

Public Document Pack

Cabinet

Tuesday, 21st June, 2016
at 4.30 pm

PLEASE NOTE TIME OF MEETING

Council Chamber - Civic Centre

This meeting is open to the public

Members

Councillor Simon Letts, Leader of the Council
Councillor Mark Chaloner, Cabinet Member for
Finance

Councillor Satvir Kaur, Cabinet Member for
Communities, Culture and Leisure

Councillor Jacqui Rayment, Cabinet Member for
Environment and Transport

Councillor Dave Shields, Cabinet Member for Health
and Sustainable Living

Councillor Warwick Payne, Cabinet Member for
Housing and Adult Care

Councillor Christopher Hammond, Cabinet Member
for Transformation Projects

Councillor Paul Lewzey, Cabinet Member for
Children's Social Care

Councillor Dr Darren Paffey, Cabinet Member for
Education and Skills

(QUORUM – 3)

Contacts

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BACKGROUND AND RELEVANT INFORMATION

The Role of the Executive

The Cabinet and individual Cabinet Members make executive decisions relating to services provided by the Council, except for those matters which are reserved for decision by the full Council and planning and licensing matters which are dealt with by specialist regulatory panels.

The Forward Plan

The Forward Plan is published on a monthly basis and provides details of all the key executive decisions to be made in the four month period following its publication. The Forward Plan is available on request or on the Southampton City Council website, www.southampton.gov.uk

Implementation of Decisions

Any Executive Decision may be “called-in” as part of the Council’s Overview and Scrutiny function for review and scrutiny. The relevant Overview and Scrutiny Panel may ask the Executive to reconsider a decision, but does not have the power to change the decision themselves.

Mobile Telephones – Please switch your mobile telephones to silent whilst in the meeting.

Use of Social Media

The Council supports the video or audio recording of meetings open to the public, for either live or subsequent broadcast. However, if, in the Chair’s opinion, a person filming or recording a meeting or taking photographs is interrupting proceedings or causing a disturbance, under the Council’s Standing Orders the person can be ordered to stop their activity, or to leave the meeting.

By entering the meeting room you are consenting to being recorded and to the use of those images and recordings for broadcasting and or/training purposes. The meeting may be recorded by the press or members of the public. Any person or organisation filming, recording or broadcasting any meeting of the Council is responsible for any claims or other liability resulting from them doing so. Details of the Council’s Guidance on the recording of meetings is available on the Council’s website.

Southampton City Council’s Priorities:

- Jobs for local people
- Prevention and early intervention
- Protecting vulnerable people
- Affordable housing
- Services for all
- City pride
- A sustainable Council

Executive Functions

The specific functions for which the Cabinet and individual Cabinet Members are responsible are contained in Part 3 of the Council’s Constitution. Copies of the Constitution are available on request or from the City Council website, www.southampton.gov.uk

Key Decisions

A Key Decision is an Executive Decision that is likely to have a significant:

- financial impact (£500,000 or more)
- impact on two or more wards
- impact on an identifiable community

Procedure / Public Representations

At the discretion of the Chair, members of the public may address the meeting on any report included on the agenda in which they have a relevant interest. Any member of the public wishing to address the meeting should advise the Democratic Support Officer (DSO) whose contact details are on the front sheet of the agenda.

Fire Procedure – In the event of a fire or other emergency, a continuous alarm will sound and you will be advised, by officers of the Council, of what action to take.

Smoking policy – The Council operates a no-smoking policy in all civic buildings.

Access – Access is available for disabled people. Please contact the Cabinet Administrator who will help to make any necessary arrangements.

Municipal Year Dates (Tuesdays)

2016	2017
21 June	17 January
19 July	14 February (Budget)
16 August	21 February
20 September	21 March
18 October	18 April
15 November	
20 December	

CONDUCT OF MEETING

TERMS OF REFERENCE

The terms of reference of the Cabinet, and its Executive Members, are set out in Part 3 of the Council's Constitution.

RULES OF PROCEDURE

The meeting is governed by the Executive Procedure Rules as set out in Part 4 of the Council's Constitution.

DISCLOSURE OF INTERESTS

Members are required to disclose, in accordance with the Members' Code of Conduct, **both** the existence **and** nature of any "Disclosable Pecuniary Interest" or "Other Interest" they may have in relation to matters for consideration on this Agenda.

DISCLOSABLE PECUNIARY INTERESTS

A Member must regard himself or herself as having a Disclosable Pecuniary Interest in any matter that they or their spouse, partner, a person they are living with as husband or wife, or a person with whom they are living as if they were a civil partner in relation to:

(i) Any employment, office, trade, profession or vocation carried on for profit or gain.

(ii) Sponsorship:

Any payment or provision of any other financial benefit (other than from Southampton City Council) made or provided within the relevant period in respect of any expense incurred by you in carrying out duties as a member, or towards your election expenses. This includes any payment or financial benefit from a trade union within the meaning of the Trade Union and Labour Relations (Consolidation) Act 1992.

(iii) Any contract which is made between you / your spouse etc (or a body in which the you / your spouse etc has a beneficial interest) and Southampton City Council under which goods or services are to be provided or works are to be executed, and which has not been fully discharged.

(iv) Any beneficial interest in land which is within the area of Southampton.

(v) Any license (held alone or jointly with others) to occupy land in the area of Southampton for a month or longer.

(vi) Any tenancy where (to your knowledge) the landlord is Southampton City Council and the tenant is a body in which you / your spouse etc has a beneficial interests.

(vii) Any beneficial interest in securities of a body where that body (to your knowledge) has a place of business or land in the area of Southampton, and either:

- a) the total nominal value of the securities exceeds £25,000 or one hundredth of the total issued share capital of that body, or
- b) if the share capital of that body is of more than one class, the total nominal value of the shares of any one class in which you / your spouse etc has a beneficial interest that exceeds one hundredth of the total issued share capital of that class.

Other Interests

A Member must regard himself or herself as having an, 'Other Interest' in any membership of, or occupation of a position of general control or management in:

Any body to which they have been appointed or nominated by Southampton City Council

Any public authority or body exercising functions of a public nature

Any body directed to charitable purposes

Any body whose principal purpose includes the influence of public opinion or policy

Principles of Decision Making

All decisions of the Council will be made in accordance with the following principles:-

- proportionality (i.e. the action must be proportionate to the desired outcome);
- due consultation and the taking of professional advice from officers;
- respect for human rights;
- a presumption in favour of openness, accountability and transparency;
- setting out what options have been considered;
- setting out reasons for the decision; and
- clarity of aims and desired outcomes.

BUSINESS TO BE DISCUSSED

Only those items listed on the attached agenda may be considered at this meeting.

QUORUM

The minimum number of appointed Members required to be in attendance to hold the meeting is 3.

In exercising discretion, the decision maker must:

- understand the law that regulates the decision making power and gives effect to it. The decision-maker must direct itself properly in law;
- take into account all relevant matters (those matters which the law requires the authority as a matter of legal obligation to take into account);
- leave out of account irrelevant considerations;
- act for a proper purpose, exercising its powers for the public good;
- not reach a decision which no authority acting reasonably could reach, (also known as the “rationality” or “taking leave of your senses” principle);
- comply with the rule that local government finance is to be conducted on an annual basis. Save to the extent authorised by Parliament, ‘live now, pay later’ and forward funding are unlawful; and
- act with procedural propriety in accordance with the rules of fairness.

AGENDA

1 APOLOGIES

To receive any apologies.

2 DISCLOSURE OF PERSONAL AND PECUNIARY INTERESTS

In accordance with the Localism Act 2011, and the Council's Code of Conduct, Members to disclose any personal or pecuniary interests in any matter included on the agenda for this meeting.

EXECUTIVE BUSINESS

3 STATEMENT FROM THE LEADER

4 RECORD OF THE PREVIOUS DECISION MAKING (Pages 1 - 2)

Record of the decision making held on 19th April 2016, attached.

5 MATTERS REFERRED BY THE COUNCIL OR BY THE OVERVIEW AND SCRUTINY MANAGEMENT COMMITTEE FOR RECONSIDERATION (IF ANY)

There are no matters referred for reconsideration.

6 REPORT FROM OVERVIEW AND SCRUTINY COMMITTEE (Pages 3 - 58)

Scrutiny Inquiry Panel – Making Southampton Dementia Friendly Final Report

Report of the Chair of the Scrutiny Inquiry Panel requesting that the Executive receive the final report of the Panel to enable the Executive to formulate its response to the recommendations, attached.

7 EXECUTIVE APPOINTMENTS (Pages 59 - 70)

Report of Service Director, Legal and Governance detailing the Executive Appointments for 2016/17, attached.

ITEM FOR DECISION BY CABINET

8 'GO SOUTHAMPTON' PROPOSAL FOR A CITY CENTRE BUSINESS IMPROVEMENT DISTRICT □ (Pages 71 - 208)

To consider a report of the Leader of the Council detailing 'Go Southampton' proposal for a City Centre Business Improvement District, attached.

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EXECUTIVE DECISION MAKING

RECORD OF THE DECISION MAKING HELD ON 19 APRIL 2016

Present:

Councillor Letts	Leader of the Council
Councillor Jeffery	Cabinet Member for Education and Children's Social Care
Councillor Chaloner	Cabinet Member for Finance
Councillor Kaur	Cabinet Member for Communities, Culture and Leisure
Councillor Rayment	Cabinet Member for Environment and Transport
Councillor Shields	Cabinet Member for Health and Adult Social Care
Councillor Payne	Cabinet Member for Housing and Sustainability
Councillor Hammond	Cabinet Member for Transformation

54. REVISED HOUSES IN MULTIPLE OCCUPATION SUPPLEMENTARY PLANNING DOCUMENT

DECISION MADE: (CAB 15/16 16753)

On consideration of the report of the Leader of the Council, having received representations from an interested party, a Member of the Council and the following recommendation from the Overview and Scrutiny Management Committee:

- (i) that the revised policy be monitored regularly to understand the impact it is having on the housing market. This should commence as soon as up to date information becomes available.

Cabinet agreed the following:

- (i) To adopt the Revised Houses in Multiple Occupation Supplementary Planning Document; and
- (ii) To delegate authority to the Planning and Development Manager, to make minor editing changes to the document prior to publication.

55. ACCEPTANCE OF EU GRANT FUNDING FOR CITY DEAL DELIVERY

DECISION MADE: (CAB 15/16 16844)

On consideration of the report of the Leader of the Council, Cabinet agreed the following:

- (i) To accept a grant of £2m from the European Social Fund via the Department for Work and Pensions (DWP) for the Solent Jobs Programme, and approve, in accordance with Financial Procedure Rules, revenue expenditure for the delivery of the programme over a period of three years;
- (ii) To act as Lead Accountable Body for the administration of the grant funding for the Solent Jobs Programme, which totals £4m across the Solent Local Enterprise Partnership (LEP) area; and

- (iii) To delegate authority to the Chief Operating Officer, following consultation with the Leader, to undertake such actions necessary to enable the successful delivery of the City Deal employment programmes, including procurement of services.

56. PROPERTY INVESTMENT FUND (PIF)

DECISION MADE: (CAB 15/16 16843)

On consideration of the report of the Leader of the Council, Cabinet agreed the following:

- (i) To approve the *draft* Business Plan, Investment Criteria; Governance Arrangements and Delivery Options.
- (ii) To delegate authority to the Head of Capital Assets following consultation with the Leader of the Council and the Council's Capital Board to agree the detailed business plan and any future variations to Investment Criteria and Delivery Options.
- (iii) To delegate authority to the Head of Capital Assets, following consultation with the Leader of the Council and the Service Director; Strategic Finance and Commercialisation to approve the acquisition or sale of property or other investments in accordance with the Business Plan, Investment Criteria and Delivery Options and to do anything necessary to give effect to the recommendations contained in this report.
- (iv) To delegate authority to the head of Capital Assets, following consultation with the Leader of the Council and Council's Capital Board, to take all further decisions in respect of real property acquisitions and disposals irrespective of value.
- (v) To recommend to Council as part of the review of the Constitution at the Council's AGM to amend Financial Procedure Rules to exempt real property transactions from the value thresholds determining level of decision make and to amend Article 12 of the Constitution to exclude property transactions from the definition of 'significant budgetary impact' that determines whether or not a matter be treated as a Key Decision.

57. SOUTHAMPTON OUTDOOR SPORTS CENTRE

DECISION MADE: (CAB 15/16 16704)

On consideration of the report of the Cabinet Member for Communities, Leisure and Culture, having received representations from the owner of The View public house, petition organiser, Friends of Southampton Sports Centre, Active Nation and Sports England, Cabinet agreed the following:

- (i) To note the outcomes of the consultation regarding the future of the Outdoor Sports Centre.
- (ii) To support the development of detailed plans on the basis of the outcome of the consultation and discussions with national governing bodies.
- (iii) To delegate authority to the Service Director Growth to allocate resources to feasibility and design works where necessary in order to submit funding applications.

DECISION-MAKER:	CABINET		
SUBJECT:	SCRUTINY INQUIRY PANEL – MAKING SOUTHAMPTON DEMENTIA FRIENDLY FINAL REPORT		
DATE OF DECISION:	21 JUNE 2016		
REPORT OF:	CHAIR OF SCRUTINY INQUIRY PANEL		
<u>CONTACT DETAILS</u>			
AUTHOR:	Name:	Mark Pirnie	Tel: 023 8083 3886
	E-mail:	Mark.pirnie@southampton.gov.uk	

STATEMENT OF CONFIDENTIALITY	
None	
BRIEF SUMMARY	
<p>From September 2015 to April 2016 the Scrutiny Inquiry Panel undertook an inquiry looking at the issue of making Southampton a dementia friendly city. The Scrutiny Inquiry Panel report contains a number of recommendations which have been highlighted in Appendix 2. Subject to the final report, attached as Appendix 1, being agreed at the meeting of the Overview and Scrutiny Management Committee (OSMC) on 16th June 2016, the Cabinet needs to formally respond to these recommendations within two months to meet the requirements in the Council's constitution.</p>	
RECOMMENDATIONS:	
	<p>(i) Subject to the report attached as Appendix 1 being agreed at the meeting of the OSMC on 16th June 2016, Cabinet is recommended to receive the attached Scrutiny Inquiry Panel report to enable the Executive to formulate its response to the recommendations contained within it, in order to comply with the requirements set out in the Council's Constitution.</p>
REASONS FOR REPORT RECOMMENDATIONS	
1.	The overview and scrutiny procedure rules in part 4 of the Council's Constitution requires the Executive to consider all inquiry reports that have been endorsed by the Overview and Scrutiny Management Committee, and to submit a formal response to the recommendations contained within them within two months of their receipt.
ALTERNATIVE OPTIONS CONSIDERED AND REJECTED	
2.	None.
DETAIL (Including consultation carried out)	
3.	The OSMC, at its meeting on 13th August 2015, requested that the Scrutiny Inquiry Panel undertake an inquiry looking at how Southampton can become a dementia friendly city. The OSMC agreed that the inquiry would not focus on the wider issues of prevention, research, or clinical treatments for people with dementia.
4.	<p>The set objectives of the Inquiry were:</p> <ul style="list-style-type: none"> • To understand how far we are progressing in making Southampton a

	<p>dementia friendly city, and to identify further actions needed.</p> <ul style="list-style-type: none"> • To align our work and priorities to the existing framework in place: Alzheimer’s Society building dementia-friendly communities - a priority for everyone. • To support the registration to the recognition process for dementia friendly communities and achieve to the ‘working to become dementia friendly’ symbol.
5.	The Scrutiny Inquiry Panel undertook the inquiry over 6 evidence gathering meetings and received information from a wide variety of organisations. This included health professionals, charitable organisations supporting people with dementia, volunteers, housing managers, urban designers, shopping centre operators, commissioners, academics and bus operators.
6.	<p>In order for dementia-friendly communities to succeed, the views and opinions of people with dementia and their carers must be at the heart of any considerations or decisions. In recognition of this principle from the outset the inquiry has sought to engage people with dementia and their carers. In addition to Panel Members attending a Dementia Friends Awareness session specific events designed to engage and understand the views of people with dementia in Southampton included:</p> <ul style="list-style-type: none"> • A visit to the Memory Café at Medwall Court – 6th October • A visit to Dementia Friendly Fridays at Manston Court – 12th February.
7.	The final report contains 18 recommendations in total, summarised in Appendix 2, which if implemented the Panel believe will help to accelerate progress towards Southampton becoming a dementia friendly city.
8.	A final report of the Inquiry is attached as Appendix 1. The report will not be considered by the OSMC until 16th June 2016, after the deadline for publication of Cabinet papers, therefore any amendments made by the OSMC will be reported to the Executive verbally at the Cabinet meeting.
9.	The Executive needs to consider the inquiry recommendations and to formally respond within two months of the date of receiving this report in order to meet the requirements set out in the Council’s constitution.
RESOURCE IMPLICATIONS	
<u>Capital/Revenue</u>	
10.	In practice any future resource implication arising from this review will be dependent upon whether, and how, each individual recommendation within the inquiry report is progressed by the Executive. More detailed work will need to be undertaken by the Executive in considering its response to each of the recommendations set out in the report.
<u>Property/Other</u>	
11.	None.
LEGAL IMPLICATIONS	
<u>Statutory power to undertake proposals in the report:</u>	
12.	The duty to undertake overview and scrutiny is set out in Part 1A Section 9 of the Local Government Act 2000.
<u>Other Legal Implications:</u>	
13	None

POLICY FRAMEWORK IMPLICATIONS	
14.	The proposals contained within the appended report are in accordance with the Council's Policy Framework.

KEY DECISION?	No
WARDS/COMMUNITIES AFFECTED:	None directly as a result of this report

SUPPORTING DOCUMENTATION

Appendices

1.	Making Southampton Dementia Friendly – Final Report
2.	Making Southampton Dementia Friendly – Summary of recommendations

Documents In Members' Rooms

1.	None
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Equality Impact Assessment

Do the implications/subject of the report require an Equality and Safety Impact Assessments (ESIA) to be carried out.	No
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Privacy Impact Assessment

Do the implications/subject of the report require a Privacy Impact Assessment (PIA) to be carried out.	No
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Other Background Documents
Equality Impact Assessment and Other Background documents available for inspection at:

Title of Background Paper(s)	Relevant Paragraph of the Access to Information Procedure Rules / Schedule 12A allowing document to be Exempt/Confidential (if applicable)
1. None	

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Making Southampton Dementia Friendly Scrutiny Inquiry Panel

Dementia-friendly communities



PANEL MEMBERSHIP

Councillor Coombs (Chair)
Councillor Lewzey (Vice Chair)
Councillor Burke
Councillor Houghton
Councillor McEwing
Councillor Painton
Councillor Parnell

Scrutiny Manager – Mark Pirnie
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SOUTHAMPTON
CITY COUNCIL

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Appendix 4 – Findings

Appendix 5 - Types of Dementia

Chair's Introduction



Councillor Hannah Coombs - Chair of the Making Southampton Dementia Friendly Inquiry Panel (2015/16)

I would like to thank all of the City Council officers, Integrated Commissioning Unit officers, members and contributors to the inquiry evidence gathering meetings. I am sure that when enacted, the recommendations made in this report will enable Southampton to achieve better outcomes for people with dementia and their carers and families through making the City dementia friendly. One in three people over 65 will have dementia by 2020 and 40 – 50% of the beds at the General Hospital are currently occupied by people with dementia, so this work is vital.

Although there are areas highlighted in the report where further work is needed, there is a lot of positive work being done, which the Panel were impressed to hear about and witness first hand at the Dementia Fun Friday session at Manston Court and at the dementia village in West Quay. We can build on the great work being done by Admiral Nurses, ISPACE GP practices, CPNs, the Alzheimer's Society, Age UK and MARC at Moorgreen Hospital to signpost people with dementia and their carers to services and activities and use this knowledge to create a dementia roadmap for Southampton.

Small and often inexpensive projects can have a huge effect on the life of a person with dementia, their carers and family, e.g. access to green open space with a bench, a quiet room in a train station, a wider aisle in the supermarket, a shop worker who takes the time to help with small change, a well signposted toilet, a flow detector on the bath to stop flooding, a MIND befriender who can take you to do a favourite activity and give your carer a precious couple of hours to themselves, a local school or library asking a person with dementia to help teach children to read (giving that person a sense of purpose), a place of worship offering a tailored service for people with dementia or a meals on wheels worker staying a bit longer to make sure the person with dementia eats and drinks.

Projects like those listed above are being delivered by the Senior Saints Project, the Making Highfield, Portswood and St Denys Dementia Friendly Group, the Museum Memory Box Project and Café at the General Hospital, Erskine Court, the Age UK gardening club at Sunrise, Bassett, the Park Run, Weston Court, the over 60s outreach supporter (who works with people with dementia who are still in their own homes), Mayfield Nursery, the Community Farm, and the district nurses and volunteers working with the GP clusters running clinics at Manston and Neptune Courts.

The good practice we have learnt about at the Dementia Friendly Hampshire project managed by Andover MIND will be invaluable in guiding our work, especially around awareness raising and promotional events. With their 440 members and 150 community volunteers (as of September 2015), they are an inspiration.

Some of the areas we need to work on in addition to those listed in the report are increasing the percentage of agency domiciliary care staff who attend the City Council's one day training course (which includes dementia training) from 25% to 100%; increasing the take up of dementia friend training (we are behind Eastleigh and the New Forest in this area); encouraging UHS to sign up to John's Campaign (where carers of a person with dementia have the same rights as carers of a child in hospital); increasing the number of ISPACE GP practices (10% have the accreditation); introducing some evening groups for younger carers who work or are in education; training existing leisure clubs and groups so that people with dementia can continue to attend them; making hospitals, shopping centres, residential homes and public offices easily navigable for people with dementia; and applying for funding for an SCA bus to take people with dementia and their carers to Manston Court for Dementia Fun Friday.

I look forward to working with the Southampton Dementia Partnership to set up the Southampton Dementia Action Alliance and achieve recognition as a Dementia Friendly Community.

Making Southampton Dementia Friendly

The Aim of the Inquiry

1. In March 2012 the Department of Health published the Prime Ministers Challenge to deliver major improvements in dementia care and research by 2015.
2. In February 2015 the Department of Health, building on the Challenge published in 2012, published the Prime Ministers Challenge on Dementia 2020 which sets out the programme of action to deliver sustained improvements in health and care and boost dementia research.
3. In acknowledgement that two thirds of people with dementia live in the community¹ a key objective within the 2020 Challenge includes:
 - Over half of people living in areas that are recognised as Dementia Friendly Communities.
4. A dementia friendly community is described as:
*'A city, town or village where people with dementia are understood, respected and supported, and confident they can contribute to community life. In a dementia friendly community people will be aware of and understand dementia, and people with dementia will feel included and involved, and have choice and control over their day to day lives.'*²
5. In recognition of the importance of this issue, and the opportunity to make a difference for people living with dementia and their carers in Southampton, the Overview and Scrutiny Management Committee (OSMC), at its meeting on 13th August 2015, requested that the Scrutiny Inquiry Panel undertake an inquiry looking at how Southampton can become a dementia friendly city.
6. The OSMC agreed that the inquiry would not focus on the wider issues of prevention, research, or clinical treatments for people with dementia.
7. The set objectives of the Inquiry were:
 - a. To understand how far we are progressing in making Southampton a dementia friendly city, and to identify further actions needed.
 - b. To align our work and priorities to the existing framework in place: Alzheimer's Society building dementia-friendly communities - a priority for everyone.
 - c. To support the registration to the recognition process for dementia friendly communities and achieve to the 'working to become dementia friendly' symbol.
8. The full terms of reference for the Inquiry, agreed by the OSMC, are shown in Appendix 1.

¹ Dementia UK, Second Edition - Overview, Alzheimer's Society, September 2014

² Alzheimer's Society, Guidance for communities registering for the recognition process for dementia friendly communities, 2013

How the inquiry was conducted

9. The Scrutiny Inquiry Panel undertook the inquiry over 6 evidence gathering meetings and received information from a wide variety of organisations. This included health professionals, charitable organisations supporting people with dementia, volunteers, housing managers, urban designers, shopping centre operators, commissioners, academics and bus operators. A list of witnesses that provided evidence to the Inquiry is detailed in Appendix 2.
10. To deliver the set objectives the agreed project plan identified that each evidence gathering meeting of the inquiry would focus on a number of the 10 key characteristics of a dementia friendly community.
11. At each meeting appropriate guests were invited to outline activities and practice in Southampton related to the 10 key areas and to identify what best practice looks like. This enabled the Panel to undertake a mini audit of the strengths and weaknesses/opportunities in the city and to recommend key actions that, if implemented, would help Southampton become more dementia friendly.
12. In undertaking this inquiry the Panel were made aware that the development of dementia friendly communities was a cross cutting issue and that councils, working in partnership with others, are well placed to deliver on this ambition.
13. The key findings, conclusions and recommendations from the inquiry are detailed succinctly later in this report.

Consultation

14. In order for dementia-friendly communities to succeed, the views and opinions of people with dementia and their carers must be at the heart of any considerations or decisions. In recognition of this principle from the outset the inquiry has sought to engage people with dementia and their carers. In addition to Panel Members attending a Dementia Friends Awareness session specific events designed to engage and understand the views of people with dementia in Southampton include:
 - A visit to the Memory Café at Medwall Court – 6th October 2015
 - A visit to Dementia Friendly Fridays at Manston Court – 12th February 2016.
15. Members of the Panel would like to thank all those who have assisted with the development of this review, in particular Amanda Luker, Commissioner within the Integrated Commissioning Unit, who has provided the Panel with invaluable advice throughout the inquiry.

Introduction

What is Dementia?

16. The word 'dementia' describes a group of symptoms that include loss of memory, difficulties with planning, problem solving, difficulties with language and communication, and sometimes, changes in mood or behaviour.
17. Dementia isn't a natural part of aging. It occurs when the brain is affected by a disease. Dementia is progressive, which means the symptoms will gradually get worse over time.

Types of Dementia

18. There are many types of dementia but the most common are Alzheimer's disease and vascular dementia. Of those people with dementia in the UK, 62% have Alzheimer's disease and 17% vascular dementia. Others include mixed dementia (10%), dementia with Lewy bodies (4%), rarer causes of dementia (3%) and fronto-temporal dementia (2%). Appendix 5 provides a brief description of each type of dementia.

Facts and Figures

19. In England, it is estimated that 676,000 people have dementia³. It is expected that this figure will double in the next 30 years as life expectancy increases.
20. Dementia costs society an estimated £26 billion a year, more than the costs of cancer, heart disease or stroke. In the next 30 years, predicted costs are likely to treble⁴.
21. The estimated number of people with dementia in Southampton is 2,618 (March 2015). This figure is expected to rise in line with an increase in the over 65 population which is expected to grow by 11% between 2012 and 2019.

What are Dementia Friendly Communities?

22. Traditionally, the focus for dementia care has been NHS treatments and care services delivered by local councils. Recently there has been a shift to a focus on how we can enable people who have been diagnosed with dementia to live as full a life as possible and encourage communities to work together to help people to stay healthier for longer.
23. Alzheimer's Society have been active in the move nationally towards supporting communities to become dementia friendly. They define a dementia-friendly community as one in which people with dementia are empowered to have high aspirations and feel confident, knowing they can contribute and participate in activities that are meaningful to them.⁵
24. A number of communities have already signed up to the national Dementia Friendly Communities accreditation process, overseen by Alzheimer's

³ Department of Health, Prime Minister's challenge on dementia 2020, February 2015, p10

⁴ Department of Health, Prime Minister's challenge on dementia 2020, February 2015

⁵ Alzheimer's Society, Building dementia-friendly communities: a priority for everyone, August 2013

Society, and are making progress supporting people with dementia to live well with the condition.

Why is it important that communities become dementia friendly?

25. People with dementia want to live everyday lives continuing to stay connected to their interests, social networks and communities. However, research suggests that people with dementia increasingly withdraw from everyday life.⁶
26. Two thirds of people with dementia live in the community, close to a third of whom live on their own. With the support from wider communities, enabling people with dementia to take part in everyday activities is key not only to enabling them to live fulfilling lives but to reducing and delaying their dependence on expensive health and social care services.⁷
27. Dementia has a significant financial impact. Analysis shows that a year living in the community with dementia is estimated to cost £24,128, including integrated health and social care package, together with respite, therapies and medication. A year in residential care costs an average of £35,424. Therefore a saving of £11,296.⁸ The more support we can give people with dementia to remain independent within communities the better for the individual and the greater the savings on public finances.

What are the key characteristics of a dementia friendly community?

28. In 2013 Alzheimer's Society and the National Dementia Action Alliance identified 10 key areas that communities working to become dementia friendly should focus on:

1. Involvement of people with dementia

Shape communities around the needs and aspirations of people living with dementia alongside the views of their carers. Each community will have its own diverse populations and focus must include understanding demographic variation, the needs of people with dementia from seldom heard communities, and the impact of the geography.

2. Challenge stigma and build understanding

Work to break down the stigma of dementia, including in seldom heard communities, and increase awareness and understanding of dementia.

3. Accessible community activities

Offer organised activities that are specific and appropriate to the needs of people with dementia. Also ensure that existing leisure services and entertainment activities are more inclusive of people with dementia.

4. Acknowledge potential

Ensure that people with dementia themselves acknowledge the positive contribution they can make to their communities. Build on the goodwill in the general public to make communities dementia friendly.

⁶ Alzheimer's Society, Building dementia-friendly communities: a priority for everyone, August 2013

⁷ LGA, Dementia Friendly Communities – Guidance for councils, July 2015

⁸ Alzheimer's Society, Building dementia-friendly communities: a priority for everyone, August 2013

5. Ensure an early diagnosis

Ensure access to early diagnosis and post-diagnostic support. Have health and social care services that are integrated and delivering person-centred care for people with dementia in all settings.

6. Practical support to enable engagement in community life

Deliver a befriending service that includes practical support to ensure people with dementia can engage in community life as well as offering emotional support.

7. Community-based solutions

Support people with dementia in whatever care setting they live, from maintaining independence in their own home to inclusive, high-quality care homes. Community based solutions to housing can prevent people from unnecessarily accessing healthcare and support people to live longer in their own homes.

8. Consistent and reliable travel options

Ensure that people with dementia can be confident that transport will be consistent, reliable and responsive and respectful to their needs.

9. Easy-to-navigate environments

Ensure that the physical environment is accessible and easy to navigate for people with dementia.

10. Respectful and responsive businesses and services

Promote awareness of dementia in all shops, businesses and services so all staff demonstrate understanding and know how to recognise symptoms. Encourage organisations to establish strategies that help people with dementia utilise their business.

What is the process to become accredited as a dementia friendly community?

29. The journey to become a dementia-friendly community will take time and Alzheimer's Society are currently reviewing the assessment process. To become part of the current dementia friendly communities recognition process, a representative from a community needs to fill out an online application form. By registering for the process your community commits to, amongst others, the following conditions:
 - Meeting the foundation criteria for a dementia-friendly community that have been developed
 - Providing a brief six-monthly update
 - Completing an annual self-assessment of progress towards the criteria.
30. Once a community has registered with the process, they may demonstrate how they meet the foundation criteria for 'working to become dementia friendly' by:
 - Ensuring the right local structure is in place to maintain a sustainable dementia friendly community

- Identifying a person to take responsibility for driving forward the work to support a community to become dementia friendly
- Having a plan in place to raise awareness about dementia in key organisations and businesses within the community that support people with dementia
- Developing a strong voice for people with dementia living in communities
- Raising the profile of the work to increase reach and awareness to different groups in the community
- Focusing plans on a number of key areas that have been identified locally
- Having in place a plan or system to update the progress of your community.



31. Once a community has demonstrated how they meet the criteria, they are issued with a symbol that they can give to organisations and businesses in their community that wish to be part of the dementia friendly communities' initiative and have stated what their actions are towards becoming dementia friendly.
32. The process is designed to enable communities to be publicly recognised for working towards becoming dementia friendly and to show that they are following common criteria that are based on what is known to be important to people affected by dementia and will change their experience.
33. At the time of the presentation to the Panel 115 communities had registered through the Alzheimer's Society Dementia Friendly Communities recognition process. In recognition that becoming a dementia friendly community may take a number of years the Panel, at the meeting on 29th October 2015 recommended that officers submit an application as soon as possible for Southampton to be recognised as 'working towards becoming dementia friendly' to formally start the journey.

Dementia Friends and Dementia Action Alliances

34. Dementia Friends, Dementia Champions and Dementia Action Alliances are important enablers to creating dementia friendly communities. Dementia Friends is a national initiative to raise awareness of dementia. There are 1.3 million Dementia Friends nationally who are able to recognise the symptoms and support people with dementia, with a target for a further 3 million by 2020.
35. Dementia Friends awareness sessions are delivered by Dementia Champions. To become a Dementia Friends Champion, a person must attend a one day course run by Alzheimer's Society.
36. A Dementia Action Alliance is a steering group of local stakeholders working with organisations and businesses to support and encourage them to take actions to work to become dementia friendly. To become a member organisations must sign up to the National Dementia Declaration and submit a short action plan setting out how they will work towards delivering the outcomes outlined in their declaration.

37. In September 2015 there were 170 Local Dementia Action Alliances nationwide. They are recommended vehicles for developing dementia friendly communities. Hampshire is recognised as being in the vanguard in developing dementia friendly communities and has an active Dementia Action Alliance that works under the umbrella of the Dementia Friendly Hampshire project, established in 2013 and managed by Andover Mind. Southampton has a Dementia Partnership but not a Dementia Action Alliance.

Conclusions and Recommendations

38. A summary of the key evidence presented at each of the inquiry meetings is attached as Appendix 3. In addition a summary of findings for Southampton against the key areas of focus for communities working to become dementia friendly is attached as Appendix 4. Conclusions were drawn from each meeting and disseminated to the Panel. All of the reports, presentations and minutes from the inquiry meetings can be found here:

<http://www.southampton.gov.uk/modernGov/ieListMeetings.aspx?CommitteeId=624>

Conclusions

- The inquiry has clearly demonstrated to the Panel that people can live well with dementia and that there are significant benefits to individuals living with dementia and the City of Southampton in becoming dementia friendly.
- The Panel were encouraged by the range and diversity of activities and support currently being provided to people with dementia and their carers across Southampton.
- The Panel recognised that there had been substantial improvements in the support to people with dementia and their carers in the city over the past few years, particularly in the integration of housing, health and social care services, and the increasing diagnosis rates, and that outcomes would continue to improve.
- However, Southampton can do more to support people with dementia and changes can be made that can make the day to day lives of people living with dementia and their carers better.
- Examples of good practice exist locally that Southampton can learn from as we seek to become dementia friendly. Hampshire has demonstrated what can be achieved with focus, planning and support.
- To help the city to become dementia friendly a priority must be to improve co-ordination. This will help spread good practice across Southampton and galvanise community support.
- To help achieve this priority the Panel, at the second meeting of the inquiry, recommended that the Integrated Commissioning Unit utilise an identified budget for 2015/16 to commence a procurement process to engage an organisation to oversee and kickstart the drive to becoming dementia friendly. This has proved invaluable in Hampshire.
- It is identified good practice that a Southampton Dementia Action Alliance is established to work alongside the aforementioned organisation procured to kickstart and co-ordinate activity.
- The journey to be recognised as a dementia friendly community should commence as soon as possible with a submission to Alzheimer's Society to be recognised as 'working to become dementia friendly'. The changes will not happen overnight but it is an opportunity to transform the lives of people with dementia and their carers in Southampton.

- It is essential that in order for the drive to become a dementia friendly community to succeed the views and opinions of people with dementia and their carers must be at the heart of any decisions and that consideration should be given to hearing the voice of people with dementia throughout the process.
- The findings and recommendations identified during the inquiry are reflected within Southampton Better Care vision; which is to join up care and support for each and every unique person in our city needing our care. Some of the areas that Better Care contributes to the lives of people living with Dementia specifically in relation to dementia friendly communities includes:
 - Workforce development project that involves organisations within the sphere of better care delivery have a commitment to ensuring that all staff have the skills required to undertake their role
 - The development of cluster teams, providing an integrated approach to care, includes the older person mental health services
 - With the progress of integration, care and support plans will be undertaken in a holistic person centred way
 - Development of cluster working, is resulting in all community providers statutory and non-statutory developing, this will support an increased knowing of where to go for particular resources or support
 - Carer awareness is key to the development of person.

Recommendations

39. Reflecting the key findings and conclusions the following actions are recommended to accelerate progress towards Southampton becoming a dementia friendly city:

General Co-ordination and Strategic Direction

Recommendation 1 - That the Integrated Commissioning Unit engages an organisation to oversee and kickstart the drive to becoming dementia friendly.

Recommendation 2 - That the successful applicant/organisation submits an application to the 'working to become dementia friendly' on behalf of Southampton.

Recommendation 3 - That the Council works with existing members of the Southampton Dementia Partnership to establish a Dementia Action Alliance in Southampton.

Recommendation 4 - That the Council use strategic drivers such as the community safety plan, health and wellbeing strategy, local transport plan, planning function as well as strategies for older people and people with dementia as levers to reinforce the needs of people living with dementia.

Recommendation 5 - That the Council seeks to deliver the recommendations locally identified within the Local Government Associations recently published guide to combating loneliness.

Challenge stigma and build understanding

Recommendation 6 - That Dementia Friends sessions are made compulsory for all customer facing Council employees, including elected members, and that it is included in Council and relevant Capita inductions.

Recommendation 7 - That the Council supports key staff and elected members to become dementia champions – so they can train and support other members and officers to become dementia friends and to act as ambassadors and supporters of work to promote dementia friendly communities locally.

Recommendation 8 - In partnership with the recommended Southampton Dementia Action Alliance a ‘Southampton DEMFEST’ is organised in 2017.

Accessible community activities / Acknowledge potential/ Practical support to enable engagement in community life

Recommendation 9 - With the opening of the new arts centre imminent explore funding opportunities from the Arts Council to facilitate accessible activities for people with dementia.

Recommendation 10 - Explore the opportunity to create a dementia roadmap for Southampton that provides high quality information about the dementia journey alongside local information about services, support groups and care pathways to assist primary care to support people with dementia, their families and carers.

Community-based solutions

Recommendation 11 - That the City Council’s Housing Services engages with Hampshire Constabulary to utilise new systems to locate people with dementia that have gone missing.

Respectful and responsive businesses and services

Recommendation 12 - Through the Health and Wellbeing Board and NHS Southampton Clinical Commissioning Group General Assembly Southampton GP Practices are actively encouraged to sign up to the ISPACE initiative.

Consistent and reliable travel options

Recommendation 13 - That the Council ensures that new travel and transport schemes in the city incorporate dementia friendly design principles.

Easy-to-navigate environments

Recommendation 14 - That City Council Planning Officers consult groups representing people with dementia in the development of the Local Plan.

Recommendation 15 - That dementia experts at the University of Southampton are invited to give feedback on the Streets and Spaces framework to ensure it reflects the specific needs of people with dementia.

Recommendation 16 - The Council/CCG proactively engages with Hammerson to identify how their resources, enthusiasm and expertise can be utilised to increase support for dementia friendly Southampton.

Recommendation 17 - That office environment audits are undertaken on all City Council customer facing buildings.

Recommendation 18 - That the City Council explores opportunities to develop a Community Toilet Scheme in Southampton.

Appendices

Appendix 1 –Inquiry Terms of Reference

Appendix 2 – Inquiry Plan

Appendix 3 – Summary of Key Evidence

Appendix 4 - Findings

Appendix 5 –Types of Dementia

Appendix 1 – Terms of Reference

Making Southampton a Dementia Friendly City Terms of Reference and Inquiry Plan

1. Scrutiny Panel membership:

- a. Councillor Coombs
- b. Councillor Burke
- c. Councillor Houghton
- d. Councillor Lewzey
- e. Councillor McEwing
- f. Councillor Painton
- g. Councillor Parnell

2. Purpose:

To review how far we are progressing in making Southampton a dementia friendly city, and to identify further actions needed using the recognised framework developed by Alzheimer's Society.

3. Background:

- In March 2012 the Department of Health published the Prime Ministers Challenge to deliver major improvements in dementia care and research by 2015.
- In August 2013 Alzheimer's Society produced 'Building dementia-friendly communities: a priority for everyone. In this report a dementia friendly community is described as:

'A city, town or village where people with dementia are understood, respected and supported, and confident they can contribute to community life. In a dementia friendly community people will be aware of and understand dementia, and people with dementia will feel included and involved, and have choice and control over their day to day lives.'

- In February 2015 the Department of Health published the Prime Ministers Challenge on Dementia 2020 which sets out the programme of action to deliver sustained improvements in health and care, create dementia friendly communities, and boost dementia research.
- The estimated number of people with dementia in Southampton is 2618 (March 2015). This figure has been rising and is expected to increase further in line with an increase in the over 65 population which is set to increase by 11% between 2012 and 2019.
- Southampton has a diagnosis rate of 65%; there is a need to review and improve the provision of post diagnostic support that is available, which includes making our city dementia friendly.
- The City has a dementia partnership that has good attendance from a range of health and voluntary sector agencies. There is an aspiration within

the partnership to extend the work into a formal framework that will enable delivery of dementia friendly community in a more co-ordinated way, to include wider representation, and to be appropriately resourced.

4. Objectives:

- d. To understand how far we are progressing in making Southampton a dementia friendly city, and to identify further actions needed.
- e. To align our work and priorities to the existing framework in place: Alzheimer's Society building dementia-friendly communities - a priority for everyone.
- f. To support the registration to the recognition process for dementia friendly communities and achieve to the 'working to become dementia friendly' symbol.

5. Methodology:

- a. Working within the existing framework - Alzheimer's Society building dementia friendly communities: a priority for everyone
- b. Benchmarking our current progress against framework
- c. Seek stakeholder views, including those living with dementia and their carers through attendance at existing networks
- d. Undertake desktop research
- e. Identify best practice

6. Proposed Timetable:

Seven meetings between September 2015 and March 2016.

7. Inquiry Plan (subject to the availability of speakers)

Meeting 1: 24th September 2015

- Introduction, context and background – Overview of Alzheimer's Society building dementia-friendly communities: a priority for everyone, and recognition process.
- Review current progress against recognition framework in Southampton.

To be invited:

- Cabinet Member for Health and Adult Social Care
- Penny Ford, Dementia Action Alliances Projects Manager, Alzheimer's Society
- Sara Miles, Programme Manager, Dementia Friendly Communities, Alzheimer's Society
- Debbie Morshead, Andover Mind, Dementia Friendly Hampshire Project Lead
- Barry Dickinson, Commissioner, Integrated Commissioning Unit, Portsmouth City Council & NHS Portsmouth Clinical Commissioning Group

Between meetings 1 and 2 – Consultation event engaging people with dementia and their carers.

Meeting 2: 29th October 2015

To develop an understanding, and identify best practice in the following areas:

- **Challenge stigma and build understanding** – work to breakdown the stigma of dementia, including seldom heard communities, and increase awareness and understanding of dementia
- **Acknowledge potential** – ensure that people with dementia themselves acknowledge the positive contribution they can make to their communities, build on the goodwill in the general public to make communities dementia friendly
- **Practical support to enable engagement in community life, and accessible community activities** – Offer organised activities that are specific and appropriate to the needs of people with dementia. Also ensure that existing leisure services and entertainment activities are more inclusive of people with dementia.

To be invited:

- Karen Cotton, Lead Admiral Nurse, Solent NHS Trust
- Sharon Harwood, Integrated Service Matron/Learning Facilitator, Southern Health NHS Foundation Trust
- Gary Walker, Services Manager Team South, Alzheimer's Society
- Sue Dewhirst, Public Health Support Manager, Public Health England South East
- Sally Denley, Public Health Development Manager, Southampton City Council
- Community Solutions Group, Southampton Integrated Commissioning Unit
- Arts Council South West

Meeting 3: 19th November 2015

To develop an understanding, and identify best practice in the following areas:

- **Community based solutions** – support people with dementia in whatever care setting they live, from maintaining independence in their own home to inclusive, high quality care homes. Community based solutions to housing can prevent people from unnecessarily accessing healthcare and support people to live longer in their own homes.

To be invited:

- Head of Housing Services, Southampton City Council
- Supported Services Manager, Southampton City Council
- Quality Lead for Residential and Care Homes, Southampton Integrated Commissioning Unit
- Community Solutions Group, Southampton Integrated Commissioning Unit

Meeting 4: 3rd December 2015

To develop an understanding, and identify best practice in the following areas:

- **Respectful and responsive business and services** – promote awareness of dementia in all shops, businesses and services so all staff demonstrated understanding and know how to recognise symptoms. Encourage organisations to establish strategies that help people with dementia utilise their business.
- **Consistent and reliable travel options** – ensure that people with dementia can be confident that transport will be consistent, reliable and responsive and respectful to their needs.

