

Rochdale  
Town Centre



BID

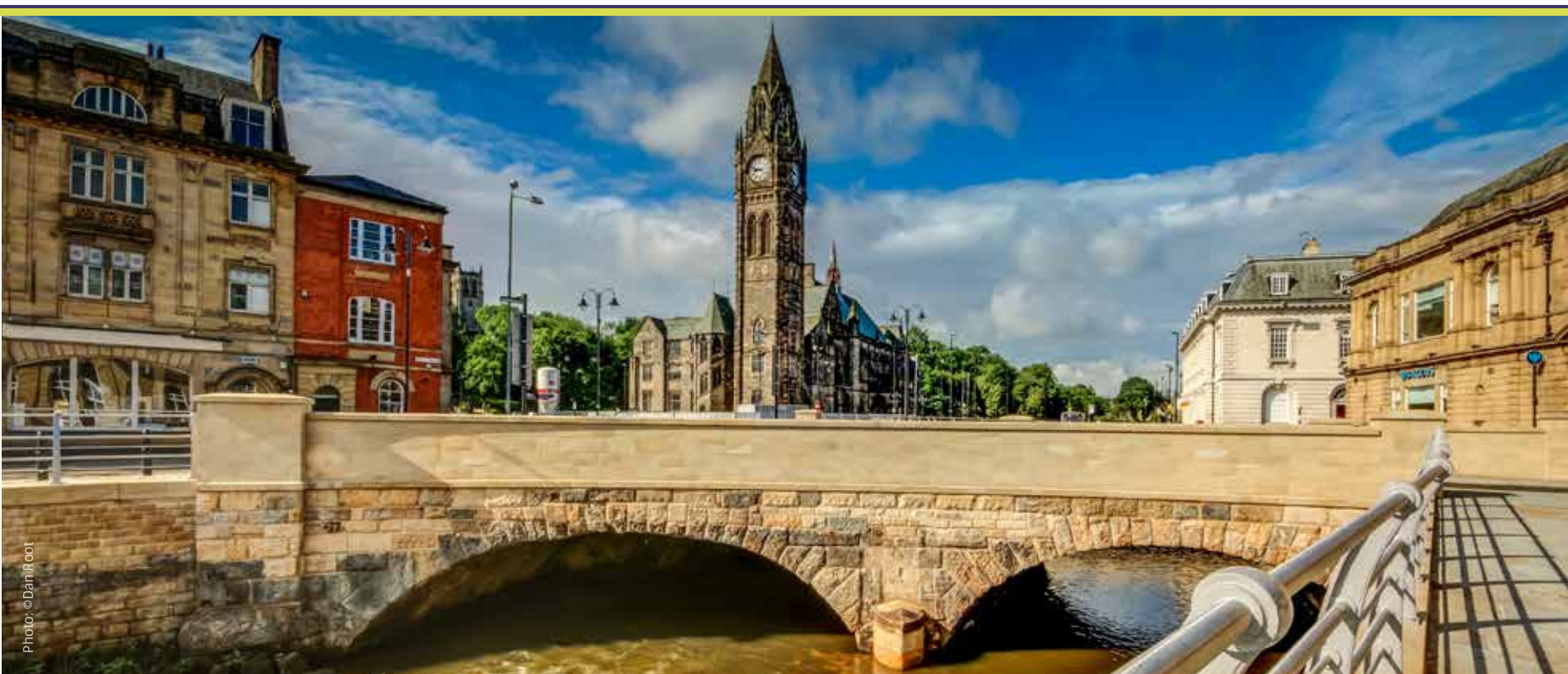


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Prospectus for Rochdale  
Business Improvement District 2019-2024

# Chair's intro'

## Message from the Chair of Rochdale BID Steering Group

I am proud to be writing the introduction to this Proposal and Business Plan for the Rochdale Business Improvement District (BID). Over the last 18 months we have been working hard conducting surveys, consultations, workshops and studying successful BIDs across the UK. Based on this work we have identified a set of initiatives that we believe will make a real difference to the success and prosperity of the Rochdale business community.

One of the biggest challenges Rochdale has to overcome is the negative perception by many who have never even visited the town. Rochdale has undergone and is seeing tremendous change, particularly in its public realm, its roads and its infra-structure. However, Rochdale relies upon its people and its businesses to make it attractive and welcoming to all.

Businesses in Rochdale's town centre are not alone in facing challenges of declining footfall and economic uncertainty, the pressures from changing lifestyles, increased mobility, aggressive competitors, greater customer choice and internet shopping. However, it will only be those town centres which are able to offer a great experience and good quality customer service which are going to thrive in the future.

