

CABINET

7 March 2007

SEGENSWORTH BUSINESS IMPROVEMENT DISTRICT (BID)

REPORT OF DIRECTOR OF DEVELOPMENT

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RECENT REFERENCES:

LE40 Economy and Tourism Portfolio – Third Quarter Monitoring, 29th January 2007

EXECUTIVE SUMMARY:

This report outlines the progress of a Business Improvement District (BID) for Segensworth. The BID, which is being led by the Segensworth Business Forum, is based on an area which includes a small part of the Winchester District. Ten Winchester businesses are located in the designated area, with the rest of the 200 businesses in the Fareham District.

Although Winchester City Council will not be eligible to vote in the BID referendum it has a role as billing authority in determining that the administration of the BID process is undertaken correctly. If it is satisfied that the BID complies with the Regulations then the Council's Returning Officer has to be instructed to make provision for the proper conduct of the postal ballot process - which the Business Forum intends to commence at the end of this month. The ballot papers would be issued in early April with close of ballot on 10 May. The Council would also be responsible for collecting the additional 1% levy on business rates from the Winchester-based businesses, should the vote be in favour.

The business plan attached at Appendix One carries more detail on the projects and proposals of this BID. It currently lacks some details required under the BID legislation, including baseline information, the constitution of the BID organisation, the split between the two local authority areas and levy collection. Officers at both Winchester City and Fareham Borough Councils are liaising with the Business Forum regarding these issues.

This report seeks Member support in principle for the BID, of which the Winchester-based businesses are supportive, and requests delegated authority for responding to the BID to ensure that it is legal and to facilitate the referendum and levy collection process.

It also proposes that the Council's Constitution be amended to provide a framework for responding to BID applications.

RECOMMENDATIONS:

- 1) That Cabinet support the Segensworth Business Improvement District in principle.
- 2) That the Director of Finance be authorised to undertake any functions and make any decisions on behalf of the billing authority in relation to the Segensworth BID up to the stage of instructing the ballot holder (the Council's Returning Officer) to hold a ballot.
- 3) That the costs of the ballot and of administering the Segensworth BID levy scheme, as outlined in Paragraph 6 of the report, be met by the Council rather than being recharged to the BID.
- 4) That the Director of Finance be authorised to agree any arrangements with Fareham Borough Council in relation to the administration of the Segensworth BID levy, should it be approved in the ballot.
- 5) That it be recommended to Council that the amendments to the Constitution, in relation to BID functions, as set out in Appendix 2 of the report be approved.

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SEGENSWORTH BUSINESS IMPROVEMENT DISTRICT (BID)

DETAIL:

1 Introduction

- 1.1 A Business Improvement District (BID) is a business-led initiative to create a sustainable approach to planning and funding additional services or local improvements which will enhance local trading conditions. The legislation behind this system allows businesses in a defined geographical area to establish an independent fund by agreeing to an additional levy (normally around 1%) on business rates. This is deployed on projects set out in an agreed business plan.
- 1.2 Once a business plan is written in consultation with the businesses in the defined area, a referendum of those businesses is held. The local authority is requested to carry out this referendum on behalf of the BID proposer. If the technical requirements of the Regulations are met then the billing authority is required to instruct the ballot officer (the Council's Returning Officer) to undertake a postal ballot of the businesses in the BID area. For the BID to be successful, the ballot must satisfy two criteria:
- a) more than 50% of the votes cast must be in favour of the BID, and
 - b) more than 50% of the rateable value represented in the ballot must be in favour of the BID.
- 1.3 If the ballot result is positive, the BID can proceed. The local authority is then responsible for collecting the BID levy, usually by issuing an additional invoice to the National Non Domestic Rates, and then passing the payments on to a formally established BID organisation.
- 1.4 Within 14 working days after the ballot the authority can issue a veto to prevent the BID from being implemented. Grounds include:
- material conflict with the Council's policies, and
 - significant disproportionate financial burden on any ratepayer compared to other ratepayers eg caused by manipulation of the geographical area of the BID or structure of the BID levy.