To be invited:

- Katherine Barbour, Senior Project Manager, Wessex Academic Health Science Network
- Phil Williams, Age UK Southampton
- Dianne Bizley, Solent Mind
- Sara Baily, Voluntary Sector Liaison Manager, Southampton Integrated Commissioning Unit
- Local bus operators
- Travel and Transport, Southampton City Council

Meeting 5: 21st January 2016

To develop an understanding, and identify best practice in the following areas:

- **Ensure an early diagnosis** – ensure access to early diagnosis and post-diagnostic support. Have health and social care services that are integrated and delivering person-centred care for people with dementia in all settings.

To be invited:

- Adult Social Care, Southampton City Council
- Dr Sue Robinson, Clinical Chair, Southampton City Clinical Commissioning Group
- Dr Cliff Howells, Clinical Programme Lead for Mental Health, Southampton City Clinical Commissioning Group
- Debbie Robinson, Head of Integrated Care, Southern Health NHS Foundation Trust
- University Hospital Southampton NHS Foundation Trust

Meeting 6: 25th February 2016

To develop an understanding, and identify best practice in the following areas:

- **Easy to navigate environments** – ensure that the physical environment is accessible and easy to navigate for people with dementia

To be invited:

- Housing, Southampton City Council
- Planning Policy, Conservation and Design, Southampton City Council

- Dr Ruth Bartlett, University of Southampton, Dementia Action Research and Education Network

Between the final evidence gathering meeting and agreeing the final report – Consultation event discussing emerging recommendations with people with dementia and their carers.

Meeting 7: Date TBC

To approve the final report of the inquiry and recommendations.

Appendix 2 - Inquiry Plan

DATE	MEETING THEME	TOPIC DETAIL	EVIDENCE PROVIDED BY
24/09/15	<p>Agree Terms of Reference</p> <p>and</p> <p>Introduction to the Inquiry</p>	Introduction, context and background.	<ul style="list-style-type: none"> • Councillor Shields (Cabinet Member for Health and Social Care) • Penny Ford (Dementia Action Alliances Projects Manager, Alzheimer's Society) • Debbie Morshead (Dementia Friendly Hampshire Project Lead, Andover Mind) • Amanda Luker (Commissioner, Southampton Integrated Commissioning Unit) <p>Items appended to reports:-</p> <ul style="list-style-type: none"> • Inquiry draft Terms of Reference and Inquiry Plan • Building Dementia Friendly Communities: A priority for everyone, Alzheimer's Society
29/10/15	<p>Challenge Stigma</p> <p>Acknowledge Potential</p> <p>Engagement in Community Life</p> <p>Accessible Community Activities</p>	To develop an understanding of the current position in Southampton and best practice.	<ul style="list-style-type: none"> • Sue Dewhirst (Public Health Support Manager, Public Health England) • Sally Denley (Public Health Development Manager, SCC) • Karen Cotton (Lead Admiral Nurse, Solent NHS Trust) • Gary Walker (Services Manager South Hampshire, Alzheimer's Society) <p>Items appended to reports:-</p> <ul style="list-style-type: none"> ○ Feedback from a visit to the Memory Café at Medwall Court ○ Links to Arts Council initiatives

DATE	MEETING THEME	TOPIC DETAIL	EVIDENCE PROVIDED BY
19/11/15	Community Based Solutions	To develop an understanding of the current position in Southampton and best practice.	<ul style="list-style-type: none"> • Dr Rosalind Willis (Lecturer in Gerontology, Centre for Research on Ageing, University of Southampton) • Carol Alstrom (Associate Director of Quality, Integrated Commissioning Unit) • Morag Forrest-Charde (Integrated Care Transformation Manager, Integrated Commissioning Unit) • Nick Cross (Head of Housing Services, SCC) • Jean Brown (Supported Services Manager, SCC)
03/12/15	Respectful and Responsive Business and Services Consistent and Reliable Travel Options	To develop an understanding of the current position in Southampton and best practice.	<ul style="list-style-type: none"> • Phil Williams (Health & Wellbeing Development Officer, Age UK Southampton) • Katherine Barbour (Senior Programme Manager, Wessex Academic Health Science Network & Dementia Friendly Portswood High Street Volunteer) • Paul Walker (Travel and Transport Manager, SCC) • Matt Kitchin (General Manager, Bluestar, Southern Vectis and Unilink, Go South Coast Ltd) • Chrissie Bainbridge (Business Performance Director, First Hampshire, Dorset and Berkshire, General Manager Southampton)
21/01/16	Ensure an Early Diagnosis	To develop an understanding of the current position in Southampton and best practice.	<ul style="list-style-type: none"> • Dr Cliff Howells (Clinical Programme Lead for Mental Health, NHS Southampton Clinical Commissioning Group and Southampton GP) • Dr Maged Swelam (Consultant Psychiatrist, Older People Mental Health, Southern Health NHS Foundation Trust) <p>Items appended to reports:-</p>

DATE	MEETING THEME	TOPIC DETAIL	EVIDENCE PROVIDED BY
			<ul style="list-style-type: none"> ○ Joint declaration on post-diagnosis dementia care and support
25/02/16	Easy to Navigate Environments	To develop an understanding of the current position in Southampton and best practice.	<ul style="list-style-type: none"> ● Dr Ruth Bartlett (Associate Professor in Ageing and Social Research, Faculty of Health Sciences, University of Southampton) ● Darren Shorter (City Design Group Leader, Planning, SCC) ● Jonathan Brookes (Community Manager, Hammerson)
26/04/16	Agree final report.	Approve report for submission to Overview and Scrutiny Management Committee	N/A

The minutes for each meeting, the evidence submitted to the Scrutiny Inquiry Panel and presentations delivered at each meeting is available at: - <http://www.southampton.gov.uk/modernGov/ieListMeetings.aspx?CommitteId=624>

Appendix 3 – Summary of Key Evidence

Scrutiny Panel – Making Southampton Dementia Friendly

Inquiry Meeting 1 – 24 September 2015

Introduction to the inquiry

Summary of information provided:

Cabinet Member for Health and Social Care, SCC – Councillor Shields

- Welcomes the inquiry. Good chance to find out what is going on across the city and to position Southampton as a leading dementia friendly city in Europe.
- Key challenges in the city include: Appropriate mix of housing to support people to live independently; making our town and district centres dementia friendly; equipping public sector staff; understanding the leadership required from the City Council.

Dementia Action Alliances Projects Manager, Alzheimer's Society – Penny Ford

- 850,000 people with dementia in the UK by 2015, predicted to be 2m by 2051
- £26.3 billion per year (£11.6 billion unpaid care)
- 51% carers in work
- Two thirds of people with dementia live in the community. The more support we can give people with dementia to remain independent the better for the individual and the greater the savings on hard pressed public finances.
- A wide range of organisations, all working to become dementia friendly, through awareness raising, reviewing current practices and adapting to meet the needs of people living with dementia.
- Currently 170 Local Dementia Action Alliances: Steering Group of local stakeholders working with organisations and businesses to support and encourage them to take actions to work to become dementia friendly.
- There is a Dementia Friendly Community Assessment and a requirement for a 6 monthly progress update.
- Where should Southampton focus? – Concentrate on a few areas first; more Dementia Friends needed; work with bus companies to make sure people with dementia can get around the city; organise dementia awareness sessions for community groups; improve clarity of signage.
- Some good examples – Medway, York Railway Station

Project Lead, Dementia Friendly Hampshire - Debbie Morshead (Andover Mind)

- Dementia Friendly Hampshire Project commenced in March 2013 (Phase 1 was up to 2015)
- 1 full time and 6 part time employees – HCC funded
- 6 key objectives of the Dementia Friendly Hampshire Project:

- Consultation and engagement (C&E)
- Awareness
- Peer support – identify gaps in service provision
- Ambassadors – The face of the campaigns, championing the cause
- Hampshire Dementia Action Alliance (HDAA)
- Dementia Friendly High Streets
- Results achieved:
 - C & E - 141 events, 1025 people
 - Promotional Events – 249
 - Dementia Ambassadors – 26
 - Dementia Action Groups – 10 firm, 16 under development
 - Awareness - 348
 - Dementia Friends - 3404
 - Peer Support (new groups) - 23
 - HDAA - 440
 - Dementia Friendly High Streets - 10
- Dementia Friendly Hampshire look after the admin to enable the various Dementia Action Groups to focus on making a difference in the community and fund raising.
- Hampshire Constabulary and Fire and Rescue are signed up
- Good practice / How to guides have been developed for businesses and shopping centres.
- Top tips to creating dementia friendly communities:
 - Keep it personal
 - Be flexible
 - Sufficient resources and consider sustainability early in process
 - Communication is key
 - Let communities lead but key has been a dedicated team to oversee and kick start process
 - Involve everyone
 - Enjoy!
 - Southampton – Opportunities for inter-generational work with student population.

Commissioner, Southampton Integrated Commissioning Unit - Amanda Luker

- A Dementia Partnership exists in Southampton. Would like to establish a Dementia Action Alliance.
- Last year, working with a range of voluntary sector providers, a number of social activity groups were provided funding for 1 year to pilot initiatives. Including – art, seafaring, singing for the brain, walking, green care project at Down to Earth community farm.
- Some groups have been successful and have secured alternative funding. Some groups were not well attended and may not have been what people with dementia were looking for.
- Memory Cafes in the city supported by Admiral Nurses.
- Gaps in the city identified include – Awareness in care homes / residential homes, buses, engagement work about what people in Southampton want.

Conclusions from meeting:

- Significant benefits associated with communities becoming dementia friendly.
- Clear merits in having a dedicated team to oversee and kick start the process of becoming dementia friendly.
- Good practice exists in Hampshire and elsewhere and there are clear opportunities to learn from others.
- Need to ensure that people with dementia and their carers are fully engaged in the process.
- More Dementia Friends are needed.
- There is enthusiasm and support to make Southampton dementia friendly – start the process asap and don't wait until the inquiry is finished to make a difference.

Inquiry Meeting 2 – 29 October 2015

Challenge Stigma, Acknowledge Potential, Engagement in Community Life & Accessible Community Activities

- 6 Panel Members attended the Dementia Friends awareness session on 26th October 2015.

Summary of information provided:

A Public Health Perspective – Sue Dewhirst, Public Health Support Manager, Public Health England (PHE) & Sally Denley, Public Health Development Manager, SCC

- A briefing paper providing an update on current dementia projects undertaken by PHE and PHE South East (Wessex) was circulated. [Public Health England Briefing](#)
- Dementia is one of the 7 key priorities for PHE.
- Recognition that the uptake of Dementia Friends awareness sessions in Southampton needs to be increased. There is a need to identify gaps in the city where Dementia Friends sessions could be delivered.
- Opportunities to increase awareness across SCC by including Dementia Friends awareness session in the new employee induction programme and to make it compulsory for every customer facing employee and Councillor to attend a Dementia Friends awareness session.
- PHE are developing awareness and prevention leaflets and posters. There is value in ensuring these are distributed throughout the network of community centres and notice boards across Southampton, as well as through social media and the council's website.
- The Wessex Academic Health Science Network - Hoping to introduce John's campaign to UHS and Southern and Solent hospital services in Southampton; working well with GP Surgeries to make them dementia friendly; opportunity to develop a **dementia roadmap** for Southampton (a web based platform that provides information about the dementia journey alongside local information

about services, support groups and care pathways). More details from Katherine Barbour in December.

- Good practice regarding the NHS Health Checks (NHS HC) in Southampton - local training sessions last year to look at signs and symptoms of dementia and the role of the awareness raising in the NHS HC. This was run by Southern Health, Solent and Public Health (SCC) – 1 hour sessions in GP surgeries to capture the practice nurses and HCAs.
- Good feedback about it. During this training we decided to change our protocol around the awareness raising and ensure that all people seen for an NHS HC are told that the risk factors for Cardiovascular Disease are the same for Vascular dementia – promoting raising awareness from age 40+ rather than the recommended over 65s when it is potentially too late.

Lead Admiral Nurse, Solent NHS Trust – Karen Cotton

- Admiral Nurses are specialist dementia nurses who give practical and emotional support to family/informal carers, as well as the person with dementia.
- They have provided training sessions for Solent NHS employees on dementia awareness. This has helped Solent NHS employees to deliver dementia screening as part of their visits, helping to raise awareness and diagnosis of dementia in Southampton.
- Confidence is key to acknowledging potential and for people with dementia to engage in community life. Admiral Nurses work with people with dementia to give them confidence to understand and manage risk and to keep doing things they were doing pre-diagnosis as this is usually preferable to creating specialist activities.
- Society can be supported to become more confident in supporting people with dementia to enable them to continue to undertake social activities. Dementia Friends awareness is very important in building confidence within communities. More can be done in Southampton to encourage community groups, societies, cafes, churches and pubs etc to be dementia friendly.
- Specific issues raised related to the provision of respite care, and the importance of a range of respite options for carers to choose from, and the variation in the approach and attitude of banks towards people with dementia.

Services Manager South Hampshire, Alzheimer's Society - Gary Walker

- A presentation was delivered by Gary Walker - [Alzheimer's Society Presentation](#)
- Historically Alzheimer's Society have not been very active in Southampton. Following the recent grant award from the ICU activity levels are growing.
- Alzheimer's are working with Memory Advisors and Admiral Nurses. Working together we can make a difference to help people living with dementia (Inc. carers) stay in control for longer.
- Alzheimer's now run a number of groups in Southampton although sustainability is a concern. Potential to significantly increase reach to people and their carers who live with Dementia in Southampton.

- Working in partnership with Southampton Football Club has opened up opportunities to increase the number and sustainability of groups, with the potential to bring in additional external funding.
- 'One Million Hands' Partnership with the Scouts could help to reduce the stigma by 'normalising' dementia amongst this generation. Targeting schools is key.
- It is important that there is an increase in the numbers of Dementia Friends within Southampton; stronger links are developed with Mental Health; referral routes into social activities are improved; operational support is provided for a local structure in Southampton to develop and maintain a sustainable DFC (see recommendation from report on Consultation feedback).

Arts Council

- Amanda Luker, Commissioner within the ICU, outlined the funding opportunities that are available from the Arts Council to help support people with dementia.

Conclusions from meeting:

- Dementia Friends can make a significant difference to reducing stigma, and increasing engagement in community life. More Dementia Friends are needed in Southampton.
- Opportunities exist to increase awareness in the council by making Dementia Friends sessions compulsory for all customer facing employees and including it in council inductions.
- Activity and awareness is growing in Southampton. Co-operation and co-ordination is essential to maximise opportunities and effectiveness to support people with dementia and their carers. A Dementia Action Alliance would help this process.
- Need to improve referral routes into social activities.
- Explore funding opportunities from the Arts Council.

Inquiry Meeting 3 – 19 November 2015

Community Based Solutions

Summary of information provided:

Lecturer in Gerontology: Centre for Research on Ageing, University of Southampton - Dr Rosalind Willis

- A presentation was delivered by Dr Willis - [Insights from a Gerontologist's research](#)
- The numbers of people with dementia are not increasing as quickly as was once predicted - Potentially due to healthier lifestyles, better education, improvements in care, etc.
- Carers who had familiarity with the social care system were more satisfied

- Many South Asian carers viewed social services as fulfilling an important role, and something to be used when absolutely necessary (at crisis point) - Formal social services are not incompatible with British Asian cultural values
- 'One-stop-shop' memory clinics can provide access to a range of helpful services (joined-up care)
- Continuity of care is valued and important in dementia care
- Need to improve communication between social services and carers/service users at every stage of the process: Outreach, assessment, meet language needs at all stages, more follow-up calls / visits (not dropped from caseload)
- These issues are particularly problematic for the South Asian group, who had additional barriers to knowledge about social care services.

Associate Director of Quality, Integrated Commissioning Unit – Carol Alstrom

- Mixed picture regarding care homes in Southampton and supporting people with dementia. Some homes are responding to the dementia challenge (Fair Havens care home is exceptional and has even trained kitchen staff as well as care staff). The ICUs role is to drive up standards amongst the 9 nursing homes and 54 residential care homes.
- Care homes can take an assessment against a 'dementia friendly' toolkit. The ICU is encouraging this and is supporting care homes to make improvements.
- A number of training sessions focussing on dementia awareness and support for People with dementia (PWD) are offered by SCC.
- Dignity Champions Network & Dignity Forum; Residential Homes Forum; Bi-monthly meeting of Registered Managers all help to raise the profile of dementia awareness and share good practice across care homes in Southampton.
- The creation of the ICU has helped with co-ordination and communication. Providing staff training on dementia is a contracting criteria for care homes that provide services for PWD.
- Good progress made but need to build on work developed through the Domiciliary Care Framework and transfer this to care homes.
- Training is an ongoing challenge because of high staff turnover in sector (as much as 50%). Estimated that around 25% of employees have been provided with dementia awareness sessions.

Integrated Care Transformation Manager, Integrated Commissioning Unit - Moraig Forrest-Charde

- A presentation was delivered by Moraig Forrest-Charde – Southampton Better Care vision
- The Southampton Better Care Plan should contribute to improving the lives of PWD by ensuring that care is integrated and centred on the needs of the individual, and that services are more proactive at identifying need.
- The new Domiciliary Care Framework commenced in spring 2015. 14 agencies are now delivering care to 1,200 people in their own homes (if council funded). This is a significant reduction in agencies.
- The new framework has a strong emphasis on staff awareness and skills

- The new framework has resulted in a number of improvements through improved communications and trust, sharing good practice and improving quality through stronger relationships.
- Working with agencies to provide personalised services – Working towards flexible care and support plans (inc banking time when the individual needs more care).
- Providers undergo ICU led quality reviews that supports the performance and contract meetings.
- The Domiciliary Care Forum meets quarterly – Working to improve outcomes and make framework a success.
- Good engagement with GPs, working closely with SCC Housing Services and now beginning to reach out to housing associations. Looking for council support to access private landlords.

Head of Housing Services, SCC – Nick Cross & Supported Services Manager, SCC – Jean Brown

- A presentation was prepared by Nick Cross and Jean Brown – [Housing Services](#)
- SCC Housing Services deliver a number of supported housing schemes across the city to help people to live independently.
- SCC has invested in buildings to improve standards. New builds include Erskine Ct an Extra Care development built following HAPPI principles (Housing our Ageing Population Panel for Innovation) with a development planned at Woodside Lodge.
- New build schemes are easier than re-designing existing properties such as Graylings and Manston Ct, a vibrant scheme that has been re-modelled using designing for dementia principles.
- Specific housing initiatives are supported by the ‘Decent Neighbourhoods Programme’ that has been improving the public realm and communal spaces using design guidelines, and the programme of adaptations to homes to enable people to continue to live independently.
- Dementia Friendly Fun Fridays – Successful volunteer led initiative from Marston Ct. Preliminary findings show that for every £1 invested there has been a £44.69 return in wellbeing and social value.
- Working with the Saints Foundation.
- All housing staff working with older people have undertaken dementia awareness sessions. In Supported Services 3 or 4 officers are Dementia Champions.
- Number of opportunities and challenges for housing including transport; engaging local businesses and communities with housing schemes (Graylings off Shirley High example of scheme struggling to engage with community); supporting younger people with dementia and ensuring that the right tenants are in the properties; and exploring the potential of telecare in the city (including working with partners such as Hampshire Constabulary).
- Telecare – Potential to further engage with Hampshire Constabulary to link with developing technologies to help locate people with dementia that go missing.

Conclusions from meeting:

- Evidence of strong links and integrated services between housing / Integrated Commissioning Unit / domiciliary care / residential and nursing care that are helping to provide community based solutions for people with dementia.
- Recognition of importance of training and dementia awareness – Consider dementia awareness training for Action Line staff.
- As part of the development of telecare in the city SCC could further explore the potential of engaging with Hampshire Constabulary to utilise new systems to locate people with dementia that have gone missing.

Inquiry Meeting 4 – 3 December 2015

Respectful and Responsive Business and Services
Consistent and Reliable Travel Options

Summary of information provided:**Health & Wellbeing Development Officer, Age UK Southampton – Phil Williams**

- Age UK Southampton are working closely with Business in the Community (BITC) to encourage businesses to support local voluntary organisations. Working with their Community Social Responsibility reps is often productive. It is a win/win situation for businesses and communities.
- Key to dementia friendly high streets is to work with a community that is enthusiastic and start small, if it is seen to work it will escalate.
- Need to engage with banks and post offices.
- Dementia Friends awareness is key. Get staff in businesses aware of dementia.
- Age UK Southampton are leading a review into assisted transport for older people. Engaging with SCA and SCC.
- Age UK Southampton have undertaken an office environment audit to become a dementia friendly office through a national Age UK initiative working with Innovations in Dementia. It was a simple process that identified the importance of clear signage so that people with dementia know that they are in the right place, where the toilets are and how to navigate themselves back to where they need to be.

Senior Programme Manager, Wessex Academic Health Science Network (WAHSN) & Dementia Friendly Portswood High Street Volunteer – Katherine Barbour

- [Handout](#) provided on the work of the WAHSN focussing on dementia.
- ISPACE programme to make GP surgeries dementia friendly – The Old Fire Station Surgery was the first to complete the process and others are in train but only 10% of Southampton GP practices have engaged in the initiative so far.
- Acute Development Programme – UHS has an active Memory Café, Admiral Nurses are engaged, Memory Box (Wessex Heritage Trust Lottery Funded

initiative) on wards at UHS and all Wessex acute hospitals are either signed up to, or in the process of signing up to John's Campaign (campaign that carers of people with dementia should have the same rights as the parents of children when admitted to hospital).

- Portswood, Highfield and St Denys Dementia Action Group are attempting to make Portswood a Dementia Friendly High Street – Active steering group meets regularly.
- Progress has stalled – Hampshire had paid employees driving progress. It is a big time commitment for volunteers. Would like to work with Dementia Champions.
- Continuing to deliver Dementia Friends information sessions on a monthly basis.
- Would support a 'DemFest' in Southampton in 2016.

Travel and Transport Manager, Southampton City Council – Paul Walker

- A [presentation](#) was delivered by Paul Walker on legible cities and networks and the improvements made to the branding, consistency and legibility of signage in Southampton.
- Improved stop kerb facilities to make getting on and off buses easier, and through the Better Bus area funding installed next stop audio and visual announcements on buses across South Hampshire.
- Many services are route branded to assist people getting on the right bus.
- Developing "super stops" which are easier to use.
- Recognition that the council could use its influence to ensure that new travel and transport schemes in the city incorporate dementia friendly design principles, especially when the council part funds initiatives.
- The Travel and Transport Manager would review the Key Performance Indicators used to monitor the contract with SCA to see if they identified support for people with dementia.

General Manager, Bluestar, Southern Vectis & Unilink at Go South Coast Ltd – Matt Kitchin

- A presentation was prepared by Matt Kitchin – [Go South Coast](#)
- Recently launched new fleet of buses with light coloured flooring designed following feedback from people with dementia.
- Engaged in the Dementia Alliance on the IOW – used a bus to raise awareness of dementia on the Island that is utilised by the NHS. The initiatives brought people with dementia back onto the IOW bus network.
- Extensive dementia awareness initiatives undertaken by staff, including all drivers, and it is now embedded into the Certificate of Competency Training Course (CPC).
- Rolling out safe journey cards across the network. Options to include a phone number of a contact on the card.
- Communicate timetable changes on set times each year. Alongside publication of new route specific timetables they work with the Daily Echo, Pensioners Forum and hospital groups to raise awareness of any timetable

changes. Timetables are distributed wherever they are requested including libraries. Inevitable not all people are informed.

- Willing to work with Age UK to designate the Bluestar office in Southampton a 'Safe Haven'.

Business Performance Director, First Hampshire, Dorset & Berkshire. General Manager, Southampton - Chrissie Bainbridge

- A presentation was prepared by Chrissie Bainbridge – [First Bus](#)
- Driver training on dementia awareness – A CPC module is undertaken by drivers developed in conjunction with Alzheimer's Society and the Mental Health Action Group.
- Heart-warming to see the change in attitude of some drivers following the sessions. Training has been hugely beneficial and feedback has been positive.
- Need to do more to roll out awareness sessions across all staff groups.
- Safe Journey cards issued similar to Go South Coast Ltd and next stop audio on buses is working. Radios on board buses have also been used to look out for people with dementia that have gone missing.
- Timetables are provided in one book, not route specific timetables. Sent to anybody who asks for it or is on the mailing list.
- Happy to work with Age UK for First offices to become a 'Safe Haven'.

Conclusions from meeting:

- Consider office environment audit for all SCC customer facing buildings.
- Potential for DemFest 2016 in Southampton.
- Opportunity for the council to use its influence to ensure that new travel and transport schemes in the city incorporate dementia friendly design principles, especially when the council part funds initiatives.
- Progress is being made by SCC and bus operators to make services more dementia friendly.

Inquiry Meeting 5 – 21 January 2016

Ensure an early diagnosis

Summary of information provided:

Clinical Programme Lead for Mental Health NHS Southampton City Clinical Commissioning Group - Dr Cliff Howells

- 70% diagnosis rate for dementia in Southampton. Diagnosis rates have increased dramatically due to work across the system.
- GP's are getting better at diagnosing dementia. Tests for dementia will improve.

- The City Council's website is a useful tool for signposting people to support. Financially it is better to have these tools signposting people with dementia (PWD) and their carers to support rather than GP's themselves.
- In the city Community Navigator roles are available to individuals living with dementia and their carers to provide a way of linking people up to activities and services in the community that they may benefit from, including non-medical services providing social, practical or emotional support.
- Within Primary Care support for PWD includes a wider team of professionals than just GP's. Senior Nurse Practitioners are increasingly being used to support and diagnose PWD.
- The Better Care Fund is leading to closer integration between health and social care. Systems on the ground are being streamlined leading to better outcomes for PWD. There is more to do.
- Encouraging Southampton GP Practices to sign up to ISPACE (programme to make GP surgeries dementia friendly) – Once a few surgeries start to demonstrate the benefits of ISPACE this initiative will roll out quickly across the city.
- BME communities – Cultural issues can deter people from BME communities in Southampton from accessing services at the right time, or at all. Accessing the community is key. Identified good practice includes outreach through the mosques and temples and into West Itchen Trust.
- There is an issue of ensuring that dementia awareness and support leaflets are available in GP Surgeries.

Consultant Psychiatrist, Older People Mental Health, Southern Health NHS Foundation Trust - Dr Maged Swelam

- Memory Clinics are run by Southern Health at Moorgreen Hospital and Western Community Hospital. Assessments are also undertaken in the community.
- Early referrals from primary care has increased. 47% of primary care dementia referrals to Southern Health are for people with mild cognitive impairments. In 2008 not many patients were seen at this early stage.
- Secondary care memory assessment are not self-referral, however the memory advisory service will accept referrals from a number of sources including self-referral.. All contact is followed up by a letter to their GP.
- Southern Health will continue to see people in clinics until they are stable. Memory Advisors signpost people to services.
- Services are now working more collaboratively. In the last 18 months following the establishment of the Better Care Fund there is improved working across sectors (primary care, acute, mental and physical health, and adult social care). Dr Swelam meets on a regular basis with stakeholders from across the system, including the Admiral Nurses, GP's and housing services, to address issues and improve outcomes for patients. Organisational boundaries are becoming blurred.
- Memory checks are now part of the NHS Health check programme.
- In Southampton Southern Health and GP's encourage PWD to talk about financial issues, including power of attorney, at an early stage.

- Loneliness is an issue across the city. It has been linked in some studies to an increased risk of Alzheimer's disease. There is a need to signpost these people to activities in voluntary groups.

Conclusions from meeting:

- Diagnosis rates in Southampton have significantly improved.
- The closer integration of health and care services is helping streamline processes. There is increasing collaboration and sharing good practice.
- More work is required through the Better Care Fund to improve the service received by PWD and their carers.
- There is an issue of ensuring that dementia awareness and support leaflets are available in GP Surgeries.
- Combating loneliness would help to address a number of issues in the city.
- The LGA has recently published a guide to [combating loneliness](#) for local authorities.

Inquiry Meeting 6 – 25 February 2016

Easy to navigate environments

Summary of information provided:

Associate Professor in Ageing and Social Research, Faculty of Health Sciences, University of Southampton - Dr Ruth Bartlett

- A [presentation](#) was delivered by Dr Bartlett.
- In addition to the understood memory problems dementia also impacts on sensory abilities. Therefore design is important for people with dementia (PWD).
- PWD cannot always process what they see properly. It effects vision and hearing so flooring and music in retail centres can be problematic.
- PWD have rights to expect effective measures to be taken to promote social inclusion and mobility under the UN Convention on the Rights of Person with a Disability.
- Six design principles for a Dementia Friendly Community
 1. Familiarity
 2. Legibility – Southampton's is generally clear and good
 3. Distinctiveness
 4. Accessibility
 5. Safety
 6. Comfort
- New technologies are being developed to support PWD (linked to discussion on telecare and housing at meeting 3).

City Design Group Leader, Southampton City Council – Darren Shorter

- In November 2015 SCC published a [Streets and Spaces Framework](#) that sets out public realm design guidance for Southampton city centre that expresses, in greater detail, the aspirations set out in the City Centre Action Plan.
- The 6 principles of design for PWD are the same principles for good place making within the public realm.
- In developing the Framework a number of studies of design environments with health issues in mind were reviewed.
- The Framework recognises that the physical environment impacts on people's mental health and encouraging better connected environments.
- Key design themes, following stakeholder engagement, include:
 1. Continuity and consistency in design
 2. Legibility
 3. Comfort – Massive increase in seating in city centre over past decade
- Looking at opportunities to connect the new and emerging landmarks in the city together, and to reclaim some streets that are not main transport thoroughfares for pedestrians.
- Consideration to be given to removing curbing on pedestrian streets.
- General consensus that signage in the city is clear and increasingly consistent.
- Effective maintenance of the public realm is important. Maintenance costs are factored into the planning and design of the public realm in Southampton.
- The next Local Plan is in development. Opportunities to consult PWD in the development of the Local Plan.
- Opportunity for University of Southampton 'dementia experts' to give feedback on the Streets and Spaces framework to ensure it reflects the specific needs of PWD.
- Concerns were expressed about the availability of public toilet facilities in the city. A number of cities have a community toilet scheme that enables local businesses like pubs, restaurants and shops, to work together with the Council to make additional clean, safe and accessible toilets available to the public.

Community Manager, Hammerson – Jonathan Brookes

- A [presentation](#) was delivered by Jonathan Brookes
- Hammerson (owners of West Quay, as well as the emerging Watermark West Quay) recognises that there exists ethical and commercial drivers to making the retail experience dementia friendly.
- Hammerson have developed a Dementia Friendly Charter for all of their shopping centres. A toolkit runs alongside this. This reflects the BSCS Dementia Friendly Guide 2015.
- The Charter identifies 4 key areas that Hammerson retail centres will focus on: Improving staff awareness and understanding; Reviewing our store's physical environment; Supporting our employees affected by dementia; Support our local community to become more dementia friendly.
- A number of developments have taken place in West Quay to make the design of the centre more Dementia Friendly. This includes improving the acoustics to reduce background noise; installing comfortable seating;

improving lighting levels at entrances and exits; improving wayfinding to toilets and accessible disabled facilities.

- Further adaptations to the physical environment are planned at West Quay including: An audit by third party to support creation of revised action plan; Providing a quiet space in stores for people to sit and relax; Project to improve overall way finding- this will assist a person who may have dementia to find entrances, exits and toilets; Car parks - Marked bays with colour coding scheme and improved pedestrian access routes; Retailer Engagement - Tenant fit out manual guidelines and retail delivery guide.
- People focussed changes planned include: Training and awareness - Dementia champions and training for all front line staff; Dementia-friendly customer service - focus on increasing staff awareness; Retailer Engagement - monthly meetings, retail liaison and mystery shopping.
- Supporting the local community – A community plan exists for West Quay, working with local stakeholders; Encourage the use the centre as a community space for initiatives such as Dementia Friends session and ‘tea and talk; Keen to engage in Dementia Awareness Week; Seed funding exists to set projects up, this could help support Dementia Friendly Community initiatives in Southampton.
- Dementia awareness training – Very early stages regarding working with retailers but rolling this out for Hammerson employees.

Conclusions from meeting:

- Due to sensory and cognitive challenges design is important to enable PWD to continue to be active citizens.
- New technologies are being developed to support PWD
- The Council’s new Street and Spaces Framework incorporates the principles of design for PWD within the principles for good place making within the public realm.
- Opportunities exist to consult PWD in the development of the Local Plan.
- Opportunity for University of Southampton ‘dementia experts’ to give feedback on the Streets and Spaces framework to ensure it reflects the specific needs of PWD.
- Consideration should be given to implementing a community toilet scheme in Southampton.
- Positive developments at West Quay for PWD. Opportunities exist to work with Hammerson to support local dementia awareness initiatives and to engage with the Council & CCG on events marking Dementia Awareness Week, including the New Arts Centre.

Appendix 4 – Findings

Key Area of Focus for communities working to become dementia friendly	Positive Developments in Southampton	Weaknesses / Opportunities for Southampton	Recommendations
<p>General Co-ordination and Strategic Direction</p>	<ul style="list-style-type: none"> • Hampshire Constabulary and Hampshire Fire and Rescue are already signed up to Hampshire’s Dementia Action Alliance. • Good neighbour scheme being explored/developed. 	<ul style="list-style-type: none"> • Co-operation and co-ordination is essential to maximise opportunities and effectiveness to support people with dementia and their carers. • Opportunity exists for the Council to use its influence to promote the needs of people living with dementia. • Loneliness is an issue across the city. It has been linked in some studies to an increased risk of Alzheimer’s disease. Combating loneliness would help to address a number of issues experienced in the city, including progressing dementia friendly Southampton. 	<ol style="list-style-type: none"> 1. That the Integrated Commissioning Unit engages an organisation to oversee and kickstart the drive to becoming dementia friendly. 2. That the successful applicant /organisation submits an application to the ‘working to become dementia friendly’ on behalf of Southampton. 3. That the Council works with existing members of the Southampton Dementia Partnership to establish a Dementia Action Alliance in Southampton. 4. That the Council use strategic drivers such as the community safety plan, health and wellbeing strategy, local transport plan, planning function as well as strategies for older people and people with dementia as levers to reinforce the needs of people living with dementia. 5. That the Council seeks to deliver the recommendations locally identified within the Local Government Associations recently published guide to combating loneliness.

Key Area of Focus for communities working to become dementia friendly	Positive Developments in Southampton	Weaknesses / Opportunities for Southampton	Recommendations
<p>Challenge stigma and build understanding</p>	<ul style="list-style-type: none"> • Activity and awareness is growing in Southampton. • ‘One Million Hands’ Partnership with the Scouts could help to reduce the stigma by ‘normalising’ dementia amongst this generation. 	<ul style="list-style-type: none"> • More Dementia Friends are needed in Southampton. • Opportunities exist to increase awareness in the Council. • Demfest 2015, that took place at the Sir Harold Hillier Gardens, raised awareness of dementia across Hampshire. 	<ol style="list-style-type: none"> 6. That Dementia Friends sessions are made compulsory for all customer facing Council employees, including Councillors, and that it is included in Council / Capita inductions. 7. That the Council supports key staff and elected members to become dementia champions – so they can train and support other members and officers to become dementia friends and to act as ambassadors and supporters of work to promote dementia friendly communities locally. 8. In partnership with the recommended Southampton Dementia Action Alliance a ‘Southampton DEMFEST’ is organised in 2017.
<p>Accessible community activities</p> <p>Acknowledge potential</p>	<ul style="list-style-type: none"> • Working with a range of voluntary sector providers, a number of social activity groups were provided funding for 1 year to pilot initiatives. Including – art, seafaring, singing for the brain, walking, green care project at Down to Earth community farm. • Mapping socials networks and existing resources, ensuring that these are 	<ul style="list-style-type: none"> • Supporting organisations to secure external funding from businesses to secure long term future by developing sustainable economic model. • Potential to significantly increase reach to people and their carers who live with Dementia in Southampton. 	<ol style="list-style-type: none"> 9. With the opening of the new arts centre imminent explore funding opportunities from the Arts Council to facilitate accessible activities for people with dementia. 10. Explore the opportunity to create a dementia roadmap for Southampton.

Key Area of Focus for communities working to become dementia friendly	Positive Developments in Southampton	Weaknesses / Opportunities for Southampton	Recommendations
Practical support to enable engagement in community life	<p>recorded and updated on a single portal; Southampton Information Directory</p> <ul style="list-style-type: none"> Admiral Nurses, specialist dementia nurses who give practical and emotional support to family/informal carers, as well as the person with dementia are active in Southampton. Memory Cafes, Memory Advisers 	<ul style="list-style-type: none"> Need to improve referral routes into social activities. Opportunity to develop a dementia roadmap for Southampton (a web based platform that provides information about the dementia journey alongside local information about services, support groups and care pathways). 	
Community-based solutions	<ul style="list-style-type: none"> SCC Housing Services deliver a number of supported housing schemes across the city to help people to live independently. SCC has invested in buildings to improve standards. New builds include Erskine Ct an Extra Care development built following HAPPI principles (Housing our Ageing Population Panel for Innovation) with a development planned at Woodside Lodge. New build schemes have been re-modelled using designing for dementia principles. Dementia Friendly Fun Fridays – Successful volunteer led initiative from Marston Ct. Preliminary findings 	<ul style="list-style-type: none"> New technologies are being developed to support people with dementia. Potential to further engage with Hampshire Constabulary to link with developing technologies to help locate people with dementia that go missing. 	<p>11. That the City Council’s Housing Services engages with Hampshire Constabulary to utilise new systems to locate people with dementia that have gone missing.</p>

Key Area of Focus for communities working to become dementia friendly	Positive Developments in Southampton	Weaknesses / Opportunities for Southampton	Recommendations
	<p>show that for every £1 invested there has been a £44.69 return in wellbeing and social value.</p> <ul style="list-style-type: none"> • All housing staff working with older people have undertaken dementia awareness sessions. In Supported Services 3 or 4 officers are Dementia Champions. • Evidence of strong links and integrated services between housing / Integrated Commissioning Unit / domiciliary care / residential and nursing care that are helping to provide community based solutions for people with dementia. • The creation of the Integrated Commissioning Unit has helped with co-ordination and communication. 		
Ensure an early diagnosis	<ul style="list-style-type: none"> • 70% diagnosis rate for dementia in Southampton. Diagnosis rates have increased dramatically due to work across the system. • GP's are getting better at diagnosing dementia. Tests for dementia will improve. • Early referrals from primary care has increased. 47% of primary care dementia referrals to Southern Health 		

Key Area of Focus for communities working to become dementia friendly	Positive Developments in Southampton	Weaknesses / Opportunities for Southampton	Recommendations
	<p>are for people with mild cognitive impairments. In 2008 not many patients were seen at this early stage.</p> <ul style="list-style-type: none"> • Services are now working more collaboratively. The Better Care Fund is leading to closer integration between health and social care. Systems on the ground are being streamlined leading to better outcomes for people with dementia. • Memory checks are now part of the NHS Health check programme. 		
<p>Respectful and responsive businesses and services</p>	<ul style="list-style-type: none"> • ISPACE programme to make GP surgeries dementia friendly. The Old Fire Station Surgery was the first to complete the process and others are in train. • Portswood, Highfield and St Denys Dementia Action Group are attempting to make Portswood a Dementia Friendly High Street – Active steering group meets regularly. • Age UK Southampton are working closely with Business in the Community (BITC) to encourage businesses to support local voluntary organisations. 	<ul style="list-style-type: none"> • Only 10% of Southampton GP practices have engaged in the ISPACE initiative so far. • Progress has stalled at Portswood, Highfield and St Denys Dementia Action Group – Hampshire has paid employees driving progress. 	<p>12. Through the Health and Wellbeing Board and NHS Southampton CCG General Assembly Southampton GP Practices are actively encouraged to sign up to the ISPACE initiative.</p>

Key Area of Focus for communities working to become dementia friendly	Positive Developments in Southampton	Weaknesses / Opportunities for Southampton	Recommendations
Consistent and reliable travel options	<ul style="list-style-type: none"> Improved stop kerb facilities to make getting on and off buses easier, and through the Better Bus area funding installed next stop audio and visual announcements on buses across South Hampshire. Progress is being made by SCC and bus operators to make services more dementia friendly. Bluestar recently launched a new fleet of buses with light coloured flooring designed following feedback from people with dementia. Rolling out safe journey cards across the network Extensive dementia awareness initiatives undertaken by bus operators, including all drivers, and it is now embedded into the Certificate of Competency Training Course. 	<ul style="list-style-type: none"> Opportunity for the council to use its influence to ensure that new travel and transport schemes in the city incorporate dementia friendly design principles, especially when the council part funds initiatives. Transport issues identified as a major issue by Cluster Community Action Group workshops, the ICU are mapping need and co-designing a solution. 	13. That the Council ensures that new travel and transport schemes in the city incorporate dementia friendly design principles.
Easy-to-navigate environments	<ul style="list-style-type: none"> SCC published a Streets and Spaces Framework that sets out public realm design guidance for Southampton city centre that expresses, in greater detail, the aspirations set out in the City Centre Action Plan. The 6 	<ul style="list-style-type: none"> The next Local Plan is in development. Opportunities to consult people with dementia in the development of the Local Plan. Opportunity for University of Southampton 'dementia experts' to 	14. That City Council Planning Officers consult groups representing people with dementia in the development of the Local Plan. 15. That dementia experts at the University of Southampton are

Key Area of Focus for communities working to become dementia friendly	Positive Developments in Southampton	Weaknesses / Opportunities for Southampton	Recommendations
	<p>principles of design for people with dementia are the same principles for good place making within the public realm.</p> <ul style="list-style-type: none"> • Improvements made to the branding and legibility of signage in Southampton. General consensus that signage in the city is clear and increasingly consistent. • Positive developments at West Quay for people with dementia. • Age UK Southampton have undertaken an office environment audit to become a dementia friendly office through a national Age UK initiative working with Innovations in Dementia. 	<p>give feedback on the Streets and Spaces framework to ensure it reflects the specific needs of people with dementia.</p> <ul style="list-style-type: none"> • Opportunities exist to work with Hammerson to support local dementia awareness initiatives and to engage with the Council & CCG on events marking Dementia Awareness Week, including the New Arts Centre. • Opportunity for an office environment audit for all SCC customer facing buildings. • Concerns were expressed about the availability of public toilet facilities in the city. A number of cities have a community toilet scheme that enables local businesses like pubs, restaurants and shops, to work together with the Council to make additional clean, safe and accessible toilets available to the public. 	<p>invited to give feedback on the Streets and Spaces framework to ensure it reflects the specific needs of people with dementia.</p> <ol style="list-style-type: none"> 16. The Council/CCG proactively engages with Hammerson to identify how their resources, enthusiasm and expertise can be utilised to increase support for dementia friendly Southampton. 17. That office environment audits are undertaken on all City Council customer facing buildings. 18. That the City Council explores opportunities to develop a Community Toilet Scheme in Southampton.

Appendix 5

Types of Dementia - The dementia guide published by the Alzheimer's Society.

Alzheimer's disease

Inside the brain

Abnormal material called 'plaques' and 'tangles' builds up in the brain. This disrupts how nerve cells work and communicate with each other, and the affected nerve cells eventually die.

There is also a shortage of some important chemicals in the brain when someone has Alzheimer's disease. Reduced levels of these chemicals mean messages don't travel around the brain as well as they should.

Early symptoms

Alzheimer's disease usually begins gradually with mild memory loss. This is because the first changes in the brain are often in the part that controls memory and learning. A person with Alzheimer's disease might forget people's names or where they have put things. They might also have problems with language, such as finding the right word for something.

Other early symptoms include feeling confused or finding it hard to follow what is being said. Some everyday activities might seem challenging, for example, someone might get muddled checking change at the shops. Some people also become more withdrawn and experience mood swings.

Vascular dementia

Inside the brain

The word 'vascular' relates to blood vessels. Vascular dementia results from problems with the blood supply to the brain – without enough blood, brain cells can die.

There are several types of vascular dementia. One type is caused by stroke (called stroke-related dementia). Another is caused by poor blood supply to deep parts of the brain (called subcortical vascular dementia).

Strokes happen when a blood clot blocks the flow of blood to part of the brain, or when a blood vessel bursts in the brain. Vascular dementia sometimes follows a large stroke. More often though, it comes after a number of small strokes (called multi-infarct dementia).

Subcortical vascular dementia – when there is poor blood flow to the deep parts of the brain – is often due to narrowing of the arteries supplying the brain.

Early symptoms

If someone has had a large stroke, symptoms of vascular dementia can begin suddenly. Symptoms can then remain stable or even get a little bit better over time in the early stages. If the person has another stroke, these symptoms might get worse again.

If someone has a series of small strokes, their symptoms may remain stable for a while and then get worse in stages (rather than have a gradual decline). With subcortical vascular dementia, symptoms may get worse gradually or in stages.

The symptoms of vascular dementia will depend on which part of the brain has been damaged. Some people might have physical weakness on one side due to a stroke. Other changes include difficulty thinking quickly or concentrating and there might be short periods when they get very confused. Some people might also become depressed or anxious. Memory loss isn't always a common early symptom.

Mixed dementia

It's possible for someone to have more than one form of dementia – called mixed dementia. The most common combination is Alzheimer's disease with vascular dementia. It's also possible to have a combination of Alzheimer's disease and dementia with Lewy bodies.