Rochdale has great attributes and the recent investment in opening up the river and the creation of a new transport hub, bringing bus travel and trams together have started to give Rochdale a breath of new life and a sense of real opportunity. Rochdale has a fantastic cultural heritage but the retail

sector has fallen behind. However, new businesses are starting to invest and the development of the Riverside Shopping and Leisure centre will improve the experience even further.

This BID Business Plan has been created by a volunteer steering group of business people like you with a wide range of business experience, representing your interests. They have given their time freely because they believe in the future of Rochdale and are willing to play their part in helping to shape it. This plan sets out projects and initiatives which will support businesses and complement the programme of investment in the town centre and which, we believe, will make a positive difference to your business.

Our cumulative investment will provide a business-driven focus to ensure essential improvements to Rochdale town centre, a means of promoting the offer and changing those negative perceptions. This investment will also set standards in the town centre which reflect our own aspirations as businesses, with a budget, over the five-year BID lifetime of over £1.5 million.

This is a realistic plan with realistic targets at a realistic cost. It is a chance for us to come together and lead the way in which the town presents itself and is perceived. Let's not allow this unique opportunity to slip away. We urge you to look carefully at the proposal and to give it your full support at the formal BID vote in October.

### Lorenzo O'Reilly

Chair of the BID Steering Group and  
Director of the Town Centre Management Company



Rochdale  
Town Centre



BID

## List of Steering Group members

### Lorenzo O'Reilly (Chair)

Manager, Exchange Shopping Centre

### Tony Cocker

Director, AJ Cocker Associates

### Peter Taylor

Managing Partner, AST Hampsons

### Michael Webster

Manager, Boots

### Asif Ali

Owner, Burford Brookes

### Marjorie Thompson

Owner, Chantilly

### Henry Yau

Owner, Cockadoodlemoo

### Richard Gottfried

Marketing Manager, Hopwood Hall College

### Derek O'Toole

Principal, Hopwood Hall College

### Chris Riley

Manager, JD Wetherspoons

### Caryn Davenport

Regional Manager, JD Wetherspoons

### Andy King

Chief Executive, Link4Life

### Darren Grice

Head of Culture, Health & Participation,  
Link4Life

### Rick Phelan

Store Leader, O2 Rochdale  
(Midcommunications, an independent  
franchise of O2)

### Emma Forbes

Markets Team

### Jane Gardiner

Manager, River Island

### Roger Hussey

Manager, Santander

### Colin Meredith

Owner, Style Magazine

### Ben Boothman

Owner, The Flying Horse

### Janet Crabtree

Assistant Store Manager, Vision Express

### Mark Foxley

Manager, Wheatsheaf Shopping Centre

### Darren Callaghan

Inspector, Greater Manchester Police

### Stephanie Holden

Manager, Marks and Spencer

### Jonathan Hindle

Senior Project Officer, Rochdale  
Development Agency

### Paul Ambrose

Town Centre Manager, Rochdale Town  
Centre Management

This prospectus should be read in conjunction with the full Business Improvement District Proposal and Business Plan accessible on [www.rochdalebid.co.uk](http://www.rochdalebid.co.uk) or by emailing [paul@rochdaletcm.co.uk](mailto:paul@rochdaletcm.co.uk) or Tel: 01706 926677.



## A vision for Rochdale created by you, the businesses

'To create a safe, vibrant and attractive town centre that has a sense of identity, which is family orientated and welcoming to all'.



## What is a BID?

- A Business Improvement District (BID) is a defined geographical area within which the businesses have voted to invest collectively to improve their trading environment.
- The lifetime of the BID is covered by Regulations and is set at no more than 5 years
- A not-for-profit company is set up and run by the businesses in the area and is responsible for ensuring that the aims and objectives of the BID Proposal are delivered.
- BIDs are about additionality. They do not replace local authority or police services but have to provide additional resource and activities to benefit the area.

## There's already over 300 BIDs operating across the country

Since 2004, over 300 BIDs have been proposed and approved by business communities in England and Wales. These include Altrincham, Stockport, Chester, Manchester city centre, Halifax, Leeds, Birmingham and many London boroughs.

There are more than 120 BID areas which have been operating for more than five years and have gone through a renewal ballot and more than 30 have now entered their third term having gone through a third ballot. In most cases BIDs going on to a second term have received an even greater endorsement in the vote than they did the first time.



