



**CATERHAM BUSINESS
IMPROVEMENT DISTRICT**
Business Plan 2022- 2027

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LOCAL
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LOCAL



THANK YOU FOR
YOUR SUPPORT.

www.CaterhamValley.co.uk

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INTRODUCTION

I am privileged to have been Chair of the Caterham BID (also known as Caterham Valley for You) for the first term and I am delighted to introduce the Business Plan for our next five-year term. In the many years of trading in Caterham, the last eighteen months has presented the most challenging period for the business community that I have ever witnessed, and many of you have told me that the support provided by the BID during this time has been invaluable. Incredibly, as we emerge from the pandemic more businesses are opening in Caterham than have closed and empty units are being filled. I strongly believe that the BID has played a significant part in making this happen.

When we started the Caterham BID in 2017, I knew that it would be positive for Caterham, but we have achieved so much more than I would have thought possible during the first term.

We fought for changes to parking enforcement and paid for the installation of free meters in Godstone and Croydon Road which has had a very positive impact on my business and other businesses in the town centre. It has meant that the on-street parking is being used for the purpose it was designed for; our customers can now pop into the town and shop as the meters have created a fantastic churn throughout the day.

The marketing of Caterham on the website and social media platforms, such as Facebook and Instagram, has really helped promote our town as a whole, as well as individual businesses.

I have been impressed with the various events that have been organised, like Halloween, Colour Caterham and the recent Woodland Trail, as they have all helped create more awareness of Caterham Valley, and have generated an interest in the town which encouraged people to visit parts of Caterham they had not visited previously.

I, like many of you, have valued the business support the BID has provided, in particular the regular newsletters and emails which were critical during the Covid-19 pandemic. Also, we must not underestimate the lobbying work that the BID undertook with regards to the regeneration of the town centre. At the time of writing, our plans have progressed to the next round of the Community Infrastructure Levy (CIL) Grant application process, which could see us benefitting from a £1.5m investment in our town.

The BID unites us as a business community and benefits us all either directly or indirectly. Without it, Caterham Valley will be much worse off and there will be no business focused organisation fighting for investment in our town and supporting businesses collectively and individually. I consider the BID to represent real value for money and urge you all to show your support by voting YES to Caterham BID2.

Andrew Browne
CHAIR, CATERHAM BID



Our Vision

Our vision is to lead the transformation of Caterham Valley into a vibrant business district which is a destination of choice for independent and national retailers, professional service businesses and hospitality venues. We are ambitious, bold and courageous. By 2027, we want Caterham Valley to have its own identity, feel and branding, where visitors come to experience a safe, fun, inclusive and relaxing environment. We want all units and office space occupied and will continue to support all businesses in the district to help them be successful and achieve their dreams.

SUMMARY

WHAT IS A BUSINESS IMPROVEMENT DISTRICT (BID)?

A Business Improvement District or BID is an arrangement whereby businesses collaborate to decide what services and improvements (in addition to those already provided) they wish to make in their location, how they are going to manage and deliver those improvements and what they are prepared to pay to make them happen. This information forms a business plan that will be voted upon by all prospective levy payers. If the majority vote YES by both number and rateable value, a BID exists for a maximum of five years, and must spend the funding raised within the BID area and in accordance with the agreed business plan.

THE OPPORTUNITY

All BIDs must vote on a new Business Plan at least every five years in order to continue their work. The Caterham BID was first voted for in 2016, and we must now ask you to continue to support it. This is your chance to continue investing a minimum of £500,000 before grants and awards over the next five years to maintain and enhance the website, deliver marketing, continue to manage parking, ensure inward investment, embrace digital technology and to make Caterham Valley a better place in which to do business.



THE FUNDING YOUR MONEY, YOUR SAY

The Caterham BID is funded by those in the BID district paying a levy based on the rateable value of their business. This will be 2% of the rateable value of all eligible businesses. The levy is ring fenced and spent by the BID on projects and services agreed by you.

