

Business Improvement District 2014-19

Projected five year budget

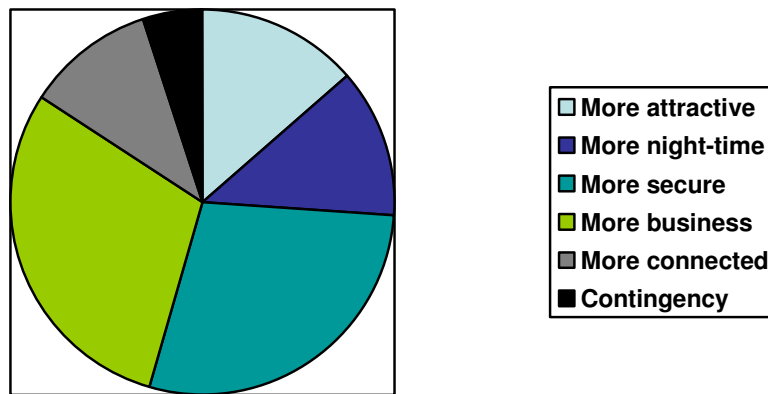
- 2014 Income (1% levy): **£393500**
- 2014 Income Night Time Programme (additional 2% levy) **£54000**
- Total projected Ratable Value income **£447500**

	Year 1	Year 2	Year 3	Year 4	Year 5	Totals
	2014-15	2015-16	2016-17	2017-18	2018-19	
INCOME						
BID3 levy at 1% all businesses	382,000	386,000	390,000	394,000	397,000	1,949,000
BID3 Night Time Levy at 2%	53,000	54,000	54,000	55,000	55,000	271,000
Voluntary contributions confirmed	23,000	23,000	23,000	23,000	23,000	115,000
Additional Voluntary contribution target	24,000	24,000	40,000	40,000	40,000	168,000
Sponsorship target	6,000	6,000	10,000	10,000	10,000	42,000
Total income	488,000	493,000	517,000	522,000	525,000	2,545,000
EXPENDITURE						
More Night-time	52,000	53,000	53,000	54,000	54,000	266,000
More Secure	116,000	118,000	121,000	123,000	123,000	601,000
More Business	121,000	123,000	130,000	130,000	132,000	636,000
More Connected	40,000	40,000	48,000	50,000	50,000	228,000
More Attractive	57,000	57,000	59,000	59,000	60,000	292,000
BID service plan expenditure	386,000	391,000	411,000	416,000	419,000	2,023,000
Management and administration	*81,000	81,000	84,000	84,000	84,000	414,000
Contingency	21,000	21,000	22,000	22,000	22,000	108,000
Total expenditure	488,000	493,000	517,000	522,000	525,000	2,545,000

- Levy income based on a 97% collection rate

- Fixed costs shown under the heading of 'management and administration' will be funded through voluntary contributions where possible and revenues freed will be allocated to extra/expanded agreed projects
- *Management and administration figure of **£81k** represents **16.5% of projected income**, in keeping with the Industry Criteria and Guidance and includes the levy collection charge. Where possible this will be funded through non-BID levy income to release further resource to themes below
- In the vent of a Government decision to amend business rates during the lifetime of the next BID, Reading UK CIC will conduct a review of BID finances before determining any course of action.
- Expenditure Year 1 is actual, years 2-5 will be reviewed on a year by year basis.

Year 1 projection expanded – by programme



Expenditure by programme as a proportion of overall spend

Breakdown of spending by programme in year 1

Night Time Programme - Levy of 2% from licensed late night business

- | | |
|----------|--|
| ○ £6500 | First Stop Bus-Security |
| ○ £12000 | First Stop Bus- Medical Practitioner Cost Contribution |
| ○ £3500 | Best Bar None Scheme |
| ○ £15000 | Taxi Marshalls |
| ○ £2000 | Public Liability Insurance Contribution to RBC |
| ○ £3500 | Purple Flag Accreditation application (one off) |
| ○ £3500 | Purple Flag Marketing Fund |
| ○ £3000 | Street Pastors Initiatives |
| ○ £3000 | Pubwatch & Doorwatch Training Initiatives |

Total £52,000 (£2000 contingency included in overall contingency figures)

More Secure

- £83000 5 PCSOs (50% funded)
- £30000 1 CCTV operator fully funded
- £2500 Facewatch

Total £116000

More customers

- £79000 Christmas Lights
- £42000 Events

Total £121000

More Connected

Marketing Campaigns:

- Christmas
- Eat Reading
- June Food Month
- Hullabaloo
- Wider marketing of Reading as a shopping destination

Sub total £31000

Communication & intelligence

- £4000 CRM capability to maximize and run BID database & interaction.
- £3000 Professional intelligence/forecasting and information dissemination capability
- £1000 Bi annual BID member/stakeholder social events, forum & networking
- £1000 Quarterly newsletters
- Retention/enhancement of the www.readingbid.co.uk website as an invaluable source of information for BID businesses - costs included in admin figure

Sub total £9000

Total £40000

More attractive:

- £21000 Deep Clean Pedestrian Areas
- £20000 Flowers
- £16000 Cardboard & Plastics - provisional figure.

Total £57000