## Your feedback – what you said

**This proposal has been determined by you, the Rochdale town centre business community.**

Extensive research and consultation was undertaken by the BID development team over the last 18 months to understand and highlight key issues for businesses and stakeholders and to explore potential future projects for the Rochdale BID. This plan reflects the views and aspirations of the businesses in the area.

Research consisted of one-to-one discussions, personal visits, surveys and workshops across the BID area.

**320** Personal visits to businesses

**148** Business survey interviews



**5** Vision and objective setting workshops



**3** Budget setting workshops



**3** Newsletters mailed out and hand delivered to businesses



Press releases and radio interviews



Dedicated BID web site for businesses



# Your priorities

Businesses from across Rochdale town centre identified key priority areas for a new BID which fall into four objectives:

- **Objective 1: Lively and well promoted**  
To create a vibrant town centre which has a strong sense of identity and a positive awareness locally, regionally and nationally.
- **Objective 2: Safe, Secure and Accessible**  
To create a safe, secure and accessible town centre for visitors, residents and people working in the town centre to explore.
- **Objective 3: Smart and Attractive**  
To maintain and develop an attractive environment for visitors, residents and people working in the town centre to enjoy.
- **Objective 4: A great business, leisure and cultural offer**  
To encourage the growth, development and investment of businesses and organisations which support the development of Rochdale's identity.

The biggest issue for businesses from across the town centre was the poor perception of the town generally with two thirds of businesses feeling that the town had become a worse place to do business over the last five years.

Michael Webster, Manager, Boots

"There are a number of issues which we feel need to be addressed in Rochdale to make it more attractive for visitors and businesses to invest and develop. The BID will help us do this with practical and deliverable projects which will make a difference."



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## Objective 1: Lively and well promoted

To create a vibrant town centre which has a strong sense of identity and a positive awareness locally, regionally and nationally.



### AMOUNT THE BID WILL SPEND:

**£35,000** in year 1.

Increasing to over **£46,000** in year 5.

A total of **£219,000** over the 5 years.



'The way you personally feel about Rochdale' and the perception of Rochdale were two of the most important issues to business as well as being two of the worst issues. 'Developing the town's identity and branding to attract more visitors' came out as the most important initiative which would benefit their business.

The initiatives of 'Marketing campaigns for retailers and leisure/hospitality venues' and having a 'Dedicated web site

and social media to target more customers/clients' both appear in the top ten initiatives to benefit businesses.

**80%**

of businesses said that 'Developing town's identity and branding to attract more visitors' was really important, making it the most important initiative.

**66%**

of businesses said that a 'Dedicated web site and social media to target more customers/clients' was really important, ranking this as a top ten initiative.

**64%**

of businesses thought that 'Marketing campaigns for retailers and leisure/hospitality venues' would be of real benefit to them.



# What we can deliver if you vote

## 'YES'



- Define and promote the identity of Rochdale which creates a sense of pride.
- Organise events to create an animated feel to the town.
- Use digital and social media, traditional marketing and PR to promote businesses and events.
- Deliver campaigns to increase loyalty to the town, capture market intelligence and attract more customers and clients.
- Promote customer service excellence through award schemes.
- Regular communications with businesses about issues and opportunities.
- Act as a collective voice and represent business interests to influence promotion of the town centre.



## How are we going to measure success?

- Footfall to the whole area stronger than national trends.
- Increased number of users of digital media promoting Rochdale and its businesses.
- Increased levels of sales activity across the whole area.
- Positive media exposure locally, regionally and nationally.

**Rick Phelan**  
Store Leader, O2 Rochdale  
(Midcommunications, an  
independent franchise of O2)

"We support Rochdale BID  
because when businesses speak with one  
voice we can influence key  
decisions and play our part in  
shaping the future of the town."



## Objective 2: Safe, Secure and Accessible

To create a safe, secure and accessible town centre for visitors, residents and people working in the town centre to explore.



### AMOUNT THE BID WILL SPEND:

**£63,000** in year 1.

Increasing to over **£83,000** in year 5.

A total of **£393,000** over the 5 years.



Personal safety both in the evening and night time and crime and security generally all appear in the top ten issues as poor or very poor. This was also one the key factors which affected the way in which people feel about Rochdale even during the day.

Five out of the top ten most beneficial initiatives for business, all related to crime and safety with more Police support during the daytime being ranked as the second

most important initiative for the businesses. The third and fourth most beneficial initiatives were improved business crime prevention scheme and an extension of current CCTV monitoring and coverage.