THE MANAGEMENT

The Caterham BID is managed by a Board of Directors (on a voluntary basis) who all have businesses within the BID area. The Board is representative by sector and geography. The BID is a private, not for profit, independent company. Any levy payer is eligible to become a member of the BID Company and can put themselves forward to be a Director of the BID.

THE VOTE

If you are eligible to pay the levy, you are eligible to vote, so you decide if the BID continues. Of those that vote, if a majority of businesses vote in favour of the BID by number and by total rateable value, the levy will be mandatory on all businesses in the BID area apart from those that are exempt.

For a successful YES vote:

1. OVER 50% OF BUSINESSES THAT VOTE, MUST VOTE IN FAVOUR OF THE CATERHAM BID2.
2. OF THE BUSINESSES THAT VOTE, THOSE VOTING YES MUST REPRESENT A GREATER TOTAL RATEABLE VALUE THAN THE ONES THAT VOTE NO.

CATERHAM BID FACTS



WEBSITE WITH
18,000+
ANNUAL USERS



SOCIAL MEDIA WITH
4,500 followers
AND A REACH OF 25,000

Over 90%
OF BUSINESSES SAID THAT
THE BID COVID WORK
WAS IMPORTANT TO THEM



*Board members have provided
800+ hours of volunteering on behalf
of Caterham town centre businesses*



BUSINESSES IN THE BID AREA

*Over **£500,000+**
raised over 5 years*

*Every penny of your levy is
invested in the town centre*

68%

*of businesses pay £1 or less
per day to support the BID*



LISTENING TO YOU

When asked what things are most useful/valuable for you in terms of the work that Caterham BID does, this is what you told us:

Regeneration for Croydon Road

PARKING ENFORCEMENT

PARKING FOR VISITORS

A GREAT ADVOCATE FOR CATERHAM

COVID SUPPORT WAS AMAZING AND SO HELPFUL

Lobbying and working with councils for support and ensuring the voice of businesses is heard

HELPING WITH TOWN RE-DEVELOPMENT

UNITES THE BUSINESSES IN THE TOWN

Support

BETTER RESTAURANT FACILITIES

PARKING METERS

COMMUNICATIONS CONDUIT BETWEEN BUSINESS & COUNCIL

Parking

SUPPORT OF LOCAL BUSINESS

PARKING

BRINGING PEOPLE TO THE TOWN

Marketing and Promotion

BUSINESS PARKING PERMIT

Supporting new businesses in the area and filling vacant units

IMPROVING THE LOOK OF THE TOWN

BETTER RETAIL OPPORTUNITIES

CREATING COMMUNITY

FEEL WITH THE TOWN

AND SURROUNDINGS

EVENTS

REGENERATION

Providing local business continuity

RETAILERS

SUPPORTING

Having a single voice to represent Caterham businesses

IMPARTIAL

HELP

PARKING METERS

IMPACT ON AREA

Making Caterham feel and look inviting

PARKING

OBTAINING FUNDING FOR PROJECTS THAT SIGNIFICANTLY EXCEEDS THE BID LEVY

IMPROVING THE LOOK OF THE TOWN

Representation of businesses on issues affecting them

TOWN CENTRE IMPROVEMENT

SOCIAL MEDIA

THE WORK ON IMPROVING CATERHAM FOR THE BENEFIT OF BUSINESSES, RESIDENTS, SHOPPERS AND VISITORS

We will continue to provide support around all of these priorities over the next five year term.

CATERHAM BID DELIVERED

The Caterham BID, known as Caterham Valley for You, was established after our first successful ballot, and we have been overseeing the management of the town centre since 2017. Over its first five year term, the BID has implemented many successful projects and initiatives to help make Caterham a better place to do business and to add value to what you do. This also includes our ambitious plans to ensure that there are physical improvements to the town centre, which will deliver improvements to BID businesses, residents, employees and visitors.

Much of our time and effort is operational and addresses the services you, our BID levy payers, want to see delivered, in addition to those provided by the local authority. This is a summary of what we have achieved:



Developed a public facing brand for the Caterham BID with the launch of Caterham Valley for You.