In considering these issues the Council should take into account the level of support in the BID ballot; the nature of the policy conflict; the structure of the BID levy and distribution of the financial burden; the nature and extent to which these issues were discussed with the Council before the BID was submitted, and the costs incurred by the promoters in developing and canvassing upon the proposals. In practice, therefore, it is desirable that these issues are also considered before the ballot stage in order to reduce the possibility of any difficulties later.

- 1.5 BID funds should not be used to replace existing local authority budgets. In order to prevent this, the local authority is required to provide baseline data of the services it provides in the BID area at the time of business planning. The business plan then sets out what additional services or enhancements the BID can facilitate.

2 Segensworth BID

- 2.1 In Segensworth, the development of the BID has been supported through funding and officer support from Hampshire County Council, Fareham Borough Council, and Winchester City Council. Area Investment Framework (AIF) funding has also been allocated to Segensworth Business Forum to employ a project manager to take the BID forward.

- 2.2 The area this BID covers is predominantly in the Fareham District. However, ten of the 200 businesses involved are located in the Winchester District. Because there is currently no provision in the Regulations for cross-boundary BIDs, the Segensworth BID is actually two BIDs in legal terms. The business plan states that a BID will only go ahead if the ballot in both districts is successful. Winchester City Council will therefore be legally responsible for the ballot of and levy collection from the Winchester based businesses.

3 BID Business Plan

- 3.1 The current business plan, attached at Appendix 1, is based on an income of £171,000 pa for five years from a 1% levy. Approximately £25,000 of the levy per annum (14.6%) would come from businesses based in the Winchester District. The business plan gives comprehensive details about the BID project, objectives and proposed action plan. The plan has been drawn up in consultation with the 200 businesses, most of whom have had personal visits from the project manager and all of whom have been invited to an open consultation meeting and sent newsletters. The plan includes:

- a) **transport improvements** including traffic reduction such as a shuttle bus service to Swanwick train station, car sharing, travel plans, bus routes, discounted bicycles, cycle and footpath access, lobbying for better access and transport, and HGV parking such as HGV traffic planning, reduction in HGV traffic, local and regional HGV parking;
- b) **security and crime prevention** including mobile security patrols, CCTV cameras, email alert system on security issues and liaising with Police;
- c) **shared services and business support** including waste management and recycling, joint training, joint purchasing, energy management, networking, Segensworth Business Forum website and support for the Sustainable Business Partnership;
- d) **environmental improvements** including cycle ways and footpath improvements, pavement improvements, signage improvements and maintenance, maintaining estate appearance, input on planning applications and discounted cycles.

- 3.2 None of these projects will require Segensworth Business Forum to buy services from Winchester City Council directly. Some of the projects, such as those under shared services and business support, will involve ongoing liaison with the Council's

economic development officer, and those under transport and environmental improvements are likely to involve officers of the access and infrastructure team. However, there are not likely to be major resource implications for the City Council from these projects.

- 3.3 Some legally required detail is currently missing from the draft plan, which includes the baseline information about Council services already provided in the area and further details about the way in which the BID levy will be collected. It also requires more detail about the constitution of the BID organisation and the split between the two local authority areas. Officers will liaise with the Forum in respect of this information. Members are therefore asked to delegate authority to the Director of Finance to administer the functions of the billing authority. If the final submission by the Forum is legally compliant, the Council has no choice but to hold the ballot.
- 3.4 At this stage it is not considered that there are any concerns that might require the use of the veto power (paragraph 1.4 above refers). However, that decision can only be taken in the light of the ballot and other circumstances at that time. As a decision has to be taken within 14 working days of the ballot decision, a delegation to the Director of Finance in consultation with the Leader is recommended. If it was appropriate a special meeting of Cabinet could be called instead.