Dementia with Lewy bodies

Inside the brain

This form of dementia gets its name from tiny abnormal structures called Lewy bodies that develop inside brain cells. Similar to the plaques and tangles of Alzheimer's disease, these structures disrupt the way the brain functions, reducing levels of chemical messengers and causing cells to die.

Lewy bodies are also found in people with Parkinson's disease. One third of people who have Parkinson's disease eventually develop dementia (called Parkinson's disease dementia).

Early symptoms

People who have dementia with Lewy bodies might find it hard to remain alert and have difficulties planning ahead, reasoning and solving problems. These symptoms typically vary a lot from one day to the next.

People might have problems with how they see things. For example, it might be hard to judge distances or they might mistake one object for another. Many people see things that aren't really there (visual hallucinations). Disturbed sleep patterns are also common.

However, if someone has dementia with Lewy bodies, their memory will often be affected less than someone with Alzheimer's disease. Many people with dementia with Lewy bodies also develop symptoms like those in Parkinson's disease, including shaking (especially in the hands), stiffness and difficulty moving around.

Frontotemporal dementia

Inside the brain

The term frontotemporal dementia covers a range of conditions. It was originally called Pick's disease and this term is sometimes still used. Frontotemporal dementia mostly affects people in their 40s, 50s and 60s (younger than most people who get Alzheimer's disease or vascular dementia). It's caused by damage to areas of the brain called the frontal and temporal lobes. These areas control behaviour, emotional responses and language skills.

In most cases, abnormal proteins collect within brain cells in these lobes and cause the cells to die. Important chemicals that carry messages around the brain are also affected.

Early symptoms

There are three different forms of frontotemporal dementia – behavioural variant, semantic dementia and progressive non-fluent aphasia. With behavioural variant frontotemporal dementia, changes in personality or behaviour are often noticed first. The person might seem withdrawn or not to care as much about other people. They might make socially inappropriate remarks. They may also become obsessive or impulsive, for example developing fads for unusual foods.

When someone has semantic dementia their speech is usually fluent but they lose the meaning or understanding of some words. Language is also affected in progressive non-fluent aphasia. Speech is often slow and requires a lot of effort.

People in the early stages of frontotemporal dementia often don't experience day-to-day memory loss.

Rarer causes of dementia

A wide range of other conditions can lead to dementia. These are rare, and together account for only about 5% of all people with dementia. However, they are more common in younger people with dementia.

These diseases include:

- Corticobasal degeneration.
- Creutzfeldt-Jakob disease.
- HIV-related cognitive impairment.
- Huntington's disease.
- Alcohol-related brain damage and Korsakoff's syndrome.
- Multiple sclerosis.
- Niemann-Pick disease type C.
- Normal pressure hydrocephalus.
- Progressive supranuclear palsy.

Making Southampton Dementia Friendly Inquiry – Summary of Recommendations

Recommendation	Accepted by Executive (Y/N)	How will the recommendation be achieved? (Key actions)	Responsible Officer	Target Date for Completion
<p>General Co-ordination and Strategic Direction</p> <ol style="list-style-type: none"> 1. That the Integrated Commissioning Unit engages an organisation to oversee and kickstart the drive to becoming dementia friendly. 2. That the successful applicant / organisation submits an application to the 'working to become dementia friendly' on behalf of Southampton. 3. That the Council works with existing members of the Southampton Dementia Partnership to establish a Dementia Action Alliance in Southampton. 4. That the Council use strategic drivers such as the community safety plan, health and wellbeing strategy, local transport plan, planning function as well as strategies for older people and people with dementia as levers to reinforce the needs of people living with dementia. 5. That the Council seeks to deliver the recommendations locally identified within the Local Government Associations recently published guide to combating loneliness. 				

Recommendation	Accepted by Executive (Y/N)	How will the recommendation be achieved? (Key actions)	Responsible Officer	Target Date for Completion
<p>Challenge stigma and build understanding</p> <p>6. That Dementia Friends sessions are made compulsory for all customer facing Council employees, including elected members, and that it is included in Council and relevant Capita inductions.</p> <p>7. That the Council supports key staff and elected members to become dementia champions – so they can train and support other members and officers to become dementia friends and to act as ambassadors and supporters of work to promote dementia friendly communities locally.</p> <p>8. In partnership with the recommended Southampton Dementia Action Alliance a 'Southampton DEMFEST' is organised in 2017.</p>				
<p>Accessible community activities / Acknowledge potential/ Practical support to enable engagement in community life</p> <p>9. With the opening of the new arts centre imminent explore funding opportunities from the Arts Council to facilitate accessible activities for people with dementia.</p> <p>10. Explore the opportunity to create a dementia roadmap for Southampton that</p>				

Recommendation	Accepted by Executive (Y/N)	How will the recommendation be achieved? (Key actions)	Responsible Officer	Target Date for Completion
<p>provides high quality information about the dementia journey alongside local information about services, support groups and care pathways to assist primary care to support people with dementia, their families and carers.</p>				
<p>Community-based solutions</p> <p>11. That the City Council's Housing Services engages with Hampshire Constabulary to utilise new systems to locate people with dementia that have gone missing.</p>				
<p>Respectful and responsive businesses and services</p> <p>12. Through the Health and Wellbeing Board and NHS Southampton Clinical Commissioning Group General Assembly Southampton GP Practices are actively encouraged to sign up to the ISPACE initiative.</p>				
<p>Consistent and reliable travel options</p> <p>13. That the Council ensures that new travel and transport schemes in the city incorporate dementia friendly design principles.</p>				
<p>Easy-to-navigate environments</p> <p>14. That City Council Planning Officers consult groups representing people with dementia in the development of the Local</p>				

Recommendation	Accepted by Executive (Y/N)	How will the recommendation be achieved? (Key actions)	Responsible Officer	Target Date for Completion
<p>Plan.</p> <p>15. That dementia experts at the University of Southampton are invited to give feedback on the Streets and Spaces framework to ensure it reflects the specific needs of people with dementia.</p> <p>16. The Council/CCG proactively engages with Hammerson to identify how their resources, enthusiasm and expertise can be utilised to increase support for dementia friendly Southampton.</p> <p>17. That office environment audits are undertaken on all City Council customer facing buildings.</p> <p>18. That the City Council explores opportunities to develop a Community Toilet Scheme in Southampton.</p>				

DECISION-MAKER:	CABINET		
SUBJECT:	EXECUTIVE APPOINTMENTS 2016/17		
DATE OF DECISION:	21 JUNE 2016		
REPORT OF:	SERVICE DIRECTOR, LEGAL AND GOVERNANCE		
<u>CONTACT DETAILS</u>			
AUTHOR:	Name:	Judy Cordell	Tel: 023 8083 2766
	E-mail:	Judy.cordell@southampton.gov.uk	
Director	Name:	Dawn Baxendale	Tel: 023 8083 2966
	E-mail:	Dawn.baxendale@southampton.gov.uk	

STATEMENT OF CONFIDENTIALITY	
None.	
BRIEF SUMMARY	
Under the City Council's democratic arrangements it is a requirement that appointments to all organisations and bodies which relate to executive functions are determined by the Executive.	
Although the work of the bodies/organisations listed in the Appointments Register covers all aspects of city life and Council activities and therefore affects all wards, the decision to appoint to them is of administrative affect only.	
RECOMMENDATIONS:	
(i)	That the executive appointments for the 2016/17 Municipal Year be approved as set out in the attached revised Register; and
(ii)	That all appointments be for one year save where the terms of reference and or constitution of the body or organisation concerned specify the duration of an appointment or where the decision on any nomination by the City Council to their membership is reserved to the body or organisation concerned to determine the appointment or continuation of appointments, in light of any changes in City Council Administration.
REASONS FOR REPORT RECOMMENDATIONS	
1.	Member appointments are required to a number of statutory and best practice bodies, as well as a number of external organisations with which the Council has links.
2.	Under the constitution or terms of reference in respect of some outside organisations appointments are in some cases specified as having a term of office/appointment longer than one year or are nominations, the final decision on appointment lying with the body itself. In such cases when a change of Administration occurs and the appointment term has not expired and is of significance to the incoming administration that member/appointee should be encouraged to step down in favour of a new appointee from the incoming administration but noting that the final decision in some cases lies with the

	organisation or outside body concerned.
ALTERNATIVE OPTIONS CONSIDERED AND REJECTED	
3.	No other options are presented, it is a matter for the Cabinet to determine whether it wishes to approve the revised appointments and be represented on all the bodies set out in the attached revised Register of Appointments.
DETAIL (Including consultation carried out)	
4.	The executive appointments set out in the appendix to this report have been the subject of consultation and agreement with all political groups represented on the City Council.
5.	After Annual Council, numerous appointments to a variety of statutory, best practice and external organisations and bodies which require City Council Member representation need to be made by the Cabinet.
6.	The following appointments were made at the Annual Council on 18 May, 2016:- <ul style="list-style-type: none"> • South East Employers; • Local Democracy Network for Councillors; • Hampshire Fire and Rescue Authority; • Partnership for Urban South Hampshire – Overview and Scrutiny Committee; and • Hampshire Police and Crime Panel
7.	Appointments are categorised into groups developed by the Head of Legal and Democratic Services as follows:- <ol style="list-style-type: none"> a) Statutory Partnership; b) Non-Statutory Partnership; c) Informal Groups; d) Appointments and/or Financial Commitments to Outside Bodies; e) Commercial Partnerships; f) Commercial or Contractual Agreements; and g) Legally Defined Arrangements.
RESOURCE IMPLICATIONS	
<u>Capital/Revenue</u>	
8.	The cost of travel and subsistence costs for Members meeting the commitment of serving as a representative on an executive appointment are met from existing budgets.
<u>Property/Other</u>	
9.	None.
LEGAL IMPLICATIONS	
<u>Statutory power to undertake proposals in the report:</u>	
10.	The Local Government Acts 1972 and 2000 and the Localism Act 2011.
<u>Other Legal Implications:</u>	

11.	None.
POLICY FRAMEWORK IMPLICATIONS	
12.	Cabinet approval of the appointments listed in the Register of Appointments appended to this report are in line with the City Council's Policy Framework.

KEY DECISION?	No
WARDS/COMMUNITIES AFFECTED:	None

SUPPORTING DOCUMENTATION

Appendices

1.	Revised Register of Appointments 2016-2017
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Documents In Members' Rooms

1.	None.
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Equality Impact Assessment

Do the implications/subject of the report require an Equality Impact Assessment (EIA) to be carried out.	No
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Other Background Documents
Equality Impact Assessment and Other Background documents available for inspection at:

Title of Background Paper(s)	Relevant Paragraph of the Access to Information Procedure Rules / Schedule 12A allowing document to be Exempt/Confidential (if applicable)
1.	None.

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REVISED REGISTER OF APPOINTMENTS 2016-2017

Ref No	Appt by	Committee/ Panel/ Group/ Organisation	Summary of terms of reference or purpose of organisation	No. Appts	Prop	Term	Membership	Appt Date	Appt till	Link Officer
A1	Cabinet	Hampshire and Isle of Wight Police and Crime Reduction Alliance	The Alliance has been set up to seek the commitment from partners to work closer together, support each other and coordinate the management of resources to protect residents of Hampshire and Isle of Wight.	1	No	1 Yr	Letts	June 15	May 16	Dawn Baxendale (023 8083 2966)
A2	Cabinet	Joint Pension Fund Panel and Board	Shared seat with Portsmouth City Council. Jan 2017 PCC will have the main seat with SCC as a deputy. The Pension Fund Panel monitors the performance of the investment managers and advises the Audit Committee on matters requiring decisions in connection with the investment of the pension fund.	1	No	2 Yrs	Chaloner (Deputy)	June 16	May 17	Mel Creighton (023 8083 4897)
A3	Cabinet	Health and Wellbeing Board	Council determines the number of places allocated to Elected Members on the Board.	5	Yes	1 Yr	Savage Payne Lewzey Shields Paffey	June 16	May 17	Dr. Bob Coates (023 8083 3537)
A4	Cabinet	Learning Disabilities Partnership Board	Partnership Board established to take responsibility for local delivery of the Government's Valuing People White Paper, led by the Council with the active participation of all key stakeholders.	3	No		Shields Coombs Hecks	June 16	May 17	Jo Cassey (023 8091 7503)
A5	Cabinet	Safe City Partnership	The Partnership brings together senior representatives of all the local agencies involved in community safety and includes; Southampton City Council, Hampshire Constabulary, Hampshire Fire and Rescue Service, Youth Offending, Primary Care Trust and Hampshire Probation established 1998 as the primary vehicle for tackling crime and disorder issues in Southampton.	1	No	1 Yr	Rayment	June 16	May 17	Katy Anastasi (023 8083 2994)

Ref No	Appt by	Committee/ Panel/ Group/ Organisation	Summary of terms of reference or purpose of organisation	No. Appts	Prop	Term	Membership	Appt Date	Appt till	Link Officer
A6	Cabinet	Schools Forum	To receive information on and comment on LEA's school funding formula, other issues in connection with schools budgets and service contracts.	1	No	1 Yr	Keogh	June 16	May 17	Jo Cassey (023 8091 7503)
A7	Cabinet	Southampton International Airport Consultative Committee	To act as the consultative body in relation to the Airport for the purposes of Section and of the Civil Aviation Act 1968, between the airport management, users, local authorities and local organisations and the county.	6	Yes	1 Yr	Barnes-Andrews Lewzey Mintoff Vassiliou	June 16	May 17	Mark Heath (023 8083 2371)
A8	Cabinet	Southern Health NHS Foundation Trust	To set the strategic direction of the organisation within the priorities set by the government and NHS, to oversee delivery of planned targets and ensure effective financial stewardship.	1	No	1 Yr	Lewzey	June 16	May 17	Katie Bartolomeo (023 8083 4162)
A9	Cabinet	Southern Inshore Fisheries and Conservation Authority (IFCA) and Appeal and Scrutiny Sub Committee	To regulate sea fisheries within the Southern Sea Fisheries District, (coasts of Hampshire, Dorset and the Isle of Wight).	1	No	1 Yr	Whitbread	June 16	May 17	Sandra Westacott (023 8083 3992)
A10	Cabinet	Standing Advisory Council for Religious Education (S A C R E)	Constructed under the Education Reform Act 1998 to advise the Authority on matters connected with collective worship and the teaching of RE in City Schools.	4	Yes	1 Yr	J Baillie Laurent Payne Jordan	June 16	May 17	Jo Cassey (023 8091 7503)
B1	Cabinet	Early Years Development and Childcare P'Ship	To oversee the implementation of the Early Years Development Plan for Southampton.	1	No	1 Yr	Bogle	June 16	May 17	Jo Cassey (023 8091 7503)
B2	Cabinet	ECO Partnership	The Partnership for Urban South Hampshire (PUSH) has been instrumental in developing a local authority Green Deal Scheme in	1	No.	1 Yr	Payne	June 16	May 17	Mitch Sanders (023 8083 3613)

Ref No	Appt by	Committee/ Panel/ Group/ Organisation	Summary of terms of reference or purpose of organisation	No. Appts	Prop	Term	Membership	Appt Date	Appt till	Link Officer
			Hampshire. To maximise the benefits of this scheme all Local Authorities in Hampshire have been invited to join at one of two levels. With the result that membership of the scheme is wider than PUSH authorities.							
B3	Cabinet	Hampshire Partnership	The Hampshire Partnership is a voluntary collaboration made up partner agencies across Hampshire to promote and facilitate better cross-agency working.	2	No	1 Yr	Letts Moulton	June 16	May 17	Dawn Baxendale (023 8083 2966)
B4	Cabinet	King Edward VI School	Governor	1	No	1 Yr	Chaloner	June 16	May 17	Jo Cassey (023 8091 7503)
B5	Cabinet	F.W. Smith Bequest Purchasing Committee	To provide/buy pictures for the Art Gallery principally from English artists from the income of the F.W. Smith Bequest.	2	No	1 Yr	Burke Parnell	June 16	May 17	Tim Craven (023 8083 2203)
B6	Cabinet	Solent NHS Trust	The Trust works closely with other trusts, primary care, social care providers and the voluntary sector to ensure care is joined-up and organised around individuals.	1	No	1 Yr	Payne	June 16	May 17	Donna Chapman (023 8029 6004)
B7	Cabinet	Solent Transport Board	To promote the sub regional transport agenda, implement schemes of a sub-regional nature and lobby and/or influence on all other associated aspects of life within the TfSH Area.	1	No	1 Yr	Rayment	June 16	May 17	Paul Walker (023 8083 2628)
B9	Cabinet	Southampton Adult Mental Health Partnership Board	Objectives of the Board are: <ul style="list-style-type: none"> to bring together a wide group of stakeholders to enable a joint approach to delivering the national strategy; to focus on practical work streams which have positive benefit in improving the mental health of the local population; 	1	No	1 Yr	Shields ?	June 16	May 17	Derek Law (023 8083 2743)

Ref No	Appt by	Committee/ Panel/ Group/ Organisation	Summary of terms of reference or purpose of organisation	No. Appts	Prop	Term	Membership	Appt Date	Appt till	Link Officer
			<ul style="list-style-type: none"> to provide a focus for raising the profile of mental health issues within the City; and to contribute to needs assessment and other strategic work to ensure that mental health issues are included. 							
B10	Cabinet	Southampton Cultural Development Trust	To promote the educational and economic benefits of the cultural sector in the City	1	No	1 Yr	Burke	June 16	May 17	Mike Harris (023 8083 2882)
B11	Cabinet	Southampton Energy Partnership	The Energy Partnership brings together organisations and businesses in the City with high energy usage. To share information on best practice and local case studies the Partnership of organisations with the ability and commitment to take action to reduce energy needs and costs, and to reduce the carbon footprint of the City.	1	Yes	1 Yr	Shields	June 16	May 17	Neil Tuck (023 8083 3409)
B12	Cabinet	Southampton Housing Partnership	A multi-tenure forum that represents all housing interests in the city.	1	No	1 Yr	Payne	June 16	May 17	Mark Bradbury (023 8083 2261)
B13	Cabinet	Standing Conf on Problems Associated with The Coastline (SCOPAC)	To provide a more co-ordinated approach to coastal engineering and related matters between authorities on the Central South coast - Lyme Bay to Worthing	1	No	1 Yr	Payne	June 16	May 17	Mark Heath (023 8083 2371)
B14	Cabinet	University Hospital Southampton NHS Foundation Trust	The principal purpose of the Trust is the provision of goods and services for the purposes of the health service in England.	1	No	1 Yr	Blatchford	June 16	May 17	Dr. Bob Coates (023 8083 3537)
B18	Cabinet	The Wulfris Educational	Provision of school clothing, books and equipment to the needy children resident	1	No	1 Yr	Hammond	June 16	May 17	Jo Cassey (023 8091 7503)

Ref No	Appt by	Committee/ Panel/ Group/ Organisation	Summary of terms of reference or purpose of organisation	No. Appts	Prop	Term	Membership	Appt Date	Appt till	Link Officer
		Foundation	in Southampton.							
B19	Cabinet	Employment, Skills and Learning Partnership		1	No	1 Yr	Paffey	June 16	May 17	Denise Edghill (023 8083 4095)
C1	Cabinet	Corporate Parenting	The Council acting as a parent for children in care.	5	Yes	1 Yr	Savage Chaloner Paffey Morrell O'Neill	June 16	May 17	Jo Cassey (023 8091 7503)
C2	Cabinet	Plus You Ltd	Oversees the implementation of projects funded from NDC grant designed to address the imbalances that have arisen within the Community in relation to educational attainment, poor health indices, low skill, low pay, employment and rises in periodical anti-social behaviour.	1	No	1 Yr	Murphy	June 16	May 17	John Connelly (023 8083 4402)
D1	Cabinet	Hampshire British Legion Poppy Appeal	Armed Forces charity providing care and support to all members of the British Armed Forces past and present and their families, administering and supporting the delivery of welfare services and the membership and fundraising activities of the Legion's branches and clubs throughout Hampshire. It also acts as the national Custodian of Remembrance and safeguards the Military Covenant between the nation and its Armed Forces.	1	No	1 Yr	Burke	June 16	May 17	Judy Cordell (023 8083 2766)
D2	Cabinet	Nuffield Theatre - Southampton Theatre Trust Ltd Board	As Board Members, the Councillor's role is to monitor the affairs of the Trust, oversee policy changes and development of the company.	2	No	1 Yr	Burke Furnell	June 16	May 17	Lisa Shepherd (023 8083 4516)

Ref No	Appt by	Committee/ Panel/ Group/ Organisation	Summary of terms of reference or purpose of organisation	No. Appts	Prop	Term	Membership	Appt Date	Appt till	Link Officer
D3	Cabinet	Radian Housing - Solent Area Panel	The provision of affordable, quality, cost effective housing and related services to people in housing need through the provision of rented, shared ownership and sheltered housing schemes.	1	No	1 Yr	Mintoff	June 16	May 17	Mark Bradbury (023 8083 2261)
D4	Cabinet	Solent Skies - Board Of Directors	To preserve the aviation heritage of Southampton. (Conditional appointment subject to satisfactory conclusion of lease and management agreement).	1	No	1 Yr	Bogle	June 16	May 17	Mike Harris (023 8083 2882)
D5	Cabinet	Southampton Record Series	To represent the City at the Joint Committee of the Southampton Record Series with the University.	3	Yes	3 Yr	Bogle Fitzhenry Blatchford	June 16	May 19	Sue Woolgar (023 8083 2631)
D6	Cabinet	Southampton Solent University Board Of Governors	Co-opted external Governor to sit on the Southampton Solent University Board of Governors to form a link between the Council and the Institute as one of the providers of higher education in the City.	1	No	4 Yr	Kaur	June 13	May 17	Jo Cassey (023 8091 7503)
D7	Cabinet	Southampton Voluntary Services	To provide a focus for the voluntary sector activities in Southampton and to act as a local development agency for voluntary action.	2	No	1 Yr	Inglis Noon	June 16	May 17	Vanessa Shahani (023 8083 2599)
D8	Cabinet	Thorner's Homes	Almshouse Charity providing accommodation for women over 55 in limited financial circumstances.	1	No	1 Yr	Taggart	June 16	May 17	Mark Bradbury (023 8083 2261)
E1	Cabinet	Business South	To provide engagement between the private, public and voluntary sectors and promote Southampton City Region	1	No	1 Yr	Letts (Payne deputy)	June 16	May 17	Dawn Baxendale (023 8083 2996)
E2	Cabinet	Community Champion For Older Persons	To lead consultation with relevant groups at both local and city wide level.	1	No	1 Yr	Lewzey	June 16	May 17	Jo Cassey (023 8091 7503)
E3	Cabinet	Community Champion for Armed Forces	To strengthen relationships between Southampton's Armed Forces community and the City Council through overseeing the Armed Forces Community Covenant.	1	No	1 Yr	Burke	June 16	May 17	Denise Edghill (023 8083 4095)
E4	Cabinet	Hampshire and	A Cross Council Panel monitoring the	1	No	1 Yr	White	June 16	May 17	Mark Pirnie

Ref No	Appt by	Committee/ Panel/ Group/ Organisation	Summary of terms of reference or purpose of organisation	No. Appts	Prop	Term	Membership	Appt Date	Appt till	Link Officer
		Isle of Wight Joint Health Scrutiny Panel	provision of Health Services.							(023 8083 3886)
E5	Cabinet	Street Lighting PFI Network Board	The Board comprises of representatives of the Authority and Service Provider to secure a working relationship between those involved in meeting or contributing to the Authority's objectives with a view to ensuring that all decisions support the Authority's compliance with its duties.	1	No	1 Yr	Rayment	June 16	May 17	Mark Heath (023 8083 2371)
F1	Cabinet	Local Government Association	Pressure Group and lobbying organisation providing an overall national voice for local government in England with a view to promoting and protecting the interests of member councils by providing advice and support.	4	Yes	1 Yr	Payne Letts Moulton Whitbread	June 16	May 17	Suki Sitaram (023 8083 2060)
F2	Cabinet	Local Government Association City Regions Board		1	No	1 Yr	Letts	June 16	May 17	Dawn Baxendale (023 8083 2966)
F3	Cabinet	Local Government Information Unit	Independent research and information organisation with the principal aim of making the case for strong democratic Local Government together with information and support services to member authorities and individual councillors.	1	No	1 Yr	Paffey	June 16	May 17	Judy Cordell (023 8083 2766)
G1	Cabinet	Partnership for Urban South Hampshire (PUSH)	To promote sustainable, economic-led growth and development of South Hampshire supported by enhanced transport and other infrastructure and to lobby and/or influence on all other associated aspects of life within the PUSH Area.	1	No	1 Yr	Letts	June 16	May 17	Dawn Baxendale (023 8083 2966)
G2	Cabinet	Project Integra Strategic Board	Partnership body consisting of all Local Authorities in Hampshire to deal with	2	No	1 Yr	Rayment	June 16	May 17	Mitch Sanders (023 8083 3613)

Ref No	Appt by	Committee/ Panel/ Group/ Organisation	Summary of terms of reference or purpose of organisation	No. Appts	Prop	Term	Membership	Appt Date	Appt till	Link Officer
			waste management in the County.				Lab Vacancy			
G3	Cabinet	Solent Local Enterprise Partnership	To provide a private sector led Local Enterprise Partnership to promote the economic wellbeing of South Hampshire and the Isle of Wight	1	No	1Yr	Letts	June 16	May 17	Dawn Baxendale (023 8083 2966)
G4	Cabinet	Southampton Admissions Forum	To advise the City Council on matters connected with the determination of admissions arrangements. Under the new arrangements set out in the School Admissions (Local Authority Reports and Admissions Forums) (England) Regulations 2008 two appointments to be made one representative from the majority group and one from the largest opposition group.	2	Yes	1 Yr	Letts Wilkinson	June 16	May 17	Ross Williams (023 8083 4048)

DECISION-MAKER:	CABINET		
SUBJECT:	GO SOUTHAMPTON Proposal for a City Centre Business Improvement District		
DATE OF DECISION:	21 June 2016		
REPORT OF:	Leader of the Council		
<u>CONTACT DETAILS</u>			
AUTHOR:	Name:	Denise Edghill	Tel: 023 8083 4095
	E-mail:	Denise.edghill@southampton.gov.uk	
Director	Name:	Mark Heath	Tel: 023 80832371
	E-mail:	Mark.heath@southampton.gov.uk	

STATEMENT OF CONFIDENTIALITY	
None	
BRIEF SUMMARY	
<p>A Steering Group of Southampton businesses and business organisations has been investigating the feasibility of establishing a Business Improvement District (BID) in Southampton City Centre. In accordance with Regulation 3(2) of the Business Improvement Districts (England) Regulations 2004 legislation, on 8th January 2016 the Chair of the Southampton BID Steering Group served 84 days' notice on the Council and the Secretary of State of the intention to request the billing authority to put the BID proposal to a ballot.</p> <p>The purpose of this report is to:</p> <ul style="list-style-type: none"> • Provide information on the proposals for a Business Improvement District (BID) in Southampton City Centre, • Set out the implications for the Council, and • Assist the Council in fulfilling its regulatory duties in respect of approving the BID proposal. 	
RECOMMENDATIONS:	
(i)	To review and confirm that the BID Proposal does not conflict to a material extent with the Council's adopted, published policies, nor does it warrant the use of veto for any other reason under regulation 12 of the BID Regulations 2004 (England) and that it can therefore be supported.
(ii)	To instruct the Returning Officer to hold a ballot on behalf of the BID Proposer, with the final day of ballot being 3 November 2016.
(iii)	In the event of agreeing recommendation (i), agrees to vote 'yes' for the six Council owned properties in the BID area.
(iv)	To delegate authority to the Chief Operating Officer to make all decisions on behalf of the Council in connection with, and during the BID Proposal statutory process including entering into a Baseline Agreement for the Provision of Standard Services and an Operating Agreement to confirm agreed arrangements.

REASONS FOR REPORT RECOMMENDATIONS	
1.	<p>Under the BID regulations, the Council has a duty to receive BID proposals as part of the process to ballot. The Council has a role in ensuring compliance and has the power under the regulations to veto a BID proposal after ballot where it believes the BID proposals:</p> <ul style="list-style-type: none"> • are likely to materially conflict with any of the Council’s formal policies; • place an inequitable and significantly disproportionate financial burden on any class of non-domestic ratepayer as a result of manipulation of the BID area or BID levy.
2.	<p>The recommendations are in support of the “Go Southampton” proposal as it is considered to:</p> <ul style="list-style-type: none"> • conform to all required BID Regulations; • add value to existing initiatives and local strategic priorities; • provide leverage of additional resource and initiatives to improve the experience, marketing and viability of the City Centre and thereby enhance the economic growth of the city and outcomes for residents.
ALTERNATIVE OPTIONS CONSIDERED AND REJECTED	
3.	<p>Should the Council vote not to support the proposal, it would risk:</p> <ul style="list-style-type: none"> • The loss of revenue of over £1 million per annum for five years to the BID Company which, working with the Council, will support the promotion and regeneration of the City Centre; • The loss of additional leverage and match funding; and • Damage to business relationships and dis-engagement of local businesses to work in partnership with each other and with the Council for the betterment of the area.
DETAIL (Including consultation carried out)	
4.	<p>Over 200 English BIDs are now in operation, including local BIDs in Bournemouth, Salisbury, Winchester, Eastleigh, Basingstoke and Chichester. The Go Southampton BID has an ambition of supporting Southampton City Centre to increase its standing and national reputation. It aims to maximise the benefits to the City through the investment that is currently taking place and planned for the next decade, particularly by adding a place management and promotional element to add value to the realisation of the City Centre Masterplan, which will be creating £3 billion of investment and over 7,000 jobs.</p>
5.	<p>Part 4 of the Local Government Act 2003 and The Business Improvement Districts (England) Regulations 2004, permits local business communities to set up a BID. A BID is a business-led and business funded body formed to improve a defined commercial area. Proposed improvements are captured in a Business Plan, against which businesses within the area vote.</p>
6.	<p>A ballot is run by the local authority or outsourced by the authority to a third party (with local authority oversight). All businesses eligible to pay the levy are balloted. A successful ballot requires a favourable vote from 51% of eligible businesses – both by number, and also by</p>

	<p>aggregate rateable value. This ensures that the interests of large and small businesses are protected. There is no minimum turnout threshold. The vote for a BID is carried out by secret postal ballot, and eligibility to vote is based on one vote per hereditament situated in the BID area.</p>
7.	<p>In Southampton, there was a negative BID ballot for a different discrete area covering Bedford Place, Above Bar and East Street in 2009. However, as a result of (i) the improving economy, (ii) a positive feasibility study and (ii) through applying the learning from the previous ballot, a second attempt is now proposed.</p> <p>Subject to a 'yes' vote at ballot, the Go Southampton BID would commence on 1st April 2017 and its first term would run for five years. To continue thereafter, a renewal ballot process would be required to secure a further BID term of up to five years. The BID proposal sets out businesses' priorities for improvements for the area and area services, as well as how the BID will be managed and operated.</p>
8.	<p>A company called 'The Means', specialists (with a successful track record) in BID development has been recruited to drive forward this work. A Steering Group has been sent up which includes representation as follows :</p> <p>Shopping Centres: Marlands, WestQuay, Hospitality: Grand Harbour Hotel, Delicious Dining, Metrics, Green King National retail: Cath Kidson, Boots Local Independent: East Street Traders Culture and Arts: Culture Southampton Business Organisations: Hampshire Chamber of Commerce Project Management: Marwell, Kirstie Mathieson Advisers, PR and Communications: Carswell Gould, Lee Peck</p>
9.	<p>The Go Southampton BID objectives are attached at Appendix 1. They arose directly from significant direct consultation, questionnaires and a major event, which contributed to the Feasibility Report in December 2015 (at Appendix 3). Over 100 City Centre business interviews took place between September and November.</p> <p>In response to the question, 'to what extent do you agree that a BID should be tested at ballot in Southampton?', 8% disagreed, 20% neither agreed nor disagreed, and 72% either agreed or strongly agreed.</p> <p>In response to the question, 'in principle, do you think that a BID is a good idea?', 75% responded 'yes', 18% responded 'undecided' or 'don't know', and 7% 'no'.</p>
10.	<p>The BID objectives include the following:</p> <ol style="list-style-type: none"> 1. A Better City Centre Experience (cleaner City Centre with improved pavements and streets; Safer City Centre with a measurable reduction in crime and anti-social behaviour; Co-ordinated and better events programme; better transport including improved traffic management and parking) 2. Better Marketing and Stronger Businesses ('better welcome' including high quality, real-time visitor information; 'bigger welcome' including raising Southampton's profile as a place for

	<p>business and leisure both nationally and internationally; ‘local and longer’ driving new business and actively promoting the evening economy, and ‘data and innovation’ including collecting and sharing key metrics on City Centre activity to support business growth.)</p> <p>3. Stronger Business Community (‘better economies of scale’, including business to business activity; ‘better voice for business’ including advocates for business; skills and talent retention and actively supporting new investment in the City.</p> <p>The BID would operate with the principles of adding value to existing work, leverage of at least 25% additional resources, providing measurable impact, and not being used to off-set spending reductions.</p>
11.	<p>The BID levy will be payable by hereditaments within the BID area on the Non Domestic Ratings List with a rateable value of £15,000 or over, unless exempt under BID Arrangements (as given in Appendix 2). The BID levy will be 1.5% of rateable value. However, hereditaments within the main serviced areas of WestQuay, Marlands, WestQuay Retail Park and Studio 144 will be charged 1.4% in recognition of the significant existing contributions to joint marketing and security through their service charges.</p>
12.	<p>The proposed BID area is illustrated in Appendix 1 and encompasses the City Centre including Bedford Place. This area includes 617 hereditaments generating a projected annual BID levy outturn of approximately £1,087,500. This equates to a five year levy budget of approximately £5.5 million.</p>
13.	<p>There are six hereditaments in the BID area that have Southampton City Council as the Property Contact Name on the ratings data: The Civic Centre; Sea City Museum; Tudor House; Cemeteries Department, Bugle Street; and 108/112 East Street.</p> <p>The Council would have a vote for each one. The total levy contribution for these six properties would be £20,865 per annum. This would lever over £1m private sector investment to the City per annum.</p>
14.	<p>The BID Steering Group, supported by The Means, has been working with Council and Capita Services to ensure that all aspects of the BID proposal are in place to assist the Council in fulfilling its regulatory duties in respect of approving the BID proposal. An Operating Agreement and Baseline Agreement are being drafted and are attached in draft form at Appendix 2. These documents are subject to further discussion and agreement between the parties.</p> <p>The Operating Agreement builds on the BID regulations, setting out the Council’s responsibilities in collecting and administering the BID levy on the BID’s behalf, and the BID Company’s responsibilities when operating the BID in line with the BID Arrangements. The Agreement would be between the BID and the Council, to be reviewed and signed in the event of a successful ballot, prior to the BID’s start date and effective from 1st April 2017.</p> <p>The Baseline Agreement outlines Standard Services within the BID area which are provided by the Council that may overlap with the BID’s area of activity. The purpose is to prevent the delivery of existing</p>

	<p>services being transferred from the Council to the BID Company (except if/where the Company is selected as a contractual supplier of services to the Council). The Council will enter into Baseline Agreement by 6 March 2017. The services covered are being drafted and will cover services and benchmark levels in the areas of:</p> <ul style="list-style-type: none"> • Environment: Cleaning services, park maintenance, maintenance of historic environment, community safety (eg CCTV, PSPO enforcement, any warden presence) • Car parking: level of provision, maintenance, safety, enforcement • Events: Tourism / marketing related events, cultural events, sporting events • City Marketing / visitor information • Economic Development: where there are areas of spend in relation to City Centre management
15.	<p>If the ballot is successful, a legally constituted BID company will be established. The Bid Company will be responsible for delivery of the business plan and will be accountable to its levy payers, including the Council as a levy payer. As a private company limited by guarantee, the BID will be required to submit annual accounts to Companies House. Procedures governing the administration of the BID levy are outlined in the regulations and the Operating Agreement between the BID and the Council. The BID proposer has included Financial Management and Governance Policy Recommendations for the BID in Appendix 1.</p>
16.	<p>Significant consultation is being undertaken by the Steering Group members and The Means with businesses of all sizes and sectors in the BID area to gauge support and shape proposals to meet local business demands. The BID priorities have arisen as a direct result of a Feasibility Study, which is attached at Appendix 3.</p>
RESOURCE IMPLICATIONS	
<u>Capital/Revenue</u>	
17.	<p>The projected BID income would be in the region of £1,087,500 per annum, which would be available for allocation against specified BID strategic priorities. An indicative budget is given in Appendix 1.</p>
18.	<p>The proposed BID area contains six Council hereditaments and the Council's annual financial BID liability would be £20,865. This would leverage more than £1 million investment from businesses to ensure a thriving City Centre and improved quality of life for residents.</p>
19.	<p>In accordance with the BID legislation, the Council will be responsible for the billing, collection and transfer of the extra levy to the BID Company. This will be undertaken by Capita Services and charged to the BID Company. The details are given at Appendix 2 and will be included in the Operating Agreement. One –off ballot costs will be in the region of £7,500.</p>
20.	<p>Council's Cabinet and Capital Board have previously approved a loan facility to the Chamber of Commerce, on behalf of Southampton BID Steering Group,</p>

	of a total of £152,000 made available from contingencies. This includes £77,000 development costs in preparing the BID proposal to the point of ballot, and an additional £75,000 to fund start-up costs and forward fund the BID until its commencement in April 2017 should the ballot be successful. Should there be a 'no' ballot, the £75,000 would not be drawn down. In the event of a successful ballot outcome, the full £152,000 would be re-paid over the term of the BID.
<u>Property/Other</u>	
21.	There are no property implications in addition to the levy charge detailed in paragraph 13
LEGAL IMPLICATIONS	
<u>Statutory power to undertake proposals in the report:</u>	
22.	The Local Government Act 2003 and the Business Improvement Districts (England) Regulations 2004 (The Regulations) provide the statutory powers and framework to enable a Business Improvement District (BID) to be created. The Council is obliged to approve the BID Proposal unless there is a conflict between the BID's proposal and the Council's formally adopted policies.
23.	At this stage in the process the Council, as billing authority, is only required to instruct the Returning Officer to hold a ballot once satisfied that the BID Proposer has met all the requirements under the Regulations. Where the relevant billing authority is of the view that the BID proposals conflict with a policy formally adopted by and contained in a document published by the authority the authority shall, as soon as reasonably practicable after receiving the proposals, notify the BID body in writing explaining the nature of that conflict. Officers have stated elsewhere in this report that there is no conflict.
24.	The Council has implied legal powers under the above legislation and a general power of competence under section 1 of the Localism Act 2011 (subject to overriding fiduciary duties) to enter into arrangements to facilitate the BID arrangements including levy collection and may enter into a Baseline Agreement for the Provision of Standard Services and an Operating Agreement to confirm agreed arrangements. Local Authorities are required to provide a schedule of baseline services under Schedule 1 of the BID regulations. Should a ballot be successful the BID Body proposes to form itself into a Company Limited by guarantee under the Companies Act 2006. Proposed Council payments and contributions would fall within the Council's general power of competence and any state aid issues are unlikely to apply and should in any event fall within the de minimis threshold exemptions.
<u>Other Legal Implications:</u>	
25.	When making decisions the Cabinet and officers must ensure that they understand that the interests of the Council as owner of hereditaments in the BID and certain duties under the Regulations may not coincide. Although this is unlikely in practice it may be necessary put in place arrangements to deal with a conflict of interests albeit that a person does have rights of appeal in the event of the Council exercising it.
26.	The Council has a right to exercise a veto after the outcome of the

	Ballot if the Council considers the arrangements are likely to either conflict to a material extent with any of their published policies or place a disproportionate and inequitable financial burden on any person or group of persons through manipulation of the BID geographical area or the structure of the BID levy.
27.	In due course, if the BID does not deliver the envisaged benefits, there could be indirect reputational risks for the Council. However, by supporting the BID process and remaining involved in the day to day running of its activities, the Council will be seeking to mitigate any potential future risk.
POLICY FRAMEWORK IMPLICATIONS	
28.	<p>The proposed Go Southampton BID directly supports two of the Council's four priorities:</p> <ul style="list-style-type: none"> • Strong and sustainable economic growth • Southampton is an attractive and modern City where people are proud to live and work

KEY DECISION?	Yes
WARDS/COMMUNITIES AFFECTED:	Bargate
<u>SUPPORTING DOCUMENTATION</u>	
Appendices	
1.	Go Southampton BID Proposal, Objectives and Budget
2.	Draft Operational and Baseline Agreements
3.	Evidence of Consultation

Documents In Members' Rooms

1.	
2.	

Equality Impact Assessment

Do the implications/subject of the report require an Equality and Safety Impact Assessment (ESIA) to be carried out.	No
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Privacy Impact Assessment

Do the implications/subject of the report require a Privacy Impact Assessment (PIA) to be carried out.	No
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Other Background Documents

Other Background documents available for inspection at:

Title of Background Paper(s) Notification to Instruct to Ballot	Relevant Paragraph of the Access to Information Procedure Rules / Schedule 12A allowing document to be Exempt/Confidential (if applicable)
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Go Southampton, Southampton's proposed Business Improvement District

APPENDIX 1

BID PROPOSAL OBJECTIVES AND BUDGET

BID Proposals

This document outlines the proposed projects to be delivered by GoSouthampton, Southampton City Centre's proposed Business Improvement District

GoSouthampton BID Operating Principles

- 1) We will always look to add value to the wider work of the City Centre and work closely with other people, including the City Council and the Police. (However BID funds will never be used to offset spending reductions, and the BID will challenge where appropriate)
- 2) We will use the BID's capacity to lever in additional resources - by 2021 the BID aims to secure at least 25% of funding on top of the BID levy.
- 3) We will measure our impact, so that the benefit of the BID is clear in both quantitative and qualitative terms. **GoSouthampton's BID Proposal Pledges**

Theme	Projects	Summary
1 Better City Centre Experience	Cleaner City Centre	Working with our partners <i>we will make sure that our city centre is cleaner and that our pavements and streets are improved.</i> We will do this by increasing standards of street cleaning where necessary, with special emphasis on flagship areas, such as the City walls. We will support greening initiatives such as new planting and micro gardening and encourage all landowners to take better care of their grounds.
	Safer City Centre	<i>With the Police and City Council, we will work to achieve a measurable reduction in crime and anti social behaviour, including begging, shoplifting and pedlars.</i> The BID will look to augment the efforts of others, who need to use the powers they have. We will also join in with identification of suspects, improve crime reporting and consider a diverted giving scheme to related charities.
	Coordinated and Better Events Programme	<i>We will ensure better co-ordination and enhance the current programme of City Centre events into a better marketed annual programme.</i> Events will be of higher quality, better communicated and will be more strongly marketed both in and outside the City. We will identify new sponsors and look for new partnerships and leverage for increased funding streams, for example working with Culture Southampton. We will exploit new facilities in the Cultural Quarter and in Watermark's City Plaza, adjacent to the City Walls.
	Better Transport	<i>We will champion improvements to traffic management & parking, as well as to public transport and transport infrastructure.</i> In the short term we will focus on securing a significantly improved parking experience equal to the best in the private sector. We will also seek to improve the condition of roads and pavements and achieve better bus and train services. In the longer term we will engage strategically at local and regional levels to help secure infrastructure improvements which might include a new traffic signal system, road improvements and better public transport interchanges.
2 Better Marketing and Stronger Businesses	Better welcome	<i>We will ensure that every visitor to Southampton has access to high-quality, real time, and relevant information on where to go and what to do before and during their visit to the City.</i> Our marketing & communications plan will deliver a focal point for the collation and distribution of information, it will also consider an Ambassadors scheme and a hub-and-spoke set of information points. In addition, our significantly-improved digital marketing strategy could include a city centre app and a better Web presence. We will also review all access points - car parks, the station, airport and the port entry - to ensure they are welcoming to visitors and promote the city centre; the ease with which pedestrians can move from these access points to the city centre and around is key so we will work to improve permeability and encourage exploration.
	Bigger welcome	<i>We will raise Southampton's profile as a place for business and leisure both nationally and internationally.</i> Southampton has lacked profile as a destination. We will work with partners [who already invest in place marketing] to make sure more people particularly in the City and in the City's 2m-strong catchment area are aware of, and excited by, what Southampton has to offer.
	Local and Longer	<i>We will drive new business by encouraging our 33,000 local employees and 20,000 city centre residents to use city centre businesses and by actively promoting the evening and night time economy.</i> At present employees have no direct incentive to stay or use the City Centre after working hours and the number of residents has increased by 70% since 2001. We will introduce an incentive or loyalty scheme, as well as an 'Alive after Five' programme to support the new evening and night-time offer. We will work more closely with cruise businesses, crew, staff and customers, to boost mutual benefit.