**74%**

of businesses said that an improved business crime prevention scheme was important or very important.

**72%**

of businesses said that parking in Rochdale needs to be improved.

**63%**

of businesses rate Crime and Safety as poor or very poor.



# What we can deliver if you vote

## 'YES'



- Have uniformed daytime Rangers to:
  - help promote the area, welcome visitors and support events
  - support businesses in tackling issues which affect their business
  - work closely with the Police in tackling antisocial behaviour and crime
- Develop the existing business crime prevention scheme.
- Improve the 'parking experience' including signage and access to car parks.
- Improve pedestrian flow to all parts of the town centre, its businesses and its attractions.



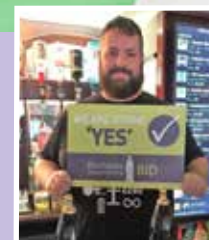
## How are we going to measure success?

- Increased numbers of cars using car parks and street parking.
- Improved perception of the 'parking experience'.
- Improved perceptions of visitor and business safety and feeling of welcome.
- Reduction of incidents of crime and anti-social behaviour.
- Numbers of parking spaces available in or near the BID area both on and off-street.



### Ben Boothman, Owner, The Flying Horse

"I see the BID as a way to help attract new businesses and improve the food and drink offer for visitors and residents for the day, evening and night time economy. Rochdale has the potential to become a great destination for a weekend get-away."



## Objective 3: Smart and Attractive

To maintain and develop an attractive environment for visitors, residents and people working in the town centre to enjoy.



### AMOUNT THE BID WILL SPEND:

**£35,000** in year 1.

Increasing to over **£46,000** in year 5.

A total of **£220,000** over the 5 years.



There were some aspects to the way in which the town looked which businesses considered to be good, including the floral and greenery of the town however there were factors which impacted upon the overall appearance including derelict and vacant premises. 'Improved appearance of derelict, vacant or old buildings and sites' and 'Marketing to target and attract new businesses/investors' came into the top ten initiatives beneficial to businesses.

### Marjorie Thompson, Owner, Chantilly

"We are supporting the BID because we think there are massive opportunities for existing businesses to develop and thrive, new businesses to establish and for Rochdale to be a place that people who live and work here will be proud of."



**72%**

of businesses said that improving the appearance of derelict, vacant or old buildings and sites was important or very important.

**66%**

of businesses ranked the daytime perception of the town as poor or very poor.





# What we can deliver if you vote

# 'YES'



- Enhance streets and open spaces with additional and targeted cleaning, additional floral displays, public art and festive and creative lighting.
- Support initiatives which improve and protect the public realm and the buildings of the town centre.
- Work with others to maintain vacant premises or derelict properties in a smart and tidy way.
- Support plans for new buildings, signage, building refurbishments and public realm developments which build upon the town centre's strengths.



## How are we going to measure success?

- Footfall to the town centre which is stronger than national high street trends.
- Increased numbers of people visiting Rochdale from the catchment area and beyond.
- Improved perception of attractiveness of the town centre measured through surveys of visitors and those who work in the town centre.

### Mark Foxley, Manager, Wheatsheaf Centre

"The BID ensures our business voice is heard by politicians and public servants, locally and regionally helping to ensure that Rochdale becomes an even more attractive place to invest and recruit and retain good people."



## Objective 4: A great business, leisure and cultural offer

To encourage the growth, development and investment of businesses and organisations which support the development of Rochdale's identity.



### AMOUNT THE BID WILL SPEND:

**£20,000** in year 1.

Increasing to over **£26,000** in year 5.

A total of **£121,000** over the 5 years.



The overall perception of the town centre, is affected by many things and one key issue was the range of shops, which was the top of the list for poor or very poor aspects of the town centre. The range of shops was the worst issue ranked by businesses as poor or very poor.

To some extent this will be addressed by the new Riverside Development but there was a feeling that the range and diversity of the current town centre offer was limited and as a consequence the town was losing out to places like Bury.

**80%**

of businesses ranked the range of shops in Rochdale as poor or very poor making it the worst issue.

**72%**

of businesses rated 'marketing to target and attract new businesses/ investors' as an important or very important initiative.

**71%**

of businesses said that the perception of Rochdale at night was poor or very poor.



# What we can deliver if you vote

# 'YES'



- Develop a diverse evening and night time leisure offer which appeals to people from all ages and backgrounds.
- Develop a retail, leisure and cultural framework for the town centre and support its implementation.
- Market the town centre to potential new businesses and investors.
- Support relationships which develop skills in businesses and organisations and have a positive impact upon their current business performance.
- Monitor and report on footfall, commercial performance, parking statistics, customer perceptions and other key measures.



