unites their community and attracts them to the town's central hub"*

- Sir John Timpson

Frog crossing



## Places

We need to create vibrant and sustainable places in our town centre.



## Economy

We need to have the means to increase productivity in a sustainable way

## People

We need to improve the health and quality of life of our residents

Working with BID levy payers and businesses to create a sustainable and environmentally positive area to live and work.





# Inclusion, community, diversity

We believe in inclusivity, our community and diversity.  
We want to ensure our town centre is a safe place and  
has something for everyone throughout the year.



## VOTE YES ✓

To retain the Police Station based  
in the Town Centre BID office

To stay safe & secure

To support reduction of town centre crime

For Christmas in Stockport

For more town centre events

Increase town centre footfall

For us to promote your business

For free town centre Wi-Fi

For more customers

## X VOTE NO...

To remove town centre Police from their  
central location in Totally Stockport's office

To lose free Storenet radios

For retail stock loss

For fewer town centre Christmas events

For less town centre events

For less shoppers

For less marketing opportunities

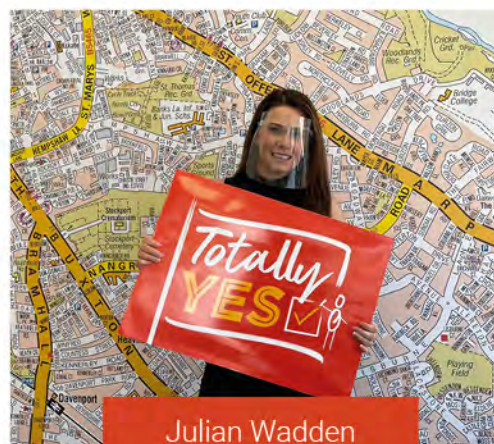
To pay for data

For fewer customers

To deliver our mission to

*'Make Stockport town  
centre the destination  
of choice, for everyone'*

- Holiday Inn Express
- Hurst Accountants
- Jake Shoes
- Jewel Time
- Julian Wadden
- Jungle Grill
- Lifestyle (replace with pic attached)
- Merseyway Shopping Centre
- Merseyway Workshop
- Myle Nails
- Old Town General Store
- Orbit Developments
- Produce Hall
- Robinsons Brewery
- Rymans
- Shuropody
- St Ann's Hospice
- Still Life Story
- The Body Shop
- Tui Travel
- Still Life Story



Julian Wadden



Lifestyle



Holiday Inn Express



Hurst Accountants



Jake Shoes



Jewel Time



The Produce Hall



Jungle Grill



Still Life Story



Myle Nails



Robinsons Brewery



St Ann's Hospice



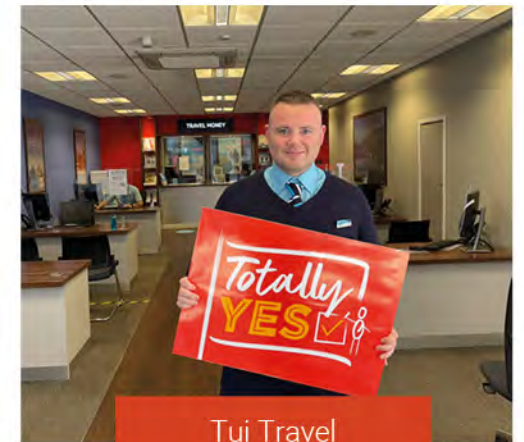
Merseyway Workshop



Old Town General Store



Rymans



Tui Travel



Merseyway Shopping Centre



Orbit Developments



Shuropody



The Body Shop

# The Stockport BID 2.0

April 2022 to March 2027



## The BID levy and Budget

To enable the BID team to deliver on its promise to make Stockport town centre the destination of choice for everyone through a programme of projects, initiatives and events, the Stockport Town Centre BID would raise approximately £430,000 each year through a mandatory levy on businesses, based on a BID multiplier of 1.25% of rateable value (based on the 2017 ratings list). This will be supplemented by voluntary property owner contributions and income from the BID's activities. This will take the annual budget to an average of £500,000 a year. Total income and expenditure in the town centre of £2.5 million is predicted over the proposed five-year BID lifespan which will be spent to achieve the BID's ambitions set out previously. The table right shows the anticipated budget for the whole of the BID term.