	Conduit for Data & Innovation	<p><i>We will act as a hub for the collection and sharing of key metrics on City Centre activity to help support business growth.</i> We will gather and analyse new data sets - such as dwell time, spend, hotel occupancy and satisfaction levels - as well as conducting regular qualitative and quantitative market research. We will feed this data back to City Centre businesses, as well as using it to drive the case for the City Centre in wider forums.</p>
3 Stronger Business Community	<p>Better Economies of Scale</p> <p>Better Voice for Business</p> <p>Developing and Retaining Skills & Talent</p> <p>Investment Opportunities</p>	<p><i>We will develop projects to secure savings for businesses and to increase business-tobusiness activity.</i> Our 2,500 city centre businesses span the spectrum of sizes and sectors. We will encourage B2B interaction, so that spend is retained within the city. We will encourage sharing of local expertise and innovation. We will also seek opportunities to develop joint procurement arrangements, for example in waste management and energy.</p> <p><i>We will be the advocates for businesses in the city centre, both in addressing day-to-day issues and in influencing new developments.</i> We will monitor routine services being delivered in the City Centre and report / address shortcomings as necessary. Furthermore, the City of Southampton has an extensive programme of forthcoming major developments. Therefore we will crystallize and present business views to decision makers to influence the way the city develops. We will make sure that businesses are always kept informed.</p> <p><i>We will work with education and skills providers to help deliver a more skilled and committed workforce.</i> The city work force needs to be more aligned to the needs of City Centre employers. We will be the face of City centre business to Schools, FE Colleges and the Universities to create better opportunities for employers and prospective employees. We will promote apprenticeships, internships and efforts to increase graduate retention. We will also look to nurture new/start-up businesses in the City centre through signposting and working with partners.</p> <p><i>We will actively support new investment in the City and ensure that our status as a commercial centre of regional, national and international importance is recognised and promoted .</i> Southampton has a catalogue of outstanding opportunities for future investment. We will work with land owners and the City Council to market these opportunities and to increase the critical mass of commercial activity in the City Centre.</p>

Indicative 5-year GoSouthampton BID BUDGET

Figures have been estimated as a cost of setting up and running over the course of 5 years. For some projects, much of the cost will be front-loaded. The BID will have to decide which projects it wishes to get underway quickly in its first year, and which it will make longer-term priorities.

1.5% levy, with 1.4% levy for main serviced areas, threshold £15,000, 80% charitable discount apart from for retail arms of charities. This budget excludes indexing but the Arrangements allow for an annual increase in the BID Levy in line with RPI or CPI (whichever is lower) at the discretion of the BID Board.

Income		2017/2018	2018/2019	2019/2020	2020/2021	2021/2022	Total 5-year budget		
	Levy Outturn	£1,087,504	£1,087,504	£1,087,504	£1,087,504	£1,087,504	£5,437,520		
	Assume 95% collection	£1,033,129	£1,033,129	£1,033,129	£1,033,129	£1,033,129	£5,165,644		
	<i>External funding target (NOTE: this is a target but has not been included in the spend budget below)</i>	<i>£108,750</i>	<i>£163,126</i>	<i>£217,501</i>	<i>£271,876</i>	<i>£271,876</i>	<i>£1,033,129</i>		
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Core Costs									
	Total including funding target	£1,141,879	£1,196,254	£1,250,630	£1,305,005	£1,305,005	£6,198,773		
	CEO (inc 16% on-costs)	£92,800	£92,800	£92,800	£92,800	£92,800	£464,000		
	Admin/Office support (inc. 16% on-costs)	£26,680	£26,680	£26,680	£26,680	£26,680	£133,400		
	Office costs & consumables	£16,000	£16,000	£16,000	£16,000	£16,000	£80,000		
	Corporate Comms (inc. new website)	20,000	10,000	10,000	10,000	10,000	£60,000		
	Levy collection cost	£40,708	£19,032	£19,032	£19,032	£19,032	£116,836		
	Paying back set-up loan from the council	£30,400	£30,400	£30,400	£30,400	£30,400	£152,000		
	Insurance	£5,000	£5,000	£5,000	£5,000	£5,000	£25,000		
	Ongoing recruitment/ HR budget	£3,000	£1,000	£1,000	£1,000	£1,000	£7,000		
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Contingency									
	Total	£234,588	£200,912	£200,912	£200,912	£200,912	£1,038,236 20%		
	Contingency (5% of income)	£51,656	£51,656	£51,656	£51,656	£51,656	£258,282		
	Total	£51,656	£51,656	£51,656	£51,656	£51,656	£258,282 5%		
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Better City Centre Experience									
MAIN OBJECTIVE / THEME	DETAIL								
	CLEANER CITY CENTRE	£80,000	£60,000	£60,000	£60,000	£60,000	£320,000		
	SAFER CITY CENTRE	£75,000	£75,000	£75,000	£75,000	£75,000	£375,000		
	COORDINATED AND BETTER EVENTS PROGRAMME	£115,000	£160,000	£170,000	£170,000	£170,000	£785,000		
	BETTER TRANSPORT	£90,000	£90,000	£90,000	£90,000	£90,000	£450,000		
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Better Marketing									
	TOTAL	£360,000	£385,000	£395,000	£395,000	£395,000	£1,930,000 37%		
	BETTER WELCOME	£95,000	£115,000	£95,000	£95,000	£95,000	£495,000		
	BIGGER WELCOME	£50,000	£65,000	£75,000	£75,000	£75,000	£340,000		
	LOCAL AND LONGER	£75,000	£75,000	£75,000	£75,000	£75,000	£375,000		
	CONDUIT FOR DATA & INNOVATION	£25,000	£20,000	£20,000	£20,000	£20,000	£105,000		
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Stronger Business Community									
	TOTAL	£245,000	£275,000	£265,000	£265,000	£265,000	£1,315,000 25%		
	BETTER ECONOMIES OF SCALE	£30,000	£10,000	£10,000	£10,000	£10,000	£70,000		
	BETTER VOICE FOR BUSINESS	£15,000	£15,000	£15,000	£15,000	£15,000	£75,000		
	DEVELOPING AND RETAINING SKILLS & TALENT	£80,000	£80,000	£80,000	£80,000	£80,000	£400,000		
	INVESTMENT OPPORTUNITIES	£15,000	£15,000	£15,000	£15,000	£15,000	£75,000		
	TOTAL	£140,000	£120,000	£120,000	£120,000	£120,000	£620,000 12%		

Total Levy income	£1,033,129	£1,033,129	£1,033,129	£1,033,129	£1,033,129	5,165,644	
Total available to spend	£1,033,129	£1,035,013	£1,035,574	£1,036,134	£1,036,694		
Total spend	£1,031,244	£1,032,568	£1,032,568	£1,032,568	£1,032,568	£5,161,518	100%
Total carried over in to next year	£1,884	£2,445	£3,005	£3,565	£4,126	4,126	

GoSouthampton will be a not-for-profit company limited by guarantee. If there is any surplus at the end of the financial year it will be reinvested into the BID in the following year.

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Go Southampton, Southampton's proposed Business Improvement District

APPENDIX 2

OPERATING AND BASELINE AGREEMENTS (INCLUDING THE BID ARRANGEMENTS/LEVY RULES) AND FINANCIAL MANAGEMENT POLICIES

**OPERATING AGREEMENT (DRAFT AS OF 3RD JUNE AND UNDER
ONGOING DISCUSSION)**

Dated **xxx**

Southampton City Council
(the Council)

Southampton City Centre BID
(the BID Company)

Contents

- 1 Definitions
- 2 Statutory Authorities
- 3 Commencement
- 4 Setting the BID Levy
- 5 The BID Revenue Account
- 6 Debits from the BID Revenue Account
- 7 Collecting the BID Levy
- 8 Procedures available to the Council for enforcing payment of the BID Levy
- 9 Enforcement Mechanisms for non-collection of the BID Levy by the Council
- 10 Accounting Procedures and Monitoring
- 11 Termination
- 12 Confidentiality
- 13 Notices
- 14 Miscellaneous
- 15 Exercise of the Council's powers
- 16 Contracts (Rights Of Third Parties)
- 17 Arbitration
- 18 Freedom of Information
- 19 Jurisdiction

Schedule 1 – The BID Levy Rules / Arrangements

Schedule 2 – The Baseline Agreement

Schedule 3 – Administrative, Establishment and Maintenance Expenses

DRAFT

Operating Agreement

Dated xxx Between

- (1) **Southampton City Council** (the Council) of Civic Centre, Southampton SO14 7LY
- (2) **Southampton City Centre BID** (the BID Company) to be registered as a company limited by guarantee in England following a successful BID ballot result on 3rd November 2016

Recitals

- A The Council is the billing authority for the purposes of the Local Government Act 2003 and is responsible for collecting the BID Levy and administering the BID Revenue Account which shall be used towards the operation of the BID within the area of the Council and the funding of the BID Arrangements
- B The BID Company is responsible for the operation of the BID and for using the BID Levy for the purposes of achieving the objectives and aspirations set out in the BID Arrangements
- C Both parties wish to confirm the arrangements by which the BID Levy shall be collected together with general arrangements as to the relationship to be established between the Council and the BID Company for the duration of the BID
- D The purpose of this Agreement is to:
- establish the procedure for setting the BID Levy
 - confirm the basis upon which the Council or its agents will be responsible for collecting 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 Council's expenses incurred in collecting the BID Levy shall be paid

IT IS AGREED:

1 Definitions

the Administrative Expenses means costs incurred by the Council in the administration, collection and recovery of the BID Levy and otherwise in connection with its compliance with its

obligations under this Agreement and the Regulations (including without limitation the cost of setting up the financial systems for the collection of the BID Levy, its reasonable legal costs and the costs of paying its sub-contractors and/or agents in connection with the collection of the BID Levy, issuing Reminder Notices and taking enforcement action for non-payment of the BID Levy) but excluding the costs recovered by the Council in accordance with clause 8.2 and excluding the costs of delivery of the Standard Services in accordance with the Baseline Agreement

the Annual Report means a report to be prepared by the Council or its agent which details the following:-

- (i) the total amount of BID Levy collected during the relevant Financial Year;
- (ii) details of the success rate for the collection of the BID Levy;
- (iii) the Council's proposals (if any) to help improve its efficiency in the collection and enforcement of the BID Levy; and
- (iv) details of those BID Levy Payers who have paid the BID Levy and those who have not paid the BID Levy.
- (v) the Council's proposals for bad or doubtful debts

the Appeal Notice means a notice to be served by the BID Company in accordance with clause 9.2

Applicable Laws means the laws of England and Wales and the European Union and any other laws or regulations, regulatory policies, guidelines or industry codes which apply to Business Improvement Districts from time to time;

Bad or Doubtful Debts shall have the same meaning as further described in Part 2 of Schedule 3 of the Regulations

the Baseline Agreement means the draft Agreement annexed at Schedule 2 the final version of which is to be agreed by the parties

the BID means the Business Improvement District which is managed and operated by the BID Company and which operates within and is covered by those streets set out in [Schedule 1] .

the BID Arrangements means those arrangements to be put in place pursuant to the Regulations for the operation of the BID

BID Business Plan means the plan voted for by the BID Levy Payers which sets out the objectives of the BID.

the BID Company's Report means a report for each Financial Year to be prepared by the BID Company which details the following:-

- (a) the total income and expenditure of the BID Levy;
- (b) other income and expenditure of the BID Company not being the BID Levy;
- (c) a statement of actual and pending deficits; and
- (c) the various initiatives and schemes upon which the BID Levy has been expended by the BID Company

the BID Levy means the charge to be levied and collected within the BID area pursuant to the Regulations

the BID Company's Termination Notice means a notice to be served by the BID Company on the Council pursuant to clause 11.8

the BID Levy Payer(s) means the non-domestic rate payers who are liable for paying the BID Levy

the BID Levy Rules means the rules set out in the Schedule which sets out how the BID Levy will be calculated, details of Exempt or Discounted Properties and other requirements related to the BID Levy (as may be amended by a successful alteration ballot)

BID Proposals means the proposals voted for by the BID Levy Payers in a ballot which sets out the objectives of the BID and identifies the various projects which will be undertaken using funds raised by the BID Levy and/or Voluntary Contributions to achieve those objectives and 'Renewal Proposals' has the same meaning save that 'ballot' shall be replaced with 'renewal ballot' and 'Alteration Proposals' has the same meaning save that 'ballot' shall be replaced with 'alteration ballot'

the BID Revenue Account means the account to be set up in accordance with Regulation 14 and operated in accordance with Schedule 3 of the Regulations

the BID Term means, subject to clause 3.2, the period of 5 years from and including 1st April 2017 up to and including 31st March 2022

the Council's Termination Notice means the notice to be served by the Council on the BID Company pursuant to Clause 11.1

the Contributors means the BID Levy Payers or other Contributors making voluntary contributions to the BID company.

Data Protection Legislation means the Data Protection Act 1998 ("DPA"), and all applicable laws and regulations relating to processing of personal data and privacy, including where applicable, the guidance and codes of practice issued by the Information Commissioner;

Demand Notice shall have the same meaning ascribed to it as further set out in paragraphs 3 of Schedule 4 of the Regulations

Hereditament shall have the same meaning as defined in the Regulations

Electronic Communication means a communication transmitted (whether from one person to another, from one device to another or from a person to a device or vice versa):

- (a) by means of a telecommunication system (within the meaning of the Telecommunications Act 1984); or
- (b) by other means but while in electronic form

Enforcement Notice means a notice to be served on the Council as specified in Clause 9

the Exceptions means the circumstances in which the Council shall not be required to seek to enforce payment of the BID Levy where a BID Levy payer has failed to make payment pursuant to a Demand Notice. The exceptions shall be as agreed by the parties from time to time.

the Exempt or Discounted Properties means those class or classes of properties as identified in the BID Levy Rules which shall be exempt either from any requirement to pay the BID Levy or are permitted a discount on the BID Levy

the Financial Year means the financial year for the BID Company which runs from 1st April to 31st March in the following year

[Funding Agreement means the agreement between the Council and Hampshire Chamber of Commerce (formerly Hampshire Enterprise Limited) dated 25 February 2015 and subsequently amended by letter, pursuant to which the Council funded the developing and bringing to ballot of BID proposals in respect of the BID]

Liability Order means an order obtained from the Magistrates Court

the Monitoring Group means the group to be set up to monitor the collection and enforcement of the BID Levy (as referred to in Clause 10) such group to consist of one Council officer from Southampton City Council and one representative from the BID Company

the Operational Date means the date upon which the BID Arrangements come into force

the Public Meeting means the meeting to be held of all BID Levy Payers pursuant to the Public Meeting Notice

the Public Meeting Notice means a notice to be served pursuant to Clause 11.1 or 11.8 by either the Council or the BID Company which provides the following:-

- (a) confirmation that either party is considering terminating the BID;
- (b) details of the venue where the public meeting will be held;
- (c) confirmation that all BID Levy Payers who attend will be permitted to make representations

the Regulations means the Business Improvement Districts (England) Regulations [2004] and such amendments made by the Secretary of State pursuant to Section 48 of the Local Government Act 2003 (from time to time) **the Reminder Notice** means the notice to be served pursuant to Clause 8.1

the Further Reminder Notice means the notice to be served following a Reminder Notice and pursuant to Clause 8.2

a Working Day means any day of the week other than a Saturday, a Sunday or a bank holiday

2 Statutory Authorities

2.1 This Agreement is made pursuant to Part IV of the Local Government Act 2003, section 2 of the Local Government Act 2000 and Section 111 of the Local Government Act 1972 and all other enabling powers including those set out in the Regulations

3 Commencement and Management of BID Arrangements

3.1 This Agreement shall be effective from and including 1st April 2017

3.2 The BID Company shall for the BID Term for the benefit of the BID and those who live, work or carry on any activity within the BID manage and operate the BID Arrangements in accordance with:

3.2.1 the [BID Proposals, BID Business Plan and *reference other relevant documents*] attached at schedule [x];

3.2.2 the Regulations;

3.2.3 Part 4 of the Local Government Act 2003; and 3.2.4 all other Applicable Laws

and shall do so diligently, with all reasonable skill and care, allocating sufficient resources and using suitably qualified and experienced personnel.

3.2 Where the BID Company makes a decision to hold a renewal ballot in respect of the BID it shall inform the Council of such decision as soon as reasonably possible after the decision is made and in any case in sufficient time to allow the renewal ballot to take place before the end of the BID Term and the parties may propose any reasonable changes to this Agreement to be effective during any extended term of the BID and the parties shall use their reasonable endeavours to agree the changes. If a renewal ballot is held and is successful then the terms of this Agreement shall continue in full force and effect for the new term subject to any changes agreed pursuant to this clause.

4 Setting the BID Levy

4.1 By 6th March 2017 for a 1st April BID start date the Council shall:-

- (i) calculate the BID Levy due from each BID Levy Payer in accordance with the BID Levy Rules; and
- (ii) confirm in writing to the BID Company the BID Levy payable annually by each BID Levy Payer
- (iii) enter into the Baseline Agreement with the BID Company

5 The BID Revenue Account

5.1 Interest will only be paid on money in the BID Revenue Account if the Bank of England Bank Rate (formerly base rate) is 2.5% or higher and the month end credit balance is in excess of £50,000. Such interest, if any, will be paid to the BID Company as part of the BID Levy and will be calculated at Bank of England Bank Rate less 0.25%. Any overpayment made to the BID Company by the Council will attract the same interest terms.

6 Debits from the BID Revenue Account

6.1 The Council may debit directly from the BID Revenue Account:-

- (i) the Administrative Expenses; and
- (ii) an amount equal to any sums that have fallen due and are payable by the Council under the Funding Agreement so that the Council fully recovers the funding provided under the Funding Agreement; and
- (iii) the Council's reasonable costs in organising and delivering any BID ballot (regardless of when the ballot was held), alteration ballot, re-ballot or renewal ballot (all as defined in the Regulations) and the parties agree that such costs in respect of the BID ballot pursuant to which the BID was set up are [£7,000]

6.2 Notwithstanding the above provision the BID Company shall be responsible for ensuring that all VAT invoices delivered to the BID Company by the Council shall, if not debited from the BID Revenue Account, be paid within 28 days of delivery. The debits from the BID Revenue Account are exclusive of VAT, which shall be added at the prevailing rate as applicable and paid by the BID Company following delivery of a valid VAT invoice.

6.3 Any services delivered to the BID Company by the Council in addition to the Standard Services delivered under the Baseline Agreement shall be the subject of a separate VAT invoice which shall be paid by the BID Company within thirty days of the date of the invoice.

7 Collecting the BID Levy

7.1 The Council shall at the beginning of each Financial Year confirm in writing to the BID Company:-

- (i) the means by which the BID Levy Payer shall be billed for the BID Levy; and
- (ii) the proposed date when the BID Levy shall first be collected (such date to be on or after the Operational Date and such date shall take into account the time it takes for the Council or its sub-contractor to receive and process payments)

7.2 Pursuant to clause 7.1(ii) the Council shall serve the Demand Notices on each BID Levy payer and thereafter shall continue to calculate the BID Levy and serve the Demand Notices throughout the BID Term

7.3 The Council shall maintain a list which identifies payment and/or non-payment of the BID Levy and shall to the extent it is permitted to do so by the Data Protection Legislation make such information available to the BID Company, at intervals of not less than once a month if so requested.

7.4 The Council shall carry out reviews of each Hereditament within the BID Area in accordance with its existing practices and systems and the BID Company shall provide such support as the Council may reasonably require and in the event of any change in the occupier of each

Hereditament or the merger or division of a Hereditament (or provision of an additional Hereditament) the Council shall:

- (a) serve an updated list of BID Levy payers upon the BID Company;

(b) serve a Demand Notice (or alter any existing Demand Notice if appropriate) on the relevant BID Levy Payer

7.5 The Council shall use reasonable endeavours to collect the BID Levy on the date specified (pursuant to clause 7.1(ii) above) and thereafter on an annual basis and in accordance with the procedure set out in Schedule 4 of the Regulations

7.6 The Council shall collect the BID Levy in accordance with its usual procedures for the collection of non-domestic rates

7.7 On the 1st day of every month (or where that is not a Working Day the nearest Working Day after that date) commencing on the 1st day of May 2017 the Council shall notify the BID company of the amounts credited to the BID Revenue Account during the month immediately preceding that month and of the amount of the debits attributable to that month authorised in accordance with clause 6 and within [14] days of receipt of an appropriate VAT invoice from the BID Company which shall be issued promptly shall transfer to the BID Company's own bank account the amount due (being the amount credited to the BID Revenue Account notified in accordance with this clause 7.7 less the debits net of VAT authorised under clause 6) and provide written confirmation of the sum transferred. The BID Company shall provide written acknowledgement of receipt of such monies within 14 days of receipt.

7.8 In the event of an overpayment by the Council to the BID in excess of £5,000 for a period of more than three consecutive months, the BID will return the overpayment to the Council within 14 days of being notified.

8 Procedures available to the Council for enforcing payment of the BID Levy

8.1 In the event that the BID Levy is not paid in whole within [28]days from the 1st April of each year then (subject to the Exceptions or as may otherwise be agreed between the parties) the

Council shall serve a Reminder Notice on such defaulting BID Levy Payer which shall:-

- (i) identify the sum payable;
- (ii) provide a further 14 (fourteen) days for payment to be made;
- (iii) confirm that the Council will consider making an application to the Magistrates Court for a Liability Order to recover the unpaid sum (together with costs)

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- 8.2 In the event that the BID levy is not paid in whole within seven days of the service of the Reminder Notice in accordance with clause 8.1 then the Council shall as soon as reasonably possible inform the BID Company of such further failure to pay (subject to the Exceptions). The Council will consider any comments made by the BID Company before deciding whether to make an application to the Magistrates Court for a Liability Order. The Council may then make an application to the Magistrates Court for a Liability Order to recover the outstanding sum of the BID Levy as is permitted by the Regulations and the Non-Domestic Rating (Collection & Enforcement)(Local Lists) Regulations 1989 (as amended). The Council will bear the cost of any application for summons and will recover these costs from the revenue

9 Enforcement Mechanisms for non-collection of the BID Levy by the Council

9.1 In the event that the Council is not following the process for enforcement of the BID Levy pursuant to Clause 8 above, without reasonable cause, the BID Company may serve an Enforcement Notice on the Council requesting that:-

- (i) it issues a Reminder Notice; or
- (ii) a Further Reminder Notice; or
- (iii) makes an application for a Liability Order

unless enforcement action at each stage cannot reasonably be progressed due to one of the following:

- ratepayer absconded
- insolvency proceedings
- debt is too low to make application for a liability order (under £100)
- liability disputed
- unable to establish liability
- future payment arrangement in place generated through any such action.
- client / bid team instruction
- property pending VOA re-assessment
- legal challenge pending against the actual BID
- Magistrate refuses to issue a Liability Order for any reason or the Council or the BID Company reasonably consider that enforcement action would otherwise be undesirable.

9.2 If after being served an Enforcement Notice the Council fails to take the requested action within 28 days then the BID Company shall serve an Appeal Notice to the Chief Executive of the Council. Such notice shall:-

- (iv) detail the sum which remains unpaid;

- (v) confirm that the Council has failed to use the enforcement mechanisms available to it under this Agreement to recover the sum; and
- (vi) request a meeting take place between the Chief Executive, relevant officers of the Council and BID Company to achieve a solution and/or agree a strategy to recover the outstanding sum such meeting to take place in any event no later than 28 (twenty eight) days from service of the Appeal Notice

9 Accounting Procedures and Monitoring

- 10.1 Within 1 (one) month from the Operational Date the Council and BID Company shall form the Monitoring Group
- 10.2 In addition to the information outlined in clause 7.4 of this Agreement, every month during the BID term the Council shall to the extent it is permitted to do so by the Data Protection Legislation provide the BID Company with a breakdown of:-
 - 10.2.1.1.1 the amount of BID Levy for each individual BID Levy Payer;
 - 10.2.1.1.2 the BID Levy collected in relation to each BID Levy Payer;
 - 10.2.1.1.3 details (together with the outstanding unpaid sum) of those BID Levy Payers who have not paid the BID Levy;
 - 10.2.1.1.4 details of the Reminder Notices issued throughout that period; and
 - 10.2.1.1.5 details of any Liability Orders obtained or applied for by the Council;
- 10.3 The Monitoring Group shall meet no less than once in any one Financial Year and on other occasions as may reasonably be required further meetings of the Monitoring Group shall be arranged by the service of written notice by either party on the other, such notice to be provided no less than 28 (twenty eight) days prior to the date of the proposed meeting (or lesser if otherwise agreed or in cases of emergency) and provided further that such meetings can be dispensed with altogether upon the written agreement of both the Council and the BID Company
- 10.4 At each meeting the Monitoring Group shall
 - 10.4.1.1.1 review the effectiveness of the collection and enforcement of the BID Levy [and of the BID Arrangements generally]; and
 - 10.4.1.1.2 if required, review and assess the information provided by the Council pursuant to Clause 10.2 above and make any recommendations for implementation as may be agreed (and which are permitted by the Regulations and the terms of this Agreement)

10.5 Within 1 (one) month after the date of the end of the Financial Year the Council shall provide the Annual Report to the BID Company

10.6 The BID Company shall provide the BID Company Report to the Council two weeks prior to their Annual General Meeting (this normally takes place in May).

11 Termination

11.1 The Council shall not be permitted to terminate the BID Arrangements because:

- (i) in its opinion there are insufficient finances available to the BID Company to meet its liabilities for the chargeable period for the purposes of the BID Arrangements; or
- (ii) the Council is unable, due to any cause beyond its control to provide the works or services which are secured as part of the BID Arrangements

unless and until it first serves the Public Meeting Notice on the BID Levy Payers and the Council's Termination Notice on the BID Company and within 14 (fourteen) days from the date of service of such notice both parties shall arrange to meet where the purpose of such meeting shall be to discuss and/or agree all or any of the following set out in Clause 11.2 or 11.3 (whichever is applicable)

11.2 Where the BID Termination Notice relates to Clause 11.1(i) both parties shall agree and/or discuss or review the following:

- (a) the Council is concerned that the BID Company has insufficient finances to meet its liabilities for that period and details of such concerns should be made available to the BID Company;
- (b) insufficient funds;
- (c) alternative means by which the insufficiency of the funds can be remedied; and
- (d) an appropriate time frame to resolve this issue;

11.3 Where the BID Termination Notice relates to clause 11.1(ii) both parties shall agree and/or discuss or review the following:

11.3.1.1 the services or works which it is no longer able to provide together with confirmation and details as to why such works or services cannot be provided;

11.3.1.2 a review by both parties as to whether such works or services are of material importance to the BID so that termination of the BID Arrangements is the only option;

- 11.3.1.3 alternative means of procuring the said services or works by third parties or increased financial funding from the BID Company;
- 11.3.1.4 alternative replacement services or works which will be acceptable to the BID Company ;
- 11.3.1.5 an appropriate time frame to resolve this issue
- 11.4 In the event that the parties cannot reach agreement in relation to the matters set out in clauses 11.2 or 11.3 above the Council shall cause a Public Meeting to be held and subject to consideration of representations made by any BID Levy Payer at the Public Meeting the Council shall be permitted to terminate the BID Arrangements provided that notice by the Council to terminate the BID shall be provided to the BID Company no less than 28 days prior to termination taking place
- 11.5 Upon termination of the BID Arrangements the Council shall review whether there is a credit in the BID Revenue Account and in the event that there are sufficient funds in the BID Revenue Account amounting to a refund of at least £5 for each BID Levy Payer (having already deducted a reasonable sum for the administration of such refund) the Council shall:
 - 11.5.1.1 calculate the amount to be refunded to each BID Levy payer;
 - 11.5.1.2 ensure that the amount to be refunded is calculated by reference to the amount payable by each BID Levy Payer for the last chargeable period; and
 - 11.5.1.3 make arrangements for the amount calculated to be credited against any outstanding liabilities of each BID Levy Payer or, where there are no such liabilities, refunded to the BID Levy Payer.
- 11.6 Upon termination of the BID the Council shall notify the BID Levy Payers of such termination together with confirmation as to whether any part of the BID Levy is to be repaid to BID Levy payers, all in accordance with clause 18(6) of the Regulations.
- 11.7 The BID Company shall not be permitted to terminate the BID Arrangements where:
 - 11.7.1.1 the works or services under the BID Arrangements are no longer required; or
 - 11.7.1.2 the BID Company is unable, due to any cause beyond its control to provide works and services which are necessary for the BID to continueunless and until it has served the BID Company's Termination Notice on the Council and thereafter carried out a proper consultation with all relevant representatives of the BID Area as considered appropriate by the Council.

11.8 Upon termination of the BID Arrangements the BID Company shall notify the Council of such termination in accordance with clause 18(5) of the Regulations and the Council shall notify the BID Levy payers together with confirmation as to whether any part of the BID Levy is to be repaid to BID Levy payers, all in accordance with clause 18(6) of the Regulations.

12 Confidentiality

12.1 Subject to clause 18, both the Council and the BID Company agree to keep confidential and not to divulge to any person without the prior written consent of the other party all information (written or oral) concerning the business affairs of the other nor any information which has been exchanged about the BID Levy Payers or Contributors or about other third parties which it shall have obtained or received as a result of operating the BID. This obligation shall survive the termination or lapse of the BID Arrangements.

13 Notices

13.1 Any notice required to be given under or in connection to this Agreement shall be in writing, signed by or on behalf of the party giving it and shall be served by delivering it personally, or by sending it by pre-paid first-class post, recorded delivery or registered post to the address provided for above or such substitute address in England as may from time to time have been notified by the relevant party.

13.2 A notice shall be deemed to have been received:

13.2.1 if delivered personally, at the time of delivery; and

13.2.2 in the case of pre-paid first-class post, 2 Working Days from the date of posting.

14 Miscellaneous

14.1 For the avoidance of doubt where any part of this Agreement is incompatible with the Regulations or any other regulations which the Secretary of State may issue pursuant to Part IV of the Local Government Act 2003 then such part shall be struck out and the balance of this Agreement shall remain. The rights and remedies of the Council under this Agreement are without prejudice to its other rights and remedies including without limitation its rights and remedies under the Regulations.

14.2 The headings appearing in this Agreement are for ease of reference only and shall not affect the construction of this Agreement

- 14.3 For the avoidance of doubt the provisions of this Agreement (other than those contained in this Clause) shall not have any effect until this document has been dated
- 14.4 Where reference is made to a Clause, Part, Plan or Recital such reference (unless the context requires otherwise) is a reference to a clause, part, plan, or recital within or attached to this Agreement
- 14.5 References to the Council include any successors to its functions as local authority for the BID Area
- 14.6 References to statutes, bye laws, regulations, orders, delegated legislation shall include any such instrument re-enacting or made pursuant to the same power
- 14.7 The Council may without the consent of the BID Company sub-contract any or all of its obligations under this Agreement.

15 Exercise of the Council's powers

Nothing contained in this Agreement or implied in it shall prejudice or affect the rights discretions powers duties and obligations of the County Council and Council under all statutes bye-laws statutory instruments orders and regulations in the exercise of its functions as a local authority

16 Contracts (Rights Of Third Parties)

The provisions of the Contracts (Rights of Third Parties) Act 1999 shall not apply to this Agreement

17 Dispute Resolution

- 17.1 The parties shall attempt, in good faith, to resolve any dispute promptly by negotiation which shall be conducted as follows:
- 17.1.1 the dispute shall be referred, by either party, first to the Council's [Head of Economic Development and Skills] and the BID Company's *[details]* for resolution; and
- 17.1.2 if the dispute cannot be resolved by agreement under clause 17.1.1 within 10 Working Days of the dispute having been referred the parties may either:
- 17.1.2.1 agree to refer the dispute to an independent person to be appointed by agreement between the parties and any charge made and expenses reasonably incurred by that independent person shall be paid by the parties in equal shares, unless the independent person determines that a greater share should be borne by one of the Parties; or
- 17.1.2.2 agree to refer the matter to an adjudicator.

- 17.3 Without prejudice to their rights and remedies under this Agreement, the parties shall continue to perform their respective obligations under this Agreement notwithstanding any dispute or the implementation of the procedures set out in this clause 17.

18 Freedom of Information and Data Protection

18.1 The BID Company accepts that the Council is obliged to comply with the Freedom of Information Act 2000 ("the Act") and the Code of Practice on the Act, and will assist the Council to comply with these obligations. This includes helping the Council comply with its obligation to respond to a request for information within 20 days of receipt; and providing information to the Council where the Council requests.

18.2 The Council is entitled to disclose information unless it believes that the information is exempt under the Act. Exemption may apply where, for example, information is provided in confidence; where the information is a trade secret; or where release is likely to prejudice commercial interests. The Council will decide, acting reasonably, whether information requested under the

Act is to be disclosed or not. The Council will where reasonably practicable consult the BID Company and will consider any representations made by it.

The Council shall not be liable for any loss or other detriment caused by the disclosure of any information in response to a request for information under the Act.

18.3 Both parties shall comply with the requirements of the Data Protection Legislation in the performance of their obligations and the exercise of their rights under this Agreement.

19 Jurisdiction

The Agreement shall be governed and construed in accordance with English Law and the parties hereto submit to the exclusive jurisdiction of the courts of England and Wales in respect of any dispute or conflict arising from this Agreement.

Executed as a Deed by affixing the Common Seal of
SOUTHAMPTON CITY COUNCIL in the presence of

Authorised Signatory

The Common Seal of SOUTHAMPTON CITY CENTRE BID was hereunto affixed in the presence of:

Authorised Signatory

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Operating Agreement Schedule 1 – The BID Levy Rules / Arrangements - Draft

This section sets out in further detail the technical and budgetary information relating to how the Southampton City Centre Business Improvement District (BID) will operate.

Definitions

Definitions in these arrangements are as per The Business Improvement Districts (England) Regulations 2004, the Local Government Act 2003 and Local Government Finance Act 1988 unless expressly defined in this document.

Who is proposing this initiative?

The BID proposer is the Southampton City Centre BID Steering Group. The BID body will be Southampton City Centre Business Improvement District (BID) Ltd (“the BID Company”). It will be incorporated as a company limited by guarantee in the event of a positive ballot result in November 2016.

How will the BID be run?

The BID will be run by the Southampton City Centre BID Company.

Elections to the Board will be held at AGM and all Members of the BID Company will be eligible to run for election. The proposed Board representation is as below. The breakdown reflects that of the businesses in the BID area and representatives should come from a variety of sectors and geographical areas to ensure a representative body to lead the development of the Southampton City Centre BID:

- 5 Large Business (>50 employees), each providing 1 representative
- 5 Small Business (<50 employees), each providing 1 representative
- Up to a maximum of 2 occupiers drawn from Associate Member businesses
- Up to 2 landowners

The following Representatives shall also sit on the board:

1. A Local Authority Representative
2. Up to 2 Strategic Agency Representatives

A local ward councillor or residents association representative will also be invited to be a nonvoting member of the board.

It is expected that the BID’s activities will be delivered by a staff team and steered by groups of businesses under three main “Themes”. These groups will be known as Theme Groups: Improving the City Centre Experience, Better Marketing and Developing Our Businesses. These theme groups will focus on particular areas of the BID’s activities and take responsibility for developing detailed project budgets for that theme in conjunction with the Board and the BID staff members. All BID members and Associate Members may be represented on these theme groups. Additional theme groups will be set up as and when required.

How can I get involved in the running of the BID?

In the event of a successful BID ballot, all BID levy payers will be invited to become a Member of the Company. Company Members may subsequently nominate themselves for directorships or to sit on one of the BID’s theme groups.

The Board will manage the Executive Team, which will deliver the projects and services as set out in the BID Proposal.

How long will the BID last?

The BID term will be five years in duration from 1st April 2017 to 31st March 2022. Before the end of this period, the BID Board may choose to seek renewal of the BID for a further term, through a renewal ballot.

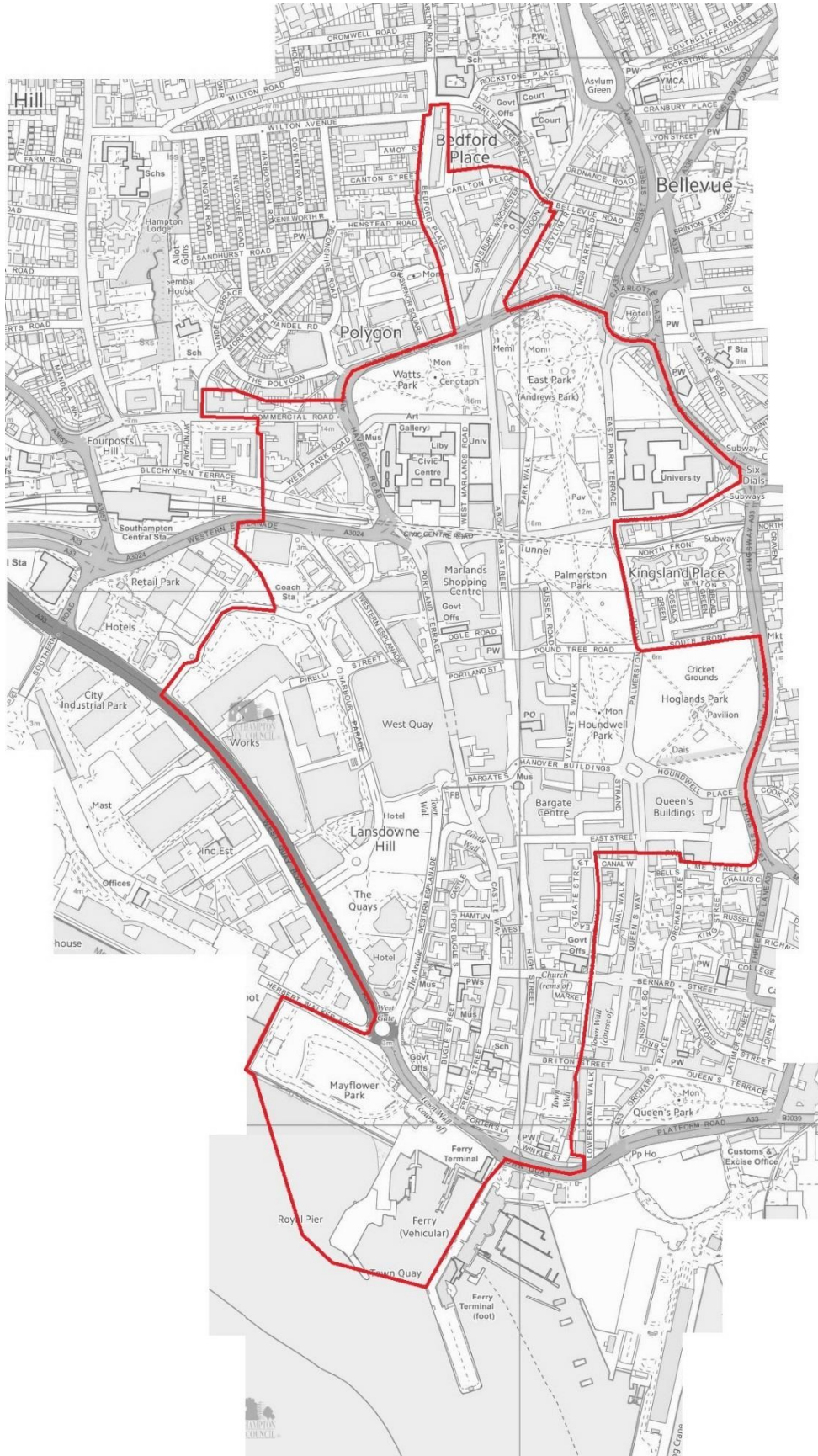
What area is covered by the proposal?

The BID area covers the following streets, either in whole or in part:

Above Bar Street	Market Place
Albion Place	Merchants Walk
Back of the Walls (West side)	New Road (excluding south side eastwards of Palmerston Road)
Bargate Street	Ogle Road
Bedford place - from Cumberland Place to junction with Carlton Crescent	Oriental Terrace
Bernard Street (West of jct with Back of The Walls)	Palmerston Road (excluding 1-33)
Blue Lane	Park Walk
Briton Street (west of the old Town Wall; 1, Coopers Court, Goldsmith's Court, Friary House)	Pirelli Street
Bugle Street	Porter's Lane
Canal walk (North side)	Portland Street
Carlton Crescent (33)	Portland Terrace
Carlton Place	Pound Tree Road
Castle Lane	Queen's Way (57-101; Queen's Buildings)
Castle Square	Regent Street
Castle Way	Salisbury Street
Cement Terrace	Scullards Lane
Church Lane	Simnel Street
Civic Centre Road	Spa Road
Commercial Road (1-67 odd; up to 26 even)	St Andrew Road (West Side) – from jct with New Road to Charlotte Place
Cuckoo Lane	St Georges Street
East Bargate	St Michael's Square
East Park Terrace	St Michael's Street
East Street	Strand

Eastgate Street	Sussex Road
Evans Street (West side)	The Royal Pier, Town Quay
Fitzhugh Street	Town Quay Road
Forest View	Upper Bugle Street
French Street	Vernon Walk
Gibbs Road	Vincent's Walk
Gloucester Square	Vyse Lane
Guildhall Place	Waterloo Terrace
Guildhall Square	West Bargate
Hamton Street	West Marlands Road
Hanover Buildings	West Park Road
Harbour Parade (excluding 1 – 3 odd)	West Quay Road (part as indicated on boundary map)
Havelock Road	West Street
High Street	Western Esplanade (from Toys R Us to Mayflower roundabout)
Holyrood Place	Westgate Street
Houndwell Place	Winchester Street
Kingsbridge Lane	Windsor Terrace
Lansdowne Hill	Winkle Street
Lime Street (north side)	York Buildings
London Road (1-77 odd; 2-64 even)	York Walk
Lower Banister Street	
Maddison Street	

The area covered by the proposal comprises parts of Southampton as shown in the map below.



Shouldn't the Council be paying for this through my business rates?

A BID generates revenue that is ring-fenced for the area in which it is collected, to be spent on projects for the benefit of businesses that pay the BID levy. All services provided by the BID will be additional to those provided by The Council. Additionality is ensured through the production of a 'Baseline Agreement' which sets out the standard level of statutory service that is already provided for the BID area. This ensures that the BID levy only funds services and projects over and above this level.

How will the ballot work?

The ballot will be managed by the Electoral Reform Society on behalf of Southampton City Council and will run between Monday 3rd October 2016 and Thursday 3rd November 2016. The ballot will close at 5pm on Thursday 3rd November 2016. The ballot will be a secret postal ballot of the eligible hereditaments on the National Non-Domestic Ratings List at the time of the notice of ballot being issued. Where the occupiers of individual hereditaments have nominated in writing the name of the person who should vote on their behalf, the notice of ballot and ballot papers will be sent to them.

Who is eligible to vote and to pay the levy? Are there any exemptions?

For the purposes of determining eligibility to vote and to pay the levy, the 2010 Non-Domestic Rating List will be used for the whole of the BID's 5 year term. This will ensure clarity for businesses on what they can expect to pay. The following will not be eligible for the BID levy, or for the vote:

- Business units with a rateable value of less than £15,000
- 'Central List' properties that are not contained in the local rating list.
- Advertising rights, telephone masts, car parks & car parking places and ATMs
- Residential estate offices
- Schools (not including further or higher educational establishments)

All other types of business are eligible to vote in the BID ballot and to pay the BID levy.

Businesses with a rateable value of less than £15,000 are encouraged to voluntarily contribute and join the BID through Associate Membership. Businesses making this voluntary contribution will be invited to become Members of the Company.

If, as a result of a re-valuation, a business' rateable value shall be £15,000 or more at any time during the BID term, they will become eligible for the levy.

Where hereditaments are unoccupied at the time of the notice of ballot, the owner will be entitled to vote in the BID ballot. The BID levy payer in cases of unoccupied hereditaments will be the owner of the whole of the hereditament. The term 'owner' is defined in section 65 (1) of the Local Government Finance Act 1988.

Where a hereditament is occupied by a Registered Charity and is in receipt of Mandatory Rate relief (as prescribed by section 43 and 45 of the Local Government Finance Act 1988 (LGFA88)) except where the property is operated as a 'charity shop' (a retail space for use as defined under section 64(10) of the LGFA 88), that hereditament shall receive 80% relief from the rate it would otherwise be eligible to pay.

Can I get involved in the BID even if I am under the threshold?

Occupiers of hereditaments within the BID Boundary with rateable values lower than the £15,000 threshold are encouraged to voluntarily contribute and join the BID through Associate Membership. This voluntary Associate Membership will also be available to businesses with properties outside of the BID Boundary but within the City Centre boundary as defined in Southampton City Council's Adopted Local Plan. Businesses making this voluntary contribution will be invited to become

Members of the Company and will then be able to attend and vote at AGMs, sit on Theme Groups and put themselves forward to represent Associate Members on the BID Board.

How much will the BID cost?