Created a new website, with annual user numbers growing from launch to 18,000+.



Promoted the town and our social media presence on Facebook, Instagram and Twitter, with nearly 4,500 followers and a monthly reach of over 25,000.



Provided information for businesses and customers, with over 30 business newsletters and 12 direct customer emails per year.



Maintained the planters around the Asprey Fountain and, with funding from Tandridge District Council, installed barrier planters and cubes around the town.



Delivered the Caterham Valley For You events, focusing on seasonal and free family fun, with major events and marketing campaigns throughout the year, including Colour Caterham, Summer Vibes, Halloween and Christmas events.



Complemented our physical events with seasonal online campaigns (Valentine's, Mother's Day, Father's Day, Summer Vibes, Caring Caterham, Meet the Professionals, Caterham Characters, Eat Out To Help Out, post-lockdown reopening pushes etc.).



Installed 13 lamppost banner brackets and used them to promote positive messaging to encourage visitors to feel a sense of place.



Organised a deep clean of the town centre in 2018/19.



Supported businesses with planning, licence and grant applications.



Coordinated the parking permit scheme, with over 40 permits available for business use. No one has waited more than three months for a permit.



Installed seven free parking meters. With churn, this means 30 spaces are converted into the equivalent of 120 spaces.



Negotiated 80 new parking spaces for business in the proposed Church Walk development. This development did not proceed.



Negotiated a discounted trade waste contract, which many businesses used to leverage better rates from their existing providers.



Acted as the business voice. Representing you and leading on developing a strategic vision for the town centre and economic development support from Tandridge District Council and Surrey County Council.



Supported you throughout the pandemic. We have offered advice and constant updates on COVID-19 regulations and grants. Many businesses, with our advice, have been able to access grants for which they did not know they were eligible.



Provided social distance floor stickers to all businesses who wanted them. Promoted the Eat Out to Help Out campaign, championed Shop Local to encourage residents to support out businesses. Ran a 'Welcome to our town' campaign.



Vacancy rates are falling and are less than the national average as businesses realise the potential that Caterham has to offer. We believe that the BID has played a key part in this.



Spearheaded a project to regenerate the town centre by appointing an architect to develop a design for Croydon Road. The scheme is progressing well and we will shortly be moving on to the detailed design phase. The initial project has enabled us to work with Tandridge District Council to submit grant applications ranging from £1,000,000 to £4,600,000 for a scheme to enhance the whole of the town centre.



Without our intervention, Quadrant House would now be residential flats, but you told us that retaining offices is important for footfall. As a result of our lobbying, Tandridge District Council purchased the building and has installed a business hub. Our idea for a living wall to enhance the town centre has also been adopted.



The BID's lobbying and work with local and district councils as well as national government bodies has been amazing and made a positive difference.

BEN CLARKE

Managing Director, Wingate Group

The BID has worked constructively and in partnership with Tandridge District Council and Surrey County Council to take this ambitious project forward. We will continue to drive this scheme in BID2.



100% said Caterham BID provides value for money.



100% said that the overall performance of the Caterham BID is excellent (69%), or good (31%).



94% said that the BID Covid support work was important or very important to them. This included safe messaging and Shop Local banners, 1-1 business support and assisting with Covid support grant applications.



81% said the events were important or very important, with Colour Caterham and Christmas proving most popular. *(The survey was compiled before the Woodland Trail had been done!)*



88% said that lobbying for the Church Walk development proposals was either important or very important.



100% said the creation of the 'Caterham Valley for You' logo and brand that is extensively used is important or very important.



94% said acting as a catalyst for change by commissioning architects to produce a scheme for the regeneration for Croydon Road/wider area is important or very important.



81% also said that the development of the Caterham Valley for You social media presence with nearly 4,500 followers is important or very important.

THE NEXT FIVE YEARS

What will Caterham BID2 deliver for you 2022-2027?