### Experience

By making the town more attractive we will increase dwell time

### Events

We will attract greater footfall by hosting more events and activities

### Marketing

We will promote the town centre and its businesses to give greater opportunity for growth

### Business

We will work to enhance the business environment

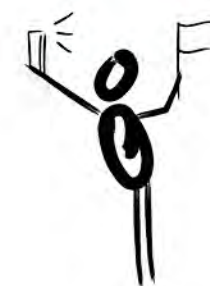
## Our five-year BID Budget

| £s                               | 2022/23          | 2023/24        | 2024/25        | 2025/26        | 2026/27        | Total            | % |
|----------------------------------|------------------|----------------|----------------|----------------|----------------|------------------|---|
| <b>Income</b>                    |                  |                |                |                |                |                  |   |
| Levy Budget at 1.25% of RV (95%) | 430,000          | 430,000        | 430,000        | 430,000        | 430,000        | 2,250,000        |   |
| External Funding Target*         | 50,000           | 50,000         | 50,000         | 50,000         | 50,000         | 250,000          |   |
| <b>Total Income</b>              | <b>480,000</b>   | <b>480,000</b> | <b>480,000</b> | <b>480,000</b> | <b>480,000</b> | <b>2,400,000</b> |   |
| <b>Expenditure</b>               |                  |                |                |                |                |                  |   |
| Experience                       | 58,000           | 58,000         | 58,000         | 58,000         | 58,000         | 290,000          |   |
| Events                           | 62,000           | 77,000         | 77,000         | 77,000         | 77,000         | 370,000          |   |
| Marketing                        | 84,000           | 84,000         | 84,000         | 84,000         | 84,000         | 420,000          |   |
| Business                         | 131,000          | 113,000        | 113,000        | 113,000        | 113,000        | 480,000          |   |
| Core costs                       | 145,000          | 145,000        | 145,000        | 145,000        | 145,000        | 725,000          |   |
| <b>Total Expenditure</b>         | <b>512,000**</b> | <b>477,000</b> | <b>477,000</b> | <b>477,000</b> | <b>477,000</b> | <b>2,388,000</b> |   |

\* We will actively seek external funding sources to support our activities and make the BID levy go further. The figure shown is an indicative amount.

\*\* Surplus funds will be carried over from previous year

\*\*\* Core costs include a collection charge from SMBC of £25,000



## Rateable Values

The table below shows how much business will pay for some specific rateable values to illustrate what an individual business might pay.

| Current rateable | Annual BID Charge |
|------------------|-------------------|
| Below £10,000    | Voluntary £100    |
| £10,000          | £125              |
| £25,000          | £312.50           |
| £50,000          | £625              |
| £75,000          | £937.50           |
| £100,000         | £1,250            |
| £200,000         | £2,500            |
| £500,000         | £6,250            |
| £1,000,000       | £12,500           |

### The following will be exempt from the BID levy:

- Hereditaments with a rateable value less than £10,000
- Central list properties that are not contained in the local rating list including BT and the gas and electricity networks
- Advertising hoardings, telephone masts and kiosks
- Residential estate offices
- Nursery and Primary schools



## The BID Levy Rules

These are the proposed BID levy arrangements:

1. The term of the BID will be a period of five years from 1 April 2022-31 March 2027.
2. The BID levy will be applied to hereditaments (rateable properties) with a rateable value of £10,000 and over.
3. The BID levy will be calculated at a rate of 1.25% of the rateable value using the 2017 ratings list.
4. The BID levy will assume a growth of either 0.5% (or at the rate of inflation whichever is lower) applied on 1st April each year for the duration of the BID.
5. Properties that come into the rating list during the BID term will be subject to the BID levy from the effective date that the property is brought into the rating list and the rateable value effective at that time.
6. No refunds will be given.
7. Where a ratepayer receives mandatory charitable relief from business rates, 80% relief from the BID levy will be allowed.
8. Eligible empty properties will be liable for the BID levy via the property owner with no void period or any empty allowance.
9. Mobile phone equipment, ATMs (cash machines) and advertising hoardings will be excluded from the levy.
10. There will be no VAT charged on the BID levy.
11. There will be an upper limit on the BID levy of £15,000 per annum, per hereditament.