The BID levy is a daily charge. The BID levy will be charged for each hereditament listed in the most up-to-date Non-Domestic Rating List, other than those explicitly excluded by these arrangements. For the purposes of calculating the BID Levy, except from where explicitly mentioned otherwise, the Rateable Values in the 2010 Non-Domestic Rating List will be used for the whole of the BID's 5 year term. Where a hereditament comes into the Non-Domestic Rating List post the 2017 revision of Rateable Values, and therefore does not have a value on the 2010 Non-Domestic Rating List, the hereditament's most recent Rateable Value on the Non-Domestic Rating List will be used for the purposes of calculating the BID Levy with respect to that hereditament. Occupiers and owneroccupiers of eligible hereditaments will pay the levy at the rate of 1.5% of Rateable Value per year. Occupiers and owner-occupiers of eligible hereditaments within the four main serviced areas of the City Centre; West Quay Shopping Centre, The Marlands Shopping Centre, West Quay Retail Park and Guildhall Square Arts Complex, who pay a service charge to a management company that provides significant joint place marketing and security personnel, will pay the BID Levy at a rate of 1.4% of Rateable Value.

In the first instance this is likely to generate around £1,087,500 for the BID.

The BID levy rate will be amended on an annual basis in line with inflation, at a rate to be agreed by the Southampton City Centre BID Company Board, and not exceeding the average monthly national Retail Price Index (RPI) or the Consumer Price Index (CPI) (whichever is the lower) during the period September to December in the preceding financial year.

The table below sets out the indicative levy payable for businesses depending on their rateable value (based on the 1.5% levy rate).

Indicative rateable value	Indicative BID levy
£15,000	£225
£20,000	£300
£50,000	£750
£100,000	£1,500
£200,000	£3,000
£500,000	£7,500
£1,000,000	£15,000

What if I pay business rates as part of my rent or service charge?

Where the occupants of hereditaments pay an inclusive rent or other charge for occupying space that includes the business rates charge, the organisation or person who is liable for paying business rates is liable to pay the BID levy and, consequently, is eligible to vote in the ballot.

I'm thinking of taking on more premises in the BID area. Will I have to pay a levy on these when I move in?

Businesses which begin to occupy existing hereditaments during the BID period will be liable to pay the levy for their period of occupation, providing the hereditament remains eligible for BID membership. The BID levy will be extended to occupiers and owner-occupiers of hereditaments built or first occupied in the BID area during the life of the BID, assuming that they are otherwise eligible.

In these cases the levy will be calculated on the rateable value entered in the most recent version of the ratings list.

Additionally, where a business can prove that it stopped occupying a hereditament during the BID period and has already paid the BID levy, it shall be entitled to receive a refund for the proportion of the BID levy covering the period of time from the proven day on which the business stopped occupying the hereditament to the end of that BID billing period.

How will the BID levy be collected?

Arrangements for the collection of the BID levy are set out in a formal Operating Agreement between the BID Company and Southampton City Council. The Council will be responsible for collecting the BID levy on behalf of the BID Company. The BID levy will be payable in one instalment per year. Bills will be raised in March and payment will become due on 1st April each year. Enforcement measures for the collection of the BID levy will be detailed in the Operating Agreement between the BID Company and Southampton City Council.

The BID levy is a mandatory charge and collection is enforceable in the same way as the business rate. After 14 days non-payment of the BID levy, a reminder will be sent giving a further 14 days to pay. If after a further seven days from the payment date stated in the Reminder Notice the outstanding sum of the BID levy has not been paid the Council may make an application to the Magistrates Court for a Liability Order to recover the outstanding sum of the BID levy. The BID Company will strongly pursue collection of the BID levy, using all available enforcement mechanisms. Non-payment of the BID levy will incur additional costs to the business in question.

Who will pay for the costs of the ballot and how is the set-up phase being funded?

The costs of the BID ballot will be initially covered by Southampton City Council. If the ballot is successful, the BID will pay this money to the council over the course of its 5-year term as part of its repayment of a wider loan given for the purposes of setting up the BID. If the ballot is unsuccessful the cost will be borne by Southampton City Council. Repayment of this set-up loan is included in the BID's five-year budget.

Can the BID arrangements be altered?

Only minor amendments can be made to the BID arrangements without seeking formal approval from the BID Members. BID arrangements may be altered without an alteration ballot, as long as there is no proposal to alter:

- The geographical area of the BID
- The BID levy in such a way that would:
 - i. cause any person to be liable to pay the BID levy who was not previously liable to pay; or ii. increase the BID levy for any person other than for inflation purposes as set out above

Where BID arrangements may be altered without an alteration ballot, the alteration will be made by a decision of the Southampton City Centre BID Company Board, following consultation with Southampton City Council

OPERATING AGREEMENT SCHEDULE 2

**BASELINE AGREEMENT FOR THE PROVISION OF STANDARD SERVICES (DRAFT AS OF 3RD
JUNE AND UNDER ONGOING DISCUSSION)**

Dated

XXXXXX

**SOUTHAMPTON CITY COUNCIL
(the "Council")**

And

**SOUTHAMPTON CITY CENTRE BID
(the "BID Company")**

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Baseline Agreement for the Provision of Standard Services

Dated **XXXXXXX**

Between

- (1) **SOUTHAMPTON CITY COUNCIL** (the “Council”) of; and
- (2) **SOUTHAMPTON CITY CENTRE BUSINESS IMPROVEMENT DISTRICT** (the “BID Company”) registered as a company limited by guarantee in England with company number [INSERT DETAILS]

Recitals

A The Council is the local authority for the purposes of the Local Government Act 2003 and is responsible for providing the Standard Services within the BID Area

B The BID Company is responsible for the management and operation of the BID and for achieving the objectives and aspirations set out in the BID Business Plan

C The purpose of this Deed of Agreement is to set out for the avoidance of doubt

i) the Standard Services provided by the Council within the BID area

ii) the benchmark levels against which the provision of the Standard Services will be measured so as to ensure that whenever the BID Company wishes to provide any additional/complementary services these services are not services which the Council should be providing pursuant to their existing statutory duties and

iii) the mechanism for the continued monitoring and review of the Standard Services.

It is agreed:

1 Definitions

Applicable Laws means the laws of England and Wales and the European Union and any other laws or regulations, regulatory policies, guidelines or industry codes which apply to Business Improvement Districts from time to time;

Ballot Result Date means the date upon which a successful ballot result has been declared in favour of putting in place the BID Arrangements.

Baseline Agreement sets out for the avoidance of doubt

- i) the Standard Services provided by the Council within the BID area
- ii) the benchmark levels against which the provision of the Standard Services will be measured so as to ensure that whenever the BID Company wishes to provide any additional/complementary services these services are not services which the Council should be providing pursuant to their existing statutory duties and
- iii) the mechanism for the continued monitoring and review of the Standard Services.

BID means the Business Improvement District which is managed and operated by the BID Company and has the meaning given in the Regulations

BID Area means that area within which the BID operates as shown in Schedule 1

BID Arrangements has the meaning given by section 41 of the Local Government Act 2003

BID Business Plan means the plan voted for by the BID Levy Payers which sets out the objectives of the BID.

BID Levy means the charge levied and collected within the BID pursuant to the Regulations

BID Levy Payers means the non-domestic rate payers liable for paying the BID Levy

BID Proposal means the proposal voted for by the BID Levy Payers in a ballot which sets out the objectives of the BID and identifies the various projects which will be undertaken using funds raised by the BID Levy and/or Voluntary Contributions to achieve those objectives and

'Renewal Proposals' has the same meaning save that 'ballot' shall be replaced with 'renewal ballot' and

'Alteration Proposals' has the same meaning save that 'ballot' shall be replaced with 'alteration ballot'

BID Term means 1st April 2017 to 31st March 2022

Complementary Service(s) means those services, complementary to the Standard Services, to be delivered within the BID Area in support of the BID and secured or procured by the BID Company from the Council or other third party provider in addition to the Standard Services

Complementary Services Agreement(s) means an agreement entered into between the Council and the BID Company or such further agreements as may be entered into by the BID Company for the provision of Complementary Services

Complementary Service Provider means the provider of a Complementary Service

Designated Officer means the Council officer appointed by the Services Review Panel to liaise directly with the BID on issues relating to the performance of same Officer's Department in respect of the Standard and Complementary services

Financial Year means the financial year for the BID Company which runs from 1st April to 31st March

Operating Agreement means the agreement entered into on DATE between the Council and the BID Company which sets out various procedures for the collection, monitoring and enforcement of the BID Levy

Performance Notice means a notice served by the BID Company which:

- (a) identifies the Standard Service to which the notice relates;
- (b) states how the Standard Service is not being provided in accordance with this Agreement; and
- (c) requests that the Council liaise directly with the provider or contractor responsible for carrying out the Standard Service as soon as practicable for the purposes of securing compliance with this Agreement.

Protocols means the informal procedures to be agreed by the Council and the BID Company the purpose of which is to assist in the provision of the Standard Services

Regulations means the Business Improvement Districts (England) Regulations 2004 and such amendments to those regulations which may be made by the Secretary of State pursuant to Section 48 of the Local Government Act 2003 (from time to time)

Services Review Panel means the panel whose members consist of representatives from the Council [officers] and the BID Company

Standard Services means the services provided by the Council within the BID Area as set out in Schedule 2

Voluntary Contribution(s) means any contributions or funds paid or made available to the BID

Company which do not form part of the BID Levy.

2 Statutory Authorities

2.1 This Agreement is made pursuant to section 2 of the Local Government Act 2000 and Part IV of the Local Government Act 2003 and Section 111 of the Local Government Act 1972 and all other enabling powers as set out particularly in The Business Improvement Districts (England) Regulations 2004.

3 Commencement

3.1 The terms of this Agreement shall take effect upon the date of this Agreement.

3.2 This Agreement shall determine and cease to be of any further effect in the event that:

- (a) the BID Company fails to secure approval of the Proposals, Renewal Proposals or Alteration Proposals in a ballot, renewal ballot, alteration ballot or rebalot;
- (b) the Secretary of State declares void a BID ballot, renewal ballot, alteration ballot or rebalot;
- (c) the Council exercises its veto pursuant to section 2 Local Government Act 2000 and section 51(2) of the Local Government Act 2003 and paragraph 12 of the Business Improvement District (England) Regulations 2004 and there is no successful appeal against the veto;
- (d) the BID Term expires save where the BID Company secures approval of Renewal Proposals in a renewal ballot or Alteration Proposals in an alteration ballot or Proposals in a rebalot in which event this Agreement shall continue until the expiry of the BID Term set out in the Renewal Proposals, Alteration Proposals or the Proposals set out in the rebalot provided, in relation to Renewal Proposals and Alteration Proposals, the Council and the BID Company both consent to such continuation;
- (e) the Council exercises its discretion to terminate the BID Arrangements in exercise of its powers under Regulation 18 of the Regulations; and
- (f) the Council terminates this Agreement pursuant to clause 10 of this Agreement.

4 The BID Company's Obligations

- 4.1 The BID Company agrees that it will provide the Council with any information the Council may reasonably require in relation to the carrying out of the Complementary Services.
- 4.2 In the event that the BID Company intends to change the Complementary Services the BID Company shall serve notice on the Council for the purposes of arranging a meeting of the Services Review Panel and at such a meeting the BID Company shall consult with the Council in respect of the intended change to the Complementary Services.
- 4.3 The BID Company shall ensure that where it engages a third party to deliver Complementary Services and/or delivers Complementary Services itself those Complementary Services are delivered with all reasonable skill and care to be expected of a competent and experienced provider of services similar or the same as the relevant Complementary Services and in accordance with the BID Proposal, the BID Business Plan, good industry practice and all Applicable Laws

5 The Council's Obligations

- 5.1 The Council agrees to the following:
- (a) to provide the Standard Services within the BID Area at its own cost for the duration of the BID Term; and
 - (b) not to use the BID Levy at any time to either fund or procure the Standard Services.
- 5.2 In the event that the Council is unable to continue to provide all or any part of the Standard Services within the BID Area on account of it being statutorily barred from doing so in respect of any of those Standard Services set out in Schedule 2 or it does not have sufficient funds to secure the provision of any of those Standard Services set out in Schedule 2 it shall confirm the following to the BID Company:
- (a) identify which part or parts of the Standard Services it is unable to provide;
 - (b) provide a detailed explanation of why such identified Standard Service is to be withdrawn; and
 - (c) confirm the date upon which the Council will cease to operate the identified Standard Service.
- 5.3 The Council may provide different Standard Services, delayed Standard Services or no Standard Services in the event that it is not reasonably practicable to provide the Standard Services by reason of the following:

- (a) adverse weather conditions in the BID Area;
- (b) an excessive number of pedestrians in the BID Area which would impede or inhibit the carrying out of the Standard Services;
- (c) restrictions by the Police as to the persons and/or number of persons permitted access in the BID Area;
- (d) a traffic accident or major spillage in the BID Area;
- (e) marches, parades, film and theatre premieres, festivals and visits by VIPs in or affecting the BID Area where such activities directly impede or inhibit the Standard Services from being provided;
- (f) any other reason in the BID Area or affecting the BID Area beyond the control of the Council
- (g) neither Party shall have any liability under or be deemed to be in breach of this Agreement for any delays or failures in performance of this Agreement which result from circumstances beyond the reasonable control of that Party. The Party affected by such circumstances shall promptly notify the other Party in writing when such circumstances cause a delay or failure in performance and when they cease to do so. If such circumstances continue for a continuous period of more than six months, either Party may terminate this Agreement by written notice to the other Party.

provided always that the Council shall first and, if possible, provide the BID Company with reasonable notice in the event that the Council intends to provide different Standard Services, delayed Standard Services or no Standard Services as a result of any of the reasons mentioned in this clause and the Council shall, if possible, endeavour to recommence the Standard Service as soon as reasonably practicable to the same standard as it was immediately before the change.

- 5.4 The Council agrees to use reasonable endeavours to liaise with and (where practicable) put in place such partnering arrangements (of a formal or informal nature) with the Complementary Service Provider where the Complementary Services are complementary to or are of a similar nature to the Standard Services and to liaise with the Complementary Service Provider (where appropriate) as part of the Services Review Panel activities

- 5.5 The Council agrees to implement such reasonable recommendations in the carrying out or provision of the Standard Services as may be made by the Services Review Panel
- 5.6 The Council agrees in so far as it is reasonable to do so, that 3 months prior to conducting a review/reletting of a contract relating to the Standard Services it will notify the BID Company informing it of the timescales for carrying out the review/reletting and update Schedule 2 with new details within 4 weeks of these being agreed by the Services Review Panel
- 5.7 The Council agrees, pursuant to clause 5.6 above, to review the provision of the Standard Services as part of the Services Review Panel process and where appropriate and agreed with the BID Company to update Schedule 2 in accordance with the conclusions reached by the Panel
- 5.8 In the event that the Council intends to change the Standard Services significantly and permanently the Council shall consult with the BID Company no less than 3 months prior to that change, if possible, and such notice shall include:
- (a) a description of the part or parts of the Standard Services the Council intends to change;
 - (b) a detailed explanation of why the Council intends to change such Standard Services;
 - (c) the date on which the Council intends to change the Standard Services.

6 Performance Notice

- 6.1 The Council agrees not to remove or change any contractor(s) responsible for providing the Standard Services without first serving no less than 3 months' written notice on the BID Company confirming:
- (a) the removal or alteration of such contractor;
 - (b) the Standard Services which such contractor is responsible for providing; and (c) the details of the new contractor appointed to provide the Standard Services unless it is unreasonable to give such notice for example, without limitation, where the Council terminates a contract on short notice for material default or in the circumstances of the contractor's insolvency.
- 6.2 Upon receipt of a Performance Notice from the BID Company the designated officer shall inform the contractor or provider of the Standard Services of the lapse, carry out a review of the performance and the carrying out of the Standard Services by the contractor or provider of the Standard Services and to use their reasonable

endeavours to secure the improvement of the Standard Services. The Designated Officer in each case shall consult with the BID Company on the action plan arising from such review to secure such improvements, if possible, and keep the BID Company informed of the Council's actions and progress in carrying out the action plan.

7 Licence

7.1 The Council hereby grants licence to the BID Company, its agents or Complementary Service Provider to enter onto into or upon any land within the Council's Ownership or the highway, subject to the compliance by each with all Applicable Laws and any Council policies, rules or guidance (which shall be made available to the BID Company on request) applicable to such land, for the purposes of the BID Company its agents or Complementary Service Provider carrying out any function or service required or secured (or any ancillary function) for the operation of the BID provided that the Council shall be permitted to withdraw such licence in the event that in its reasonable opinion the BID Company, its agents or Complementary Service Provider act in such a manner which either contravenes health and safety requirements, or seriously damages Council property, severely prejudices the manner in which the Council can carry out its usual public services or where, in the Council's reasonable opinion, it is necessary to withdraw such licence in order to safeguard the health and safety of persons in or around the BID Area or part of the BID Area or in order to safeguard the reputation of the Council.

8 Monitoring and Review

- 8.1 The Council and the BID Company shall set up the Services Review Panel within 28 (twentyeight) days from the date of this Agreement the purpose of which shall be to:
- (a) review and monitor the carrying out of the Standard Services
 - (b) make any reasonable recommendations required pursuant to clause 5 to the Council and the BID Company
 - (c) where appropriate, review and monitor the provision of the Complementary Services and make such reasonable recommendations to the BID Company as are appropriate;
 - (d) review any Performance Notices served by the BID Company and steps which should be taken to secure the proper carrying out of the Standard Services and to make

reasonable recommendations to the Council including recommendations for an improvement in performance in the carrying out of the Standard Services and recommendations for the carrying out of the Standard Services in a manner that facilitates the carrying out of Complementary Services, and to identify the need for any alteration to the Standard Services. (point 19 – outstanding point for discussion)

and unless otherwise impracticable the Council shall adopt any recommendations by the Services Review Panel under sub-clauses b, c and d above, provided that none of the recommendations would prejudice or affect the rights discretions powers duties and obligations of the Council under all statutes, byelaws statutory instruments, orders and regulations in the exercise of its functions as a local authority and provided it is in the Council's opinion otherwise reasonable to do so.

8.2 There will be meetings of the Services Review Panel (including the [Chief Executive Officer of the BID Company and the Chief Operating Officer of the Council]) every three months of the

BID Term the first meeting to take place on a date agreed on or around the first day of July 2017 and the parties shall keep detailed minutes of such meetings. Further meetings of the Services Review Panel may be arranged as may reasonably be required by the service of written notice by either party on the other, such notice to be provided no less than 28 (twentyeight) days prior to the date of the proposed meeting (or less if otherwise agreed or in cases of emergency) and provided further that the meetings referred to in this clause 28 can be dispensed with altogether upon the written agreement of the parties.

- 8.3 The Services Review Panel will identify the need for any improvement or alteration to the Standard Services. The Council will in any case formally respond to recommendations from the Service Review Panel within the standard response times, giving reasons for any decision not to implement recommendations in part or in full.

9 Joint Obligations

- 9.1 Both the Council and the BID Company agree:
- (a) for the purposes only of monitoring the Standard Services and the Complementary Services to review and take account of any representations or recommendations made to them by the Services Review Panel and take such action as may be appropriate;
 - (b) to agree appropriate Protocols as may be required in order to assist the carrying out or provision of the Standard Services (and thereafter to review them annually);
 - (c) to operate the Standard Services in accordance with such agreed Protocols.

10 Termination

- 10.1 The Council may terminate this Agreement:
- (a) in the same circumstances in which it may terminate the BID Arrangements under Regulation 18 of the Regulations;
 - (b) in the event that the BID Company commits a serious and/or irremediable breach of this Agreement; or
 - (c) in the event that the Council terminates the Operating Agreement.

11 Confidentiality

- 11.1 Subject to clause 17, both the Council and the BID Company agree to keep confidential

and not to divulge to any person without the prior written consent of the other party any

12 Notices

- 12.1 Any notice required to be given under or in connection to this Agreement shall be in writing, signed by or on behalf of the party giving it and shall be served by delivering it personally, or by sending it by pre-paid first-class post, recorded delivery or registered post to the address provided for above or such substitute address in England as may from time to time have been notified by the relevant party.
- 12.2 A notice shall be deemed to have been received:
- 12.2.1 if delivered personally, at the time of delivery; and
 - 12.2.2 in the case of pre-paid first-class post, 2 Working Days from the date of posting.

information (written or oral) concerning the business affairs of the other nor any information which has been exchanged about the BID Levy Payers or about other third parties which it shall have obtained or received as a result of operating the BID. This obligation shall survive the termination or lapse of the provision of the BID.

13 Miscellaneous

- 13.1 For the avoidance of doubt where any part of this Agreement is incompatible with the Regulations or any other regulations which the First Secretary of State may issue pursuant to Part IV of the Local Government Act 2003 then such part shall be struck out and the balance of this Agreement shall remain

- 13.2 The headings appearing in this Deed are for ease of reference only and shall not affect the construction of this Deed

- 13.3 For the avoidance of doubt the provisions of this Deed (other than those contained in this Clause) shall not have any effect until this document has been dated

- 13.4 Where reference is made to a Clause, Part, or Recital such reference (unless the context requires otherwise) is a reference to a clause, part, plan, or recital attached to this Deed

- 13.5 References to the Council include any successors to its functions as local authority

- 13.6 References to statutes, bye laws, regulations, orders, delegated legislation shall include any such instrument re-enacting or made pursuant to the same power

14 Exercise of the Council's Powers

- 14.1 Nothing contained in this Agreement or implied in it shall prejudice or affect the rights discretions powers duties and obligations of the Council under all statute byelaws statutory instruments orders and regulations in the exercise of its functions as a local authority

15 Contracts (Rights of Third Parties)

- 15.1 The provisions of the Contracts (Rights of Third Parties) Act 1999 shall not apply to this Agreement

16 Dispute Resolution

16.1 The parties shall attempt, in good faith, to resolve any dispute promptly by negotiation which shall be conducted as follows:

16.1.1 the dispute shall be referred, by either party, first to the Council's [Head of Economic Development and Skills] and the BID Company's [details] for resolution; and

16.1.2 if the dispute cannot be resolved by agreement under clause 16.1.1 within 10 Working Days of the dispute having been referred the parties may either:

16.1.2.1 agree to refer the dispute to an independent person to be appointed by agreement between the parties and any charge made and expenses reasonably incurred by that independent person shall be paid by the parties in equal shares, unless the independent person determines that a greater share should be borne by one of the Parties; or

16.1.2.2 agree to refer the matter to an adjudicator.

16.3 Without prejudice to their rights and remedies under this Agreement, the parties shall continue

to perform their respective obligations under this Agreement notwithstanding any dispute or the

17 Freedom of Information and Data Protection

17.1 The BID Company accepts that the Council is obliged to comply with the Freedom of Information Act 2000 (“the Act”) and the Code of Practice on the Act, and will assist the Council to comply with these obligations. This includes helping the Council comply with its obligation to respond to a request for information within 20 days of receipt; and providing information to the Council where the Council requests.

17.2 The Council is entitled to disclose information unless it believes that the information is exempt implementation of the procedures set out in this clause 16. under the Act. Exemption may

apply where, for example, information is provided in confidence; where the information is a

trade secret; or where release is likely to prejudice commercial interests. The Council will

decide, acting reasonably, whether information requested under the Act is to be disclosed or

not. The Council will where reasonably practicable consult the BID Company and will

consider any representations made by it. The Council shall not be liable for any loss or other detriment caused by the disclosure of any information in response to a request for information under the Act.

17.3 Both parties shall comply with the requirements of the Data Protection Legislation in the performance of their obligations and the exercise of their rights under this Agreement.

18 Jurisdiction

18.1 The Agreement shall be governed and construed in accordance with English Law and the parties hereto submit to the exclusive jurisdiction of the courts of England and Wales in respect of any dispute or conflict arising from this Agreement.

presence of

Authorised Officer

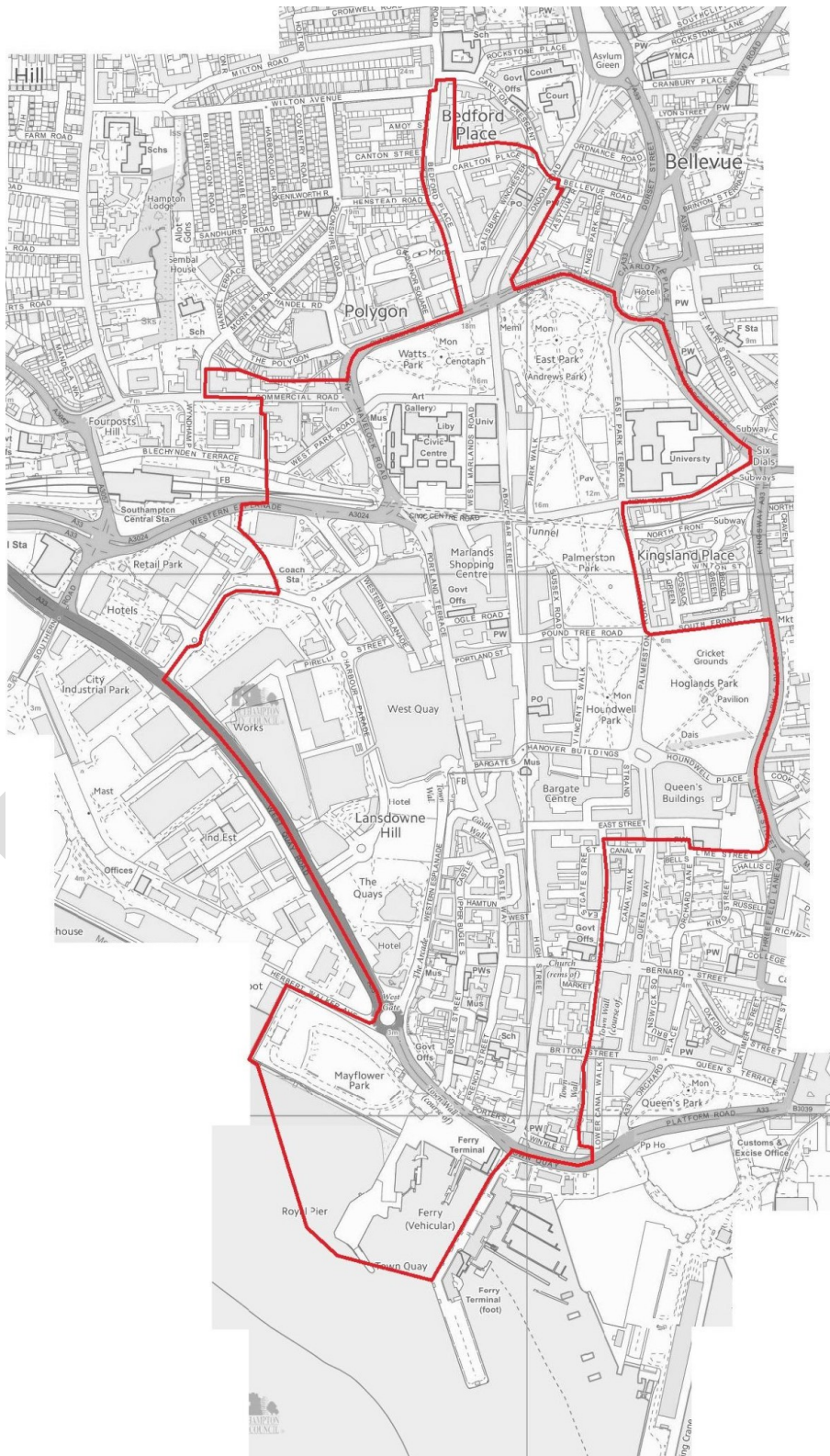
The Common Seal of SOUTHAMPTON CITY CENTRE BID
was hereunto affixed in the presence of:)

Authorised Signatory

Executed as a Deed by affixing the Common Seal of
Southampton City Council in the

BASELINE AGREEMENT SCHEDULE 1

THE BID AREA MAP



BASELINE AGREEMENT SCHEDULE 2

THE STANDARD SERVICES

These schedules set out the detail of the 'Standard Services' as referenced in the Southampton City Council Baseline Agreement with the Southampton City Centre BID:

1. STREET CLEANSING

1.1 Street Sweeping

The streets within the BID area are mechanically swept on a daily, twice weekly or weekly basis.

Manual 'follow up' litter picking of areas inaccessible to mechanical street sweeping equipment is closely co-ordinated with the mechanical street sweeping operations on the twice weekly and weekly schedules.

Streets designated as 'daily sweep' have a permanent manual street cleansing presence from 7.30 to 19.30 Mon – Wed and 7.30 to 22.00 Thurs to Saturday and 6.30 to 15.30 on Sundays.

All roads will be cleaned to **Grade A** standard as set out in the Code of Practice for Litter and Refuse (COPL&R) on completion of each scheduled cleansing operation. During normal working hours, where the grade falls below a B- grade between cleansing operations, the street cleansing team will return the area back to grade A within the timescales set out in the COPL&R:

Zone 1 Roads: **Grade D** 3 hours
 Grade B- /C 6 hours

Zone 2 Roads: **Grade D** 6 hours
 Grade B- /C 24 hours

In addition to the removal of litter and detritus, the routine street sweeping schedules also encompass the removal of leaves, seeds and blossom fall through the changing seasons.

1.2 Litter Bins

Litter bins in the BID area are emptied once or twice per day.

Reports of an over-filled bin will be attended within 3 hours during normal working hours.

Damaged bins will be repaired or replaced within one week of report.

1.3 Graffiti removal

The Council removes graffiti from its land, assets, or premises to the following target timescales:

'Hate-crime' or offensive graffiti: within one working day of report
All other Graffiti within 5 working days of report

Graffiti found on private or business premises is be the responsibility of the owner occupier to remove.

1.4 Fly Tipping Removal

Instances of fly tipping are removed from Council land within one working day of report. Any materials found by the street cleansing teams that might help with identification of the perpetrators are passed to the Council's Regulatory Services team for further investigation.

1.5 Fly Posting Removal

Fly posting is removed from Council property within three working days of report.

1.6 Trees and Landscape Features

Trees within the BID area are covered by the Council's Strategic Trees Operational Risk Management System (STORMS) and included within regular inspection regimes. Safety works indicated as advisable or necessary by these inspections will be carried out by Council's in-house arboricultural unit.

Instances of unforeseen tree failure (tree or branch fall) will be dealt with immediately if presenting a safety hazard or obstruction within the BID area, or within one week if within a non-urgent category.

Landscape features such as raised planters and shrub beds will be kept free of litter, and regularly pruned to ensure no obstruction of the highway occurs, and to enhance the feature's natural habit and flowering potential.

1.7 Central Parks

Southampton's five Central Parks lie at the heart of the BID area. These Grade II listed green spaces were established for the purposes of public health and recreation from 1854 onwards and remain outstanding and nationally important examples of Victorian municipal design. A substantial £3 million enhancement and refurbishment of the Parks was undertaken just prior to the millennium in partnership with the Heritage Lottery Fund.

The central parks are an extremely important attractor in terms of drawing visitors and businesses into the BID area. They are regularly cited by tourists as one of the best aspects of their visit to Southampton, and provide a 21 hectare 'free at the point of use' recreational and leisure area for communities living or working within the city centre. Features and facilities include seasonal bedding, carpet bedding and herbaceous border, formal shrub beds and borders, a café, a skate park, mini golf, tennis and cricket, and a range of art installations and historic monuments.

The management and maintenance of the city's prestigious central parks are set out in detail within the current [Central Parks Management Plan](#). The specific baseline maintenance regimes currently in force are set out within Appendix 2 to this document.

2. HIGHWAYS

2.1 Regularity of Highways Inspections in the city centre core;

- Cat 1, 1a & 2 footways are inspected on a monthly basis.
- Cat 3 & 4 footways are inspected every 6 months.

The majority of the city centre is Cat 2 footway and therefore inspected monthly, however there will be a few that are inspected 6 monthly.

2.2 Any areas that are subject to enhanced inspections;

None

2.3 Intervention levels for the city centre including any enhanced interventions;

Footway Cat 1 = 40mm depth, Cat 2 = 20mm depth
Carriageway Cat 1 = 75mm depth, Cat 2 = 40mm depth.

Depth of pothole on the road (intervention level)	Depth of pothole on the pavement (intervention level)	Repair priority
7.5cm or more	4cm or more	24 hours or less
Between 4 and 7.5cm	Between 2 and 4cm	Up to 6 months, where possible within 28 days
Less than 4cm	Less than 2cm	No action at this time

If a section of the carriageway deteriorates and is less than 4cm deep it is not considered to be a pothole, the same principle applies to footways when less than 2cm deep.

2.4 Repair timescales:

For footways, signage, bollards, carriageway:

Cat 1 = 24 hours.

Cat 2 = Majority are repaired within 28 days, however this can be extended to 6 months if combined as part of a programme of works.

For CCTV traffic cameras:

Repairs are monitored for repairs within 24 hours.

Target is 90% of traffic cameras to be repaired in 24 hours.

For traffic signals:

Target is 90% of traffic signals are to be repaired in 20 hours.

Priority 1 – Urgent. This includes:

- All Out
- Dangerous - electrically or otherwise
- Signals stuck on any phase or sign face
- Push button stuck or failed
- Lamp monitoring or green conflict monitoring preventing signals switching on.
- Audible monitor, lamp fault or lamp monitor fault inhibiting Red pedestrian stage.
- Fault causing delays.
- Repeat fault previously cleared less than 14 days ago.

Promotions from Priority 2 by the Control Room Manager as considered necessary

- Attend site within 4 hours of the first notification of fault
- Restore to acceptable operation to demote fault to Priority 2 within 6 Response Hours of the first notification of fault
- Full repair within 20 Response Hours of the first notification of fault

Priority 2 - Non – Urgent

Priority 3 – Programmed and Chargeable Works.

The Provider shall carry out an annual overhaul and detailed inspection of all equipment in the inventory.

The provider shall provide lantern cleaning, bulk lamp change and adjustment etc., as follows:

- Non-LED Bulk Lamp Change
- Tungsten Halogen lamps every 6 months
- Tungsten Lamps every 12 months
- Box Sign Lamps every 12 months
- Fluorescent lamps in Variable Message Signs every 12 months □ Cleaning - every 12 months:
- Exterior of all lenses, reflectors and rear of lens when lens opens to reveal reflector
- Exterior and interior of wait panels, box signs, dot matrix variable message signs panels and fibre optic signs
- Exterior of public transport information signs
- Exterior and interior of information Display Units
- Exterior of traffic signal aspects and backing boards

2.5 Lighting maintenance regime for the city centre including emergency and nonemergency definitions and timescales;

Street lighting PS3 Rectification Periods

Type of Fault	Prescribed Maximum Period for Rectification
1 (a) An Emergency Fault;	Two (2) hoursc)
(b) As a further consequence of 1(a), where an Emergency Two (2) hours DNO attendance is required or the Service Provider	

	(NERS accredited) jointer is required to attend;	
	(c) As a further consequence of 1(a) where an Urgent Fault on a Private Cable Network only is the result;	One (1) Business Day
	(d) As a further consequence of 1(a) where a non-urgent Private Cable Network Fault only is the result;	Ten (10) Business Days multiple
	(e) As a further consequence of 1(a) where a Non-Urgent Private Cable Network Fault only is the result.	Twelve (12) Business single Days
2	(a) Urgent Fault - a Non-Emergency Fault which, without limitation, in the reasonable opinion of the Authority could lead to a more serious problem if not dealt with quickly, such as multiple outages, outages at sensitive locations, accident black spots or where non-attendance on site would damage the Authority's reputation;	Twenty Four (24) hours
	(b) As 2(a) where a or an Urgent Fault occurs on a Private Cable Network.	Forty Eight (48) hours
3	(a) Non-Emergency Faults involving the repair or replacement of components of Apparatus (including Luminaire Replacement);	Three (3) Business Days
	(b) As 3(a) where an Urgent Fault occurs on a Private Cable Network	Four (4) Business Days
	(c) As 3(a) where a multiple fault occurs on a Private Cable Network	Thirteen (13) Business Days
	(d) As 3(a) where a single fault occurs on a Private Cable Network.	Fifteen (15) Business Days
4	(a) Non-Emergency Fault involving the repair or replacement of Illuminated Traffic Bollards, Illuminated Traffic Sign, Belisha Beacons, Illuminated Pedestrian Refuge Beacons, School Crossing and Patrol Warning Lights (excluding DNO equipment.	Three (3) Business Days
	(b) Non-Emergency Fault involving the repair or replacement a complete unit of Apparatus (excluding 4 (a) above and excluding DNO equipment).	Ten (10) Business Days
	(c) Non-Emergency Fault involving the repair or replacement of a Lighting Column or Post which has a Type of Fault	Thirty (30) Business Days
	Serious Structural Defect and which is considered not to warrant an emergency response (excluding DNO equipment.)	Prescribed Maximum Period for Rectification Days
	(d) Provision of DNO connection to any of 4(a) (b) or (c) above	Days
5	A Snagging Item has not been rectified.	Twenty (20) Business Days
		Within the period specified by the Independent Certifier or a maximum of twenty (20) Business Days of issue

of the Certificate of Compliance if certification is by the Service Provider.

As a consequence of; an Prescribed Target Target Days Emergency Fault, Urgent Fault Maximum or Non-Emergency Fault where a Period for DNO cable Fault is the result, the Rectification following rectification periods; High Priority Fault Repair,

Multiple Unit Fault Repair, or Single Unit Fault Repair , shall apply.

6	<p>High Priority Fault Repair means work that is urgent but would not require attendance out of normal working hours to restore electricity supplies on a DNO cable to street furniture e.g. at the site of an accident black spot, major road junction, pedestrian crossing days facility, an area of public order concerns, a reoccurring fault. This category is to be used sparingly and reviewed on a monthly basis.</p>	<p>50% in 1 day 90% in 10 days 100% in 30 days</p>	<p>Primary Target 50% Secondary Target 90% Back stop period</p>	<p>Primary Target Days 1 day Secondary Target Days 10 days 30 days</p>
7	<p>Multiple Unit Fault Repair means a Fault on the DNO cable, for example, no current, low voltage, faulty cut-out (i.e. electrically loss of neutral and high earth impedance affecting more than one unit.</p>	<p>75% in 10 days 90% in 20 days 100% in 30 days</p>	<p>Primary Target 75% Secondary Target 90% Back Stop Period</p>	<p>Primary Target Days 10 day Secondary distressed), 20 days 30 days</p>
8	<p>Single Unit Fault Repair means a Fault on the DNO cable, for example no current, low voltage, distressed), loss of neutral and high earth impedance affecting one</p>	<p>60% in 10 days 80% in 20 days 100% in 30 days</p>	<p>Primary Target 60% Secondary Target 80% Back Stop Period 30 days</p>	<p>Primary Target Days Secondary 20 days</p>

2.6 Gritting regime

Maps are on SCC website:

<http://www.southampton.gov.uk/whereilive/mapsouthampton.aspx?layers=3%2C200%2C201%2C195&bbox=437444%2C110395%2C446140%2C114447&filters=INCLUDE%3BINCLUDE%3BINCLUDE%3BINCLUDE>

1.1.1 We grit our roads in the order below, based on traffic flows and the best use of our gritters.

1.1.2 Priority One (Main traffic routes):

To be treated as routine pre-salting, in advance of any forecast of frost, ice or snow:

- Main access routes to important industrial and large educational establishments
- Main access routes to major accident and emergency hospitals, and to important emergency service locations
- Roads used as major bus routes
- Roads passing through major shopping centres
- Other routes busy during peak traffic periods
- Major pedestrian precincts and pedestrian routes following periods of extreme freezing conditions or after snowfall
- Main cycle routes/paths following periods of extreme freezing conditions or after snowfall
- Special pedestrian routes following periods of extreme freezing conditions or after snowfall
- Bridge decks and approaches
- Majority of steep gradients
- Major transport interchanges

1.1.3 Priority Two (Other traffic routes):

To be treated only where there is prolonged and persistent frost or ice, which is expected to continue, or following snow:

- Roads near other schools
- Roads used as other bus routes
- Roads to other hospitals
- Roads to minor fire and ambulance establishments
- Roads passing through other shopping centres
- Local shopping areas
- Local footways, which link communities

1.1.4 Priority Three:

Routes that are only attended in extreme weather conditions and on an ad-hoc basis:

- Access routes to other isolated dwellings
- Residential roads
- Pedestrian precincts and busy footways
- Cycle tracks
- All other public highways
- Subway ramps and steps

1.1.5 Grit stocks

We normally have approximately 800 tonnes of salt stockpiled at City Depot. Under normal winter conditions a maximum of 40 tonnes of salt per day is required, so 800 tonnes is nearly 3 weeks' worth of stock. In addition to this stockpile, we have access to thousands of tonnes of salt that are held by the Balfour Beatty Group. We have 5 gritting vehicles with GPS technology on board to monitor and audit the road gritting process.

1.1.6 The science behind 'gritting'

Although the process is referred to as gritting it is actually salt that is used on the road surfaces. The salt lowers the freezing point on the road surface. If the road surface is below -8°C then the salt becomes ineffective. Salt needs traffic movement to turn the salt into brine (salty water) to melt the snow; the salt will not melt the snow by itself. The roads are pre-salted at up to 15g/m² and post-salted at up to 30g/m². A decision as to whether to pre-salt is usually taken at lunchtime and the salting normally begins around 7pm after the worst of the rush hour traffic is over and well before the expected freeze. If there is an overnight snow fall following the pre-salting, then we grit again at 4am with a heavier run of around 20g/m².

The gritting routes currently cover 210 miles. Unfortunately in spite of our best efforts gritting does not always work. Heavy rain can wash the salt away. Early morning frost can be difficult to predict. It can be very hard to grit during the rush hour and ice can form before the gritting vehicles have completed their routes.

If we experience prolonged adverse weather and once the priority one and two routes are clear, we will assess and prioritise any other requests for gritting.

1.1.7 Footway gritting schedule for city centre;

See above. There is a Partnership agreement to grit certain footway routes during extended periods of extreme weather.

2.7 **Bridge washing**

Bridges are subject to:

- an annual safety check - This type of inspection consists of a cursory check for obvious deficiencies, which might lead to traffic accidents or high maintenance costs.
- a 2 year general inspection- This consists of a visual inspection of all external parts of the structure.
- a 6 year principal inspection- This level of inspection requires a close examination (within touching distance) of all inspect able parts of the structure.
- Any items requiring diving survey generally tend to be done on a four yearly basis.
- Adhoc inspections- To investigate a specific problem that has been found, including crash damage for example.

SCC do not have a routine bridge cleaning programme. We do seek to get expansion joints and drainage cleansed when works are underway, though (owing to cost etc)

there is no regular, planned cleansing. There is also no provision/requirement for aesthetic cleansing (though if offensive graffiti is found then it's reported to the cleansing team and removed ASAP).

2.8 Gully flushing

Highway Drainage and Subway Pumps

Balfour Beatty Living Place (BBLP) cleans and maintains the highways drainage systems (gulleys, linear drainage, catchpits, soakaways, chamber covers) and the pumped subway drainage systems in order to prevent flooding of the Area Network.

They coordinate, manage and deliver a surface water management plan in consultation with SCC in accordance with Government legislative requirements and Department for Environment, Food and Rural Affairs (defra) guidance. BBLP has a subcontract with EEG to do this, it is BBLP risk to keep the Area Network free from flooding.

2.9 No of CCTV cameras in city centre.

There are 29 cameras are main City Centre.

There are also another 16 which monitor external car park cameras, making a total of 45.

This is based on an area extending from the train station on the west to Charlotte Place in the East, from the top of London Road down to Town Quay.

2.10 Maintenance of CCTV cameras and including faults.

SCC monitor the CCTV (non traffic) cameras repairs are monitored on a 24 hours or 72 hour fix.

CCTV arrangements are subject to sustainability considerations.

3. CLEANSING OF MULTI-STOREY CAR PARKS (MSCPs)

3.1 Technical Definitions of Terms used within this Specification:

MSCP – common acronym for Multi - Storey Car Park

EPA – common acronym for the Environmental Protection Act (1990)

COPLR – common acronym for Defra's Code of Practice for Litter and Refuse (2006)

High Standard of Cleanliness – Grade A standard of environmental cleanliness as defined within DEFRA Code of Practice for Litter and Refuse (2006) – no litter, detritus or refuse visible to facility users

Unacceptable Standard of Cleanliness – Grade C standard of environmental cleanliness as defined within DEFRA Code of Practice for Litter and Refuse (2006) – widespread distribution of litter or refuse

Sweep – the use of a brush or dust control sweeper to remove dry debris and litter from the floor surface

Damp mop – after first sweeping, the mopping of a floor surface using a suitable solution of neutral detergent / disinfectant to remove dirt and soiling, without over wetting the floor surface

Damp wipe – using a damp cloth and suitable detergent / disinfectant / cleaner, wipe over surfaces until clean of all visible marks, staining or soiling then dry off using a dry cloth and (where appropriate) buff to a sheen.

Hard Scrub - the systematic scrubbing of a safety floor by hard brush or standard speed floor maintenance machine using the appropriate dilution of a floor maintenance product. The floor to be rinsed thoroughly after scrubbing.

Spot clean – the removal of marks, stains, graffiti, chewing gum and similar from a surface using the appropriate method and materials to avoid same becoming permanent, to a height of two metres.

Deep Clean – Deep Cleaning requires the removal of ingrained and compiled surface soiling which is hard to tackle with the techniques and equipment used in daily cleaning and will typically require the application of more aggressive cleansing techniques such as hard scrubbing or high pressure hot water steam cleaning

Surface fouling – soiling or contamination of surface by any substance, human or animal excrement or bodily fluids (including urine, vomit and blood), or graffiti.