You have told us your priorities and we have responded by including them in the plan:



MARKETING, PROMOTION AND EVENTS

Over 5 years: £290,000

We will continue to market your businesses and promote Caterham Valley as a destination through an improved website and on-going engagement through social media and B2C email marketing. Remember that we maintain a Business Directory on the website, and we encourage you to be included in it and to review your page regularly to ensure it is up-to-date.

We will run seasonal events through the year, like Easter, Halloween and Christmas, supported by on-line campaigns.

Using new technologies and more traditional methods, we will continue to increase reach and engagement of your current and potential customer base.

Identify ways to develop the evening economy in the town centre.

We will deliver a Business Awards event over the next term for all sectors, including office-based businesses and professional services.



SAFE AND ATTRACTIVE

Over 5 years: £86,615

Working with partners we will make Caterham a more attractive place by pushing forward the Croydon Road regeneration scheme before moving on to the wider town centre. This will require grant funding, and we will submit applications where eligible. We will continue to lobby and liaise with partners to make this happen. The plan will create safe and attractive seating areas for use by both businesses and the public, whilst enhancing the environment, slowing traffic and alleviating surface flooding.

Shop fronts are currently ranging in standard and attractiveness. We will work with businesses and other partners to identify an agreed standard, mechanism and funding for supporting the improvement of shop fronts.

We pledge to improve the public realm space around the Asprey Fountain, making it a more attractive place for employees, shoppers and visitors to enjoy. This will be funded by the levy, irrespective of grant funding.

We will continue to maintain and enhance planting in the town centre to create attractive floral displays like this year's barrier planters and the planting around the Asprey Fountain.

To combat shoplifting and anti-social behaviour, we will seek to establish a Crime Reduction Partnership between the BID and the Police, and replace the now redundant shop radio scheme with a more appropriate and effective way of communicating quickly between businesses. We have already met with the new Deputy Crime Commissioner to express our views, and will seek ways to implement improvements quickly.



**DID YOU KNOW
THAT 80% OF THE
POPULATION HAVE A
MOBILE PHONE AND
OVER 92% HAVE A
SMART PHONE?**

DIGITAL HIGH STREET

Over 5 years: £50,000



The pandemic has accelerated our dependence on technology to shop for goods, services and experiences. Caterham Valley must rise to the challenge and embrace digital transformation.

Digital technology is having a huge impact on how we communicate with our customers and suppliers. Did you know that 80% of the population have a mobile phone and over 92% have a smart phone? We want to know about those who currently shop in Caterham so that we can understand the best way for you and us to communicate with them. We must embrace digital solutions to achieve this.

We have already started evaluating the plethora of offers out there and will seek expert advice regarding which interventions will offer you the best opportunities and value for money. We are currently assessing a digital loyalty scheme and will undertake to measure footfall levels and patterns using the latest technology. This data will be shared with you and will inform our decision making. We will help upskill you if you need it so that everyone can share in the digital offer.

The free meters have had a tremendously positive impact on my business. Customers can now find an on street parking space easily and pop into my shop.

ANDREW BROWNE

JJ Browne & Son (Jewellers)



PARKING

Over 5 years: £10,000

We have no plans to install more meters unless circumstances change and you tell us that meters are needed in other locations. However, we will continue to monitor enforcement and ensure that effective parking management adds value to your businesses by providing parking for your customers.

We will continue to manage the parking permit list and negotiate with parking providers to ensure that parking continues to meet your needs.



BUSINESS SUPPORT AND NETWORKING

Over 5 years: £35,000

Representing your interests when submitting planning applications or responding to proposed developments has taken up more operational time than we had expected, but this is a critical role that we will continue.

Remember, the principal interest of Councillors is in supporting the residents that vote them in. The BID will always represent, promote and lobby for businesses at every level. We have and will continue to lobby officers and members of the Parish, District and County councils, and our MP.

We will continue to help you with a whole range of queries, including those relating to grants, changes to legislation, business rates questions, planning and licensing.

Subject to demand, we will organise networking events to encourage those in the office sector to meet other businesses operating in Caterham Valley. The networking opportunities may include lunchtime walks and talks. We also want to promote a social and/or health and well-being aspect to the networking activities.