There are 491 businesses who would be liable for the BID levy and who would be able to vote in the BID ballot. The chart on **page 36** shows the number of businesses by sector that would make up the BID. This includes properties occupied by the Council who will pay the BID levy like any other businesses.



Stockport Exchange



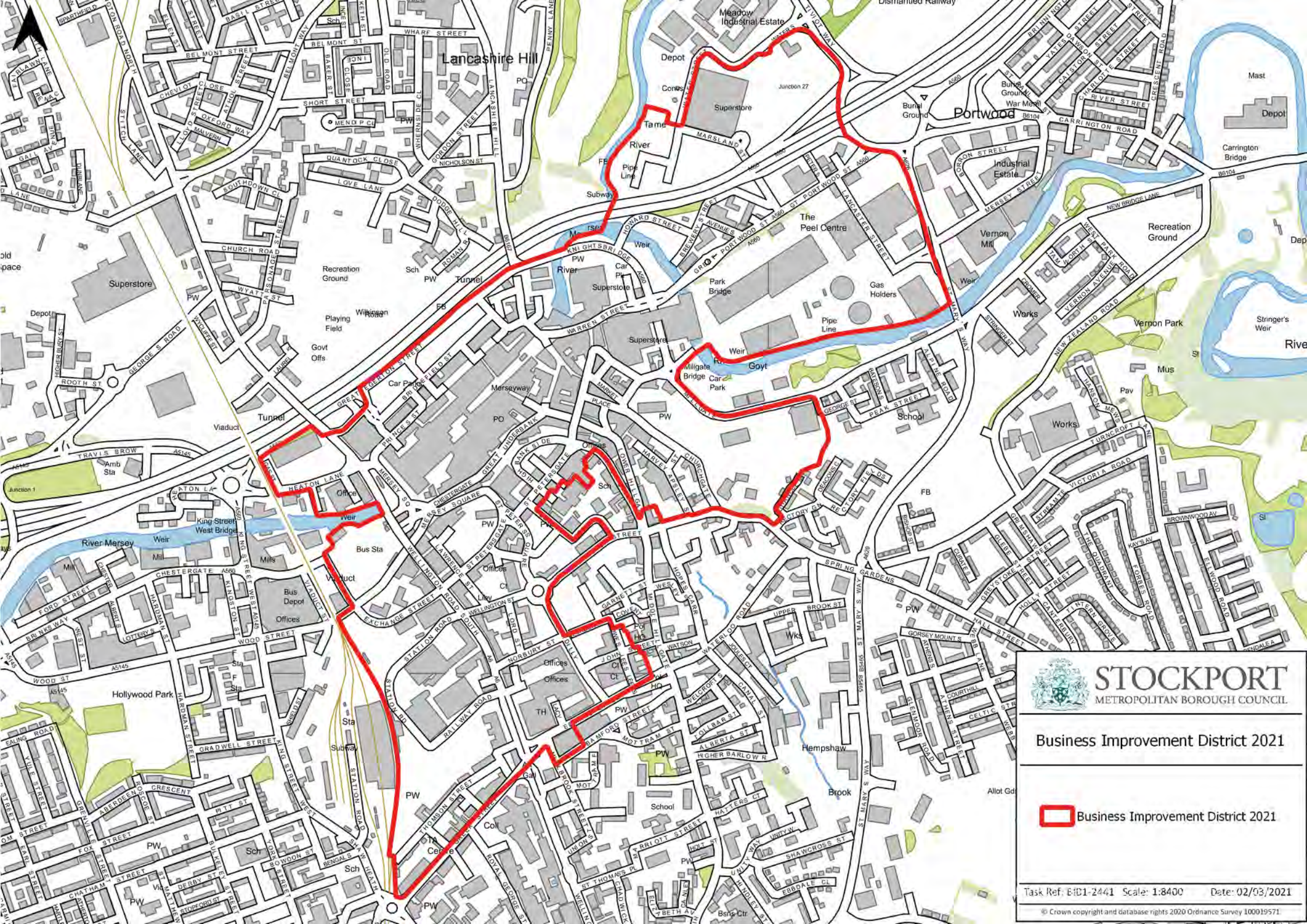
Great Underbank

## Map of the BID area

The revised BID area will welcome new businesses to the town centre as well as including existing areas of the bus station, Merseyway, the Peel Centre, Market Place and Underbanks, Stockport Exchange, the Council offices and Redrock / Princes Street.

