

What is a Business Improvement District?

什麼是企業改善區？

- A defined area within which the local business community work together to collectively invest in projects and services to improve the business environment
• 在劃定範圍內的所有企業共同投資於改善商業環境的計劃和服務
- An independent business-led 'not for profit' company committed to delivering services additional to those provided by public authorities
• 是一 '非牟利' 獨立商業領導公司竭誠傳遞政府當局所提供以外的服務
- A fair and transparent 'levy' on all eligible occupiers within the BID area, complemented by additional voluntary contributions from other stakeholders including property owners and developers
• 公平和清晰地向所有BID(企業改善區)範圍內的用戶`徵稅'，其餘由其他資助者包括地產持有人及發展商自願捐獻補足
- A ballot with a majority 'YES' vote required, both by number and rateable value, for the BID to be implemented
• 人數及地稅價值兩者投票，選票以大部份 '贊成' 票表決，由BID(企業改善區)執行

What could a BID deliver for Southside?

BID(企業改善區)能為Southside (城南區)提供什麼？

The Southside BID will deliver the changes and improvements that you and other businesses in the area identify as priorities.

The Southside BID (城南企業改善區) 將提供你和其他企業在這範圍內視為優先作出變動和改善的

Here are 10 reasons how businesses in Southside could benefit:

這10個原因能令企業在Southside城南區怎樣得益

- **New and repeat customers** - promoting the area, its attractions and events
新顧客和舊顧客-促進這區域的吸引力和活動
- **Improved visitor experience** - making the area brighter, cleaner and safer – day and night
改善訪客的體驗 – 使這區域日夜更加明亮，清潔和安全
- **Good for business** - reducing crime and anti social behaviour, helping to attract and retain staff

對營業額有好處 -減少罪行和反社會行為，幫助吸引和保留職員

- **Positive brand and profile** - capitalising on development and investment opportunities in and around the district, e.g. New Street Station

正面商標和形象 - 在區內或周邊提供資本於發展和投資機會上，例如:新街火車站

- **Proactive local management** - dedicated Southside Manager and Street Wardens
積極本地管理 – 致力的Southside(城南區)經理及街道看守人
- **Effective business 'voice'** – business led partnership with resources and influence
有效的企業`聲音` – 與有資源和影響的企業領導合作

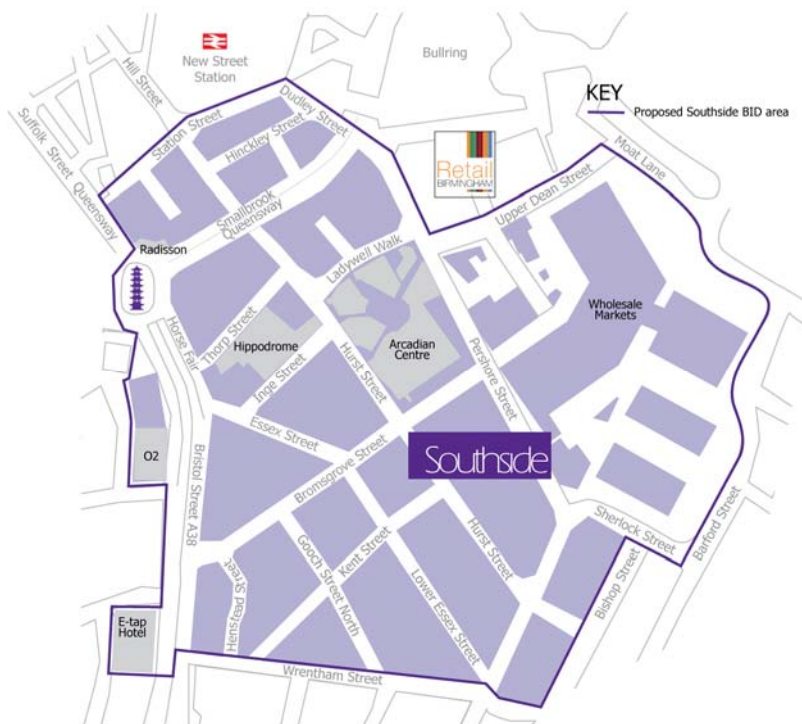
- **Added value** – BID projects and services guaranteed additional to existing public sector expenditure
增值 – BID(企業改善區)計劃和服務保證附加在現有的公共開支上
- **Fair and inclusive** – modest payments and no ‘freeloading’
公平和包含 – 少量的款額和不會被佔便宜
- **Transparent process** – developed by business, delivered by business, decided by business
透明度的過程 – 由企業開發, 企業提供, 企業決定
- **BIDs are successful** – 3 in Birmingham city centre and over 90 across the UK
BID(企業改善區)是成功的 - 伯明翰市中心有三處, 有超過九十處遍佈英國全國

Where is the BID?

BID企業改善區在哪裏?

The map shows the proposed BID area for Southside. It is proposed that only properties with a rateable value over £10,000 will be asked to pay the BID levy.

地圖顯示提議 BID(城南企業改善區)範圍。建議祇是房產地稅價值超過£10,000 才須繳付 BID(企業改善區)的徵稅



(插入地圖)

Why should I pay more?

為甚麼我要多支付?

Although your business rates are collected by the City Council, it is Central Government that receives the proceeds. You have no control over how this money is allocated and spent. The relatively small additional BID levy you would pay will be 100% reinvested in the Southside area by your BID Company. In addition, the BID can seek voluntary contributions from other stakeholder businesses and organisations with an interest in the Southside BID including property owners and developers.

雖然你的商業稅由市政府收集,收益的卻是中央政府。你不能掌握怎樣分配和這花費這款項。你所支付相對地小的BID(企業改善區)徵稅將會由BID(企業改善區)公司全部100%再投資在Southside(城南區)範圍內,另外,BID(企業改善區)公司亦會尋找其他自願捐助者和對Southside BID(城南企業改善區)有興趣的機構包括房地產持有人及發展商捐獻。

What happens next?

下一次會發生甚麼?

Detailed proposals will be prepared over the next few months and we will be consulting you further. We hope to finalise the final BID Proposal document by summer 2010 and then invite you to cast your vote in Autumn 2010. We are currently compiling a contacts database of the 300+ businesses in the BID area who will have a vote. Each of these businesses will be contacted directly.

詳細的提案將在今後幾個月期間準備,並且我們會進一步向你諮詢。我們希望能在2010年夏天前完成最後BID(企業改善區)提案文件,然後邀請你在2010年秋天投票表決。我們現正編寫在BID(企業改善區)範圍內300餘企業的聯絡資料庫。確定誰可投票。然後會逐一聯絡。