The Contract Administrator – designated officer managing and supervising contract on behalf of Southampton City Council

The Contractor – Supplier formally appointed by Southampton City Council to deliver specified works, services and materials through the contract term

'Hate Crime' - Crimes committed against someone because of their disability, gender-identity, race, religion or belief, or sexual orientation

3.2 **General**

The following cleansing and maintenance specifications and schedules apply to those City Centre Multi Storey Car Parks currently maintained by the Street Cleansing Service under the terms of the Section's current Service Level Agreement with Parking Operations Management, and listed in Appendix 1 this document.

3.3 **Specification and schedules for cleansing of areas designated for vehicular movements and parking i.e. parking decks, ramps, vehicle lanes, and car park access / exit routes**

The required performance standard for these areas is to leave them following each scheduled maintenance visit at a 'High' standard of cleanliness as defined by COPLR.

Each MSCP will be visited on a minimum frequency of three occasions per week, generally Monday, Wednesday or Friday unless otherwise agreed with the Contract Administrator. On each occasion the vehicle decks including connecting ramps, parking bays, and vehicle and pedestrian lanes will be litter picked, swept or damp mopped as necessary to remove all litter and surface fouling. This operation should be scheduled to take place before 8.00 a.m. on and between the busier lower level car decks to minimise inconvenience to car drivers and allow the highest level of achievable access to parking bays. The outcome of this visit will be to leave the area at a High standard of cleanliness as defined by COPLR.

On a minimum frequency of every six months each MSCP will be visited by an approved mechanical sweeper (pedestrian or ride on) and all accessible areas of the car decks, ramps and vehicle and pedestrian lanes mechanically swept and all litter, leaves, and surface detritus and fouling removed. This operation must be completed before 8.00 a.m. on busier lower car decks to minimise inconvenience to car drivers and allow the greatest achievable access to parking bays. The outcome of this visit will be to leave the area at a High standard of cleanliness as defined by COPLR.

If during normal working hours any specific area within this designation falls into a condition of poor hygiene or cleanliness that detracts significantly from the amenity of the area (i.e. an Unacceptable standard of cleanliness as defined by COPLR), the contractor will make a reactive visit to the location within 2 working hours* of receiving the report and return the area to a High standard of cleanliness.

In the event of an out of hours evening or weekend emergency occurring within these areas (e.g. broken glass, sharps or potentially hazardous bodily fluids), the Duty Team should be called on the telephone number supplied, and an appropriate response will be arranged.

* Normal working hours are 7.00 to 15.30 Monday to Friday

3.4 **Specification and schedules for cleansing of steps, landings and stairwells**

All litter (including drug paraphernalia and rough sleeping materials) will be removed from the steps, landings and stairwell areas on a daily basis. During this operation, any surface fouling by excrement or bodily fluids of specific areas will be entirely removed and the area damp mopped with a suitable disinfectant. Where necessary, the contractor will restrict public access to the area of operation with suitable signs and barriers, and clearly indicate alternative pedestrian routes.

On two occasions per week, generally Tuesday and Friday unless otherwise agreed with the Contract Administrator all floor surfaces within the stairwell areas including steps and landings will be entirely swept and then damp mopped and dried. This operation will be organised so that at least one dry stairwell will be available to pedestrians from every car deck at any given time, and suitable signage and barriers will be erected to prevent public access to stairwells that are in process of being damp mopped, or that any not yet sufficiently dry to permit safe public access.

During each maintenance visit stairwell doors, door handles, and handrails and will be thoroughly damp wiped clean of any dirt or soiling. Handrails will be dried immediately following cleaning to provide for the safety of the car park users.

Every four months all floor surfaces within the stairwell areas including steps and landings will be deep cleaned to remove ingrained dirt or surface soiling. During this visit all stairwell walls, ceilings, windows, and ledges* will also be thoroughly damp wiped clean of any accumulated dirt or soiling. The contractor will be asked to indicate within the contract mobilisation period on which week the four monthly 'deep clean' of floor surfaces will be scheduled for each MSCP, and will only be permitted to vary this schedule with the prior agreement of the Contract Administrator.

If during normal working hours** any specific area within this designation falls into a condition of poor hygiene or cleanliness that detracts significantly from the amenity of the area (i.e. an Unacceptable standard of cleanliness as defined by COPLR) the

contractor will make a reactive visit within 2 working hours* of receiving the report and spot clean the affected area to a High standard of cleanliness.

In the event of an out of hours evening or weekend emergency (e.g. broken glass or potentially hazardous bodily fluids), the Duty Team should be called on the telephone number supplied, and an appropriate response will be arranged.

Included within this response facility is the removal of graffiti from surfaces within 5 days of report or observation (within 24 working hours of report or observation when of an offensive or 'hate-crime' nature).

* Ledges in Marlands will be cleaned on a higher frequency of once per month **
Normal working hours are 7.00 to 15.30 Monday to Friday

3.5 **Specification and schedules for cleansing of elevators and associated frontages**

All litter and debris will be swept from the elevator interiors and frontages on each car deck on a daily basis. Elevator floors will be damp mopped and dried during this operation, and any overnight fouling or soiling of lift frontages or vertical surfaces by any substance, including human excrement or bodily fluids areas will be removed and the area damp mopped or damp wiped with a suitable disinfectant. Where necessary, the contractor will restrict public access to the area of operation with suitable signs and barriers, and clearly indicate alternative routes. The area will be dried immediately following the damp mopping operation and the elevator returned to public use as soon as is safely achievable.

On one occasion per week the elevator frontages on each car deck will be swept clean and then damp mopped and dried, and all vertical metal, tiled and glass surfaces within this designation will also be damp wiped and (where appropriate) buffed or polished. This operation will be arranged so that at least one dry and clearly signed elevator will be available to pedestrians from every car deck at any given time, and suitable signage and barriers will be erected to prevent public access to an elevator that is in the process of being damp mopped, or that is not yet sufficiently dry to permit safe public access.

If during normal working hours any specific area within this designation falls into a condition of poor hygiene or cleanliness that detracts significantly from the amenity of the area (i.e. an Unacceptable standard of cleanliness as defined by the EPA) the contractor will make a reactive visit within 2 working hours* of receiving the report and spot clean the affected area to a High standard of cleanliness.

In the event of an out of hours* evening or weekend emergency (e.g. broken glass or potentially hazardous bodily fluids), the Duty Team should be called on the telephone number supplied, and an appropriate response will be arranged.

Included within this response facility is the removal of graffiti from surfaces within 5 days of report or observation (within 24 working hours of report or observation when of an offensive or 'hate-crime' nature).

* Normal working hours are 7.00 to 15.30 Monday to Friday

3.6 Specification and schedules for cleansing of foyer floors, walls and tiling (including walkway on 10th floor of Marlands)

All litter and debris will be swept and removed from the MSCP foyer floors on a daily basis. Following this operation the area will be damp mopped with a suitable disinfectant to remove any overnight surface fouling by any substance including excrement or bodily fluids. As part of this operation any overnight fouling of vertical surfaces will also be removed and the area damp wiped with a suitable disinfectant. Where necessary, the contractor will restrict public access to the area of operation with suitable signs and barriers, and clearly indicate alternative routes. The area affected will be dried immediately following the damp mopping operation and returned to full public use as soon as is safely achievable.

Every sixteen weeks all vertical wall, glass and tile surfaces and ledges will be entirely damp wiped and (where appropriate) buffed or polished. This operation will be arranged so that pedestrian use and access through the foyer areas is not unduly restricted, and suitable signage and barriers will be erected to prevent public access to an area is in the process of being damp mopped, or that is not yet sufficiently dry to permit safe public access. The undertaking of this work will be notified to the Contract Administrator at least three working days before the commencement of the operation.

If during normal working hours any specific area within this designation falls into a condition of poor hygiene or cleanliness that detracts significantly from the amenity of the area (i.e. an Unacceptable standard of cleanliness as defined by COPLR) the contractor will make a reactive visit within 2 working hours* of receiving the report and spot clean the affected area to a High standard of cleanliness.

In the event of an out of hours* evening or weekend emergency (e.g. broken glass or potentially hazardous bodily fluids), the Duty Team should be called on the telephone number supplied, and an appropriate response will be arranged.

Included within this response facility is the removal of graffiti from surfaces within 5 days of report or observation (within 24 working hours of report or observation when of an offensive or 'hate-crime' nature).

* Normal working hours are 7.00 to 15.30 Monday to Friday

3.7 Specification and schedules for cleansing of light diffusers

The surfaces of all light diffusers installed within the MSCP will be thoroughly cleaned on an annual basis, with the undertaking of this work notified to the Contract Administrator at least three working days before the commencement of the operation.

Staining or fouling to specific fixtures occurring in the intervals between these visits will be removed as observed in the course of the maintenance team's routine visits, or within 48 hours of report if the area to be treated requires the application of specialist cleansing materials / working at height equipment.

3.8 Specification and schedules for cleansing of external windows and glass areas (applicable to Marlands MSCP - main foyer, cross-walk and top of stairwells, and Bedford Place MSCP - stairwells)

All external windows and areas of external glass and associated sills will be thoroughly cleaned and polished at a minimum frequency of sixteen weeks, with the undertaking of this work notified to the Contract Administrator at least three working days before the commencement of the operation.

Graffiti to external glass surfaces will be removed within 5 days of report, or within 24 hours of report or observation when of an offensive or 'hate-crime' nature).

3.9 Clearing of blocked drains

The Contractor shall periodically check operation of drains within MSCP premises and hand dig out and clear when necessary to facilitate free and effective drainage of the area.

3.10 Rough Sleepers

The Contractor should note that at times covered areas within the MSCPs may be found to be occupied by rough sleepers and / or substance abusers. On occasions when the presence of individuals or groups render the safe and effective cleaning of a certain area impossible at the time of the scheduled visit, the Contractor must notify this circumstance and the location of the problem to Car Parking Operations on the telephone number supplied.

The Contractor should allow within their quoted rates for a return visit to any specific area that cannot be safely and effectively cleaned at the time of the initial visit. This return visit should be scheduled between 10.00 a.m. and 11.30 a.m. If on the return visit the presence of rough sleepers or substance abusers continues to prevent a safe and effective cleaning operation within a specific area of the MSCP, then Car Parking Operations should again be notified of this circumstance in order that an appropriate response can be arranged in liaison with the Police Service.

3.11 Reporting of damage and / or vandalism

Any damage or vandalism to any MSCP structure or fixture observed by the Contractor in the course of their scheduled visits must be notified immediately to Car Parking Operations on the telephone number supplied.

3.12 Organisation of Works

All scheduled works are carried out to the standard and frequencies specified unless otherwise agreed by the Contract Administrator.

In addition, the Contractor organises works within Marlands Car Park to ensure an onsite presence of at least one cleaning operative for a minimum of four consecutive hours each normal working day (Mon – Fri) at no extra cost within the Contract.

3.13 MSCPs included within SLA

Location	Address	Car Decks	Stairwells	Elevators	Parking Spaces
Eastgate	East Gate,	10	2		
		Page 148			32

	SO14 3HA		
West Park	West Park Road SO15 1GE	10	3
Marlands	Windsor Terrace, SO14 7SJ	12	6
Grosvenor	Grosvenor Square, 11 SO15 2BE		3
Bedford Place	Salisbury Street, SO15 2TZ	10	2

4. EVENTS

4.1 The Events Team at the city council consists of three officers who:

- Arrange, coordinate and facilitate events in the city
- Arrange, coordinate and facilitate filming in the city
- Arrange, coordinate and facilitate promotions in the city
- Manage and coordinate the city's Events Safety Advisory Group □ Manage the 'Visit' and 'Events' section of Discover Southampton
- Manage the @SotonEvents twitter and weekly event bulletins

4.2 Markets

In the last two years, the Events Team has had specific responsibility to coordinate and manage markets throughout the city. The weekly market in the city centre is part of this remit which consists of:

- General market every Friday
- Antiques & collectibles market on the first Saturday of each month
- Arts and craft market on the second Saturday of each month
- Artisan food market on the third Saturday of each month
- Vintage and retro market on the fourth Saturday of each month
- Best of previous specialist markets on the fifth Saturday of each month

The contract with the market operator is due to run until April 2018 with an option to extend it for an additional year.

4.3 Christmas

The events team is also responsible for the Christmas Festival which takes place in the city centre. This contract started in 2015 and is due to run until Christmas 2017.

A contract is in place for the maintenance of additional decorative lighting in the city centre until Christmas 2017. This lighting consists of:

- Pea lighting in the three trees north of the Bargate
- Pea lighting in the 12 trees in Guildhall Square
- Festoon lighting in Houndwell Park, Palmerston Park and East Park
- Festoon Lighting in West Marlands Road and Above Bar in the Cultural Quarter

4.4 City Centre Events

In the last two years, the events team has been instrumental in the successful delivery in the city centre of the ABP Half Marathon and 10k; Sky Ride; Nuffield Playing Field; Music in the City; Rainbow Run; Remembrance Service; Thai Festival; Mela Festival; Passion; and Hampshire Farmers Market and the weekly Bring it to the Bargate and Southampton Bike Night.

It would be the Council's intention to work alongside the BID to develop events, markets and the Christmas offer in the city centre further.

5. ECONOMIC DEVELOPMENT

The Economic Development Team consists of 1.5 FTE officers who are responsible for updating the Invest in Southampton website, liaison with developers and investors, promoting the city and working with external partners to maximise growth.

Operating Agreement Schedule 3 – Draft Administrative, Establishment and Maintenance Expenses

Schedule of expenses for 1st April 2017 to 31st March 2022, excluding indexing and VAT

Business Improvement District annual levy collection costs including administration and an estimate for postage and packaging	£15,432	
Annual BID Module Software Maintenance Costs	£3,600	
Additional one-off Establishment Costs in first year (cost of purchasing and setting up billing software)	BID Module	Year one set-up
	£18,000	£3,676

The total costs shown in the first line of the above table are based on estimates and accordingly the parties agree that they are indicative only and without prejudice to the Council's right to recover its actual costs in connection with the collection of the BID Levy in accordance with the Agreement

Financial Management Policies and Procedures for the Southampton City Centre Business Improvement District

Draft as at 31 May 2016

1. BID Governance: BID Board and Theme Groups

It is proposed that in addition to the BID Board (which will be elected subject to the statutes set out in the Articles of Association), there should be at least three 'Theme groups' as follows:

- 1) Better City Centre Experience
- 2) Better Marketing and Stronger Businesses
- 3) Stronger Business Community

The Theme groups will be responsible for overseeing project development, with relevant members of the BID staff team reporting to them on progress. A small staff team will be responsible for pro-actively delivering projects and will be led by the CEO/BID Manager, who will be directly accountable to the Board. Ideas for new projects should first be considered by the relevant theme group before the BID Board. Theme group membership will be open to representatives of any BID member or Associate member. Observer members may be recruited from relevant stakeholder organisations (e.g. Culture Southampton etc.). Theme groups may also decide to form smaller project groups to get individual projects off the ground. These may bring in additional members. Project groups always report to the relevant theme groups.

Theme groups will be chaired by a member of the Southampton City Centre BID Board. Reports on theme group activities will be given by Chairs at Board meetings.

It is anticipated that theme groups will meet every 6 weeks, but may be left at the discretion of the group as long as a programme of meetings is made available to the Board prior to the beginning of each financial year (1st April). The activities of the theme group will be set out in a project plan (see 3.1 below).

2. Financial checks and balances

It will be necessary for the Southampton City Centre BID Board to establish a number of financial policies and procedures to ensure that there are sufficient checks & balances in place from the outset as part of a robust financial system for the company.

The first step is to agree a number of financial principles that can inform these policies and procedures. The purpose of this paper is to lay out recommendations to the BID Board upon formation about agreement of the financial principles and the key elements to be included in the respective policies and procedures (which the Board will be asked to approve in due course). These principles need to include the roles of the Board, the Finance & General Purposes Committee and proposed theme groups for each of the BID programme areas; and underpin the procedures that will be established for:

- Budget setting – Yearly and BID term budget(s). □ Project and budget scrutiny/challenge process □ Purchase Order system.

- Payments system – computerised / on-line payments.
- Budget reporting – management accounts.

3. Recommendations – what, why, by when

3.1 Budget setting

The Board will set one-year and BID term budgets for individual theme groups at the outset of each financial year; and will retain the overall collective responsibility for approving the Business Plans of individual themes; for monitoring spend against budget, and for agreeing any significant new project or variation to that budget during the course of the year.

The budget-setting decisions of the Board will be supported by (1) the Finance & General Purposes Committee, which will be responsible for reviewing, and advising the Board on the Groups' proposals for overall yearly Business Plans and budgets, and (2) The Theme Groups – which will be responsible for drawing up draft individual Theme Group Business Plans and budget proposals for each of the projects for which they are responsible.

More detailed procedures and processes will be developed where necessary to implement these broad principles and responsibilities in relation to setting annual and BID term budget(s):

- I. In broad terms, the main 'theme' Budgets will align to the pledges outlined in the BID proposal.
- II. The Budgets set by the Board will be informed by individual Theme Group Business Plans. However, the Board will agree and set yearly the BID term budgets, which may not reflect amounts requested by the Theme Groups, and will also be informed by advice and comments from the Finance & General Purposes Committee (particularly where the sum of the proposals made in the draft Business Plans exceeds the total funding available).
- III. Business Plans to be produced by each Theme Group January / early- February each year for consideration initially by the Finance & General Purposes Committee, and then at the March Board – which will set budgets for the forthcoming year.

3.2 Project scrutiny process

The Theme Groups will be responsible for ensuring that individual Projects for their theme area deliver to time and keep within the agreed budget; and they will be supported to do that by regular reports and financial information.

Whenever Theme Groups want to commission/contract items of expenditure, they will also be required to comply with formal procurement processes that will need to include some basic audit controls and safeguards; including formal delegation levels. The detailed procedures will establish overall delegation levels below which Theme Groups can authorise expenditure. Expenditure above that set level will be subject to independent scrutiny and/or approval by the Finance & General Purposes Committee – which will also periodically provide an element of independent scrutiny, challenge and advice in respect of both individual Project and Theme financial risks and expenditure.

The Finance & General Purposes Committee may provide feedback on any issues and concerns to the relevant Theme Group, auditors, and/or the Board. The detailed written financial procedures will include detail about the Project Scrutiny Process to be put in place and will formalise the responsibilities and levels of delegated authority to approve expenditure of each body. These processes and procedures will broadly include:

- I. Authorisation/Approvals procedure for Theme Groups and Managers.
 - Prepare yearly business plans detailing anticipated expenditure items and make an allocation for elements not confirmed.
 - Obtain at least 2 verbal quotes for expenditure over £500 and less than £2000.
 - Obtain at least three written quotes for expenditure of £2000 or more, but less than £10,000. Approval of BID Manager also requested for expenditure above £2000.
 - Gain approval from the Project Scrutiny and Approvals process of the Finance & General Purposes Committee for purchases over £5,000, and Board approval for purchases over £10,000 or if the Finance & General Purposes Committee judge that further information and/or strategic authority from the Board is required.
 - Authorise invoices related to their areas of responsibility prior to forwarding for payment.

- II. Project Scrutiny and Approvals Process (for Finance & General Purposes Committee)
 - The Finance & General Purposes Committee will undertake an independent Project Scrutiny and Approvals Process for all project expenditure proposals/commissioning over the value of £5,000.
 - There will be a four stage process as follows:
 - A project development plan for each project will be written by the staff team in collaboration with the relevant Theme Group.
 - The Finance & General Purposes Committee will meet in February/March of each year to provide independent scrutiny of all project/budget proposals for the next financial year in order to support the Board in approving project Business Plans and annual budgets at its March meeting.
 - Where Theme Groups initiate new (or materially changed) projects during the course of the year, they will similarly need to obtain Finance & General Purposes and / or Board approval (depending on size), which will similarly be informed by independent scrutiny from the Finance & General Purposes Committee, which will meet regularly during the financial year, in order to scrutinise the project development plans as soon as is practicable; and it will / will assess the content of the plans against agreed criteria (such as the BID Proposal).
 - The outcome of the Finance & General Purposes Committee's scrutiny will be reported to the next available meetings of the Board to support their collective consideration/decision of the proposals.

- III. The Finance & General Purposes Committee will also require its written Terms of Reference to cover its ongoing Finance duties. These will broadly include:
 - The Committee will be responsible for regularly independently reviewing actual income and expenditure against budget figures (at a more detailed level than would normally be possible at a meeting of the Board), and will draw attention to any potential matters of concern to the Theme Groups and/or Board.

- Making recommendations to the Board concerning significant financial risks, variations and / or alterations, and budget pressures/choices.
- Reviewing the financial detail behind the Theme Group draft Business Plans in Feb/March and providing independent advice and scrutiny on them to help inform the Board's decisions.

3.3 Purchase Order system.

A formal Procedure will need to be put in to place that will comply with normal auditing controls and standards. System to include the following key points:

- I. System will need to complement the 'Authorisation/Approvals Procedure' and other controls
- II. Method adopted will need to provide a level of certainty re projected expenditure and improve the level of forward control.
- III. System will need to require officers to obtain a Purchase Order number prior to placing an order.

3.4 Payments system

Computerised / on-line payments will be used. A procedure will need to be written and agreed, the basics of which will include:

- I. Payments will be "batched". All payments pending will be entered into a spreadsheet with the date, payee, description of goods or services, amount (gross, VAT, net), folio number, allocation to expenditure area, and category of expenditure.
- II. Two days before the payment date the spreadsheet will be sent by e-mail to the cheque signatories for review. Signatories then have two days in which to respond – to raise any queries about any payment or to confirm that payment can be made. A positive response from at least two signatories (including at least one on the Finance & General Purposes Committee) will be required before the payments are processed. Whenever possible payments will be processed in one session each month.
- III. Assistant to enter payments on-line but authorisation will be required from BID Manager or Financial Manager before payments are released from bank account.
- IV. Quarterly a meeting will be convened with one of the three signatories to review batch payments by comparing the spreadsheet with the actual invoices and with the bank statements.

3.5 Budget reporting – management accounts.

Members of the Board have collective responsibility for the overall financial controls and solvency.

Summary Financial reports will be presented to each Board meeting including:

- I. Lifetime forecast (for 5 year BID)
- II. Budget / forecast for year
- III. Expenditure for year – split in to quarters and updated for each meeting
- IV. Income for year – split in to quarters and updated for each meeting

In addition, more detailed reports may be provided to the Theme Groups and the Finance & General Purposes Committee – each of which will be expected to highlight any significant potential concerns to the main Board.

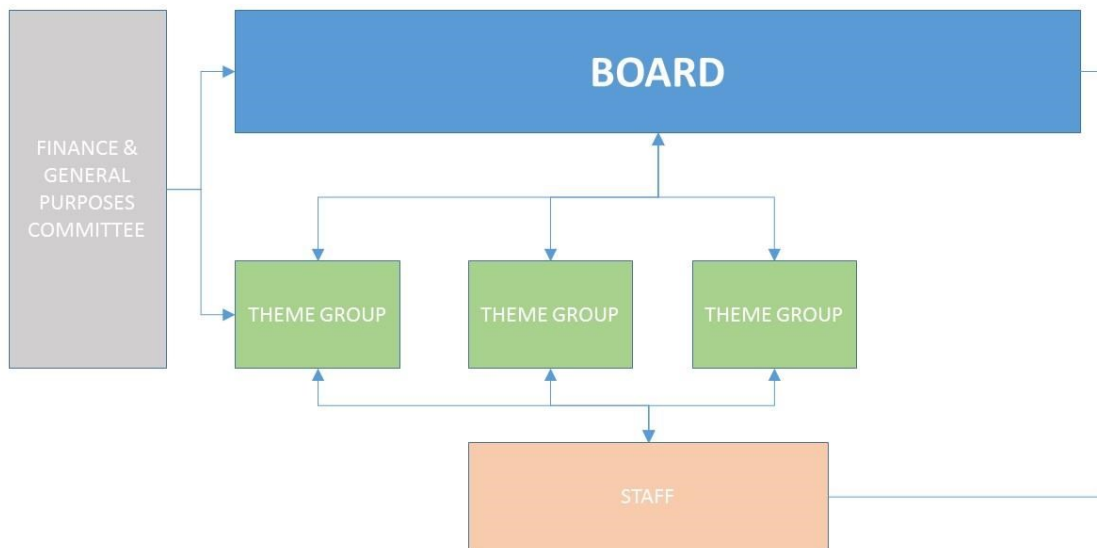


Figure 1: Schematic of the basic organisational structure

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Go Southampton, Southampton's proposed BusinessAppendix 3
Improvement District

APPENDIX 3

EVIDENCE OF CONSULTATION

The means: to change places for the better.



A BUSINESS IMPROVEMENT DISTRICT FOR SOUTHAMPTON?

FEASIBILITY STUDY REPORT

Date: 11/12/2015

Prepared by: Giles Semper, Sam Knight

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0. EXECUTIVE SUMMARY

- This study has sought to establish the feasibility of setting up a Business Improvement District (BID) in Southampton City Centre
- It has engaged with over 100 businesses in the City Centre through face to face interviews and an open Visioning Event on 10th November.
- The survey has found an overall healthy city centre, but that there is a potential and an appetite to improve collaboration and perform at a higher level
- Many of the top issues arising from the survey are ones that BIDs have successfully addressed elsewhere and which could form the basis of a BID program.
- There is significant support for a potential BID in Southampton City Centre, with 75% of respondents stating that they felt the BID concept is a good idea, and only 7% saying it is not.
- There were significant shared interests between managed shopping areas, office-based businesses and the rest of the city centre, as well as one or two stand-out issues for different areas. The main issues were around ASB, safety and crime issues; traffic and cost of parking issues; city centre operations management and information sharing; visitor information; finding the right staff and use of heritage assets. In addition to addressing these issues, businesses were keen to see a coordinated marketing strategy for the city centre, improving its image and incorporating aspects as events, a city-centre app, and greater use and promotion of heritage assets.
- A BID in Southampton would be financially viable and sustainable and could expect to raise an annual outturn of between £500,000 and £900,000, depending on the final decisions on levy rates, a cap, thresholds and charitable discounts. A threshold of £3,900 would be the lowest needed to make sure that collection of the smaller levies was economically viable, but a higher rate of around £8,000 or £13,000 is recommended to ensure the number of businesses eligible to vote and pay the levy is a manageable one.
- A voluntary membership option should be considered for businesses that are either under the threshold, or just outside the final BID area.
- Work so far has come up against very little animosity linked to the rejection of a previous BID ballot in 2009 and significant attendance of the Visioning Event on 10th November shows a significant momentum being built that can be taken advantage of by moving to begin the development of BID proposals straight away.

Recommendations

This report makes the following recommendations:

- 1) In light of all available evidence, it is recommended that a BID is taken to ballot in Southampton City Centre.
- 2) Focus immediate effort on strengthening and expanding the BID Steering Group.
- 3) Develop the BID business plan and objectives through a series of meetings or workshops between the Steering Group and key stakeholders for each area of objectives, for example

with those already involved in community safety such as Southampton Business Against Crime, or servicing the night-time economy, such as Southampton Licensing Link.

- 4) Seek to discuss with Southampton City Council early in the development of the BID business plan the interaction between the BID and the late-night levy
- 5) BID area – It is recommended that the final decision on the BID boundary be made by the Steering Group of businesses, informed by this report, but the one area that *The means* would recommend to, for the most part, be excluded from the BID study area when creating the final BID area is that shaded in light blue in *Figure 2* (around Bedford Place and London Road).
- 6) A levy rate of 1.5% of rateable value for all areas except, pending discussion of the final BID program, West Quay Shopping Centre, the Marlands Shopping Centre and West Quay Retail Park, would be able to deliver an extensive BID programme. An alternative lower scenario would also be possible but would result in fewer services.
- 7) It is recommended that the rateable value threshold is set between £8,000 and £13,000 and that a cap is considered that will affect the levy paid by IKEA.
- 8) It is recommended that the would-be BID creates a 'Business Club'-type mechanism.
- 9) It is recommended that adequate resources are committed to the BID campaign due to the high presence of "multiples"

1. INTRODUCTION & METHODOLOGY

1.1 The project brief

Hampshire Chamber of Commerce have been provided with a loan by Southampton City Council with which to explore and implement a Business Improvement District (BID) in Southampton city centre. *The Means* was commissioned in June 2015 by the Hampshire Chamber of Commerce, on behalf of the Southampton BID Task Group to provide advice on the feasibility of developing a BID.

The Task Group was formed out of the Chamber of Commerce's Southampton Business Board and a number of key stakeholders in Southampton are already engaged.

Southampton had a negative ballot result for a BID in 2009. However, with the economy recovering and lessons learned from this past attempt, there is a feeling that now is the right time to explore this again. With a number of key developments either underway, or planned, and in the context of the City Centre Master Plan, which seeks to deliver £3 billion of investment and 7,000 jobs by 2030, a BID could provide much needed effective place management.

1.2 Southampton

Southampton is a vital coastal city recognised internationally for its thriving port which handles over 42 million tonnes of cargo per year in addition to the passenger cruise ships that depart and arrive in the port. It hosts two excellent universities and boasts a population of over 240,000.

Southampton lies in a unique position on the South Coast. The wider metropolitan area hosts roughly 1.5 million people and includes a number of close towns and villages such as Gosport, Eastleigh and Botley. Even Winchester, a thriving city in its own right, is a short train ride away.

In terms of the visitor economy, Southampton's city centre hosts a broad offer that is sometimes under-recognised. With zones such as West Quay with its global retail brands (set to expand through its under-development Watermark phase) and the traditional shopping core of Above Bar Street, in addition to traditionally independent areas such as Eastgate and the city centre fringes of Bedford Place, Southampton sits 13th in the retail rankings as per Experian's latest review. However pulling this variety together to create a unified offer and sense of place can also be one of the city centre's bigger challenges.

The city centre also offers far more than retail. It has developed a diverse civic and cultural offer with developments such as the Cultural Quarter. New life is being breathed into the centre through restoration of the Guildhall, a new sea life museum and arts complex, simultaneously stimulating the creative economy in Southampton.

The centre also plays host to an established office-based sector who benefit from Southampton's many amenities and enviable transport links. In return they provide a significant audience for customer-facing businesses in the city.

But Southampton needs to look to the future. Southampton City Council have established a Masterplan envisioning seven key projects between now and 2030. To make Southampton's development the biggest

success story it can be, businesses and the council will need to work side-by-side in shaping this vision, co-ordinating and collaborating across the centre and delivering tangible on-the-ground benefits alongside larger strategic projects. A city centre of this potential and diversity requires a strong management body that is able to 'knit' the centre together and capitalise on its assets, thereby attracting continuing investment. BIDs provide formalised and financially backed city centre management that can bring together the interests of a diverse range of people across an area and provide a strong governance that can attract investment and work effectively alongside local authorities.

Economically the city falls under the Solent Local Enterprise Partnership boundaries which also include areas such as Winchester, Isle of Wight, Portsmouth and the Test Valley. While important for transport, infrastructure, innovation and sector based support the Solent LEP plays a more limited role in place-based initiatives in the city centre except for transport improvements (which while a significant means of improving the city centre economy does not necessarily address issues of place management and marketing). Having said this Solent LEP does recognise a potential underperformance of the visitor economy and the relative success of Southampton city centre will play a crucial role in improvements to this area.

1.3 The Study Area

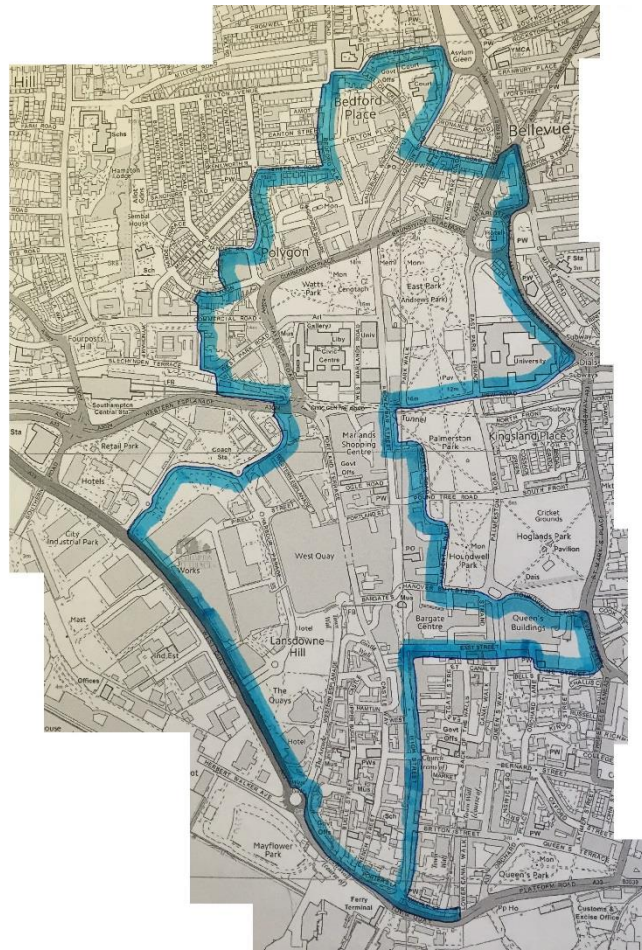


Figure 1: The study area for this feasibility study

Figure 1 shows the boundary within which the feasibility study was undertaken. The boundary is indicated by the outer edge of the blue outline. The boundary was set to be inclusive for the purposes of this study; recommendations on any final BID boundary will be made within this report but the final decision will need to be made by a Steering Group later in the BID development process.

Calculations later in the report regarding financial feasibility are based, unless otherwise stated, on the ratings data provided on properties within this boundary.

1.4 Methodology

The feasibility study aims primarily to gauge and compile opinions of businesses and stakeholders in Southampton City Centre, and advise on the financial feasibility and technical requirements of a BID in Southampton.

The study had three main components:

-
- a. 97 face-to-face interviews carried out with businesses in the City Centre
 - b. A consultation with council officers
 - c. A Visioning Event on 10th November providing businesses with more information about the BID concept, examples from elsewhere and involving them in workshops to shape the priorities of a potential BID

1.4.a Business consultation

97 business interviews were carried out in the city centre. They were conducted between September and November with all but 2 interviews taking place on a face-to face basis at individual business premises. The 2 other interviews were conducted over the phone and through an online version of the survey. As much as possible *The means' 4S* principle was adhered to to achieve responses from a representative mix of businesses. The 4 Ss are:

- Size - ensuring a mix of different sized business
- Status - ensuring a mix of independent businesses and wider chains / franchises
- Sector –ensuring respondents from a mix of sectors
- Spatially – ensuring a good geographical spread across the survey area

Where possible the most senior member of staff was interviewed, which in most cases was the store/local office manager, or the owner or company director depending on the size of the business. A full list of the businesses consulted as well as a copy of the questionnaire used can be found in the appendices. The result of the business interviews can be found in Section 2.

The interviews focused on two main objectives:

- gathering opinions on the main issues facing businesses and what projects they would like to see implemented to improve trading conditions,
- raising awareness of BIDs and gauging the level of support among businesses for a BID in Southampton

The questionnaire for the interviews was designed in collaboration with a BID Task Group of the Southampton Business Board.

A 'leave-behind' leaflet was designed for use in conjunction with the interviewing process. This explained the concept of a BID and acted as an invite to the Visioning Event on 10th November.

1.4.b Council Officer Consultation

Southampton City Council will play a pivotal role in helping to ensure that the setup process for a BID runs smoothly. They will be involved in the process in many ways, from being responsible for the fair and effective running of the BID ballot, to administering the collection of the levy should it be successful. They may also be voters in the ballot and levy-payers once the BID is set up.

Meetings were held with teams that will be involved in these roles and to understand more about existing council services in the area.

1.4.c Visioning event

The visioning event was hosted on Tuesday 10th November at the JRC Global Buffet, The Marlands. BIDs are about building a community of businesses engaged with the issues facing them in the local area and their vision for the future. As such, giving businesses the chance to come together early in the process is important. During the event businesses heard the views of other local businesses and the council, learnt more about the BID concept and examples of what the NE1 BID had achieved in Newcastle, were presented with the preliminary findings of the Town Centre feasibility study and discussed with one another priority issues for a BID. The event was attended by about 86 participants, not including attendees from *The means* and guest speakers were Simon Letts, Leader of Southampton City Council and Stephen Patterson, Newcastle NE1 BID, with Spencer Bowman, Mettricks Tea & Coffee, and Tim Keeping, The Marlands giving a local business perspective.

Following the presentations, attendees circulated through tables covering six different topics and fed-back on their priorities. The six topics were chosen in response to the business survey results and were:

- City Operations – discussion around safety, ASB, pedlars, waste management, night-time economy
- Perception and Marketing – discussion around perceptions of the city, events, making use of its heritage, tourist information etc.)
- A Collaborative and Coordinated City Centre – for example, discussion around collaborating on opening hours, with the cruise industry, sharing parking, information on developments etc.)
- Accessibility – discussion around marketing of Southampton’s existing transport links, parking, sustainability, way-finding, links between the train station, the port and the city centre, deals for staff etc.)
- The Overall Physical Image – discussion of the state of buildings, public areas, greenery, treatment of heritage assets, litter, street clutter etc.)
- Master-planning and lobbying – a chance to discuss the role businesses would like to be able to play in visioning and strategy for the City Centre.

These discussions have been written up and taken into account when forming an example business plan. The write-ups can be found in the appendices.

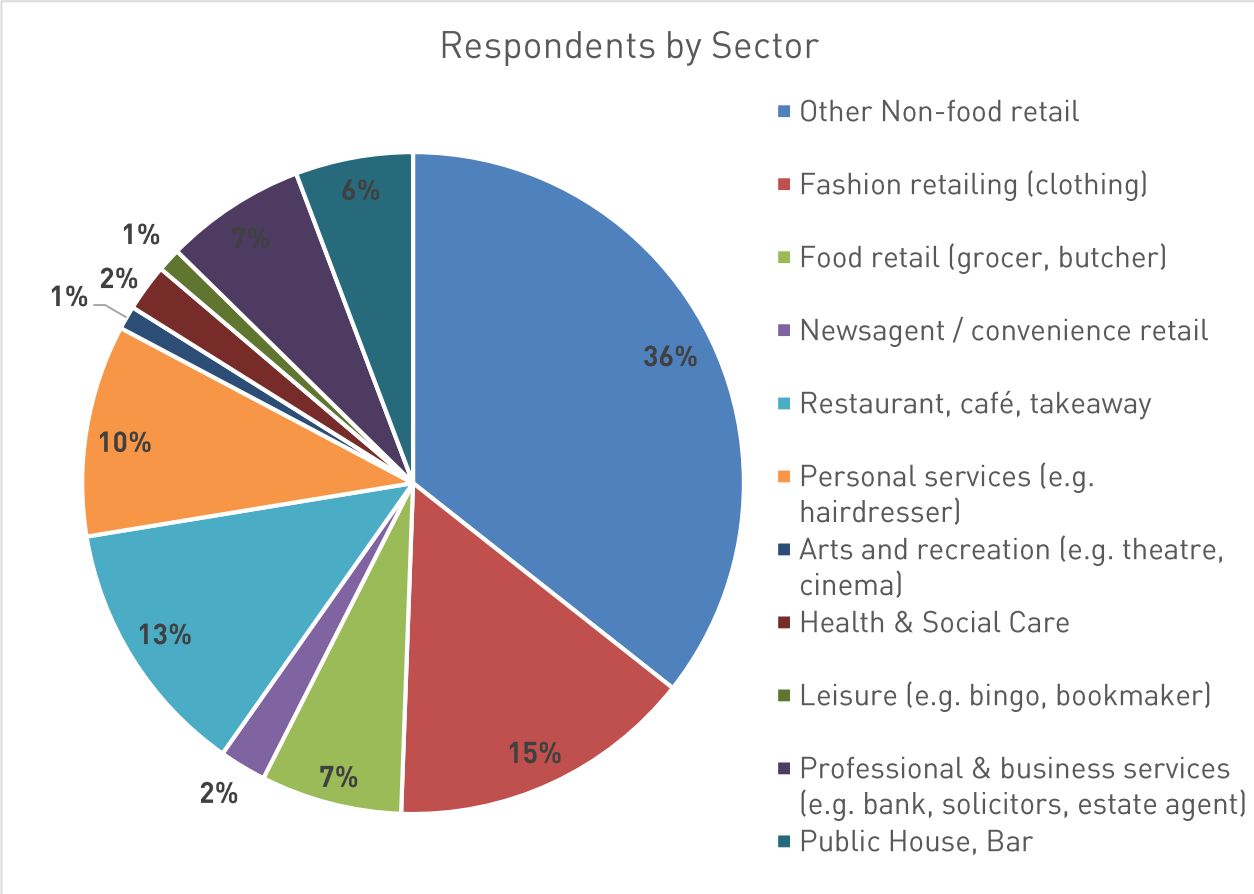
2. RESULTS OF THE BUSINESS INTERVIEWS

2.1 Respondents

Businesses in Southampton were generally receptive to giving their views. Senior decision makers (managers or owners) were usually in attendance or readily at hand, and happy to take the time away from their duties to complete the survey. With chain or franchise retailers the situation was similar. However in this case, some managers found it difficult to provide definitive answers to all questions because they felt they weren't empowered to make all decisions, deferring to head office. As is customarily the case, office-based businesses were more difficult to make contact with but interviews were able to be set up in advance with a number of these.

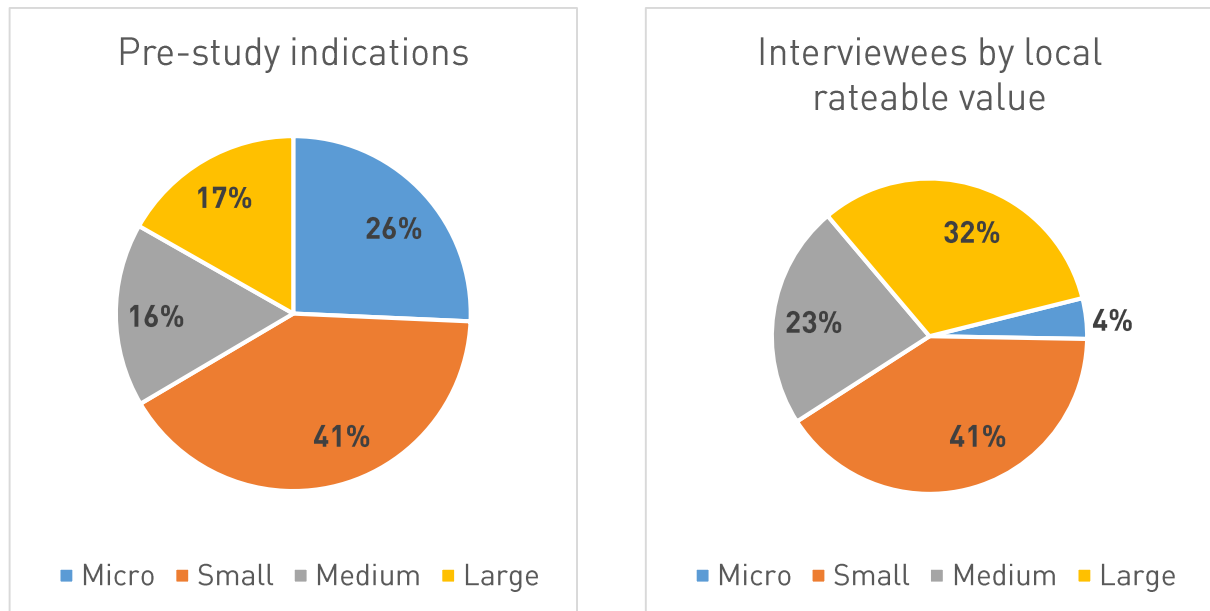
The businesses interviewed covered a broad spread of sectors, shown in *Graph 1*. Despite this, it can be seen that the retail sector accounts for a significant proportion of the respondents, reflecting the prominence of this sector in the centre.

Restaurants and licensed premises that are open past 20:00 in the evening make up 11 of those surveyed. The majority of these premises are also open for business during daytime hours.