4 The Ballot

- 4.1 The Segensworth Business Forum issued notice of the proposed BID to the Secretary of State on 5 December. The Forum has requested that the required postal ballot be held from 12 April 2007, which means that the formal notice to Winchester City Council is expected in the coming days. This notice will inform us of the intention to establish a BID, and require the City Council to hold a ballot.
- 4.2 Officers have already been in discussion with Fareham Borough Council about the ballot. The decision as to how it is undertaken, by statute, lies with the Returning Officer. It is proposed that Fareham's electoral services team will manage the postal ballot on behalf of Winchester, because of the small number of properties affected in this District.

5 Conclusion

- 5.1 The Segensworth BID is making good progress towards a formal referendum in April and has the support of the ten Winchester district-based businesses within the designated BID area. In order to facilitate the BID, Members are asked to:
- a) support it in principle;
 - b) make the arrangements set out in the recommendations above for future decisions needed in connection with the Segensworth BID, and
 - c) approve changes to the Council's Constitution to make provision in the Scheme of delegation in relation to BIDS.
- 5.2 Members are asked to note that a further report on the Winchester BID will be presented to Cabinet at the end of March,

OTHER CONSIDERATIONS:

5 CORPORATE STRATEGY (RELEVANCE TO):

5.1 Homes and Jobs – to foster a strong and diverse urban and rural economy.

6 RESOURCE IMPLICATIONS:

6.1 Whilst there are no significant revenue or capital commitments, there will be a minimal implication for officer time in collecting the additional levy from the ten Winchester-based businesses over the five year life of the BID. There will be some overlap in the working arrangements between the two District Councils. Each Council will be required to keep separate BID accounts in relation to the proposal. However, the way in which the billing arrangements are best undertaken, given the small number of properties affected in the Winchester District has yet to be resolved. It is suggested that the Director of Finance be given delegated authority to resolve the issue.

6.2 The direct costs of the ballot will be minimal – and be charged to the Council's economic development budget.

6.3 As both the ballot costs and on-going administration are minimal, and can be accommodated within existing budgets, it is not proposed to recharge these costs to the BID promoter.

BACKGROUND DOCUMENTS:

- a) Files held by Finance; Development and City Secretary and Solicitor's Directorates
- b) More detailed information on the legislation governing BIDs can be found on the council website at www.winchester.gov.uk/Business/BusinessRates
- c) The national BIDs advisory service can be found at www.ukbids.org

APPENDICES

Appendix 1: Draft Segensworth BID Business Plan (for Cabinet, Group Leaders, Ward Councillors and relevant Scrutiny Chairmen only). Also available on www.winchester.gov.uk/Business/EconomicDevelopment/General.asp?id= SX9452-A7829537&cat=8389

Appendix 2: Proposed Amendments to the Constitution - BIDS

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1. Letter from the Chair and Committee of SBF

A Message from the Chairman and Committee of Segensworth Business Forum

Dear Business Owner/Manager

We are delighted to present to you the SBF proposal for a Business Improvement District on our estates to operate between 2007 and 2012.

This proposal is the result of months of consultation, discussion and analysis on various proposals that have been circulated amongst the business community.

We do sincerely hope that you have felt involved in this process, and this, the final Business Improvement District proposal reflects what you would like to see delivered over the next five years.

We are pleased to see the early support for this proposal that has been given by many companies on the estates.

This proposal is the next step in the evolution of SBF, in fact it will be a defining moment - the point at which 'we', the business community take control of our own future destiny, independent from the ups and downs of public sector financial support. Free from the ties and limitations of government grant and devoid of any political interference, with no-one to answer to but ourselves.

In May 2007, businesses within the Segensworth BID area (see section 7 for a map and full voting details) will be asked to vote on whether or not they wish SBF to continue to be operational and undertake the defined projects, supported by the set annual levy.

As businesses we have a choice to make. A 'yes' vote will ensure that we continue to work together, in partnership, to further develop the Segensworth Business Estates into the premier industrial estate in Hampshire, where crime is low, customers are pleased to visit, employees happy to work and the business community works together for mutual benefit and is able to speak with one voice.