## How are we going to measure success?

- Increased range of retail, leisure, cultural and evening economy offer.
- Reduced levels of vacant and derelict properties in Rochdale town centre.
- Numbers of business enquiries through commercial property agents.
- Monitoring of footfall and sales performances across Rochdale town centre with regular reports and feedback to businesses.
- Gain the 'Purple Flag' award.



**Chris Riley, Manager and  
Caryn Davenport, Regional  
Manager, JD Wetherspoons**

"We will be voting yes for the BID as we see this as a real opportunity to attract new businesses into Rochdale to improve the town's nightlife and appeal to a wide range of people."

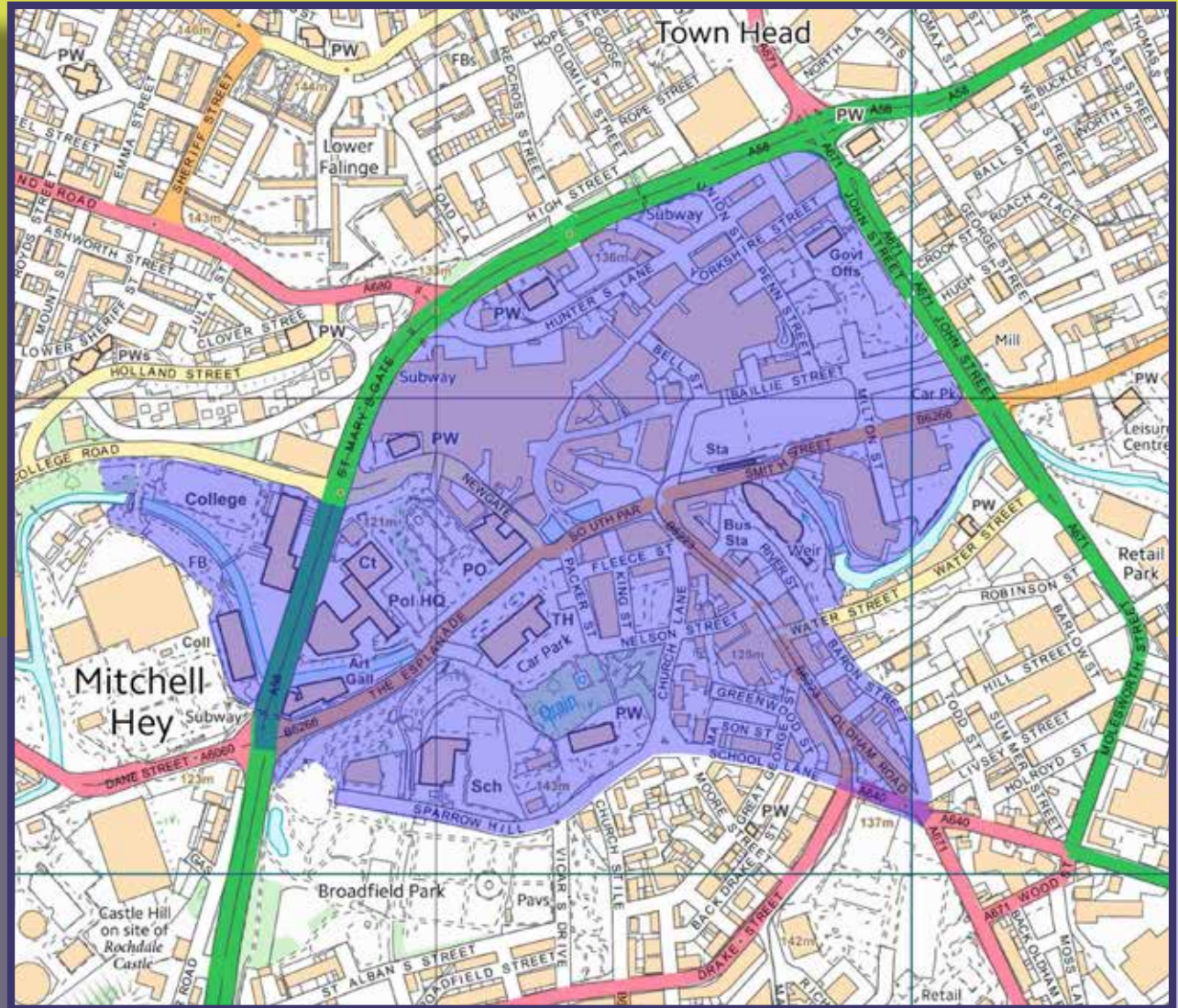




## The BID area

The new proposed BID for Rochdale would run for five years from 1 April 2019 and will cover the area shown in this map.