The support that the BID provided during the pandemic was amazing and so helpful.

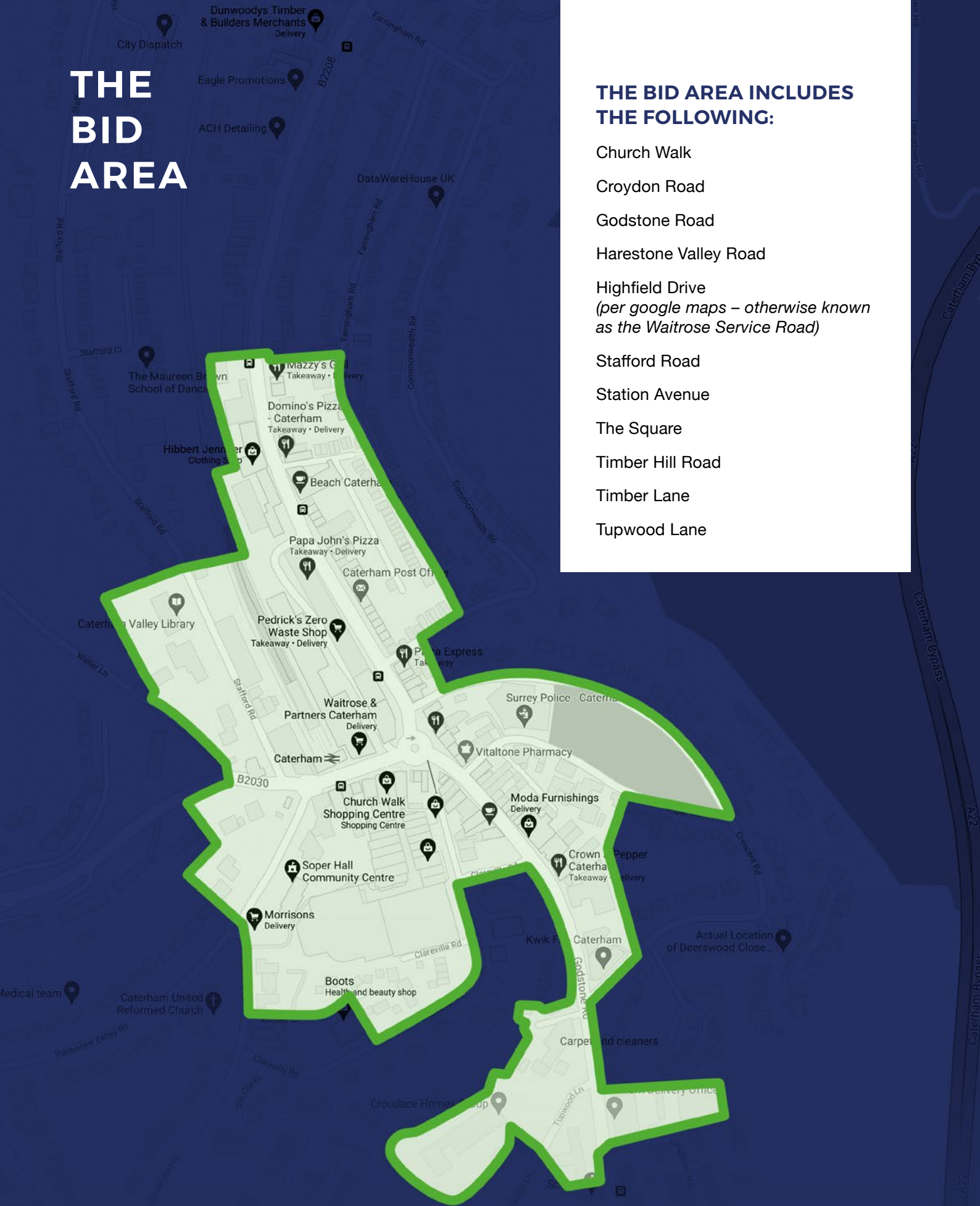
KATIE KENNEDY

Bow Butterfly

THE BID AREA

THE BID AREA INCLUDES THE FOLLOWING:

Church Walk
Croydon Road
Godstone Road
Harestone Valley Road
Highfield Drive
(per google maps – otherwise known
as the Waitrose Service Road)
Stafford Road
Station Avenue
The Square
Timber Hill Road
Timber Lane
Tupwood Lane



**IF YOU ARE UNSURE WHETHER YOUR
BUSINESS FALLS WITHIN THE BID
BOUNDARY, PLEASE GET IN TOUCH
WITH A MEMBER OF THE BID TEAM.**

WHAT HAPPENS IF IT IS A NO VOTE?

If it is a NO vote, Caterham BID will simply cease to exist in March 2022. All the services, projects and additional funding, along with all the marketing, events and promotional activities – including the new improved Caterham BID website – will stop immediately at that time.

Many services and events will cease. This includes:

- Over £500,000 BID levy investment in supporting town centre businesses will be lost over the next five years.
- Additional funding and services that the BID leverages will be lost.
- There are over 300-plus BIDs in the UK now, and Caterham will lose ground with other BID locations such as Oxted, Walton-on-Thames, Guildford and Camberley.
- The website www.caterhamvalley.co.uk will close down.
- The Caterham Facebook, Instagram and Twitter pages will cease, along with promotion of local businesses and their offers.
- Our events, both physical and online, such as Colour Caterham, Christmas, Halloween, Valentine's and many more, will not happen.
- Regular marketing and promotion of Caterham and its businesses in various media channels will stop.
- There will be no independent body to regularly lobby Councils on matters such as parking, cleansing and maintenance, and economic development.
- Additional funding will be lost, such as the £20,000 for COVID support that the Caterham BID obtained.
- Business representation to drive forward the regeneration of Caterham will finish.
- The BID Manager will not be there to sort out your queries on grants, refuse, business rates, licensing, planning and parking.
- You will lose in excess of 888 hours that have been volunteered by the BID Board Directors who run the BID for no remuneration. That equates to a staggering 24 weeks!

CATERHAM BID
Your Future, Your Voice, Your Vote

THE BID LEVY

Every BID business in the area shown on the map on page 14 will pay the BID levy, which is calculated as 2% of its premises' rateable value. This rate will not change throughout the duration of the BID term.

This is an amount that is collected annually by Tandridge District Council on behalf of the BID Company. This income is then used to fund the projects outlined in this business plan.

Every eligible business in the BID area will pay the BID levy, examples of which are shown in the table below.

RATEABLE VALUE OF THE BUSINESS	ANNUAL LEVY PAYABLE
Under £3,000	Not liable as the administrative cost of collecting the levy outweighs the income collected
£3,000	£60
£5,000	£100
£10,000	£200
£20,000	£400
£40,000	£800
£80,000	£1,600
£200,000	£4,000
£400,000	£8,000
£800,000	£16,000

BID BUDGET FORECAST 2022-2027

BID Budget, Income and Expenditure

	2022/23	2023/24	2024/25	2025/26	2026/27	Totals
Income						
BID Levy	£101,015	£101,015	£101,015	£101,015	£101,015	£505,075
Grants/Other	£15,152	£15,152	£15,152	£15,152	£15,152	£75,760
TOTAL INCOME	£116,167	£116,167	£116,167	£116,167	£116,167	£580,835
Expenditure						
Marketing, Promotion and Events	£58,000	£58,000	£58,000	£58,000	£58,000	£290,000
Safe and Attractive	£17,323	£17,323	£17,323	£17,323	£17,323	£86,615
Digital Projects	£10,000	£10,000	£10,000	£10,000	£10,000	£50,000
Parking	£2,000	£2,000	£2,000	£2,000	£2,000	£10,000
Business Support and Networking	£7,000	£7,000	£7,000	£7,000	£7,000	£35,000
Management and Administration	£20,000	£20,000	£20,000	£20,000	£20,000	£100,000
Levy Collection Costs charged by Tandridge District Council	£1,844	£1,844	£1,844	£1,844	£1,844	£9,220
TOTAL EXPENDITURE	£116,167	£116,167	£116,167	£116,167	£116,167	£580,835