### The following streets or part of streets are included in the BID area:

- |                      |                         |                    |                    |                         |
|----------------------|-------------------------|--------------------|--------------------|-------------------------|
| • Adlington Walk     | • Daw Bank              | • Howard Street    | • Merseyway        | • Tiviot Dale           |
| • Apsley Street      | • Deanery Way           | • John Street      | • Millgate         | • Tiviot Way            |
| • Ardern Walk        | • Edward Street         | • King Street East | • Norbury Street   | • Vernon Street         |
| • Astley Street      | • Exchange Street       | • Knightsbridge    | • North Place      | • Vernon Walk           |
| • Avenue Street      | • Garfield Street       | • Lancaster Street | • Park Street      | • Warren Street         |
| • Brewery Street     | • Grand Central Square  | • Lawrence Street  | • Piccadilly       | • Water Street          |
| • Bridge Street      | • Great Egerton Street  | • Little Underbank | • Princes Street   | • Wellington Road       |
| • Bridge Street Brow | • Great Portwood Street | • Loonies Court    | • Railway Road     | • Wellington Road North |
| • Bridgefield Street | • Great Underbank       | • Lord Street      | • Richard Street   | • Wellington Road South |
| • Brown Street       | • Harvey Street         | • Lower Hillgate   | • Royal Oak Yard   | • Wellington Street     |
| • Castle Yard        | • Heaton Lane           | • Market Place     | • St Marys Way     | • Woodman Street        |
| • Chestergate        | • High Bank Side        | • Marsland Street  | • St Peters Square |                         |
| • Churchgate         | • High Street           | • Mealhouse Brow   | • St Petersgate    |                         |
| • Coopers Brow       | • Hooper Street         | • Mersey Square    | • Station Road     |                         |



**STOCKPORT**  
METROPOLITAN BOROUGH COUNCIL

**Business Improvement District 2021**



**Business Improvement District 2021**

Task Ref: BID1-2441 Scale: 1:8400 Date: 02/03/2021

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# BID Governance and Transparency

The BID 2.0 will be business led, providing the opportunity for local businesses to invest, and have a direct say, in the management of the area. This investment is therefore controlled by those businesses through the BID Company – Stockport Town Centre Business Improvement District (BID) Limited – formed specifically for the purpose, run by and for local businesses, representing all sectors and all parts of the BID area.

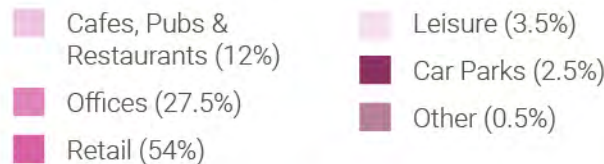
Levy paying businesses make up the BID Board, comprising a diverse group of experienced business people across all sectors, which oversee all of its activities. The BID Company is not-for-profit and limited by guarantee. The BID also embraces key stakeholders and partners in its operations, including public sector agencies involved in delivering services in the BID area such as Stockport Council, Greater Manchester Police and Transport for Greater Manchester.

To increase local business involvement, committees or sub groups with representation drawn from members of the BID Company drive forward key aspects of the BID Proposal. Each review progress and expenditure and have delegated authority to allocate expenditure. Each group feeds into meetings of the BID Company's Board harnessing the energy and commitment of local businesses to work collaboratively for the benefit of all Stockport town centre businesses. BID Company accounts are prepared on an annual basis and presented at the BID Company AGM, to which all BID members are invited. The BID accounts are published on the BID's website to ensure openness and transparency and may be viewed at

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

## Business BID levy contributions by sector

The chart below shows the BID levy contribution by sector with retail premises making just over half at 54% of the total levy contributions.