A full list of streets included in the BID area can be obtained by emailing the Rochdale BID Development at [paul@rochdalebcm.co.uk](mailto:paul@rochdalebcm.co.uk) or referring to the full BID Proposal and Business Plan at [www.rochdalebid.co.uk](http://www.rochdalebid.co.uk).



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Derek O'Toole, Principal, Hopwood Hall College

"We see ourselves as an integral part of Rochdale and want our students to have a great experience. We share the ambition for the town to further develop and prosper and see great opportunities for working more closely with businesses through the BID."







Average Annual  
Levy Income  
**£250,000**



**Objective 1**  
Annual Average  
**£44,000**



**Objective 2**  
Annual Average  
**£78,000**



**Objective 3**  
Annual Average  
**£44,000**



**Objective 4**  
Annual Average  
**£24,000**

## Rochdale BID 5 year Budget: 2019-2024

	Year 1	Year 2	Year 3	Year 4	Year 5	Total	% to total
<b>Income</b>							
BID levy revenue (Note 1)	£195,780	£256,250	£261,374	£266,602	£271,934	£1,251,940	91%
Other Income (Note 2)	£20,000	£25,500	£26,010	£26,530	£27,061	£125,101	9%
<b>Total Income</b>	<b>£215,780</b>	<b>£281,750</b>	<b>£287,384</b>	<b>£293,132</b>	<b>£298,995</b>	<b>£1,377,041</b>	<b>100%</b>
<b>Expenditure</b>							
Objective 1: Lively and well promoted	£35,233	£45,456	£45,817	£46,185	£46,561	£219,251	16%
Objective 2: Safe, secure and Accessible	£63,275	£81,636	£82,284	£82,945	£83,620	£393,760	29%
Objective 3: Smart and Attractive	£35,373	£45,637	£46,000	£46,369	£46,746	£220,125	16%
Objective 4: A great business, leisure and cultural offer	£19,529	£25,196	£25,396	£25,600	£25,809	£121,531	9%
Central Management Costs, Administration, Office (Note 3)	£46,480	£60,690	£61,904	£63,142	£64,405	£296,620	22%
Levy Collection costs	£6,078	£7,936	£8,094	£8,256	£8,421	£38,785	3%
Contingency (Note 4)	£9,813	£12,812	£13,069	£13,330	£13,597	£62,621	5%
<b>Total Expenditure</b>	<b>£215,780</b>	<b>£279,363</b>	<b>£282,563</b>	<b>£285,828</b>	<b>£289,158</b>	<b>£1,352,692</b>	<b>100%</b>
Accrual for Renewal (Note 5)	£-	£2,387	£4,821	£7,304	£9,837	£24,348	

### Notes

1. Assumes a 95% collection rate and 2% per annum inflation
2. Including income from landlords, associate members of the BID and other sources (excluding in-kind)
3. Central admin, office and fixed overheads

4. Calculated as 5% of total levy billed
5. Accrual retained from levy revenue to provide for costs of renewal of the BID for any further term, otherwise they will be spent on additional projects in the final year.

# What it will cost you

## How much will you pay?

Following a successful ballot the payment of the levy by each business in the Rochdale BID with a rateable value of £12,000 or more is compulsory and is set in legislation. The BID levy payment is made regardless of whether the business chooses to vote or if it votes against the BID. The levy is regulated in a similar way to business rates.

The investment being sought from businesses in the BID area is still modest in relation to what can be achieved. Businesses with rateable values below £12,000 will not have to pay but will be invited to make a voluntary contribution. All businesses who pay whether voluntarily or as a levy will directly benefit from the BID's activities and all businesses will benefit from the wider benefits the BID will bring to Rochdale.

For the smallest business in the Business Improvement District, the daily cost is less than a first class postage stamp and even for a large business the daily cost is less than the price of a single cinema ticket.

**With a 1.75% levy, the indicative daily costs to a business are:**

## Daily costs (equivalent numbers of postage stamps per day)

### SMALL INDEPENDENT OR OFFICE BASED BUSINESS



### INDEPENDENT RETAILER



### NATIONAL BRANCH



### LARGE NATIONAL BRANCH



## The Benefits

As a business which pays, whether through a levy or voluntary payment, you will have the opportunity to be directly involved in the decision making and action planning for everything the BID delivers based upon the BID's business plan.

