

Dawn Baxendale, CEO Southampton City Council
Civic Centre
Southampton
SO14 7LT

31 May 2016

Dear Dawn,

Notice to request Southampton City Council to hold a Business Improvement District Ballot in Southampton City Centre.

As you are aware, a group of businesses in Southampton have come together with a view to setting up a Business Improvement District (BID) in the area. I am the Chair of the BID Steering Group which currently has thirteen members representing a range of different business interests in the city centre. It has been formed in partnership with the Hampshire Chamber of Commerce, with support from Southampton City Council.

I write to request that the Council instructs the ballot holder to hold a BID ballot for Southampton City Centre. We propose that this takes place with the final 'day of the ballot' on 3rd November 2016. If the ballot is successful, the BID will commence on 1st April 2017.

I am pleased to enclose our BID Proposals and other documentation required by regulation 4 of the BID Regulations, made up of the following documentation:

Appendix 1 – BID Proposal Objectives and Budget:

- Our draft BID Objectives document. Please note that this has not as yet been issued as our formal BID proposal. This will only happen once the Council has confirmed our BID ballot.
- Our draft five-year business plan.

Appendix 2 – Legal agreements, BID Arrangements and financial management policies:

- The draft Operating Agreement between Southampton City Council and the BID (including Schedule 1 – Draft BID Levy Rules / Arrangements)
- The draft framework baseline agreement with Southampton City Council
- A draft paper regarding our Financial Management & Governance Arrangements

Appendix 3 – evidence of consultation:

- Our Feasibility Study Report illustrating the initial consultation phase carried out with businesses in the Southampton City Centre

The BID regulations require us to offer reassurance to you on a couple of matters;

- The costs of the ballot have been estimated by your officers at £7,500. This cost is being fronted by Southampton City Council. In the event that the council is not required, under Regulation 10, to cover the costs of the ballot, we understand that there is an agreement within Southampton City Council not to recover this sum from the BID Proposer.
- We have undertaken extensive consultation with eligible businesses in Southampton. This feasibility study, which was funded by the Hampshire Chamber of Commerce using a loan from Southampton City Council, is available should you wish to see it.

We trust that you will find nothing in our documents that conflicts with Council policies and that you will approve our BID Proposal.

Yours sincerely,



Brad Roynon
Chair of the Southampton City Centre BID Steering Group
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