A 'no' vote will result in the benefits that we have gained in recent months being lost. Benefits such as signage and road improvements, inter-trading, networking, a common approach to crime and security and our ability to lobby for change as a powerful business group with 180 businesses employing 6,500 employees.

We would therefore ask you to read this proposal carefully, and join with us to vote in favour of this Business Improvement District for the Segensworth industrial Estates.

We look forward to continuing to work with you over the next five years towards improving our trading environment and enhancing the competitiveness of all our companies.

This proposal for a Business Improvement District has been developed with funding and support from The Area Improvement Fund; SEEDA; Hampshire County Council; Fareham Borough Council and Winchester City Council

Yours sincerely

Michael Foote (Chairman, Segensworth Business Forum)

2. INTRODUCTION

2.1 SEGENSWORTH BUSINESS FORUM

Segensworth Business Forum (SBF) has been representing the interests, concerns and issues of businesses on the Segensworth Industrial Estates since its formation in July 2005. Over this period of time the group and its partners have delivered a range of significant improvements that have enhanced the trading environment for local companies both small and large.

Membership of the Group currently stands at 71 companies. Each of these companies has voluntarily signed up to the ethos of joint working, a common voice and the collective mission of the Forum. Another 33 having indicated they wish to join. These companies represent 80% of the businesses already seen and 70% of the currently occupied properties on the estate.

In order for SBF to meet the needs of companies on the estate in the future, the group has elected to utilise a proven concept called Business Improvement Districts (BIDS).

The consultation exercises that have been undertaken over the last few months have demonstrated a wide-spread demand and need for the services and projects being delivered through SBF. What is required now is for SBF to embrace Business Improvement Districts as a mechanism to enable;

- Consolidation of services and projects that have proved effective
- Introduction of new services and projects that will further enhance the trading environment for businesses on the estate.
- The management of the estates, in a pro-active manner through SBF

2.2 BUSINESS IMPROVEMENT DISTRICTS (BIDS)

2.2.1 What is a Business Improvement District?

A Business Improvement District enables groups of businesses to commission projects which will lead to improvements in their local trading environment, funded through a local increase in business rates. The funding cannot be used to support or pay for services already provided by the public sector, and is ring fenced locally and 100% used to commission and deliver the project or services demanded by local companies.

It is an arrangement under which local businesses plan how to improve their own business & trading environment. Businesses identify projects or services that will add value and agree on the level of funds which they will pay to make it happen. The duration of the deal is not more than five years.

Originally from the USA & Canada, BIDS were successfully tested in twenty different business locations in the UK leading to legislation at the end of September 2004.

Since then over 30 commercial & industrial areas have voted for a BID in their locations. This will bring in over £100m of additional investment in the next five years. Another 100 BIDs are in the pipeline in the UK.

In the 30 or so BID areas that have gone to a vote in the UK there has been an average turnout of 60% with 75% voting in favour.

2.2.2 About BIDs

Is it a just another Tax?

No, the money does not go to the Central Government or the Local Council. Funds are ONLY for the project(s) agreed and voted for and controlled by the participating businesses.

What sort of services will the BID levy cover?

Anything the businesses choose - it can be from improved transport links, creating a "clean and safe" environment to marketing and promotion to attracting further investment.

Why should businesses get involved?

It enables them to have control over projects which directly affect the performance of their business. Those businesses who pay the BID levy have a voice and a vote.

If businesses already pay rates, why should they pay again?

The BID levy is a specific levy for projects identified and controlled by the businesses. It can only provide ADDITIONAL improvements and benefits to services already provided by local authorities. It cannot SUBSIDISE or SUBSTITUTE the existing provision by public agencies.

Do the funds go to the local authority in any way?

No, the money is collected by the local authority and is transferred to the BID organisation to spend ONLY for projects identified by the BID. In addition, the BID will also seek Baseline Agreements from the local authority and other public agencies such as the Police to ensure that businesses are getting value for money on existing services provided by them within the BID area.

Is it only existing business rate payers who will contribute to BID?