In addition to receiving the broad benefits that BID offers your business in terms of driving local business investment and growth, you will gain direct access to collective promotional campaigns and have the opportunity to link into social and digital media activities. You will have access to collective business security initiatives, the opportunity to participate in seminars and workshops offering business support and advice, invitations to regular BID networking events to develop greater local business community collaboration and much more.

As a business who pays into the BID this is an investment. The aim of the BID is to deliver as much value back in benefits, if not more, than the money you pay in.

By working together as a collective voice you will not only be benefiting your business but improving Rochdale.

## Additional funding and inflation

The BID Company is committed to seeking additional funding where possible to increase the benefits that can be delivered by the BID to businesses.

Other possible income sources will include grants where the criteria matches the aims of the business plan, voluntary contributions from property owners, companies and organisations outside the BID area and those not liable for the levy. It is estimated that this could be at least £130,000 over the five year period.

Through discussion, developers, property owners and other stakeholders in the area will be invited to participate in the Business Improvement District and improve delivery against the business plan objectives even further.

There will be an annual inflationary increase of all levy charges year on year for the duration of the Business Improvement District. This will be a minimum of 2% increase year on year or the inflation percentage as determined by the Consumer Price Index as at the 1st December of the year before the next billing process, whichever is the greater. Inflation will not apply for the first billing cycle in 2019. For example, if a levy bill is 1.75% of £12,000, the bill in year 1 will be £210. If 2% inflation is applied in year 2, the bill will be £214.20.



# Ballot Timetable

## Ballot and voting

Businesses in Rochdale will be asked to vote on whether or not they wish the Rochdale BID Company to implement the business plan over the next five years 2019 to 2024.

Ballot papers will be sent out on 4th October 2018 to the person identified in the specially prepared register of potential voters held by Rochdale Borough Council

Each rateable property has one vote. A proxy vote will be available. Completed ballot papers are to be returned no later than 5pm Thursday 1st November 2018. The result will be announced on the following day.

### Peter Taylor, Managing Partner, AST Hampsons

"We are a professional service business that relies on client trust and confidence, and has been based in the town centre for generations. Rochdale has so much potential and so much to offer especially with the new developments in the town centre. A lot of money is being invested and we need to support that new confidence. The BID will raise the profile of our town and help us to promote our business and serve our valued clients locally, regionally and nationally. We have two offices in the BID area and we will be voting YES."



## Mandatory Levy

Following a successful ballot the levy becomes mandatory on all defined ratepayers. Any necessary enforcement of payment is undertaken in the same way as it is for business rates. A full explanation of the levy criteria can be found in the BID Proposal and Business Plan available at [www.rochdalebid.co.uk](http://www.rochdalebid.co.uk).

The ballot has to meet two tests to succeed:



A simple majority of those who vote must register a **YES** vote.

AND



The aggregate rateable value of those that vote **YES** must be greater than that of those that vote NO.

# VOTE 'YES'



### Timetable

Wednesday 12th Sept 5:30 pm – Launch of Business Plan

Thursday 4th October – Ballot papers issued

Thursday 1st November – Ballot closes at 5pm

Friday 2nd November – Ballot results announced

Monday 1st April 2019 – Operations of the new BID start



# Monitoring Success

## Working with key partners

In order to deliver exceptional value for money within the framework of the aims and objectives of the plan, the BID will work closely with other key stakeholders such as property owners, developers, the Borough Council and the Police. It will seek, wherever possible to influence and shape larger projects to the benefit of its own aims while supporting others to achieve their own objectives.

In working with others, the overriding principle of the BID should not be compromised i.e that the BID is providing services and benefits additional to those which would have happened if the BID had not been in existence.

## Monitoring basic service provision

Rochdale Borough Council is committed to providing core or basic services to the area for the duration of the BID in such a way that the activities of the BID will be totally additional and complementary.

Provision of Baseline Statements will allow the BID Company to regularly appraise the delivery of core services and compare them with the services identified in the statements. From experience elsewhere we know this has an impact on that delivery

and helps to guarantee that money provided to the authorities via the business rates mechanism is well spent and that standards are maintained.

## Monitoring BID delivery

Rochdale BID will be fully transparent and accountable to the businesses paying the BID levy.

Monitoring and measuring the performance and effectiveness of the BID activities is an integral and essential part of the plan. Businesses need to be confident that their levy money is being invested as productively as possible to maximise results.