ADDITIONAL INCOME

We will take every opportunity to apply for additional funding from grants and partners, which will increase the investment in the town centre. This will include, but not be limited to, sources of funding from:

- Central Government
- Local Enterprise Partnership
- Surrey County Council
- Tandridge District Council
- Caterham Valley Parish Council

In 2020/21, we persuaded Tandridge District Council to invest with us in Regenerating Caterham. With funds from the Local Enterprise Partnership, Tandridge District Council and Caterham Valley Parish Council, there is an **additional pledged contribution of £400,000** into the scheme. If our grant applications are successful, the second term of the BID could see between £1.4M and £4.9M being invested in Caterham Valley.

This has only been possible because you voted YES for BID1!

BID GOVERNANCE AND MANAGEMENT

BID MEMBERSHIP

Any BID levy payer is eligible to become a member of the BID Company. This enables you to take part in the decision-making process, as well as stand for and vote in Board of Director elections which will be held in the first year of a new five year term.

BID BOARD

Caterham Business Improvement Company Limited is a private sector led, not-for-profit company and is governed by a voluntary Board comprising of BID levy payers.

Board positions are unpaid and voluntary, and include a mix of all sectors of business that operate within the BID area, as well as possessing the necessary skills required to navigate the BID through its second term.

All Board positions will be voted on through an election process in year one (i.e. 2022/23).

Invitations will go out to all BID businesses to become members of the Caterham BID (a legal requirement). This entitles businesses to be able to stand for Board positions and vote on Company business.

There are currently nine Board Directors representing you. They come from the office and retail sectors. There is a vacancy for a member from the food and drink sector, and we will encourage the Police to join the Board for the next term.

One of the Directors will be voted in as Chair. The Chair of the Board will be voted for by the Directors.

MANAGEMENT

The BID is managed by the BID Manager on a part-time basis who reports to the Chair and is directed and answerable to the Board.



Current Directors include:

ANDREW BROWNE

JJ Browne & Son (Jewellers) Ltd.

LUCIE ALLAN

Martin & Co

MATTHEW BAKER

Champ Consultants

LYNE BOYD

Church Walk

MICHELLE CARTER

Croudace Homes Group Ltd.

BEN CLARKE

Wingate Group

CHRIS HUNTLEY

Huntley Cartwright

GRAHAM NORMAN

Dollman and Pritchard

YING SHI

Caterham Post Office and Kodak

BOARD MEMBERS HAVE PROVIDED

888 HOURS OF VOLUNTEERING...

THAT IS 23 WEEKS WITH A VALUE IN EXCESS OF

£30,000!



F.A.Q'S

Q. The BID has been running for almost five years, why can't it just continue?

A. BIDs last for a maximum of five years; once that term is over, the BID is required to review its projects and produce a new Business Plan stating its objectives for the next five years. This plan is then voted on by BID businesses that will be required to pay the levy. This is known as a renewal ballot.

Q. Is this just another tax and will it substitute those services that Tandridge District Council/Surrey County Council are responsible for providing?

A. A BID cannot replace or substitute local authority statutory services i.e. those covered by your business rates. These include a level of street cleansing and maintenance, parking enforcement and highways services. The Caterham BID can choose to enhance and add to these services using BID levy income.

Tandridge District Council and Surrey County Council have provided baseline statements as part of the BID renewal for both its statutory and discretionary services. These can be viewed on request.

Q. How much will I pay?

A. On behalf of the Caterham BID, Tandridge District Council will collect a levy from each BID business that will be transferred to the BID Company and used to implement the projects laid out in this plan. BID businesses will pay 2% of their rateable value. This is collected annually.

Q. When will the second mandate projects begin to be delivered?

A. The first term of the BID is due to end on 31st March 2022. The second term will then start to be rolled out from 1st April 2022, and levy bills will be issued. If the renewal ballot is unsuccessful, all BID services will be stopped as of 31st March 2022.



