

**STOCKPORT TOWN CENTRE BUSINESS
IMPROVEMENT DISTRICT (BID)**

Report of the Director of Development & Regeneration

1. PURPOSE OF THE REPORT

- 1.1 To provide an update on how Stockport Town Centre Business Improvement District (Totally Stockport) is delivering the objectives set out in its Business Plan for 2022-2027.

2.0 BACKGROUND

- 2.1 Known as Totally Stockport, the Stockport Town Centre Business Improvement District is a not-for-profit company limited by guarantee, it has a Board of Directors and is responsible for implementing the BID Business Plan. Following a successful re-ballot in October 2021 Totally Stockport began a second 5 year term on the 1st April 2022.
- 2.2. All businesses within the slightly enlarged BID boundary (Appendix 1) with a Rateable Value equal to or greater than £10,000, are liable for the BID levy (1.25%). The annual income from BID levy payments is on average £410,000 with Stockport Council being the single largest levy contributor.
- 2.3 Whilst the BID is independent of the Council there are two legal agreements between both parties which set out operating arrangements. The first is a 'Baseline Agreement' and sets out the existing level of service provision from the Council, Police and other public agencies to ensure the BID proposals add added value by showing what level of service provision local stakeholders are already receiving from the Council and what additional service provision they will receive through the BID. The second is an 'Operating Agreement' confirming the basis upon which the Council is responsible for collecting the BID Levy, setting out the enforcement mechanisms available for collection of the BID Levy and confirming the manner in which the Council's expenses incurred in collecting the BID Levy shall be paid.

3.0 BUSINESS PLAN 2022-2027 – DELIVERY PROGRESS

- 3.1 A second term for Stockport's Business Improvement District has allowed Totally Stockport to build upon the successes it achieved during its initial term and enable the BID team to focus on projects and initiatives that will see a transformed Stockport town centre better equipped to thrive in a more digitised economy.

3.2 Since Totally Stockport was established in 2017 they have worked collaboratively with a range of partners and stakeholders on projects to help make Stockport town centre the destination of choice:

- Working on projects designed to increase footfall
- Curating and managing regular, quality events that attract new and returning visitors
- Working with partners to create a more vibrant town centre that stimulates greater dwell time

3.3 The Mission Statement for the 5 year term that begin in 2022 is:

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

Working with partners, the BID’s objectives are to:

- i. Make Stockport town centre a great place for business -
 - attract new businesses
 - support existing businesses
 - improve prospects and
 - encourage independent traders.
- ii. Make Stockport town centre a great place to live by complimenting 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
 - providing the means to ensure a safer Stockport by 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.
- iii. Working to make Stockport town centre a great place to visit by:
 - working to protect and promote our local heritage 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
 - supporting 3rd party events
 - maintaining a digital infrastructure providing free Wi-Fi and a town centre App to promote offers and events

3.4 During the last 2 years Totally Stockport has worked closely with partners to deliver a range of projects and initiatives to help it achieve its mission, this has included:

- Supporting the Council and the Police in retaining Purple Flag status in recognition of the town centre’s evening and night-time economy.
- Hosted the town’s first soap box derby Krazy Races – thousands of spectators watched 30 teams travel at speed past the iconic Plaza Theatre.

- Working in partnership with the Council to host Stockport Moves – over 350 participating in the Stockport Mile with impressive bike and scooter displays.
- Return of the Stockport frogs in the Great Frogstastic Inventions Art Trail - 19 frogs, hopped into Stockport for the summer, creating a magnificent, educational, and fun trail and attracting thousands of visitors of all ages.
- Art Battle returned to Stockport with a 'Party in a Car Park - sell-out event with people witnessing live artwork creation, street food and pop-up bars.
- Stockport's Spectacular Sunday in November - saw Stockport town centre come alive in a totally unprecedented way with over 60 breathtaking shows featuring 220 artists alongside roaming acts, carnival fun, live music, and festive food stalls.
- Supported a number of 3rd Party events including Stockport Pride and Armed Forces Day.
- Over 100 businesses benefitting from free StoreNet Radio scheme.
- Bi-monthly Business Watch Meetings held to ensure a free flow of information on crime trends and an opportunity to highlight concerns.
- Funding a larger office in the heart of the town centre to house the Town Centre Policing Team.

3.5 At the Economy, Regeneration & Climate Change Scrutiny meeting the BID will present and provide more detailed information on their recent achievements and their priorities for the next year.

4.0 STAFFING STRUCTURE

4.1 Following the departure of the BID Manger in the summer a new CEO role has been created to reflect the organisation's growth as it matures into its second term. The Chief Executive began in January 2024 and their previous roles include CEO at both Swindon and Mansfield BIDs and they also worked as lead for the ATCM's National BID Programme.

4.2 A new BID Manager has been appointed and will be responsible for introducing new, footfall-driving events and other successful initiatives.

4.3 At the BID's AGM in November three new Board Directors with extensive marketing, legal and property backgrounds were voted on to the Board of Directors, each bringing with them expertise within their professional fields. An existing Board Director from Orbit has become the new BID Chair.

4.4 In early January the BID took occupation of a new office within Merseyway Innovation Centre, providing the team with flexible accommodation in the heart of the town centre.

5.0 FINANCIAL AND RISK ASSESSMENT CONSIDERATIONS

5.1 The Council is liable for business rates on a number of hereditaments within the BID boundary, vacant properties are also subject to the levy. The Council is the single largest levy payer.

5.2 The Council invoices the BID Company a fixed percentage fee of 3% of the total BID levy demanded per annum to cover all administration costs associated with collecting the BID levy. The collection rate for 2023/24 is 93% and Stockport benefits from consistently high collection rates, averaging over 90% each year, higher than the national average for BIDs.

5.3 The BID levy demand notices for 2024/25 will be sent out at the end of March and a short report outlining the BID's achievements will accompany the demand notices.

6.0 LEGAL CONSIDERATIONS

6.1 All BID's are governed by the BID Regulations (England) 2014.

7.0 HUMAN RESOURCES IMPACT

7.1 No impact on human resource resources.

8.0 EQUALITIES IMPACT

8.1 The events and activities that Totally Stockport deliver are varied, inclusive and aimed at attracting a diverse audience. The majority of events have been free so all members of the community can attend and benefit from the activities on offer.

9.0 ENVIRONMENTAL IMPACT

9.1 One of the key priorities of the BID Business Plan 2022-2027 is to further enhance the sustainability and environmental aesthetics of the town centre. The BID will therefore support the installation of more EV charging points in the town centre, promote greater use of public transport and champion a cleaner and greener Stockport. The BID will identify areas to transform with colour and will facilitate and encourage green projects such as town centre roof gardens.

10.0 CONCLUSIONS AND RECOMMENDATIONS

10.1 Whilst the BID is independent of the Council officers work closely with the BID Team and work collaboratively on a number of initiatives and events. The BID has successfully contributed to increasing footfall and dwell time in the town centre, along with attracting people from a wider geographical area and delivering business growth for many town centre businesses. The BID understands that the principal role of town centres across the UK is changing and they are committed to building upon the successes they've achieved so far to ensure a rejuvenated Stockport town centre better equipped to thrive in a more digitised economy.

10.2 The Committee is requested to note the progress made during the last 2 years in delivering the BID Business Plan 2022-2027.

BACKGROUND PAPERS

Stockport Town Centre Business Improvement District Business Plan 2022-2027
available at [About the BID – Totally Stockport](#)

BID BOUNDARY - APPENDIX 1