The effectiveness of the measures undertaken will be gauged for each project area. They will include business surveys, photographic evidence, vacancy levels, new investment into the area and parking, sales and footfall data.

### Janet Crabtree, Assistant Store Manager, Vision Express

“We’re voting YES to the BID as it will have a direct impact on things which affect the way we perceive the town. It will make Rochdale town centre a great place for today and the future.”



### Henry Yau, Owner, Cockadoodlemoo

“Rochdale is a great place to enjoy yourself. The BID will raise the profile of the town for the benefit of businesses as well as the future of Rochdale. We will be voting ‘Yes’.”





# Governance

A new and separate company will be set up to act as the BID Company. It will be a not for profit company, limited by guarantee which will be legally and operationally responsible to the businesses in the BID area, for the delivery of the BID proposal and business plan and its associated activities and will act on their behalf.

The Board will be responsible for the governance of the BID Company and for creating a management structure which will aim to encourage continuous business involvement in determining priorities and shaping and evolving activities within the terms of this BID Proposal and Business Plan. All businesses will be encouraged to be actively involved in the BID and associated working groups to represent the levy payers.

The Board will be elected by the members of the BID Company, drawn predominantly from those paying a levy in the area and made up of a representative cross-section of the businesses and stakeholders of the area and key agencies associated with the successful delivery of the BID project. It will be driven by the private sector and will include one senior officer from Rochdale Borough Council who will act as a key operational link to council services, but not as a Director.

The main role of the Board is to safeguard the interests of levy payers by ensuring that the business operates in line with the BID plan, is professional and offers consistent value for money in line with its targets. The

Board will ensure that the implementation of the BID will be monitored and delivered cost-effectively, through keeping overheads to a minimum and using methods which will optimise the use of the revenue budget and add real value to the delivery of the plan.

The Board will provide a consistent, collective and effective voice for the businesses in Rochdale.

All roles on the Board and specific working groups are voluntary and are undertaken with a commitment to represent the interests of all businesses in the area.

Collaborative working will be actively encouraged to build upon the sense of the business community in the area and ensure that the skills and resources available for delivery of the BID are enhanced and deliver best value.

There will also be hands-on project and contract management to support the initiatives from the working groups. This support will provide administrative support to the BID Company, coordinate activity with partner organisations and ensure cost-effective delivery of projects through tendering and careful project and contract management.

The Rochdale BID financial accounts and governance arrangements will be independently scrutinised and the effectiveness of the measures undertaken will be gauged by key performance indicators for each project area, including

footfall, customer surveys, business surveys, photographic evidence and retail turnover movement full measures are identified in this plan with each objective.

Besides regular newsletters and other forms of bulletins, there will be an annual report providing details on activities and performance of the company against the objectives of the delivery plan for the previous year.

All levy payers shall be entitled to be members of the BID Company. There will be an annual general meeting at which all members are invited to attend and vote and at which Directors will be retired by rotation providing an opportunity for new Directors to be elected in accordance with the articles of the company.

Roger Hussey,  
Manager,  
Santander



“We are backing the BID because we recognise the benefits of a vibrant town centre for our customers, Rochdale residents and the local economy. The BID is a great way of enabling investment in things that will enhance the town centre experience for all.”

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## Final thoughts

"I have been privileged, over the last year to work closely with business people who have been committed to creating a new opportunity for all businesses across the whole of Rochdale. It is a place which has a sense of community but is seeking direction, a sense of purpose and a clear identity in a rapidly changing world.

A Business Improvement District provides us with an opportunity to forge even stronger links between us and work on projects which we initiate and which are important to us as committed and hardworking business people. Towns and cities across the UK are changing rapidly and we need to ensure that Rochdale does not get left behind but takes advantage of its unique position in terms of its attractive environment, its cultural heritage and the strength of its people through their passion for the town.

This plan provides us with a clear direction for a new exciting era in Rochdale. I urge you to get involved and work together for the future of the town and our businesses by voting YES in the ballot in October".

**Lorenzo O'Reilly**

Chair of Rochdale Steering Group and Director of the Town Centre Management Company  
Exchange Shopping Centre Manager

## VOTE 'YES'



### Let's shape the future of Rochdale together

This prospectus should be read in conjunction with the full BID Proposal and Business Improvement District Business Plan accessible on [www.rochdalebid.co.uk](http://www.rochdalebid.co.uk) or by emailing [paul@rochdaletcm.co.uk](mailto:paul@rochdaletcm.co.uk) or Tel: **01706 926677**.