No, more money can be sought from Public Sector Agencies.

Is it the Tenants or the Property Owners that Pay?

With the UK legislation it is whoever is liable for the business rates.

What about businesses who vote against the BID Project & Plans?

The legislation requires that 51% of businesses who vote must be in favour in numbers and in terms of rateable value, of the BID project & plans. If this is the case then the levy is mandatory on all in the BID area.

For more information on BIDS visit www.ukbids.org.uk.

3. Business Consultation

3.1 FIRST STAGE CONSULTATION

The consultation is being undertaken in two stages. The first stage, now completed, involved

- The recruitment of a project manager in July 2006.
- One-to one consultation with over 130 businesses between August and December 2006
- Group meetings attended by 40 companies
- Newsletters sent to every company within the BID area
- Discussions with local government
- Feasibility meetings with The Association of Town Centre Managers
- Notification to local government and The Secretary of State about our intention to apply for BID status
- The development of funding and support from The Area Improvement Fund; SEEDA; Hampshire County Council; Fareham Borough Council and Winchester City Council

3.2 CONSULTATION RESULTS – WHAT YOU TOLD US

Area	Priority	Main Concern
All Areas		
	1	Transport/ Access Improvements
	2	Better Security
	3	HGV Parking
	4	Environmental Measures
East		
	1	Transport/ Access Improvements
	2	Better Security
	3	HGV Parking
	4	Environmental Measures
West		
	1	Better Security
	2	HGV Parking
	3	Transport/Access Improvements
	4	Environmental Measures
North		
	1	Transport/Access Improvements
	2	Better Security
	3	Environmental Measures
	4	Shared Services
South		
	1	Transport/Access

		Improvements
	2	Environment
	3	Shared Services
	4	HGV

Many of the companies consulted also indicated their support for shared services and inter-company trading, although not as their main priority.

Of the currently occupied businesses on the estates:

- 70% are generally in support of the BID
- 8% are against
- 22% undecided or unable to make a decision locally

Although support is strong for the BID it is important that every business continues to support the process and votes positively in the poll.

Using this information, project teams were formed made up from businesses on the estates and local government representatives to formulate the main projects to be addressed within this plan.

3.3 THE NEXT STAGE

This business plan will be sent out for consultation in early March 2007.

The second stage of consultation will be undertaken in March and April 2007 to obtain comments on the proposals in the business plan. This will include group meetings as well as further face-to face meetings.

If you wish to make any comments, please contact us. Our contact details are set out in section 8.

4. The Proposed Business Improvement District

4.1 WHY WE NEED IT

There are significant challenges facing ageing Industrial Estates. They include improved access, safety & security, working together, increasing competition, attracting the right businesses and clients, and the quality of environment we trade in. The current voluntary arrangements whereby SBF raises finance from its members has a finite capability and allows only limited long term business planning. It also means that businesses that choose to opt out still gain the benefits financed by voluntary contributions. The BID is seen as necessary step and the fairest way of safeguarding the future competitiveness and prosperity of The Segensworth Industrial Estates.

By collecting a BID levy from all businesses, SBF will generate over £850,000 of dedicated funding to be spent improving the estates over the next five years. In addition SBF will continue to lobby and act on behalf of all businesses within the estates to monitor and increase the services and spend that can be leveraged from the public sector over the same period.

These improvements will be decided and controlled by you, the businesses.

In May 2007, businesses within the Segensworth BID area (see section 7 for a map and full voting details) will be asked to vote on whether or not they wish SBF to continue to be operational and undertake the defined projects, supported by the set annual levy.

4.2 WHAT WILL IT DELIVER?

Our vision is that “companies and their staff located in Segensworth think this is a great place to work and do business”. The SBF mission is to improve, the trading and working environment on the Segensworth Estates, continuously.