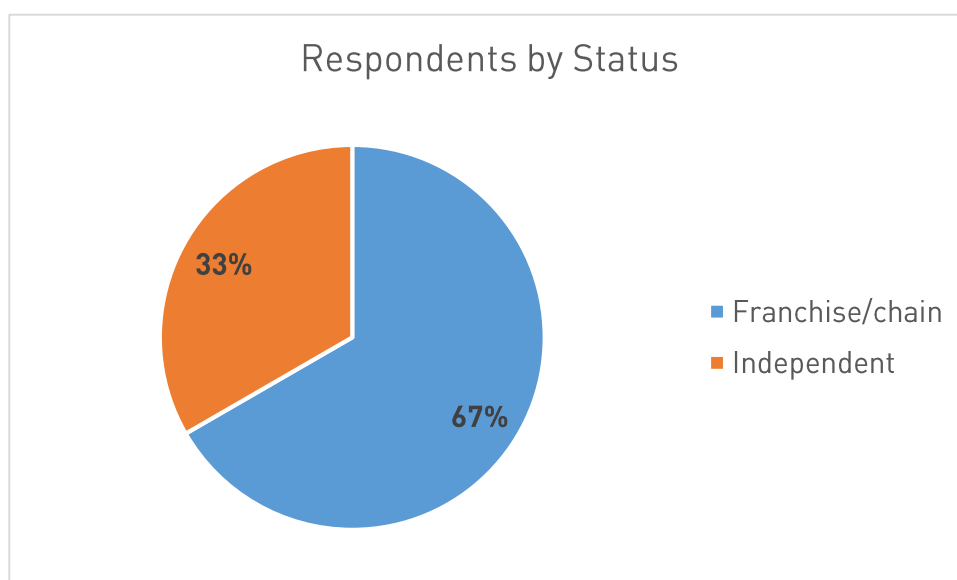
Graph 1: Respondents to the survey shown by sector

Before beginning to survey, business ratings data for properties in the target area was obtained from Southampton City Council. *Graph 2* shows the percentage of businesses within the study area that fall into different size categories, here called micro (less than £10k rateable value), small (£10k - £50k rateable value), medium (£50k - £100k rateable value) or large (£100k plus) based on the rateable value of their local premises, compared to the percentage of businesses that were interviewed that fall into



Graph 2: Left - pre-survey indications of business breakdown by rateable value of local premises. Right - breakdown of businesses surveyed

these categories. The main difference is that businesses with high rateable value local properties are over-represented in the sample by number, while micro businesses are under-represented. This takes into account the significant slice of aggregate rateable value that large businesses represent in the centre, and that a lot of “micro” businesses are small offices that are often hard to reach. A discussion of whether these micro-businesses are included as automatic levy payers in the BID is included later in the report.

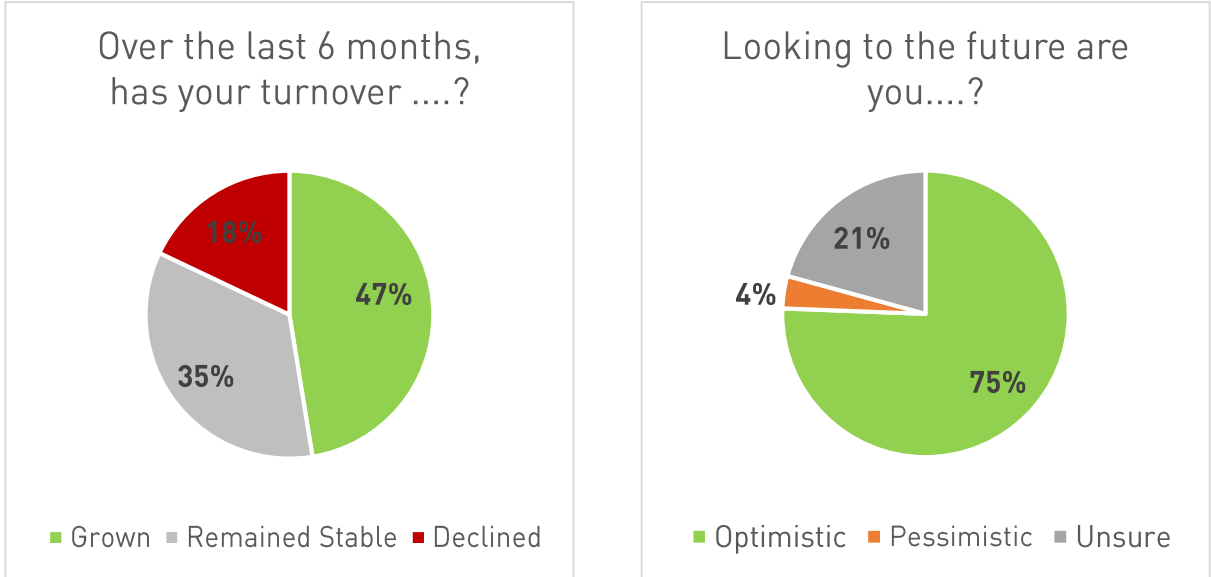


Graph 3: Respondents broken down by status

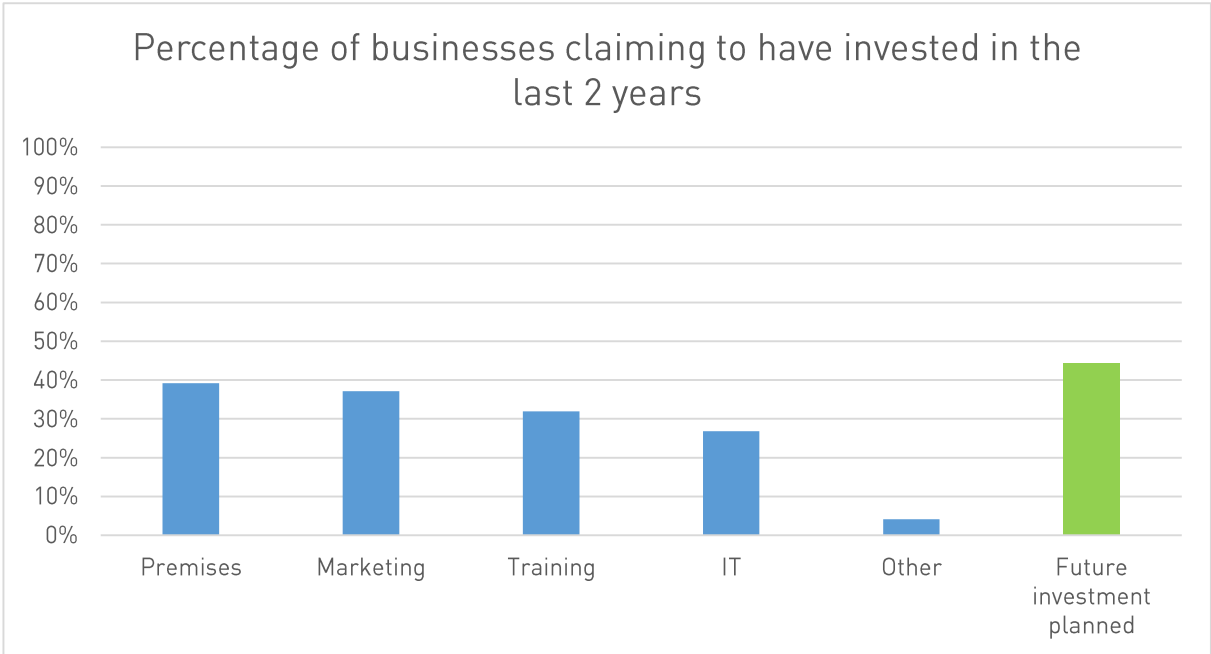
Graph 3 shows the percentages of businesses that were interviewed that were either independent or part of a wider chain or franchise. The split between the two groups largely reflects the makeup of businesses in Southampton, particularly in the retail sector, with West Quay, The Marlands, Above Bar Street and the West Quay Retail Park being home to a large number of multiples.

2.2 Business and City Health

A number of questions were asked to determine the collective health of individual businesses within the centre and the state of collaboration with two of the city's major assets, the cruise industry and Southampton Football Club.



Graph 5: Graphs showing businesses' performance over the last 12 months, and their attitudes towards the future



Graph 4: Graph showing the number of businesses who claim to have invested in particular areas in the last two years, compared with those planning future investment

The first indicator of business health assessed was turnover change. It can be seen from *Graph 4* that the number of businesses claiming that their turnover has grown over the last 12 months significantly outweighs those claiming it has declined by 47% to 18%. However, those claiming it has remained stable sit at a not insignificant 35%.

Businesses with a growing turnover most commonly attributed this either to the health of the wider economy, or to internal business strategies. Businesses whose turnover was declining however most commonly attributed this to factors within Southampton, most commonly the impact of developments and roadworks in their vicinity.

While 47% of businesses state a growth in turnover, a much greater amount of 75% claim to be optimistic about the future, and despite 18% reporting a decline in their turnover, only 4% stated pessimism about their future in Southampton. This suggests a confidence in the potential that exists in Southampton to make greater use of a number of key assets, such as its waterfront and heritage, and optimism about the desire to implement future improvements. The 21% that remained unsure commonly stated that they believed there was the potential for a positive future in Southampton but that they were waiting to see whether some key issues were tackled head on or continued unaddressed.

The second measure of business health used in the survey was a tangible measure of the level of business confidence as shown by willingness to invest. Businesses were asked both about investments made in the past two years, and about planned investments in the future. *Graph 5* shows the percentage of respondents that have invested in different areas of their business. Overall, 62% of businesses claimed to have invested in at least one of these areas, with the most common investments being in their premises and marketing, where nearly 40% of businesses have made investment over the past two years.

The third measure that was used is the longevity of businesses within the centre. Businesses were asked about how long they had been present in Southampton City Centre. *Graph 7* shows a significant base of established businesses, with 41% of the businesses surveyed having survived in the centre for longer than 10 years. The results show that there is also a strong base of new businesses either starting-up or moving to the area and that there appears to have been a reasonable conversion rate from new businesses into medium longevity businesses. The rate of conversion appears to slow slightly for businesses transitioning into the “greater than 10 years” category.

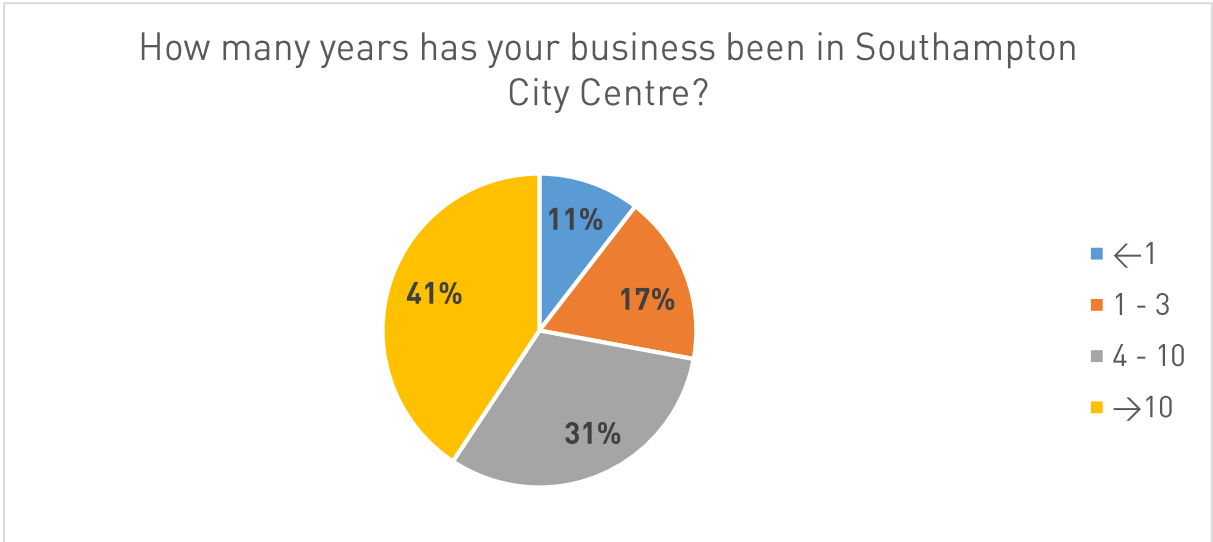
Finally, businesses were asked whether they benefit from customers or staff from the cruise line businesses or Southampton Football Club. *Graph 8* shows that a healthy 78% of businesses think that they benefit to a certain extent from customers from the cruise liners. However, strikingly, over half thought there was scope for them to benefit more. This was linked to a fairly prevalent feeling that Southampton doesn't make enough of its assets such as its walls and waterfront and that navigation is difficult for visitors, who aren't given enough help to find the most desirable parts of the city and thereby gain a good impression. For many people this was embodied by the lack of a tourist information centre or beneficial transport links from the port.

Consultation with one cruise business suggested exploring further collaboration with city centre businesses may be possible and a BID could be the facilitator of this.

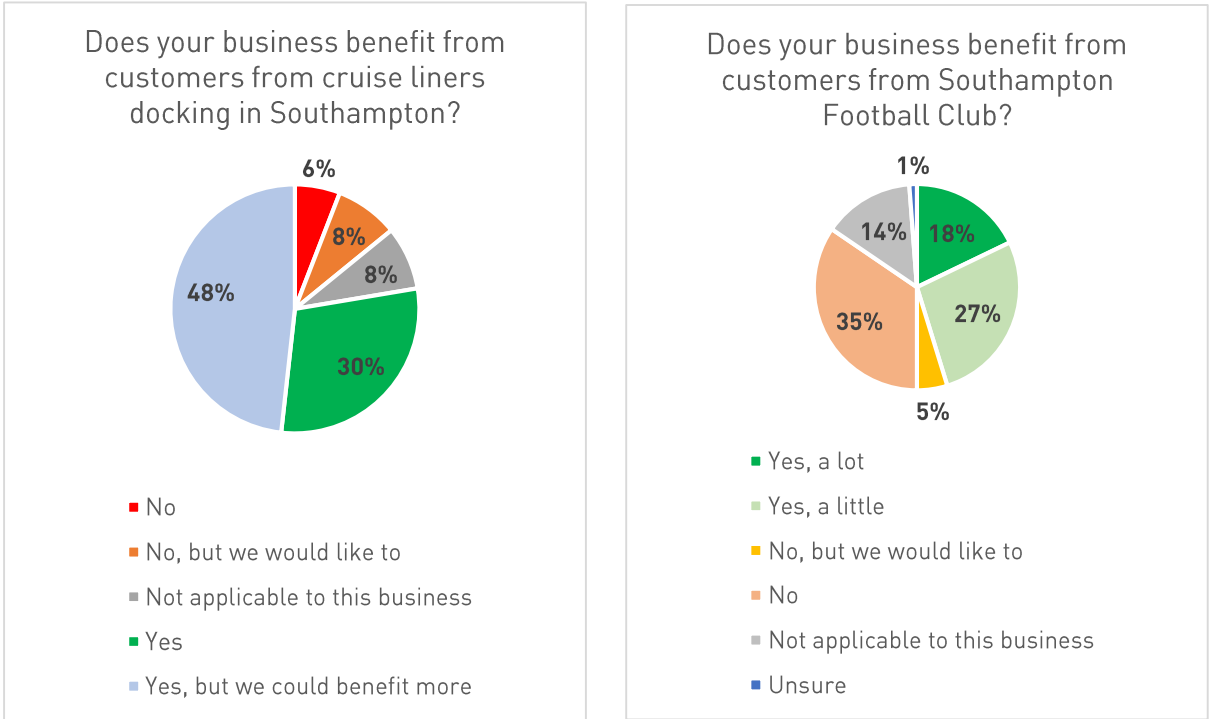
Most cruises docking in Southampton are currently docking for turnaround purposes. Indeed, Southampton is currently the UK's leading cruise turnaround port, with a relatively small proportion of cruises stopping in Southampton as a tourist destination for their customers. Therefore it seems clear

that the most immediate opportunity here is provision for the needs of crew, while in the longer term there was a desire amongst respondents that Southampton do more to make itself a place where, in the long run, customers of the cruise liners may increasingly view Southampton as somewhere worth visiting, rather than just a port to arrive at and depart from.

Fewer people felt that they were benefitting tangibly from customers of Southampton Football Club, with exactly 50% either feeling that they already benefit or that there is potential for them to benefit more. Interestingly, a number of businesses cited benefits not from the fans themselves, but from the families they leave in the city centre when they go to watch a match.



Graph 6: Longevity of respondent businesses in Southampton City Centre



Graph 8: Respondents' views on whether they benefit from the cruise businesses and Southampton City Football Club

Overall, the picture that emerges from these results is one of a healthy business community that is optimistic about the future, but which has plenty of potential for improved performance and increased collaboration. There is a strong belief that this potential can be realised and a seeming willingness to act to achieve this.

2.3 Top issues for businesses

Businesses were presented with a list of potential issues and asked whether they believed them to be a significant issue, minor issue or not a problem. This list was created from *The means'* previous experience and with input from the BID Steering Group. Businesses were also given the chance to expand on their answers and to bring up other issues that were not on the list. *Graph 9* shows all the issues, ranked by the total number of responses that classed them as either a 'significant issue' or a 'minor issue'.

2.3.1 On-street behaviour, ASB and crime related issues

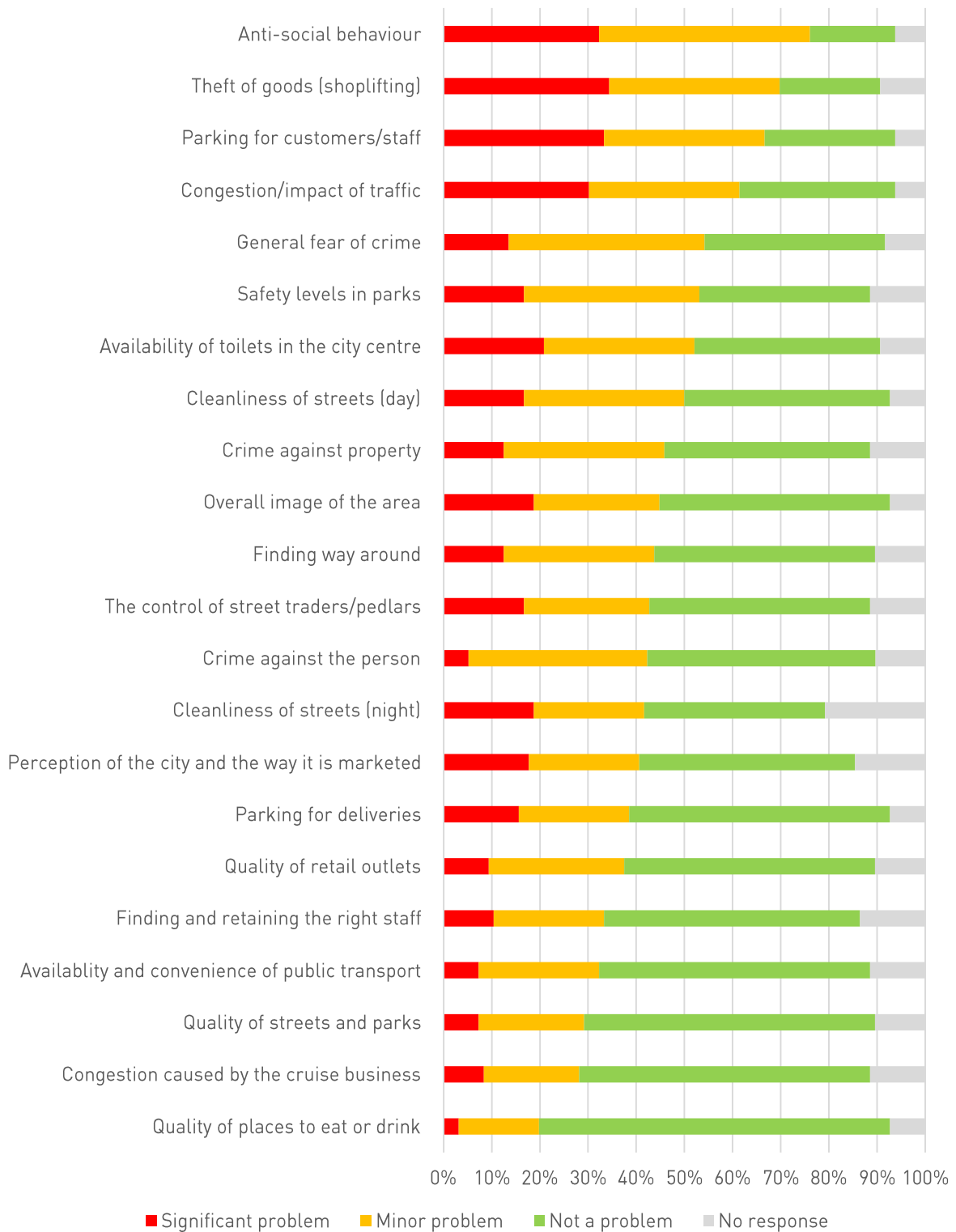
Crime statistics show that between October 2014 and September 2015 anti-social behavior accounted for the largest slice of recorded crime, approximately 37%, in Itchen, the ward that covers the majority of the city centre, with violent crime the next largest category at 12.4% and shoplifting in third at 8.2%. This is reflected in the results of the business survey, with 78% of respondents citing low-level ASB such as street drinking or intimidating behavior, as well as the number of deemed "professional beggars" as a problem, and theft of goods being cited by 74%. 55% of respondents also stated that they felt a fear of crime was a problem, discouraging people from coming to the area or presenting a problem for staff leaving work late. This was linked to the atmosphere created by the aforementioned anti-social behavior, as well as safety and lighting in the centre's parks, which was mentioned as a problem by 54% of respondents.

Linked to this is the behavior of street-traders whether officially licensed as a pedlar or not. It was felt by a number of people that intimidating behavior by people attempting to sell goods of questionable origin was far too common. It was noted by council officers that a Control of Sales Order is already in existence, which overrides the Pedlars License. However enforcement of this requires man-power and it does not seem to be given priority.

2.3.2 Traffic issues

Parking and congestion come in third and fourth place on the list in *Graph 9*. In regards to parking, a number of the comments were in relation to recent changes to on-street parking that have meant visitors paying later into the evening until 20:00 (rather than 18:00 as was previously the case). Hospitality businesses in particular felt that this affected their trade because it affected people's willingness to visit or stay in Southampton at a crucial time of day for food and drink businesses. Other comments relating to parking were largely around the cost for employees where companies are unable to provide enough parking places for their staff. Congestion was deemed to be a particular problem on days when multiple big events coincide, for example the docking of a large cruise liner coinciding with a Southampton Football Club home match day. Whether because of actual problems with congestion, or because of a perception of this, it was felt that a lot of people choose to stay away from the city centre on these days.

How much of an issue do you consider the following to be in the area?



Graph 9: Issues as ranked by business respondents. They have been ranked by the aggregate number of people either citing them as a significant problem or a minor problem

2.3.3 City Centre Operations

A number of separate issues to do with general city centre operations ranked highly on the list of issues. A lack of toilets in the city centre was mentioned as a problem by 56% of respondents, particularly for people outside of the shopping centres, with a number of businesses commenting that this manifested itself in a tangible and unpleasant way in some side-streets. The overall cleanliness of the streets also ranked highly as an issue, along with the overall image of the area, reflecting various comments about the need to improve the general appeal of the city centre environment, particularly along Above Bar Street, and the East Street and High Street areas.

2.3.4 Visitor information and navigation

44% of respondents cited finding your way around as a problem. This is in relation to visitors and links with many expressions of frustration about the lack of a tourist information centre in the face of a desire to be more appealing to visitors and collaborate with the likes of the cruise businesses. There were also a number of comments that signage from transport hubs such as the docks and the train station could be better, and that signage for heritage assets needs to be reviewed to ensure that visitors are being helped to discover gems of Southampton's physical history.

2.3.5 Heritage

Although no specific questions were asked about Southampton's heritage, and it does not therefore feature in the list shown in *Graph 9*, it is worth a mention because it became a recurring issue that cuts across many of the other topics discussed. It was also raised on multiple occasions during the workshop at the Visioning Event on 10th November. It was felt that Southampton's heritage assets were not always looked after or advertised as well as they could be.

People wanted to see the old city walls clear of litter, tidy and well-lit. There were comments regarding the signposting, which sometimes leads people to poorly kept areas, or areas of the walls that are next to servicing areas for businesses, as well as the information panels that are faded and need replacing. In addition it was felt that better signage could be in place at the port, and that history relating to the port itself could be made more of, for example a 'Titanic Trail'. It was also felt that various spaces, such as the Bargate, could be opened up to make a visitor attraction and that Southampton's historic spaces should be exhibited more by events in the city. Finally, people felt that assets were not advertised enough, partly due to a lack of tourist information in the city.

2.3.6 Serviced Areas

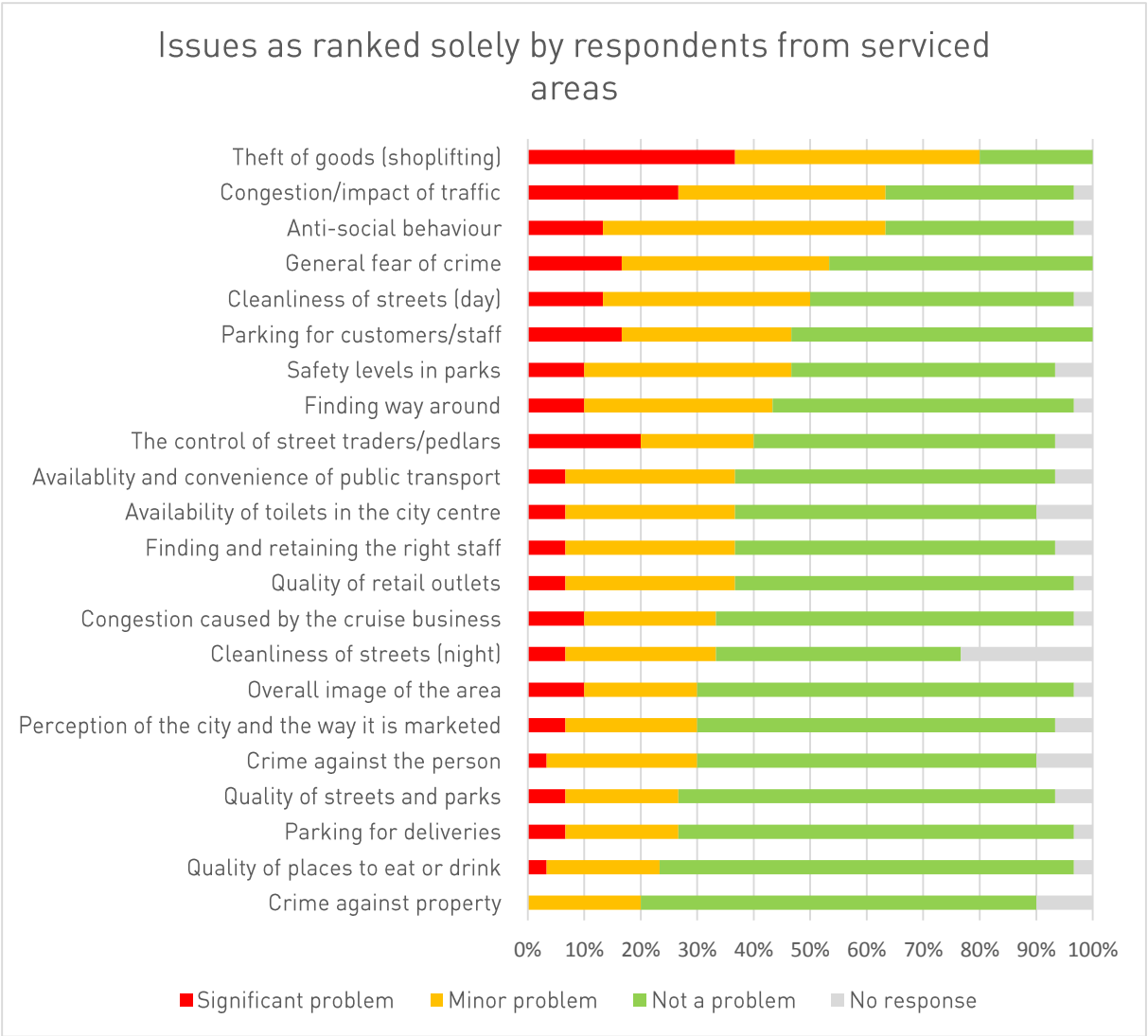
Graph 10 shows responses solely from tenants in the managed shopping areas.

It can be seen that the top issues are very similar, with respondents being concerned by the level of anti-social behavior and crime in the area as well as traffic issues and the cost of parking. Traffic issues, such as congestion putting people off coming in to town or parking costs, particularly for staff, were issues that respondents felt affected them directly. Issues of anti-social behavior, safety-levels and general crime were issues that respondents felt affected the image of Southampton as a whole and people's likelihoods of returning, thereby having a knock-on effect on their own businesses.

Throughout the development of BID proposals, consultation with these groups will need to be continued, particularly the West Quay Retail Park, who are currently under-represented.

2.3.7 Offices

Office-based businesses make up about 30% of those in the study area, or about 12% when the area north of Cumberland Place is excluded (a discussion of the merits of including this area is included later in the report). It is therefore important to consider what value a BID could offer to these businesses, as some of their needs are likely to differ from more consumer facing city-centre businesses. The three main issues talked about by the office sector were the availability and cost of parking for their staff, safety issues and anti-social behavior that affected their staff when leaving or arriving for work, and finding and retaining staff in Southampton with the right skills and attitudes, showing that there are some areas where their interest overlaps with that of consumer facing businesses as well as additional areas that can be tackled.



Graph 10: Issues as ranked solely by respondents from the managed shopping areas

2.4 Top projects for improving trading conditions

While *Graphs 9 and 10* identified the core issues that businesses would like to see addressed in the area, the next identifies additional improvements or projects that businesses would find helpful in improving trading conditions on top of these basic 'hygiene' points. *Graph 11* shows these ranked by the number of respondents that rated them as either 'Very helpful' or 'A little helpful'. There was broadly a lot of enthusiasm for all of the suggested projects, but the top 5 responses are discussed below.

2.4.1 Cheaper parking

Parking again ranked highly; specifically cheaper parking. In addition to comments about wanting to reverse recent changes to on-street parking charges, people were keen on exploring different options such as sharing available parking more effectively, or arranging deals for particular groups of people, such as staff who require parking spaces in order to work in the area.

2.4.2 Information on new developments / impacts

When respondents claimed that their turnover was declining, it was often accompanied by comments about nearby developments (or lack of) or road closures that they felt affected their business. In addition to this, people wanted to be able to plan to take advantage of events or developments, or to be able to make informed decisions for their business' future, but didn't always feel that they received adequate information. The eventual fate of the empty Bargate Centre is one example where many people felt they would like to have more regular information about future plans. Therefore, 88% of respondents stated that they would like to receive more information on developments (or events) and their potential impacts on an area. A lot of information that people want will already be available, for example through the council's Southampton Magazine, which is now on its 5th issue, but there is potential for a BID to, for example, co-ordinate further content that its businesses particularly want to know about, provide an effective way to disseminate widely to businesses within the city centre and pull together regular information for businesses on the more day-to-day impact that any developments are likely to have, and help businesses to work with the relevant bodies on the most effective way to mitigate these.

2.4.3 A City Centre app for visitors

84% of respondents thought that a city centre app could be helpful. An app would not be created for its own sake but rather as an option for addressing some of the other issues and potential projects that have been raised. An app, for example, could be used to provide instantly available tourist information for visitors, host audio tours or information on local history, act as a portal to information on developments and upcoming events, provide maps of the area and help people find attractions, market special offers or a city-wide loyalty card, facilitate business to business contact, provide information on where parking is available or even act as a way to pay for this parking.

2.4.4 More events across the City Centre

83% of respondents wanted to see more events across the city centre. While different businesses were keen on events that targeted different demographics, it is clear that many businesses would like to create a buzz and an atmosphere that makes people's experience memorable and gives them cause to come back. Businesses again mentioned Southampton's heritage and a desire to make better use of this, with a number of positive comments about Music in the City and the way it has opened up intriguing spaces to the public that are not normally accessible, such as a number of old vaults.

There were mixed feelings about the Christmas market and whether it was of a good enough quality for Southampton but there was a definite desire for Christmas activities in general, such as improved lights.

2.4.5 Strategy for new retail

Ranked fifth on the list was a strategy to bring in more and new retail to the Town Centre. This wording is taken directly from the survey, however a number of respondents who noted this as helpful commented that this was not just about retail, but also the variety of hospitality businesses available. In some areas this was about increasing the diversity of the offer, whilst in other areas the initial priority was to fill voids and improve quality, for example by providing opportunities to students to try their hand at setting up new businesses, simultaneously improving the retention rate for students living in Southampton after they leave University. It was noted that Southampton's mid-range multiple retailing offer is already very good, with two shopping centres and a retail park within the centre. Where people felt that an emphasis was needed was on the variety and quality of independents on offer.

Three out of the next four initiatives in *Graph 11* are related to the marketing and image of the area – a discount or loyalty card for staff and residents, a coordinated marketing strategy for the area and improvements to public spaces. It was felt by a number of respondents that responsibility for marketing Southampton's city centre needed to be taken on by one organisation in the future, to ensure a coordinated plan of action. The issue of Southampton's image is a particularly important one because it universally affects businesses, whether it is retail businesses who need to attract spending customers on the ground, or an engineering firm that needs to attract skilled individuals to live and work in Southampton. It is also an issue that impacts on businesses across geographical areas, inside and outside of the serviced shopping centres.

Essentially, many of the issues that respondents ranked highly are matters of 'basic hygiene' for a city centre, such as safety, adequate provision of toilets and general cleanliness. The areas listed in this section provide some potential focus areas for projects that build on this 'basic hygiene' with the aim of creating a thriving centre. Throughout the interview process it became clear that many respondents saw any potential projects as needing to be part of a wider strategy and coherent vision for the centre and its different constituent parts. As well as deliver individual projects, a BID needs to consider how these will feed into a wider and long-term vision, and what role the BID wishes to have in shaping this vision. This was one of the topics for conversation at the Visioning Event on 10th November and a write up of this, along with all the other topics, is available in the appendices.

2.4.6 Managed Shopping Areas

Graph 12 shows responses solely from tenants in the managed shopping areas. The top priorities are broadly similar to those in the area as a whole. The main difference is the much higher priority given to

increasing collaboration with cruise businesses. It is also interesting to note that having a coordinated marketing strategy for the city centre was scored as helpful by 93% of respondents, reflecting the way in which they see the success of their businesses linked to the overall success of the surrounding city centre.

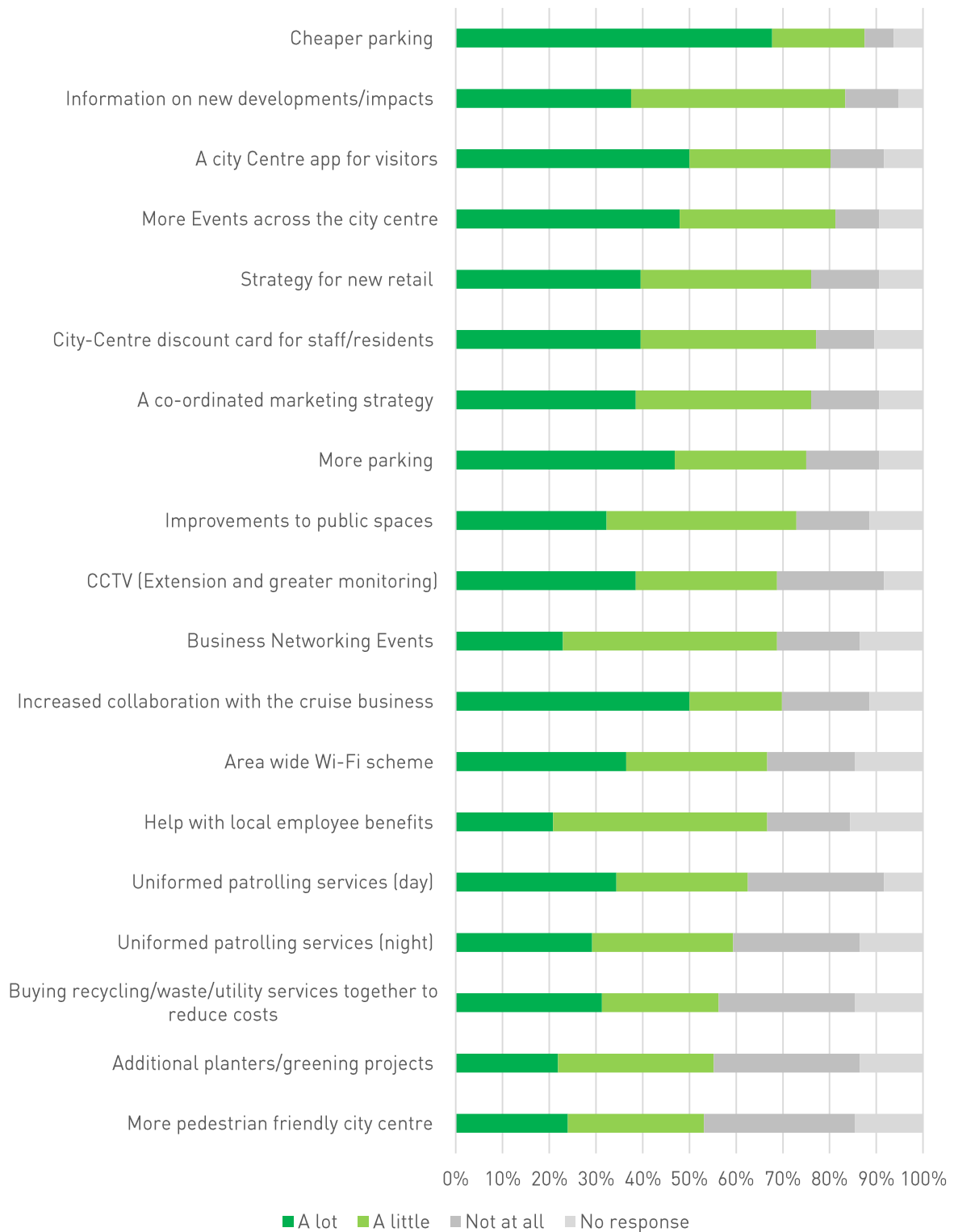
When ranked by just “Very helpful” responses, cheaper parking jumps up to joint second place. This was particularly in relation to staff parking, and one of the ideas regularly mooted as a desired employee benefit, or an offer on a city discount card was a deal on parking for workers in the city.

2.4.7 Offices

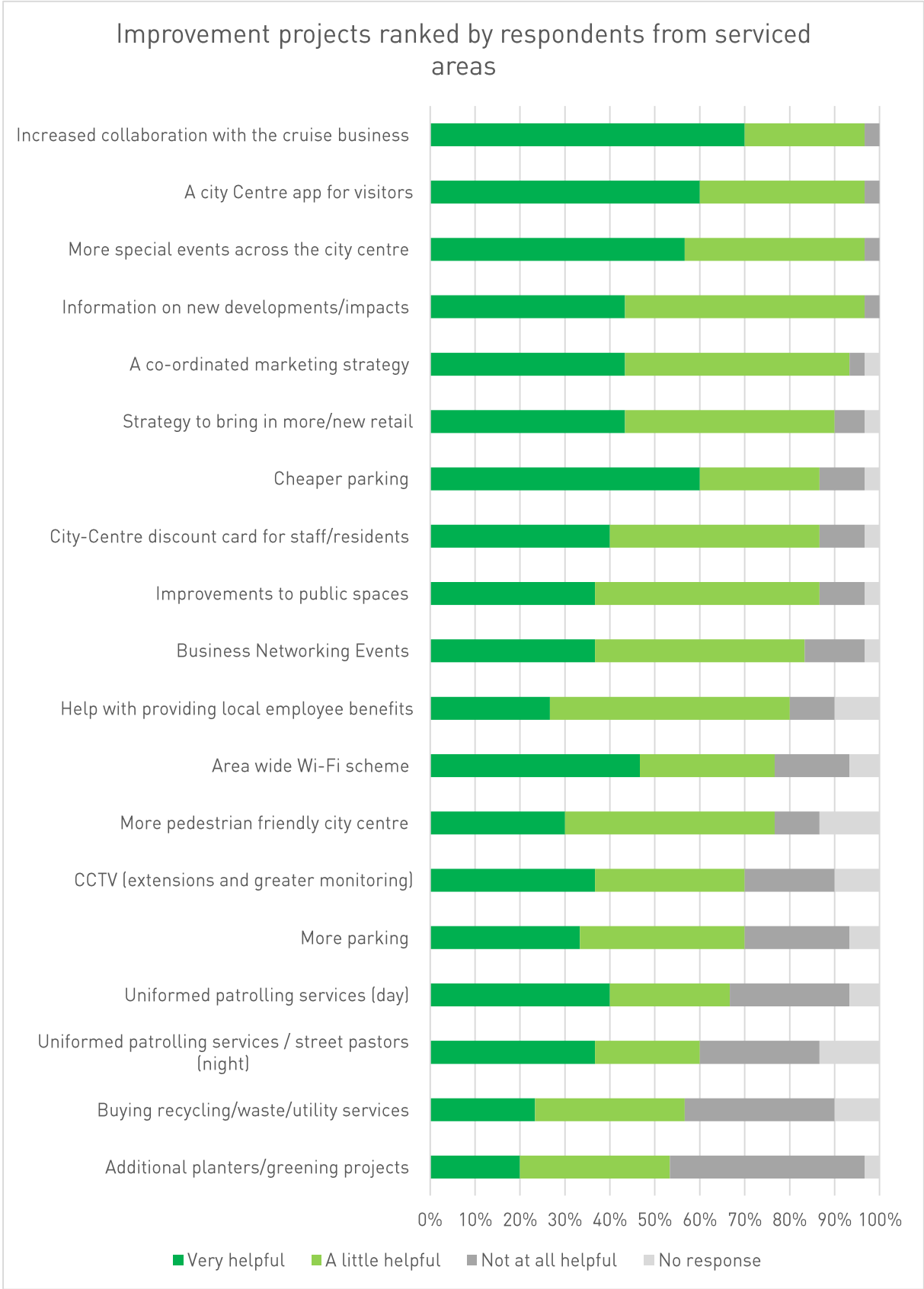
Office businesses priorities here largely fitted within the context of the issues they raised. Their top priority was again reducing the cost of parking, while their next priorities were around help with improving their employees’ experience. Help with providing a programme of local employee benefits was ranked highly, as was a city centre discount card for staff. To help with recruiting the right staff, one large office business suggested help with expanding the talent pool from which they are able to recruit by helping them co-ordinate with other companies to expand the pre-work skills training programme they currently run with a local university. Linked to this, a cruise business expressed an interest in linking with the education establishments of Southampton to provide distance learning courses for crew while they are away on ship.

It was also suggested that encouraging more local trade between businesses would be beneficial and in this light, networking and other events across the town that bring people together also scored relatively highly.

How much do you think the following could improve trading conditions?



Graph 11: Projects for improvement ranked by their helpfulness by business respondents from across the area



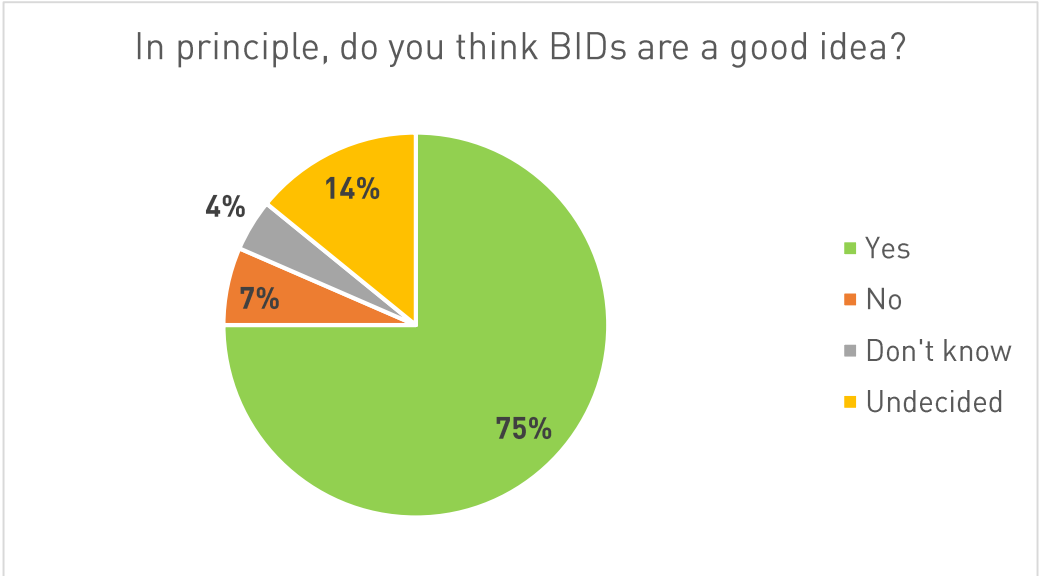
Graph 12: Projects for improvement ranked by their helpfulness by business respondents from across the managed shopping areas

2.5 Reactions to concept of a BID for Southampton

The level of support for the concept of a BID was tested in the survey. An explanation of BIDs was given to respondents including four distinctive features of the way a BID works:

1. A BID is set up by democratic ballot of all businesses in the proposed BID area.
2. If the ballot is successful, the businesses pay a levy based on the current rateable value of their property to create a pot of money which they get to spend as they see fit.
3. A BID management board will be set up and run by the BID.
4. BID services have to be in addition to the services provided by the council. (These cannot be used to subsidise council services. Council services are paid for by your business rats and are not spent exclusively in your area but go into a central pot to be distributed as the government sees fit.)

Questions were answered before moving on to ask the questions.