The BID team has dealt with numerous issues and challenges including parking, the Church Walk development, Covid , the potential loss of Quadrant House and now the refurbishment of it and the town centre. Each opportunity has been met with professionalism and an intelligent approach to resolution or comment. We would be a lesser town without the BID.

CHRIS HUNTLEY

Managing Partner, Huntley Cartwright

BID LEVY RULES AND BALLOT

1. The BID Regulations of 2004, approved by the Government, sets out a legal framework within which BIDs have to operate, including the way in which the levy is charged and collected, and how the ballot is conducted.
2. The term of the Caterham BID2 will be for a period of 5 years.
3. The levy is fixed and will not be subject to variation by the annual rate of inflation.
4. VAT will not be charged on the BID levy.
5. The BID levy will be applied to all eligible business ratepayers within the defined area of the BID with a rateable value of £3,000 or more.
6. The following exemptions to the BID Levy apply:
 - » *Those with a rateable value of less than £3,000*
 - » *Non-retail charities with no paid staff or trading income*
7. The levy will be a fixed rate of 2% based on the rateable value per hereditament as at 1st April each year using the most current Non-Domestic Ratings list. It will be updated for any changes in ratepayer appeals, additions or removals.
8. The BID levy will be paid by any new ratepayer occupying any existing hereditaments (a business rated property) within the BID area.
9. New hereditaments will be charged from the point of occupation based on the rateable value at the time it enters the rating list, even though they did not vote on the initial proposal.
10. If a business ratepayer occupies premises for less than one year, the amount of BID levy payable will be calculated on a daily basis.
11. Empty properties, those undergoing refurbishment or being demolished, will be liable for the BID levy via the registered business ratepayer with no void period.
12. The BID levy will not be affected by the small business rate relief scheme, service charges paid to landlords, exemptions, relief or discounts prescribed in the Non-Domestic Rating (Collection and Enforcement) (Local Lists) Regulations 1989 made under the Local Government Finance Act 1988.
13. In compliance with the BID regulations 2004, Tandridge District Council will collect the levy on behalf of the BID Company.
14. Collection and enforcement arrangements will be similar to those for the collection and enforcement of non-domestic business rates with the BID Company responsible for any debt write off. The BID area and the levy rate cannot be altered without a further ballot.
15. The BID projects, costs and timescales can be altered subject to Board approval, providing the changes fall within the income and overall objectives of the BID.
16. The BID Board will meet at least six times a year. Every levy paying business will be eligible to be a member of the BID Company.



There are many valuable things that the BID provides for the town, but the most important for us has been the marketing and promotion. Colour Caterham in particular was one of the best events that we've taken part in and boosted our sales, making it higher than our Christmas sales.

JODIE GREEN,

Caterham Galleries

BID BALLOT

All eligible businesses have the opportunity to vote.

The ballot will be conducted through an independent, confidential postal vote conducted by the Returning Officer at Tandridge District Council, which is the responsible body as determined by the BID legislation.

Each eligible business ratepayer will have one vote in respect of each hereditament within the BID area, provided they are listed on the National Non-Domestic Rates List for the defined area as provided by Tandridge District Council. Organisations occupying more than one hereditament will have more than one vote.

A proxy vote is available

Ballot papers will be sent out to the appropriate organisation on the 19th October 2021 to be returned no later than 5pm on 18th November 2021.

For the BID to go ahead, two conditions must be met:

- 1. More than 50% of businesses that vote must vote in favour.**
- 2. Of the businesses that vote, the 'yes' votes must represent more than 50% of the total rateable value of all votes cast.**

The results of the ballot will be declared on 19 November 2021

TIMETABLE

October 2021

Final Business Plan mailed to all eligible businesses in the BID area

19 October 2021

Despatch of Ballot Papers

18 November 2021

Close of Ballot

19 November 2021

Declaration of results

If you have any questions or require further information
please contact our BID Manager, Sue McGeown on:

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