

Appendix 1

Business Consultation

Winchester City Centre Partnership (the proposer), supported by Winchester City Council and North Hampshire Chamber of Commerce has embarked on an extensive consultation exercise to alert the local business community, particularly non domestic rate payers within the proposed BID, to the opportunity presented by BIDs and the action required by local business.

Consultation began in October 2006 and ended on the 15 May 2007 providing a full six months to disseminate information about the BID proposals and to receive representation from those organisations affected.

Formal Consultation

Working with our partners, Winchester City Centre Partnership published a 6 page A4 document outlining the benefits and key features of BIDs and signposting readers to the web for additional information.

A special area of the Partnership's website [www.wincity.uk.com/bid] was set aside to promote BIDs and to contain downloadable versions of the 6 page document and subsequent business plan documents for reference by the BID community.

All NDR payers (over 700 contacts) within the proposed BID area were mailed with an invitation to attend a consultation event held on the 31 October 2007. A further 300 decision makers, outside of the BID and across the country were mailed regarding NDR in Winchester. A total of over 1000 contacts were made prior to this consultation event.

The BID leaflet and outline business plan were distributed to over 80 attendees at the consultation event.

A second mailing took place during November to all 1000 contacts enclosing the BID leaflet together with a survey, encouraging NDR payers to read the Outline Business Plan and respond.

A second consultation meeting took place on 16 February 2007 (all 1000 contacts invited to participate) when a further 50 NDR payers were represented (with no cross over to those attending the previous meeting). Further detail of the BID proposal together with feedback from the earlier consultation was disseminated at this second consultation.

A third consultation event is to be held on the 26 April 2007 prior to publication of the final business plan and submission to Winchester City Council in May 2007.

Informal Consultation

In addition to the consultation events, the Proposer has written to NDR payers on a local basis to invite participation in a series of 'Bite Size' meetings held informally at venues across the BID area.

Consultation Summary

Date	Action	Indicator	Outcome
October 2006	NDR Mailing	1000 contacts	All NDR payers alerted to the prospect of BID
October 2006	News Release	Front page coverage in local press	Raise awareness of consultation
October 2006	Consultation Event	80+ attendees	Launch BID consultation & outline business plan
October 2006	Publish outline business plan	Distribution at consultation event & post to www.wincity.uk.com/bid	Business plan out to consultation
November 2006	Media Briefing	Coverage in local media	Raise awareness of BID
November 2006	Survey Questionnaire	1000 contacts mailed & publish to www.wincity.uk.com	Greater feedback received
January 2007	Letter to Hampshire Chronicle	Highlight BID as a solution to local business issues	Greater awareness of scope of BID proposals
January 2007	Briefing	WCCP Consultative Group	Raise awareness & participation among local businesses
January 2007	Briefing	Chamber Area Committee	Raise awareness & participation among local businesses
February 2007	Invitation to consultation event	1000 contacts	All NDR targets alerted
February 2007	Consultation Event	50+ attendees	Over 130 NDR targets have now attended a consultation
February 2007	News Release	Coverage in local press & radio	Increased awareness of BID
February 2007	Presentation	BRE Breakfast	Raise awareness & participation among local businesses
February 2007	Presentation	Wired Wessex	Raise awareness & participation among local businesses
March 2007	Briefing	Chamber of Commerce Lunch	Raise awareness & participation among local businesses
February 2007	Briefing	BNI Chapter	Raise awareness & participation among local businesses
March 2007	Bite Size Meetings x 7	Street by Street informal consultation	Raise awareness & participation among local businesses
April 2007	News Release	Coverage across local media	Raise awareness & participation to third round consultation
April 2007	Invitation letter	Direct mail to over 1000 NDR contacts	Attendance to consultation event
April 2007	Consultation meeting	40 approx attendees. Detailed proposals including expenditure & company set up in 3 rd draft business plan	
May 2007	Submission to Winchester City Council	Final submission to council for balloting	