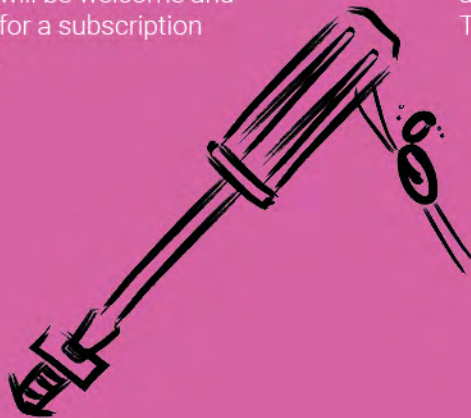


**Strawberry Frog** raised £4,500 for Stepping Hill Hospital's Tree House children's ward



## Involving smaller businesses

Businesses in the BID area with a rateable value below £10,000 will not be liable for the levy but we hope that the many small businesses in the town centre that contribute to our character and overall offer will wish to participate and benefit from the BID's services. They will be welcome and will be able to do so for a subscription fee of £100 per year.



## Measuring the BID's performance

Services provided by Stockport Council are benchmarked to form part of a baseline agreement to ensure that the BID levy is spent only on additional services. In order to measure the success of the BID a suite of performance indicators define and measure progress towards our ambitions. These are reported on an annual basis.

## The BID ballot

The ballot will be carried out by UK-Engage on behalf of Stockport Council. A formal Notice of Ballot will be issued by them on 8 September and sent to all levy payers and to the Secretary of State for Communities and Local Government. Ballot papers will be issued by post to the named voter at the nominated address on Tuesday 21 September. Voting opens on Friday 24 September and businesses will have until 5pm on Thursday 21 October to return completed ballot papers. The result of the ballot will be declared by Stockport Council's Returning Officer on Friday 22 October. If a majority of businesses vote in the ballot to support the BID Proposal then the BID will formally start on 1 April 2022.

## Statement of Income and Expenditure 2019/20

**Totally Stockport**  
A COMPANY

Stockport's Business Improvement District (BID), branded as **Totally Stockport**, launched on April 1st 2017, a designated area across the town centre including the Peel Centre, Market Place, Prince's Street, the Market Place, Redrock and Stockport Exchange.

In conjunction with Stockport Council's E10 development and investment programme currently in progress, **Totally Stockport** has undertaken a responsibility to its members to work with partners on projects to improve the town centre for everyone.

**• Safety & Security:** We are working with Greater Manchester Police to make everyone in Stockport Town Centre feel safe and more secure. This year you will have seen an increase in the number and visibility of uniformed officers patrolling the BID area and the continued growth of the Town Centre Business Watch scheme. We are currently working on the launch of a Town Centre Evacuation Scheme as well as continued improvement of the Town Centre bus lane and the App - **STSC** - a secure platform where information is shared regarding incidents and known and recently added customers. Working in partnership with Stockport Council we have helped Stockport to launch Project 176, a security and safety scheme for a safe and more secure Town Centre.

**• Digital:** We have focused on bringing free Wi-Fi to the town centre to improve the visitor experience. In addition to this we have introduced environmental friendly recycling that allows us to track football around Town Centre, monitor growth and the success of events.

**• Events:** In 2019 **Totally Stockport's** events brought thousands of new and repeat visitors into the town centre to support the town's economy and the success of the town's businesses. The **Flag on the Flag** with 19 Giant Fringe across Town Capitalised Stockport's town centre and increased footfall by 18.5% in the summer. The summer project generated interest and a huge number of visits to the town centre. We are planning more events to attract more people, more often.

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

**Income:**  
Through the mandatory BID levy on businesses within the BID area, approximately £474,000 will be generated each year based on a multiplier of 1.25% of a business' 2010 rateable value.

**The BID Board:**  
In 2018, Stockport's BID Board of Directors was established, representatives of businesses within the designated BID area within the town centre including from Robinsons Brewery, Orbit Developments, MacDonalds, SAG Daniels, H&M and from smaller independent businesses. The BID Board are working to deliver the aims and objectives as set out in the original Business Plan and available to view on the **Totally Stockport** website covering Customer Experience, Marketing and Business. The Business Plan is relevant throughout the five year term of the BID, until 31st March 2022.