This business plan highlights the additional services we intend to deliver within the Segensworth BID area. It also spells out our goal to see Segensworth become a safer, easier and more profitable and pleasant place to do business in

As a result of consultation SBF will focus on our four themes for improvement:

- **Developing initiatives to improve transport, access and HGV parking**
- **Increasing business security and preventing crime**
- **Providing a range of shared service support functions that will benefit all businesses**
- **Environmentally friendly and image enhancement measures across the estates**

Further to this SBF will continue to act as a single and coordinated voice lobbying and working on behalf of all businesses on the estates for better services and increased funding.

4.3 THE BENEFITS... FOR YOU AND THE ESTATE

Businesses will benefit from the BID in the following ways.

Better access arrangement and road improvements designed to save you time and money

- ✓ Safer, less congested estates with improved public transport links, subsidised travel, action on HGV parking; improved bus services; car sharing web site facility.
- ✓ A transport officer has been allocated to SBF by Hampshire County Council to assist in resolving transport issues

Improved security will reduce theft and damage as well as offer a safer environment for you, your staff and any of your property (including staff cars and company vehicles).

- ✓ Reduced levels of crime and vandalism through the deterrent of mobile security patrols and CCTV cameras throughout the estates.

Centralised negotiating for services will help drive your business cost down.

- ✓ Shared waste disposal and energy management; access to low cost first aid; health and safety training services; other shared services; joint purchasing.

Connected Business Community will increase business opportunities and reduce costs.

- ✓ Networking; estate newsletter; estate web site including business directory, news, vacancies and chat forums.

A strong and effective business voice will lobby for greater benefits and increased funding

- ✓ A single voice lobbying, promoting and developing the estate to improve your trading environment
- ✓ A forum for engaging with public sector and other support agencies

Better maintenance of the estates will provide a more appealing environment for you, your staff and your clients.

- ✓ Improved footpaths and cycle access
- ✓ Better signage
- ✓ Enhanced image for Segensworth estates

There will be full time SBF staff

- ✓ Locally based and working with you and for you
- ✓ Delivering the aims, projects and aspirations of the BID
- ✓ Lobbying, promoting and developing the estate to improve your trading environment.
- ✓ Monitoring baseline services from local government, police etc

The Estate will have a higher profile.

Property owners will have their assets protected and enhanced giving stronger tenant demand, increased income and added value.

4.4 HOW IT WILL OPERATE

The Business Improvement District (BID) will be governed through the established Segensworth Business Forum. To date the forum has been open to any company that wishes to join. Under the BID every company that contributes towards the cost of the BID will become a member of Segensworth Business Forum. Each company will enjoy full voting and membership rights as specified in the Segensworth Business Forum constitution.

Administration costs will be kept to a minimum. For maximum efficiency, there will be full-time SBF staff responsible to the Board of Directors. Locally based, working with you and responsible for

- Working on the individual projects
- Delivering the aims, projects and aspirations of the BID
- Lobbying, promoting and developing the estate to improve your trading environment.
- Monitoring baseline services from local government, police etc

For full details of how SBF will operate see the constitution in appendix 1.

4.5 PERFORMANCE INDICATORS

As experienced business people, we understand the requirement to monitor the progress of the BID. Each project will have indicators that allow you, as investors in the BID, evidence that we are delivering what we promised and that you are enjoying a return on the levy paid.

These will be formally reported on an annual basis and reported on the web site. SBF will also be operating an 'open door' policy so you can come and see us anytime.

5. The BID Projects

5.1 PROJECT 1 - TRANSPORT IMPROVEMENTS

The consultation identified that businesses require support in helping employees access the estates and in reducing the level of traffic congestion at peak times. HGV parking on estate roads was also identified as a problem.

This plan will therefore deliver the following.

Traffic Reduction

Shuttle Service between Swanwick station and the Estates

- A subsidised shuttle service between Swanwick station and all parts of the estate at morning and afternoon peak times.

Car Sharing

- All companies will have access to the established HantsWeb website to enable staff to safely and effectively take advantage of a proven and successful car sharing scheme covering the Segensworth estates and surrounding areas.