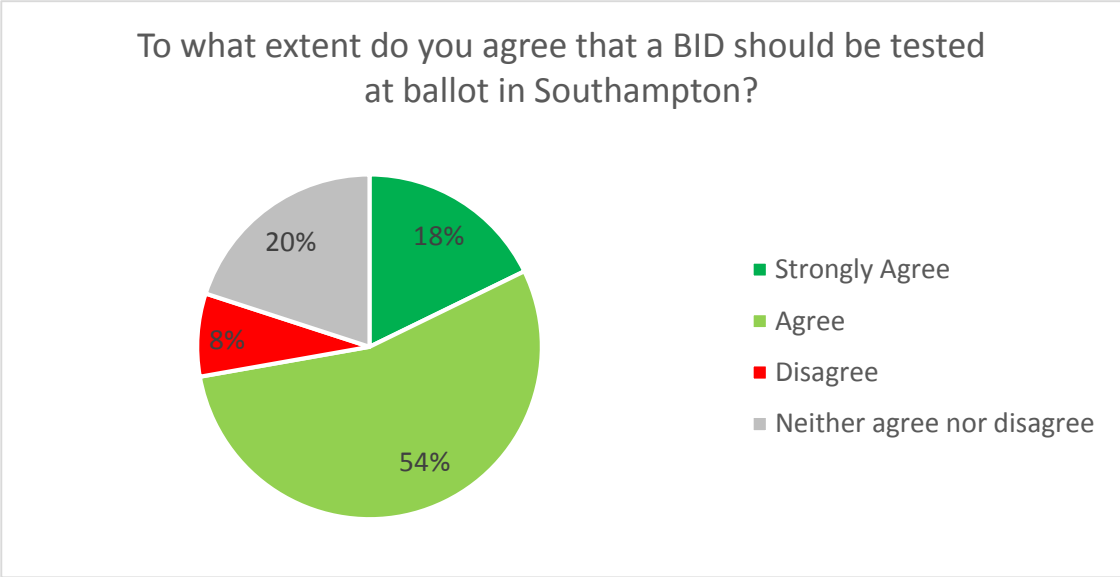


Graph 13: Response of respondents to the questions "In principle, do you think BIDs are a good idea?"

The results from *Graph 13* appear very positive, with 75% of respondents saying that in principle they believed BIDs to be a good idea. Additionally, only 7% stated that they were not a good idea. There was a significant proportion of respondents, at 18%, who either didn't know or were undecided about the merits of the concept.

When looked at by the aggregate rateable value of those premises whose representatives answered each way, the number in support is 73%, while the number of 'Undecided's grows from 14% to 22%. This is because the majority of these responses came from managers of large companies with multiple locations, who felt that they weren't able to give an opinion one way or the other, even if they themselves felt that a BID was a good idea.

These results are significantly better than, for example, the results of the Stratford feasibility study in 2014, which showed that 56% of businesses believed a BID to be a good idea, and are very similar to the results of the Basingstoke feasibility study in 2015, which showed a support of 76% at this stage. Importantly, both of these went on to achieve successful ballots.



Graph 14: Responses to the question "To what extent do you agree that a BID should be tested at ballot in Southampton?"

The follow-up question tested whether businesses support the idea of a BID being tested at ballot in Southampton based upon the principles set out above. However, it is important to state that respondents were not asked directly how they would vote in a BID ballot. Instead the question 'To what extent do you agree that a BID should be tested at ballot in Southampton?' was presented to respondents.

The majority of respondents agreed or strongly agreed with the BID being tested at ballot, at 72%. Again this is a positive result with only 8% disagreeing. Those who said that they neither agreed nor disagreed were often those who were uncertain about the BID concept or worked for multiples where, again, they felt they weren't in a position to answer.

Interestingly, a handful of respondents who were uncertain about supporting the BID agreed with the idea being tested at ballot.

Very few respondents spoke about or were aware of a previous proposal for a BID in Southampton that went to ballot unsuccessfully six years ago in 2009. Many people seem to have either moved on since then, or feel that the situation has changed and that there were specific reasons for not supporting the last BID attempt that can be avoided now. One negative response was received that was specifically related to the previous BID proposals.

3. POTENTIAL PROGRAMME

Following the results of the business interviews, and the feedback received at the Visioning Event on 10th November, we have outlined below potential areas that a BID programme in Southampton could focus on. This is a starting point for further discussion and revision by the Steering Group, in further consultation with businesses and existing service providers where necessary.

MARKETING

- Create, maintain and market a City Centre App that provides tourist information, navigation help, marketing opportunities, access to special offers, business directory and a business-facing side with information about on-the-ground impacts of development and roadworks.
- Review of signage and available maps for navigation from transport hubs to the city centre and heritage sites
- Work with existing stakeholders and brands to co-ordinate one coherent brand for Southampton City Centre and run a marketing campaign for Southampton under this branding.
- Run an events programme in unusual spaces across the city – maybe working with local theatres, venues and universities to bring performances, thought pieces and lectures in to empty, unusual spaces or heritage spaces
- Champion Southampton to new businesses with the aim of increasing diversity
- Review and match-fund new information plaques around heritage sites
- Provide audio guides and regular walking tours for workers and visitors to the area
- Coordinating a local employee benefits scheme with businesses across the city centre

SAFER AND WELCOMING

- Fund additional dedicated police officer(s) or PCSOs to work on issues of ASB and the control of street traders etc. and link these in with and co-ordinate with the existing Southampton Business Against Crime scheme
- Run a diverted giving project, similar to that run by the Winchester BID, so that visitors can be confident that any money they wish to give to help homeless people will be used as such
- Fund additional Licensing Link services for the night-time economy
- Undertake a review of lighting and create a plan for where improvements are needed for safety purposes

ENHANCING

- Manage a programme of quality buskers and street performers. In Croydon for example, they are currently working with the Council and venues in the area, whose acts play short sets on-street during the day before playing in venues during the night.

-
- Conduct an initial deep-clean of the street and potentially buildings along key streets (such as Above Bar Street, East Street, High Street and the city walls), which could be repeated every BID cycle
 - Install and maintain hanging baskets across the BID area
 - Review and fund installation of lighting at strategic points along Southampton's old city wall
 - Match-fund Southampton City Council for bigger and more extensive Christmas lights and decorations across the city centre
 - Joint procurement of waste and recycling management services to save businesses money, reduce the number of waste vehicles on the road and help businesses be more sustainable
 - Joint procurement of utility services to help businesses save money on their energy bills
 - Void showcasing – showcasing what void premises could look like when filled, to encourage businesses to move in

SKILLS PROGRAMME / CO-ORDINATION

- Work with educational establishments to co-ordinate a remote learning programme, particularly for cruise line crew members while they are away
- Skills for the Workplace – work with Southampton Universities and a range of businesses in the area to build a pool of potential employees with skills for the workplace as students leave university.
- A business mentoring and start-up support service for students or others wanting to start a business in Southampton, providing them with support to move in to empty spaces

VISIONING:

- Develop a business strategic vision for the city centre to inform the BID's stance when interacting with SCC and other statutory bodies on policy and developments.
- Sit on the Hampshire Chamber of Commerce's Southampton Business Board to represent its members
- Facilitate regular and effective discussion, and/or live feed updates (for example of roadworks, road closures etc. possibly via the app) between businesses, the council, developers and other statutory bodies to ensure businesses have information about how they may be effected on a day-to-day basis, and improve the discussion about how negative impacts may be mitigated.

4. POTENTIAL BID LEVY OUTTURN

4.1 The UK Average BID

According to the 2015 National BIDs Survey, produced by British BIDs, the outturn raised by the smallest annual levy income is £34,000 from Scotland Giffnock, with 14 BIDs having an annual income of £100,000 or less. The largest annual levy income is £3,618,000 from London New West End Company. 16 BIDs have an annual outturn over £900,000, including BIDs in cities outside of London, including Liverpool, Manchester and Newcastle.

BID levy rates (as multipliers on the rateable value of a hereditament) range from less than 1%, to 4% in Dublin. However, the most common choices for BID levies are 1%, or 1.5%, with these two figures accounting for an estimated 61% of BIDs between them.

Relevant to Southampton, British BIDs sampled 90 BIDs who have shopping centres within their areas. In these cases 61% offered no discount to shopping centre tenants, feeling that their services justify the BID levy on these businesses. The other 39% offer discounts ranging all the way up to, in one instance (Reading), 100%. Of these, 22 BIDs received additional voluntary contributions from shopping centres to make up either some or all of the shortfall created by this discount.

4.2 Considerations

When deciding on the feasibility of a Business Improvement District, the potential BID levy that could be raised is an important consideration. There are 6 key things that need to be taken into account when making the final decision:

- The Levy Rate – this is the rate of levy that businesses will pay each year. It is most commonly a percentage of rateable value.
- The number of potential business members – this will be effected by the level at which any threshold is set and will impact on the BID's ability to service all its members' needs.
- The cost of collecting and enforcing the levy – when making a final decision on the threshold, the cost of collecting and enforcing the levy needs to be taken in to account. It may not be economically viable to collect a levy that is below a certain level. In Southampton, the collection of business rates is a service that is contracted to Capita. An initial quote has been received for this service that constitutes three parts:
 - 1) A one-off purchasing and set-up cost for the BID levy collection software and systems. Depending on the number of businesses this is likely to range between £10,630 and £13,630
 - 2) An annual maintenance fee of £2,250
 - 3) Yearly administration of the levy collection is charged on a contract day rate and the time taken will depend to a certain extent on the numbers of businesses in the BID. Postage and packaging is in addition. The initial quote is based on 450

properties, equating to a total charge, including postage, of £17,674 per year. Based on this, the part of the charge that will be affected by the number of businesses included in the BID can be estimated to be approximately £39 per business.

- The Threshold – this is the level of rateable value above which a premises becomes eligible to pay the BID levy. If a business is excluded by the threshold, it is common for BIDs to allow voluntary membership of a “business club”. The BID can decide on what the appropriate cost and level of inclusion for these businesses is. In most BID areas some form of threshold is applied, partly to ensure that the costs of collecting the levy from smaller businesses does not exceed the levy they pay, but also to keep the number of BID businesses down to a level with which the BID board and team can reasonably communicate. The other factor that should be considered when applying a threshold is the so-called “missing-tooth” effect where, in a single street, some businesses are BID members and some that are more or less similar in size are not.
- A Cap – this is a cap on the maximum levy payable by one hereditament and may be desirable if one or two uncommonly large organisations are included in the area
- The levy outturn – the total levy collectible, which will be effected by the 5 points above.

In Southampton there will also be the additional consideration of the relationship with tenants of serviced precincts such as West Quay Shopping Centre, Marlands Shopping Centre and also West Quay Retail Park. All of these areas play a big part in Southampton’s City Centre and are likely candidates for inclusion within a BID boundary.

If included in the BID area, the BID legislation means that each individual occupier that is responsible for the business rates on their property will be responsible for voting in a BID ballot, and paying any subsequent BID levy.

Precedents elsewhere for the details of this levy are mixed, with an estimated 39% of BIDs providing some level of discount on the BID levy to tenants of serviced shopping centres, while the other 61% provide no discount. The British BIDs Industry Criteria Guidance, 2015, produced on behalf of, amongst others, the British Retail Consortium (BRC) and the British Council of Shopping Centres (BCSC) states that “businesses within shopping centres where service charges apply should receive a proportionate discount if services proposed by the BID are similar to those funded through the service charge”. It also states that “Discounts provided to tenants within managed shopping and leisure centres should be seen as an opportunity to agree a voluntary contribution from their landlords”.

4.3 Potential levy and threshold scenarios

Tables 2 and 3 set out the figures for the considerations laid out in 4.2 in a variety of scenarios. The figures in this section are based on every business paying the same rate.

A cap is not included in these calculations for simplicity and because it would be likely to only affect one or two businesses and have only a relatively small impact on the overall outturn. However, it is

recommended that a cap is considered. The table below shows the 10 largest premises in the City Centre based on rateable value.

ACCOUNT NAME	RATEABLE VALUE	LOCATION
IKEA LTD	3,470,000	West Quay Road
JOHN LEWIS PARTNERSHIP	2,470,000	West Quay Shopping Centre
CARNIVAL UK LTD	1,830,000	West Quay Road
OLD MUTUAL WEALTH BUSINESS	1,490,000	Portland Terrace
H.M.COURTS SERVICE	1,480,000	London Road
MARKS & SPENCER PLC	1,390,000	West Quay Shopping Centre
SOUTHAMPTON SOLENT UNIVERSITY	1,040,000	East Park Terrace
PRIMARK STORES LTD	1,020,000	Above Bar Street
SOUTHAMPTON CITY COUNCIL	985,000	Civic Centre
H & M HENNES LTD	980,000	West Quay Shopping Centre

Table 1: List of 10 largest premises by rateable value in Southampton City Centre

The largest premises, occupied by IKEA, has a rateable value £1,000,000 greater than the next largest premises, occupied by John Lewis. In addition, if John Lewis were to receive a discount as a tenant of a serviced shopping centre, this would widen the gap still further meaning that IKEA would be paying a levy that was significantly out of line with the sums being paid by other businesses. It is suggested that a cap be considered to bring IKEA's levy more in line with other large businesses in the BID area.

As previously stated, the most common choices for BID levies are 1%, or 1.5%, with these two figures accounting for an estimated 61% of BIDs between them. While Industry Criteria have in the past stated that 1% is the highest a BID should consider, except for in exceptional circumstances, the most recent revision has withdrawn this guidance. Either way, our experience in other centres shows that businesses will pay a slightly higher levy if they feel that it is justified by the proposed programme. We have included examples of both a 1% and a 1.5% levy.

Additionally it should be noted that there will be a ratings revaluation due to come in to effect from April 2017 (postponed by the government from 2015) and that rateable values, and thereby potential BID levies, are expected to rise.

Table 2: Levy and business number scenarios for a City Centre BID that covers the whole of the study area

CITY CENTRE			
Threshold	Levy rate	Total Outturn	Number of businesses eligible to pay levy and to vote
No threshold	1%	£899,000	1144
	1.5%	£1,348,000	
£3,900	1%	£896,000	1037
	1.5%	£1,344,000	
£10k threshold	1%	£883,000	850
	1.5%	£1,325,000	
£15k threshold	1%	£867,000	714
	1.5%	£1,230,000	

While inclusivity is important for a BID, *The means* would recommend introducing a threshold at some level, partly to ensure that a levy is only collected from businesses when it is large enough to be economically viable to do so and partly to ensure that a BID can satisfactorily communicate with and service the number of business members it has. The question this raises is what the most suitable level would be.

As discussed in 4.2, the part of the yearly levy collection cost that is likely to be affected by numbers of businesses is currently estimated to be about £39 per business. At a levy rate of 1%, this would mean that a threshold of at least £3,900 would need to be set to ensure that levy collection was economical from the smaller BID members.

A threshold of £3,900 would reduce the number of businesses eligible to pay the levy across the whole of the study area to 1,037, as seen in *Table 2*. This is still a large number of businesses for a single BID to communicate with and service. While some BIDs, such as Newcastle's NE1, have successfully managed to service and communicate well with a greater number of businesses than this, others have struggled with fewer, particularly where a lot of these businesses are small, providing a low overall levy outturn. The guidance for the industry published by British BIDs suggests 700 as a maximum number. Either way, we would recommend reducing this number further. Options for this include increasing the threshold, making the BID area smaller, or both.

To consider these options in parallel, *Figure 2* shows the study area, broken down into some key zones for analysis. These zones consist of a core area (uncoloured) and the shopping centres (shown in yellow), the West Quay Retail Park (shown in purple) and Bedford Place, London Road and the surrounding area (shown in purple). These areas have been chosen for varying distinctive characteristics that single them out.

The core area consists largely of customer facing businesses (retail, hospitality, dining, evening economy, creative etc.), with a relatively small number of offices scattered throughout, some of which are quite small and would potentially be excluded by any threshold set.

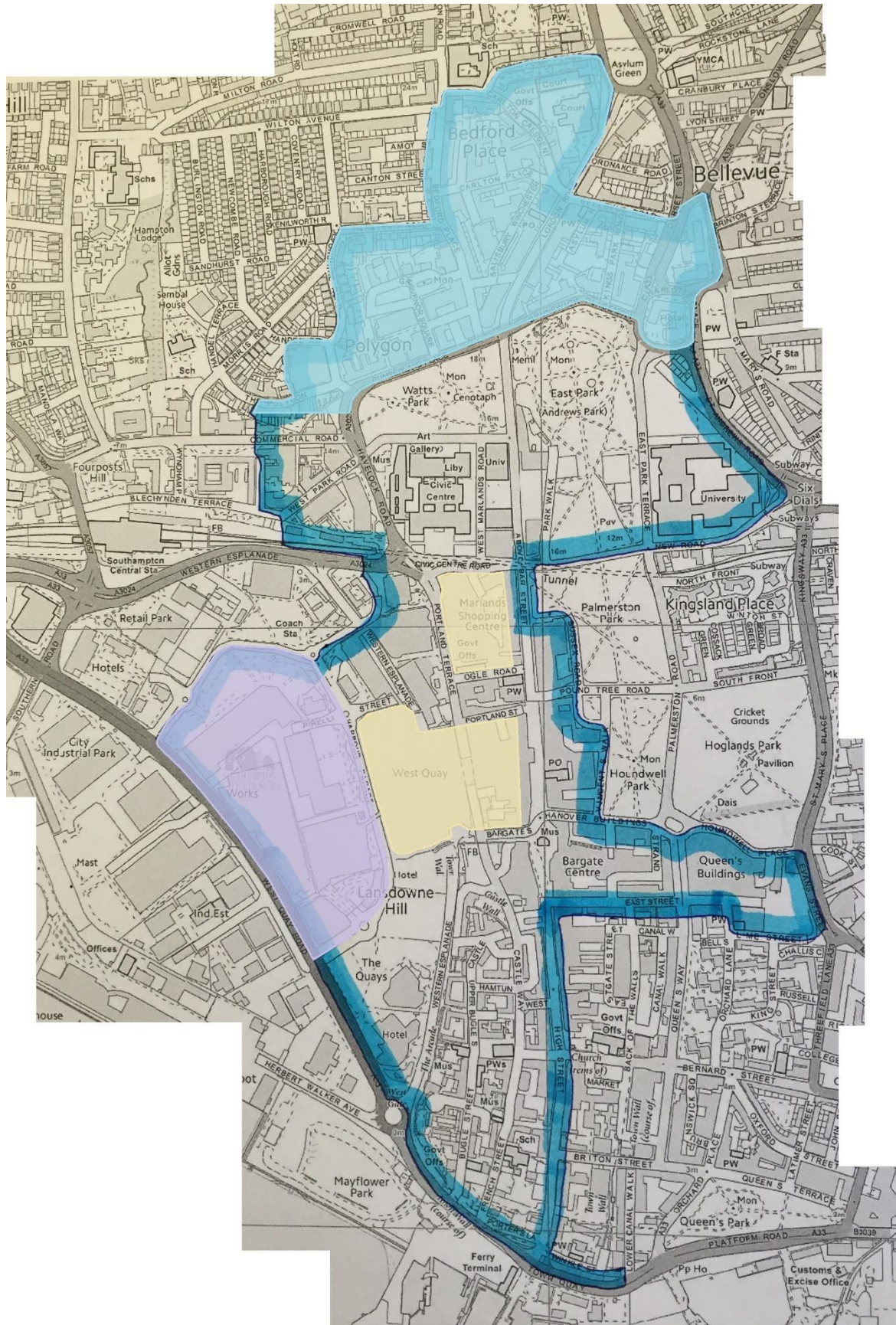


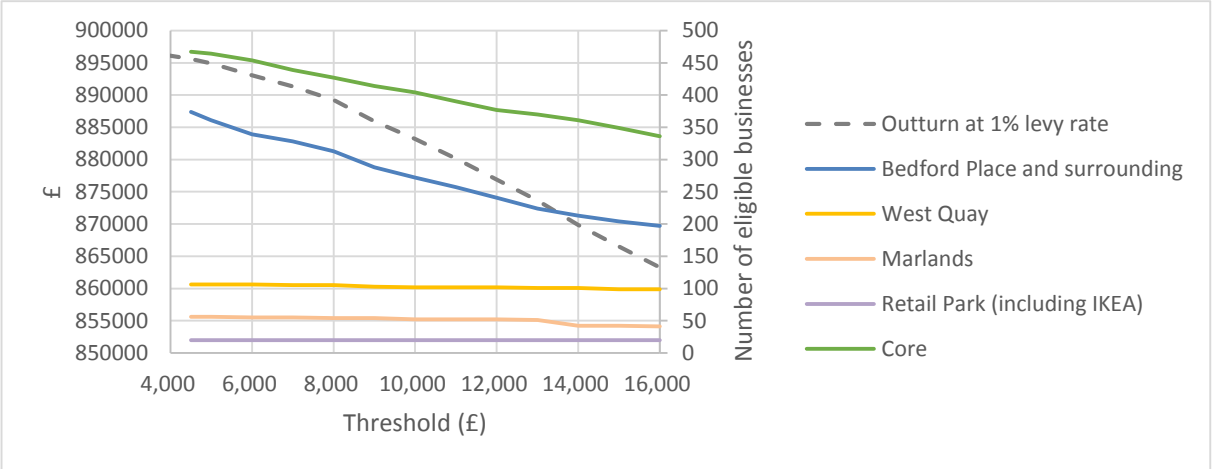
Figure 2: Further breakdown of the study area for analysis

West Quay Retail Park, while not an enclosed area, is an area under serviced management. It consists of a small number of larger businesses that have the potential to contribute significantly to a BID, while being important in linking up the centre with the waterfront and the train station. The character of this area differs slightly from the rest of the city centre.

The area surrounding Bedford Place and London Road is singled out for consideration for two main reasons. Firstly, it is separated from the rest of the city centre by a large area of open space and a busy road and secondly, away from the two main high streets of Bedford Place and London Road, the businesses are largely offices, which is significantly different from the rest of the city centre

The two shopping centres, West Quay and the Marlands, clearly receive many services through a service charge and therefore may have a slightly different relationship with a BID than some other areas.

Graph 15 and Table 3 shows the impact that increasing the threshold has on the number of eligible businesses in each of these areas, as well as the overall outturn.



Graph 15: Graph showing the impact on outturn (at 1% levy rate) and number of eligible business premises as the threshold increases

Threshold = £0			
	Potential Outturn (1.5%)	Potential Outturn (1%)	Number of businesses
All area	£1,347,882	£898,588	1144
Bedford Place and surrounds	£235,168	£156,779	446
Marlands	£31,734	£21,156	65
West Quay	£398,747	£265,831	124
Retail Park (Including IKEA)	£164,205	£109,470	20
Core	£518,028	£345,352	489
Threshold = £3,900			
	Potential Outturn (1.5%)	Potential Outturn (1%)	Number of businesses
All area	£1,344,322	£896,215	1037
Bedford Place	£233,060	£155,373	383

Marlands	£31,325	£20,884	57
West Quay	£398,291	£265,527	106
Retail Park (Including IKEA)	£164,205	£109,470	20
Remaining area	£517,443	£344,962	471
Threshold = £8,000			
	Potential Outturn (1.5%)	Potential Outturn (1%)	Number of businesses
All area	£1,333,888	£889,259	919
Bedford Place and surrounds	£227,075	£151,384	313
Marlands	£31,067	£20,712	54
West Quay	£398,189	£265,459	105
Retail Park (Including IKEA)	£164,205	£109,470	20
Core	£513,353	£342,235	427
Threshold = £10,000			
	Potential Outturn (1.5%)	Potential Outturn (1%)	Number of businesses
All area	£1,324,750	£883,167	850
Bedford Place and surrounds	£221,654	£147,770	272
Marlands	£30,776	£20,518	52
West Quay	£397,800	£265,200	102
Retail Park (Including IKEA)	£164,205	£109,470	20
Core	£510,315	£340,210	404

Table 3: Different threshold scenarios across the different areas outlined in Figure 2

It is clear that as the threshold increases, the number of eligible business premises in Bedford Place and the surrounding area decreases at the quickest rate, even faster than in the 'core' area. This is a symptom of the large number of premises with small rateable values that exist in this area in comparison to the rest of the city centre. The outcome of this is that by making a small increase in threshold, the number of businesses included in the BID area drops dramatically, while having only a relatively small impact on the overall yearly outturn (for example by introducing a threshold of £10,000 the number of eligible business premises decreases by 294, while the levy outturn at 1% decreases by just £15,000)

To get anywhere near a more manageable figure of around 600 - 700 eligible business premises in the BID, the threshold must be moved to £15,000. However not only does this produce a significant 'missing tooth' phenomenon in Bedford Place and the surrounding area, it also starts to create this phenomenon even in the shopping centres, where the average rateable value is higher. For example, it can be seen in Graph 15 that the number of eligible businesses in the Marlands starts to be impacted significantly at a threshold of about £13,000.

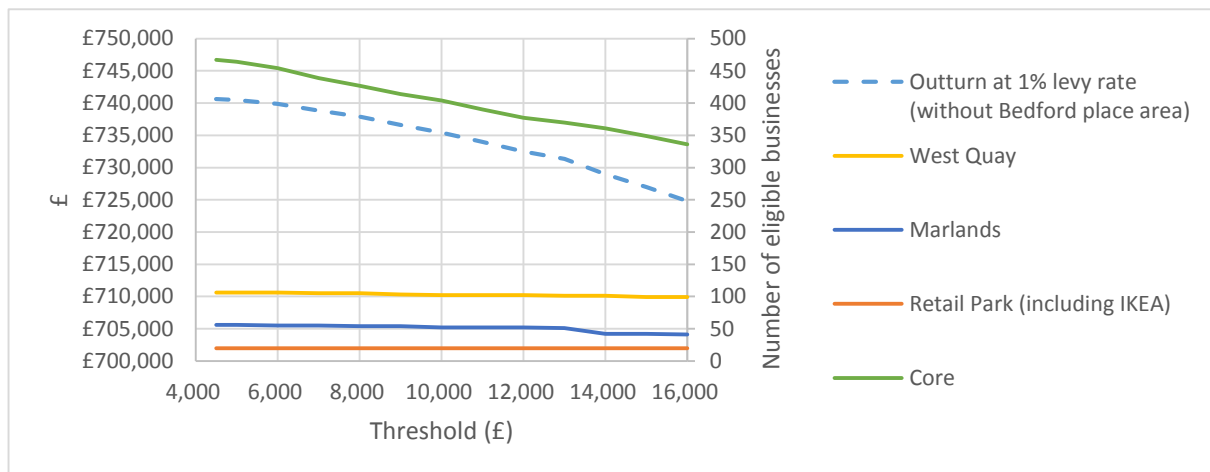
Given:

- 1) the geographical dislocation between Bedford Place and its surrounding area and the rest of the city centre,

- 2) the significantly different make-up of business types there, away from the main high streets of Bedford Place and London Road, and
- 3) the large percentage of businesses that would likely be cut out by any threshold anyway,

one option to consider would be for the BID area to focus on a more core definition of the city centre that stops at Cumberland Place. During the business consultation, 14% of the surveys were carried out in this area and the level of support was significantly less than overall, with the number of people answering “Yes” to the question “do you think BIDs are a good idea?” falling to 50%, and the number of people answering “No” doubling to 14%.

Graph 16 shows the same scenario as Graph 15 but without the inclusion of Bedford Place and the surrounding area.



Graph 16: Graph showing the impact on outturn (at 1% levy rate) and number of eligible businesses as the threshold increases (excluding Bedford Place and surrounding area)

This instantly decreases the number of businesses to 698 without introducing any threshold. By looking at the graph, we can see that to reduce this slightly further there are probably two logical places to put a threshold, on top of the previously discussed figure of £3,900. The first is at about £8,000 where the number of eligible business premises in the both shopping centres starts to slowly fall, while the second is at about £13,000 where the number of eligible business hereditaments in the Marlands starts to be impacted significantly and there is a slight plateau in the decrease of ‘core’ area business, before this begins to fall more rapidly again.

Threshold	Number of eligible businesses (excluding Bedford Place and surrounding area)	Smallest levy amount (at 1%)	Smallest levy amount (at 1.5%)
£3,900	654	£39	£58.50
£8,000	606	£80	£120
£13,000	542	£130	£195

Table 4

It should be noted that there is no need for businesses under a threshold to be excluded from voluntary involvement in the BID. Many BIDs pride themselves on their ability to attract businesses that aren't

mandated to pay a levy, such as those who fall under the threshold, to join the BID voluntarily and this could be the case in Southampton.

It should also be noted that the above figures can vary depending on a number of factors, such as the exact definition of the BID boundary and any changes to the number or valuation of business premises in the area. Other factors include what levy rate is agreed for serviced shopping centres, and the way in which the BID chooses to treat charities and empty properties.

4.4 Alternative levy rates

There are a number of BIDs where different areas within the BID, or different sectors, pay different levy rates. The three most common are an additional night-time levy on businesses involved in the night-time economy, discounted levy rates for businesses that are already part of a managed centre, for example a shopping centre, and discounted levy rates for charities. The main reason for doing this is in order to either pay for additional significant services that are particularly targeted at one sector, for example a night-time wardens service for the night-time economy, or to take into account when a set of businesses already receive a significant amount of the services that a BID will provide, for example by being situated in a managed shopping centre.

4.4.1 Charitable Discount

There is precedent from elsewhere in the country for BIDs to apply a discount to the BID levy for charities at the same rate as mandatory rate relief, but they are free to go further than this if they wish, or to apply no discount at all.

The British BIDs survey of 2015 suggests that approximately 50% of BIDs apply some level of discount to the BID levy for charities. Of this 50%, about 18% of them specifically exclude charity shops from their discount rule.

The means would recommend making sure that charities contribute at least part of the BID levy, to encourage involvement with the BID and to reflect the fact that they too stand to benefit.

Table 5 shows the financial impact on the BID’s annual outturn of matching the mandatory rate of relief of 80% that charities already receive on Business Rates.

Levy Rate	Indicative reduction in outturn if offering all charities 80% discount (assuming no threshold)
1%	£21,282
1.5%	£31,923

Table 5: Impact of offering an 80% discount on the BID levy to registered charities (in the case of no threshold)

4.4.2 Night-time economy

Southampton boasts a significant licensed night-time economy, thriving partly on business from Southampton's two universities. A large chunk of these businesses are located on or around Bedford Place. However there is also a significant presence across the rest of the city centre.

In 2000, Southampton Pubwatch set up Southampton Licensing Link, a forum in which the majority of the City Centre's licensed premises are represented. The Licensing Link facilitates better discussion between stakeholders in the night-time economy and a number of services such as a radio link and CCTV control. From November 2015, businesses licensed to sell alcohol beyond 00:00 are becoming subject to a 'late-night levy'. This late-night levy will contribute to the costs of running these services but also allow further services to be provided creating a suite including taxi marshals, the ICE bus, street pastors etc. This late-night levy will be calculated through a multiplier on rateable value.

A discussion will need to be had with Southampton City Council, regarding avoiding duplication of charges for similar services and on the merits of reducing the late-night levy and/or BID levy where a business is eligible to pay both. Many night-time businesses are also part of the day-time economy, for example many restaurants and pubs, in which case they may benefit from both. However the BID will need to consider whether, for solely night-time businesses, it wishes to offer significant targeted services or whether the activities of Licensing Link are sufficient for this.

4.4.3 Serviced Areas

Southampton has two large managed shopping centres in the form of West Quay and the Marlands as well as a retail park, whose tenants also receive a number of centrally managed services in return for paying a service charge.

These areas are a significant presence in the city centre and will stand to benefit from a number of potential BID activities, particularly those that promote Southampton, improve the overall image, improve access to the city centre or influence long-term vision and strategy.

Involvement for these areas will be beneficial both for the BID and for themselves. This involvement could be done through inclusion in the BID area, in which case regulations would require that the ratepayer for each individual business premises votes in the BID ballot and is responsible for paying their BID levy in the event of a positive outcome, or through exclusion from the BID area but with the agreement of a voluntary contribution from the shopping centre management / owners on their behalf.

The means would strongly recommend including these areas in the BID area so that businesses are able to have their say in the ballot and are encouraged to engage with the BID. This also sends a message that the whole of the city centre is working together, which is crucial for the success of a BID.

The figures in *Table 6* show how much the total BID levy charged to tenants of the shopping centres would be in different levy scenarios (again assuming no threshold for simplicity). It would be reasonable to expect some level of discount for tenants in these centres depending on what priorities are finally settled on for the BID and how the budget is split between these services. The final sum will need to be paid either entirely by businesses, entirely by the shopping centres (for example individual businesses

could receive a 100% discount on their BID levy, with the required amount made up by a contribution from the shopping centre management / owners, who may then choose to pass some or all of this on through the service charge) or a mixture of both (discounted rates for tenants plus a top-up from the shopping centre management / owners).

Levy rate for tenants of West Quay, Marlands and West Quay Retail Park	Total contribution from West Quay tenants	Total contribution from The Marlands tenants	Total contribution from West Quay Retail Park tenants	Total outturn if standard levy rate is 1.5%	BID if standard levy rate is 1%
1.5%	£399,000	£32,000	£107,000	£1,113,000	N/A
1%	£266,000	£21,000	£72,000	£933,000	£742,000
0.75%	£199,000	£16,000	£54,000	£844,000	£652,000
0.5%	£133,000	£11,000	£36,000	£754,000	£563,000

Table 6: This is for indicative purposes only. For simplicity this table assumes no threshold, no levy cap, no charitable discount and excludes Bedford place. Decisions taken regarding these will affect these figures.

Of course it is possible that the reduction in levy rate could differ between these three different areas.

It is recommended that the possibility of charging a reduced levy for businesses within these areas is considered once an outline of the services to be provided by a BID has been agreed. It will then be possible to determine the level of overlap between services provided by the BID and services already provided by the management in these areas.

5. FEASIBILITY

In order to assess the feasibility of a BID *The means* uses its own feasibility criteria, defined as follows:

Sustainability

To ensure success of a BID it is important that the revenue generated from the levy is in proportion to (or in excess of) the revenue required to provide the desired services.

This study has shown that a City Centre BID would be able to raise somewhere in the region of £500,000 to, realistically about £900,000 in annual levy outturn, depending on the threshold, levy rates and levy cap set, as well as whether any charitable discount is applied. This is above average for BIDs in the UK

A City Centre BID excluding the area surrounding Bedford Place would have up to 698 eligible business premises, but this number would be reduced to an even more manageable number by the introduction of a threshold. A modest £8,000 threshold would reduce this to 606 while only reducing the overall yearly outturn by about £4,000 (at a levy rate of 1%) or £6,000 (at a levy rate of 1.5%).

Budget exercises indicate that it would be possible to create a BID program that addresses many of the issues raised during this consultation using either of the common 1% or 1.5% levy rates, with a discount given for tenants of the three serviced shopping areas.

An additional consideration would be the potential for the completion of new developments in Southampton to add additional levy income in the future, for example through the inclusion of the new Watermark development, or the arts centre on Above Bar Street. Estimates for these have not been included in the calculations.

Viability

It is important that a sustainable income can be achieved while setting the BID levy at a rate that is reasonable for businesses. The lowest levy scenario used in section 3 assumes a 1% base levy with a 25% reduction for businesses within the serviced shopping areas. This levy rate is significantly below the national average for BIDs and also makes provision for the possibility that some services provided by the BID will overlap with services already existing in these areas, resulting in a reduced levy for some businesses.

Marketability

The likelihood of winning a BID referendum is an important consideration. The eventual levy outturn needs to be worth the cost of marketing the BID and running the ballot. Based on *The means*' experience of previous ballot campaigns, and the amount that can be expected to be raised in levy outturn, this would be the case in Southampton.

There needs to be a good level of support from businesses indicating that they would be willing to support a BID in principle. This has been shown to be the case by the results of the business survey, with positivity at this stage exceeding or matching that of other places where BIDs have recently been successfully formed, such as Stratford and Basingstoke Town Centres.

To ensure that this support turns into 'Yes' votes at a ballot, the proposals will need to provide tangible benefits to businesses across the town centre. In Southampton City Centre it will be key to ensure that significant consideration is given to making sure the services of a BID offer equal value for money to a range of areas of the city centre with significantly distinct character, as well as offering something for

some of the smaller but not insignificant sectors, such as the roughly 12% office-based businesses in the area. If Bedford Place and the surrounding roads are included in the BID area then this sector will increase significantly to about 30%.

Do-ability

It is important that the issues to be tackled in an area are challenges that a BID is able to face. BID services should also complement, or 'join up' with, existing services in such a way as to make a significant difference.

The top issues and potential improvement initiatives identified by the business survey are largely things that have to date been addressed in BIDs elsewhere. Traffic and parking issues are perhaps the most difficult of these for a BID to address, but even these can be worked on, for example at Better Bankside where a subgroup of businesses form the Smarter Travel group. This encourages and facilitates beneficial changes in people's travelling habits, and provides businesses with a strong voice during consultations on infrastructural projects in the area.

The means' interviews with Council officers also suggested that there is an appetite for constructive co-working with any BID(s) to the general betterment of the city and its businesses.

6. CONCLUSIONS

- This study has sought to establish the feasibility of setting up a Business Improvement District (BID) in Southampton City Centre
- It has engaged with over 100 businesses in the City Centre, 97 of these through direct interviews to gauge their opinions on the concept of a BID and what it might achieve for Southampton, as well as through an open Visioning Event.
- The survey has found an overall healthy city centre, but that people generally recognize a large potential for Southampton City Centre to perform at a higher level and to collaborate better across the city, particularly with the cruise businesses. There is an appetite amongst businesses to make this happen.
- Many of the top issues arising from the survey are ones that BIDs have successfully addressed elsewhere and which could form the basis of a BID program.
- There is significant support for a potential BID in Southampton City Centre, with 75% of respondents stating that they felt the BID concept is a good idea, and only 7% saying it is not. The highest levels of support for a BID were from managers within West Quay and Marlands, while the lowest level of support came from businesses based on Bedford Place and the surrounding area.
- Managed shopping areas and office-based businesses had a number of similar interests to the rest of the study area. These were around addressing ASB, safety and crime issues, as well as traffic issues and the cost of parking. Service shopping areas were also keen on improving the image and marketing of Southampton, while office-based businesses also expressed an additional interest in help with training, recruiting and retaining staff with the right skills and attitude to work in Southampton. When producing a business plan, careful consideration will be needed to ensure all businesses benefit, and depending on the services proposed by a BID, a reduced levy for the tenants of managed shopping areas could be considered.
- A BID in Southampton would be financially viable and sustainable and could expect to raise an annual outturn of between £500,000 and £900,000, depending on the final decisions on levy rates, a cap, thresholds and charitable discounts. Given the large level of support across businesses of different sizes and from different sectors it would be preferable to be reasonably inclusive when setting the BID threshold. A threshold of £3,900 would be the lowest needed to make sure that collection of the smaller levies was economically viable, but a higher rate of around £8,000 or £13,000 is recommended to ensure the number of businesses eligible to vote and pay the levy is a manageable one.
- A voluntary membership option should be considered for businesses that are either under the threshold, or just outside the final BID area.
- The section of the study area that is recommended for inclusion in the final BID area is shown as an appendix. The exact boundaries of the final BID area are subject to further discussion and may differ slightly from this. One particular area for discussion may be how much of the area south of East Street and East of High Street the BID covers.

-
- Work so far has come up against very little animosity linked to the rejection of a previous BID ballot in 2009. People have either moved on since then, or feel that the situation has changed and that there were specific reasons for not supporting the last BID attempt that can be avoided now. Significant attendance of the Visioning Event on 10th November shows a significant momentum building that can be taken advantage of by moving to develop BID proposals straight away.

7. RECOMMENDATIONS AND NEXT STEPS

Recommendation 1: In light of all available evidence, it is recommended that a BID is taken to ballot in Southampton City Centre.

Recommendation 2: Focus immediate effort on strengthening the BID Steering Group. In addition to those already on the Steering Group, it is recommended that a representative from at least the following groups is sought: the large and small office sector, large and small retailers from both inside and outside the serviced shopping areas, a hotel, and the cultural sector. It would also be beneficial to build links with the cruise industry.

To build a strong foundation on which a successful BID ballot could be achieved, the next couple of months should see the development of more and deeper relationships with local businesses and in particular those who would be the largest potential levy payers. This process should include the expansion of the BID Steering Group as a 'shadow board' with representation from a range of sectors in the City Centre.

Recommendation 3: It is recommended that the BID business plan and objectives are developed through a series of meetings or workshops between the Steering Group and key stakeholders for each area of objectives, for example with those already involved in community safety such as Southampton Business Against Crime, or servicing the night-time economy, such as Southampton Licensing Link.

Recommendation 4: Seek to discuss with Southampton City Council early in the development of the BID business plan the interaction between the BID and the late-night levy

Recommendation 5: BID area – The one area that *The means* would recommend for exclusion from the BID study area when creating the final BID area is most of that shaded in light blue in *Figure 2* (around Bedford Place and London Road). The Steering Group may decide to make small adjustments to other areas in addition to this, or to slightly alter the excluded area, so as to include Charlotte Place in the BID. A map indicating the section of the study area recommended for inclusion in the final BID area can be found in the appendices. It is recommended that the final decision on the BID boundary be made by the Steering Group of businesses, informed by this report and in discussion with *The means*.

This area covers the entire Town Centre area including both the Top of the Town and the main shopping centres of Festival Place and The Malls. Generally it is best to keep a BID area fairly tight for the first ballot to ensure that a good service can be provided to those involved. If a first BID term is achieved, the area could then be extended at the renewal ballot to include any further businesses that would like to be a part of it.

No matter the final decision on the boundary, it is recommended that a 'Business Club' is formed to allow businesses on the border of the BID to join voluntarily.

Recommendation 6: It is recommended that the levy rate is set around 1.5% of rateable value for all areas except, pending discussion of the final BID program, West Quay Shopping Centre, the Marlands Shopping Centre and West Quay Retail Park. This allows the BID to deliver some solutions that will involve substantial cost, such as funding dedicated PCSOs for the city centre. However a lower levy would be manageable if desired.

The average UK BID levy is about 1.4%, while the two most common levies are 1% and 1.5%. A 1.5% levy (with shopping centres levied at 1%) should be able to deliver all of the parts of the draft programme outlined in section 3. Alternatively, if it is preferable, a below lower levy could be set, which would involve removing some services and reducing others, for example moving from funding three dedicated PCSOs to just two.

Serviced shopping areas in Southampton already pay for a number of services that are 'BID-like' as part of their service charge. It is therefore recommended that a lower levy rate be considered for these. The extent of this discount will depend on the extent to which BID services overlap with those provided by the service charge.

Recommendation 7: It is recommended that the rateable value threshold is set between £8,000 and £13,000 and that a cap is considered that will affect the levy paid by IKEA.

With respect to the threshold, these figures make sufficient downward impact on the number of hereditaments to create a manageable BID, with only a small impact on the levy outturn.

With respect to the 'cap', IKEA has a significantly higher rateable value than other business premises in the potential BID area. This gap in BID levy will be exacerbated if the next largest premises, within West Quay, receives a discount on its BID levy. A cap would prevent one business from paying significantly more than its neighbours and is unlikely to make a significant financial impact on the BID.

Recommendation 8: It is recommended that the would-be BID creates a 'Business Club'-type mechanism.

This would allow businesses excluded by the levy threshold, or by being outside the BID area, to benefit from some BID services by making an annual voluntary payment (perhaps equal to the BID levy for a business on the threshold). Similar schemes have worked well for BIDs in other areas and crucially helped to maintain a sense of a cohesive business community, regardless of business size. The beneficiaries would include a number of the smaller independent retailers and offices for whom promotion and networking opportunities would be important.

Recommendation 9: It is recommended that adequate resources are committed to the BID campaign.

Southampton is an area with a significant number of businesses linked to national chains. This would mean that detailed work would be required to identify who would vote and make the decision on the validity of the proposed BID programme and is generally more time-consuming than engaging with a local independent business

8. Timetable

A timetable to ballot is summarised below. There is a minimum amount of time that must occur, legally, between some of the listed milestones. Therefore if the Notice of Intention to request a ballot is delayed, the whole timetable will need to be shifted back.

Table 1: Example timescale for a BID ballot campaign

Timescale	Stage
December 2015	Steering Group expanded
7 th January 2016	Steering Group make decision on progress with BID
7 th January 2016	Notice of Intention to request ballot to SCC and Secretary of State
January to May 2016	Development of BID proposals. Development of draft operating agreement and baseline agreement with SCC
June 2016	BID Proposal approved by SCC
July 2016	BID Proposal published
August - September 2016	Initial voter registration process to ensure accuracy of voter details
25 th August 2016	Publication of Notice of Ballot
3 rd October 2016	Dispatch of ballot papers
3 rd November 2016	Ballot Closes
4 th November 2016	BID Ballot Result
1 April 2017	BID Start Date and first BID levy bills arrive

LIST OF APPENDICES

APPENDIX 1 – LIST OF INTERVIEW RESPONDENTS

APPENDIX 2 – EXAMPLE SURVEY

APPENDIX 3 – WRITE UPS OF DISCUSSIONS AT THE EVENT ON 10TH NOVEMBER

APPENDIX 4 – A MAP OF THE AREAS RECOMMENDED FOR INCLUSION

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