### Actual Income and Expenditure in 2019/20

|                                                          |                 |
|----------------------------------------------------------|-----------------|
| <b>Total Surplus</b>                                     | <b>£115,000</b> |
| <b>Income</b>                                            | <b>£0</b>       |
| BID Levy                                                 | 468,000         |
| Extra Income from Partners                               | 68,000          |
| <b>Total</b>                                             | <b>536,000</b>  |
| <b>Expenditure</b>                                       | <b>£421,000</b> |
| Professional fees                                        | 25,000          |
| Collection Fee                                           | 31,000          |
| Building Costs                                           | 105,000         |
| Marketing                                                | 103,000         |
| Town Centre Security                                     | 32,000          |
| WiFi/Data/Research                                       | 26,000          |
| Security                                                 | 164,000         |
| 3rd Party Events                                         | 15,000          |
| Parking                                                  | 22,000          |
| <b>Total</b>                                             | <b>491,000</b>  |
| Additional Budget Allocation - Business Loan Scheme 2020 | 43,000          |
| <b>Total</b>                                             | <b>534,000</b>  |

# About Totally Stockport

Stockport's Business Improvement District (BID) operates under the brand **Totally Stockport**. The BID offices are located in the centre of the town on Great Underbank, also home to the town's central police team.

The BID is managed by a Board of Directors, an elected body representative of businesses and levy payers from the BID area who meet each month. It is led by its Chair and supported by the BID Manager, Office Manager and an Engagement Officer. Minutes of the full quarterly board meetings are posted on the website – [www.totallystockport.co.uk](http://www.totallystockport.co.uk)

BID members will be invited to attend the Annual General Meeting and may vote to elect board directors for the next year. The AGM also presents an opportunity for the Board to report on the year's activities and present its future plans.

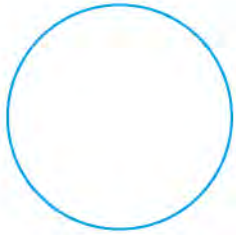
Throughout the year regular updates on the BID's aims, objectives, projects and activities will be communicated to the BID Levy payers via a quarterly Business Bulletin as well as being posted on the website.

The BID levy is based on 1.25% of the rateable value as at 2017, capped at £15,000 for large businesses.

Each year, an Annual Statement of Expenditure will be produced and circulated to all BID levy payers.



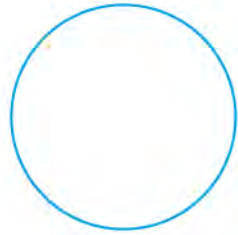
# Meet your Totally Stockport BID team



**Paul Taylor**  
BID Manager

Paul started his career in local press at the Stockport Express and Times before moving into national magazines and exhibitions. In 2008 Paul became the Chief Executive of Imagine FM, the areas independent, commercial radio station based at the town's iconic Strawberry Studios. He has worked with numerous local trader associations, hosting many of the town's larger events. Paul is a board director of Vision Stockport and founder of the town's newest independent radio station, Strawberry Radio. In 2017, Paul was appointed BID Manager for Stockport.

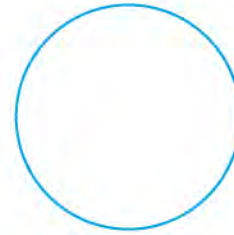
[paul.taylor@totallystockport.co.uk](mailto:paul.taylor@totallystockport.co.uk)



**Lisa Noel**  
Office Manager

Lisa joined the BID team in 2018. Lisa manages all administrative areas associated with the BID, supporting both the BID manager and the BID Board of Directors.

[lisa.noel@totallystockport.co.uk](mailto:lisa.noel@totallystockport.co.uk)



**Shaun Freeman**  
Engagement Officer

Shaun lives in the town centre and is the founder of Stop in Stockport, an established online portal promoting all aspects of activity across the borough. He is responsible for engaging with BID levy payers and supporting the BID manager.

[shaun.freeman@totallystockport.co.uk](mailto:shaun.freeman@totallystockport.co.uk)



**Mike Lamont**  
Chair of the BID  
Board of Directors

Mike is the Chair of the Board of Directors having originally been appointed during the first term by the Vision Stockport Board. A resident of Stockport, he has 36 years' experience in the banking sector and has been a Director for RBS Business and Commercial Banking for the past 18 years. Mike has extensive skills in Change Management and in Leadership, skills developed in senior management roles across the North of England. Mike is also a Trustee of NK Theatre Arts and a member of the Stockport Economic Alliance Board, established to develop an effective and productive partnership with Stockport's economic growth at the heart of its ambitions. He is also a Stockport Town Centre Ambassador.