Improved Travel Plans

- The formation of a group comprising of the major employers within the estates to reduce traffic at peak times by looking at shift patterns, travel plans etc and coordinated access onto the estates.

Improved bus routes

- A feasibility study to establish bus usage and work with bus companies to improve services onto the estates

Discounted Cycles

- Group access to the proven "cycles to suite" scheme that enables employees to obtain discounts on bikes.

Lobbying for better Access and Transport

- Continued lobbying of key agencies by SBF to ensure a voice for businesses in identifying, acting and communicating on transport and access issues. This to include road agencies, local government etc.

Improved Cycle and footpath access

- See Project 4

HGV Parking

Although a number of ideas were proposed most were prohibitive in terms of cost and technical implementation. We propose

HGV Traffic Planning

- The formation of a group comprising of the major transport companies to facilitate improved co-operation between HGV users
- Better scheduling of HGV vehicles.

Reduction in HGV & Delivery Traffic

- Less HGVs on the estates as a result of the waste management and inter company trading outlined in project 3.

Local HGV Parking

- Continued lobbying by SBF to identify and utilise an area suitable for HGV parking within the estates and to pursue if appropriate with the appropriate partners and funders. This will involve identifying a suitable piece of land which would be donated or leased to allow a lorry parking facility to be provided. Some physical works are likely to be required along with signage and promotional material and the provision of facilities such as toilets, changing & refreshments. If successful then SBF will make efforts to secure funding for permanent site & provision.

Regional HGV Parking

- Continued lobbying by SBF for a lorry park to be located off the M27.

When will it happen?

From Year 1

How much will it cost?

07/08	08/09	09/10	10/11	11/12	TOTAL
£	£	£	£	£	£
36,700	32,500	33,900	33,900	33,900	170,900

Performance Indicators

Number of people using Car Sharing Scheme

Number of people using shuttle service

Annual Business Survey on success of improvements.

How will it benefit my business?

- ✓ Reduced congestion at peak times and reduced travel costs.
- ✓ Easier and less stressful access for clients and staff.
- ✓ Improved access will make recruitment easier.
- ✓ Improved ease of movement for vehicles, genuine unloading, loading and deliveries
- ✓ A safer environment through reduced level of on road lorry parking
- ✓ Integrated transport plans
- ✓ A voice on transport issues for all Segensworth Businesses

5.2 PROJECT 2 - SECURITY AND CRIME PREVENTION

The consultation identified that businesses want to see further estate security measures introduced. The best way to deal with this is to introduce an integrated deterrent aimed at discouraging crime and preventing Segensworth being seen as a “soft target”.

The plan will therefore deliver the following.

Mobile Security Patrols Throughout The Estates

- Security be to tour the follows

MON – FRI NIGHTS	SAT	SUN	TOTAL PATROLS
4	5	8	33

patrols will introduced estates as

- Further to this, each company will be offered a key holding and alarm response service at a discounted rate, determined by take-up as follows

NUMBER OF MEMBERS	PRICE/MONTH
1 – 30	£35.00
31 – 60	£30.00
61 – 100	£25.00
101 – 175	£20.00
176 +	£10.00

CCTV Cameras Throughout The Estates

- Closed circuit television cameras will be installed at 12 key locations throughout the estates. Exact final locations will need to be determined and will be subject to issues relating to technical requirements and visibility e.g. lighting & foliage.
- As the main control system will be in place, individual companies will be offered the opportunity to link to the main SBF control system. This will reduce costs to members wishing to install their own CCTV cameras

Email alert System

- SBF will continue to run the email alert system that allows members to be kept informed about security issues.

Liaising with Police

- SBF will continue to liaise with and lobby police on key issues relating to security on the estates.

When will it happen?

From Year 1.

How much will it cost?

07/08	08/09	09/10	10/11	11/12	TOTAL
£	£	£	£	£	£
71,000	71,000	71,000	71,000	71,000	355,000

Performance Indicators

Reported & Recorded Crime Statistics

Business Survey on success of improvements

How will it benefit my business?

