

<b>Report to:</b>	Cabinet	<b>Date:</b> 11 January 2023
<b>Subject:</b>	Bury Business Improvement District (Bury BID) – Council representation on the Bury BID Board of Directors	
<b>Report of</b>	Leader and Cabinet Member for Strategic Growth and Skills	

## Summary

This matter was last considered at Cabinet on the 15 December 2021. Cabinet approved the Executive Director of Place as Bury’s representative on the Bury BID Board of Director. This report seeks Cabinet approval for Bury Council to be represented on the BID Board by the Assistant Director Regeneration Delivery (Economy & Business).

## Recommendation(s)

It is recommended that:

1. Appoint the Assistant Director Regeneration Delivery (Economy & Business) to represent the Council on the Bury BID Board of Directors.

## Reasons for recommendation(s)

2. The position of Bury BID Board Director fits the remit of the Assistant Director of Regeneration Delivery (Economy & Business) which includes the regeneration of Bury Town Centre as a key work area.

## Alternative options considered and rejected

That the current nominee the Executive Director of Place remains on the Board as the Council nominee this was rejected for the reason set out in paragraph 2.2 of this report.

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## Report Author and Contact Details:

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*Department:* Business Growth and Infrastructure

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## 1. Background

- 1.1. The Bury BID Ballot took place in March 2022 and returned a ‘Yes vote’ by both number and rateable value to the creation of a BID in Bury Town Centre. On this basis a Bury BID Company (not for profit and

Limited by Guarantee) was formally established that will operate for a maximum of 5 years, when a further ballot will then be required.

- 1.2. The Bury BID model supports the Council's ambitions for the town centre and for the town centre businesses. The Bury BID creates a strong/effective partnership approach and is complimentary to the regeneration and development work of the Council, particularly linking to the implementation of the Bury Town Centre Masterplan and the emerging Economic Development Strategy that will support inclusive economic growth.
- 1.3. A BID Manager and a BID Executive have now been appointed and a BID Board of Directors has been established to guide the delivery of activity in support of Bury town centre businesses.

## **2. The Bury BID Board of Directors**

- 2.1. The Bury BID is governed by an independent BID Company (not-for-profit company, limited by guarantee). The BID Company Board has up to 15 directors from BID levy paying businesses. In addition, non-levy paying members may be co-opted onto the Board, as required. The Bury BID Board serves voluntarily (without payment) and comprises business representatives that reflect the sectoral make-up of BID area.
  - 2.2. In December 2021, Cabinet approved the intention for the Council to be represented on the Board by the Executive Director of Place. However, it has since been determined that this role is best undertaken by the Assistant Director of Regeneration (Economy and Business) as the strategic lead for the regeneration of Bury Town Centre and a focus on projects that will also help to support Bury BID activity. This includes activity that will:
    - Enhance the town centre to visitors, residents and investors;
    - Provide business support;
    - Generate and attract additional resources to support activity; and;
    - Help deliver key Council ambitions, such as those expressed through the 'Let's Do It' Strategy and the emerging Bury Town Centre Masterplan.
  - 2.3. It is therefore proposed that members therefore approve the intention for the Council to be represented on the Board by the Assistant Director of Regeneration (Economy & Business).
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### 3. Links with the Corporate Priorities:

The BID priorities are consistent with the following principles of the Bury 2030 Let's Do It Strategy:

1. **Local neighbourhoods** - Enhancement of the town centre environment resulting in improved feelings of safety.
  2. **Economic Growth and Inclusion** - Increased investment in regeneration and economic activity.
  3. **Delivering Together** - Increased participation in social and cultural activities.
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### 4. Equality Impact and Considerations:

An initial screening has been undertaken (see attached assessment) and as there were no negative impacts identified for affected groups, there is no requirement to proceed to a Full Impact Assessment.

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### 5. Environmental Impact and Considerations:

No impact in terms of this decision

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### 6. Assessment and Mitigation of Risk:

Risk / opportunity	Mitigation
The BID offers an additional resource and increased activity to help retain businesses, increase footfall and attract inward investment that may not otherwise be possible. The Council can help to support BID objectives through effective partnership working, including via the BID Board.	That the Assistant Director Regeneration (Economy and Business) represent The Council on the BID Board of Directors.

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### 7. Legal Implications:

Cabinet is asked to approve the Assistant Director of Regeneration Delivery (Economy & Business) to represent the Council on this outside body (BID Company Board).

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### 8. Financial Implications:

There are no financial implications with regards to this proposal. The role will be undertaken as part of the Assistant Director Regeneration Delivery (Economy & Business) usual duties.

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**9. Appendices:**

*Please list any appended documents.*

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**10. Background papers:**

Cabinet Report 15<sup>th</sup> December 2021

**Please include a glossary of terms, abbreviations and acronyms used in this report.**

Term	Meaning
BID	Business Improvement District