[mike.lamont@totallystockport.co.uk](mailto:mike.lamont@totallystockport.co.uk)





### Tony Jones

#### BID Director and Managing Director of Orbit Developments

Stockport's considerable potential was the catalyst for Tony working with Vision Stockport to formulate a strategy to bring a BID to the Town Centre. In 2017 Tony Joined the BID Board after a positive campaign to obtain a YES vote for a BID. Tony's experience in dealing with a sense of place and the creation of a destination comes from many years of experience including his involvement at the Lowry Outlet Mall in Media City. As managing director of Orbit, Tony is responsible for the commercial portfolio of Orbit Developments which has a value of £1.019bn that includes Middlebrook Retail and Business park in Bolton the largest retail park in the UK. Orbit's Stockport commercial portfolio has been a significant part of the business for over 40 years, over the past 5 years seeing more new businesses locate in the town centre, attracted by Stockport's £1bn plan of investment, contributing to growth in Orbit's own portfolio. Orbit's support of initiatives prior to the BID include sponsorship of Foodie Friday, The Old Town Fringe Festival and the Stockport Business Awards. Outside of the Orbit and Emerson companies, Tony Jones is also a Director of the Bolton Middlebrook Leisure Trust, a not-for-profit business and the operators of the Bolton Arena.



### Stuart Broadbelt

#### BID Director and McDonald's Franchisee

Stuart is a McDonald's Franchisee who has a 20-year Franchisee Agreement for his outlet in Merseyway, demonstrating his commitment to the town centre and a second franchise in Reddish, Stockport. Whilst Stuart has the backing of a successful global brand, he is an individual business owner, directly employing in excess of 160 local residents and, importantly, he is a BID Levy Payer. Stuart's ambition is to help create a vibrant, accessible and safe town so that Stockport is the first destination to shop, relax and work.

Prior to becoming a McDonald's Franchisee, Stuart worked for a number of large corporate organisations. His career began as a Buyer for a Multi-National Utility Company. He progressed to lead their IT Procurement teams across Europe. Stuart's last role, investing in his own business, was Operations Director for a Global IT Services Company. Stuart has a wealth of procurement, operations and general management experience and is a graduate of the Chartered Institute of Procurement and Supply.



### Steve Oliver

#### BID Board Director and CEO of musicMagpie

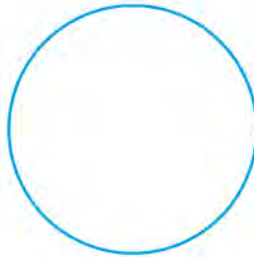
Steve is the co-Founder and Group Chief Executive Officer of musicMagpie, the world's largest re-commerce business, achieving a group turnover of c£140m in just its 12th year of trading. Starting life as a start-up in Steve's converted garage in Stockport in 2007 as a service that enabled users to trade-in their old CDs, DVDs and Games, the company has re-invented itself to become the world's largest re-seller of tech. The business also has a fast-growing US brand operating the same model, called Decluttr, based out of Atlanta, Georgia that is now run rating at c\$50m per annum. The business is the world's largest seller in the history of both Amazon and eBay globally; its biggest single sales channel is now from the musicMagpie online store where both buying and selling used product is fast, free and easy. The business has a simple mission statement and that is to be the service to use that is "Smart for You, Smart for the Planet" whether buying or selling, with sustainability absolutely at the heart of its consumer and now corporate recycling model.



## Steve Pilling BID Board Director

Steve is Operator of the The Produce Hall, Market Place, Stockport

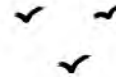
Since working as part of the original team at Michelin starred Midland French, Steve has been involved in retail, hospitality and sport. A graduate of Manchester Business School P.A.C.E., Steve established a successful chain of grocers and helped to build up The Manor House to become the highest grossing pub for Tetley Walker. Steve has an outstanding reputation in the restaurant trade having turned around many F&B establishments including Mr Thomas's Chop House, Sam's Chop House in Manchester & Leeds before opening his chain of Damson & The Dockyard restaurants and has collectively won more awards than anyone else in the history of the Manchester Food and Drink Festival. Steve has a strong commitment to the local, independent business community: Steve helped establish other food businesses in all the areas in which he operates, including an independent bakery and a fishmonger, is working on the Board of a community cinema and arts centre share purchase scheme and has been recognised by Nelson Mandela for his work with Salford consortium. A Fellow of Stockport College, he is leading a new project with Media City and SCC for Hospitality apprentices. Since 2017 Steve has been an official ambassador for Stockport.



## Gabrielle Betley BID Board Director

Gabrielle, known as Gabs, is a born & bred proud Stopfordian passionate for the success of businesses within the town centre to bring the town alive! An experienced leader of over 25 years' skilled in the management of a large team in a fast moving retail environment, Gab's is a store manager for Sainsbury's and a valuable asset within a fast-changing business environment where digital evolution is driven by customer needs. Previously, she has worked for Scottish & Newcastle brewery running a national sales force working in the big 4 retailers as well as in the convenience retail market where she gained sales management experience, a passion for retail & developed her commercial acumen.

A strategic thinker with commercial awareness, Gabs coaches & motivates teams to develop future talent within the business, from grass roots to management. She is involved in female mentoring inspiring other females to develop both a career & a family.



## Tony Murray BID Director and owner – Old Town General Store

A university graduate in business and finance, Tony has an extensive career spanning over 30 years in retail, working for prestigious stores such as Flannels, Harvey Nichols, Selfridges and, most recently, Harveys of Halifax.

An experienced Retail Director with a demonstrated history of working in the retail industry. Skilled in trend analysis, retail sales, multi channel retail, management and multi site roles with strong purchasing / buying skills. He is creative, confident and ambitious.

As a resident of Stockport, Tony sees the importance of working closely with the local community and will look to collaborate with others to bring new products, brands and experiences to the town.

Tony has managed both small and large teams but this is the first venture on his own and sees Stockport as the perfect place to launch his new lifestyle store with the large independent offering and current investment in the town.

# New BID 2.0 timeline

The ballot will be carried out by UK-Engage on behalf of Stockport Council.

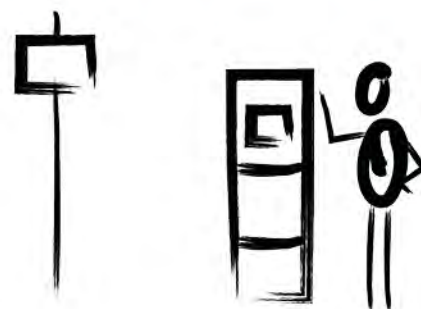
|                       |                                                                                                                                      |
|-----------------------|--------------------------------------------------------------------------------------------------------------------------------------|
| <b>14th June</b>      | Formal notification of intention to form a BID to the Secretary of State for Communities & Local Government and to Stockport Council |
| <b>8th September</b>  | Formal Notice of Ballot issued by UK-Engage to all levy payers and to the Secretary of State for Communities & Local Government      |
| <b>21st September</b> | Ballot papers issued by post to the named voter at the nominated address                                                             |
| <b>24th September</b> | <b>Voting opens</b>                                                                                                                  |
| <b>21st October</b>   | Voting closes. All completed ballot papers must be returned by 5pm                                                                   |
| <b>22nd October</b>   | Declaration of the Ballot by Stockport Council's Returning Officer                                                                   |
| <b>1st April 2022</b> | Subject to a successful ballot, the new BID will begin a five-year term                                                              |

## Operating Agreement

Following a successful ballot, an Operating Agreement will be formally agreed between the BID Board and Stockport Council the purpose of which is to:

- Establish the procedure for setting the BID levy
- Confirm the basis upon which the Council will be responsible for collection of the BID levy
- Set out the enforcement mechanisms available for collection of the BID levy
- Set out the procedures for accounting and transference of the BID levy
- Provide for the monitoring and review of the collection of the BID levy
- Confirm the manner in which the Administrative Expense will be paid

Current Governance Documents:  
<https://www.totallystockport.co.uk/about/board-governance-documents/>





#### Images

Top left: ProFolk's planned development in Stockport  
 Top right: The Totally Stockport team at the Vintage Car Festival  
 Bottom left: Musical accompaniment to the Indian Street Food stall  
 Bottom centre: Totally Stockport supporting Foodie Friday in the Market Place



For more information visit:

 **0161 537 9382**

 **[www.totallystockport.co.uk](http://www.totallystockport.co.uk)**

 **TotallySK**

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