- ✓ Reduced levels of crime
- ✓ You, your business and your staff will feel safer and the same goes for your possessions, vehicles & premises.
- ✓ Reduction in costs such as insurance, theft & damage replacement
- ✓ A voice on security issues for all Segensworth Businesses

5.3 PROJECT 3 - SHARED SERVICES & BUSINESS SUPPORT

The consultation identified that many businesses want to increase inter-company trading and co-operation to take advantage of a range of common services using the combined negotiating power of almost 200 Segensworth companies.

This plan will therefore deliver the following.

Waste Management/Recycling

1. An initial waste/recycling audit will be carried out across companies wishing to participate. This can be undertaken at no cost and can also include energy usage.
2. Based on the results of the above, a number of commercial companies will be approached to quote on a scheme for all participating companies. With the aim of
 - Providing education / training in waste management & reduction
 - Providing participative waste recycling schemes
 - Providing Waste disposal schemes

This will be an 18 month project. Companies should be made aware of the cost saving and environmental benefits

Joint Training

The following will initially be offered to companies wishing to participate:

- Health & Safety
- First Aid
- Fire Safety
- Fork Lift Driving

This will be an on-going project and will expand as other requirements are identified. Suppliers will be researched and asked to quote, offering participating companies discounted rates.

Corporate Purchasing

The following will initially be offered to companies wishing to participate:

- Group membership of Health & Fitness Clubs
- Travel
- Work Clothing and PPE (Safety Shoes, ear defenders etc.)
- Printing
- Insurance

This will be an on-going project and will expand as other requirements are identified. Suppliers will be researched and asked to quote, offering participating companies discounted rates.

Energy Management

1. An initial usage audit should be undertaken (see waste management above).
2. Consultants will then be approached to negotiate and manage on behalf of participating companies. This can be undertaken on a no fee basis as consultants make their fees on costs saved.

Networking

We will hold at least 4 networking events a year. These may be themed events and include specialist speakers. Companies will be encouraged to sponsor an event.

SBF Website

This will include news, company directory, job vacancies and offer a method of two way communication which will be helpful not only from a security viewpoint but will also facilitate inter estate trading and enhance communication between Segensworth businesses.

Sustainable Business Partnership

We will take part and promote the Sustainable Business Partnership to participating companies.

Further to this we will continue to liaise and consult with businesses to understand requirements on other shared services. This will enable us to build and develop this program.

When will it happen?

Year 1 and then continually monitored and developed.

How much will it cost?

07/08	08/09	09/10	10/11	11/12	TOTAL
£	£	£	£	£	£
23,600	23,600	23,600	23,600	23,600	118,000

Performance Indicators

Annual Business Satisfaction Survey

Take-up of services

How will it benefit my business?

- ✓ Reduced costs for your business
- ✓ Able to tackle the big issues such as waste disposal that may prove un-economic to address individually
- ✓ Reduced travel by sourcing locally
- ✓ Keep you informed and enable you to communicate on issues of interest such as shared car parking, security, etc
- ✓ The combined purchasing power of Segensworth businesses

5.4 PROJECT 4 - ENVIRONMENTAL IMPROVEMENTS

The consultation process identified that businesses want to see environmentally friendly improvements such as walkways and cycle way access onto the estates. Improved signage and estate appearance were also seen as important.

This plan will therefore will deliver the following.

Cycle Ways and Footpath Improvements

- We have investigated integrated cycle and pedestrian access onto the estates. Upgrading the cycleway/footpath from Southampton Road to end of Brunel Way including the underpass between east and west and a cycleway/pathway the length of Witherbed Lane to join with Whiteley road would be desirable but would cost around £200,000. This is too expensive to undertake on our own but we will continue to lobby to leverage funding from the appropriate authorities.
- Map of all cycleway and footpaths to be published on Website and made available to all businesses.

Pavement Improvements

- Lobbying to secure funding for the paving of Brunel Way, Barnes Wallis Road and Segensworth West.

Signage Improvements and Maintenance

- Signs to be erected on the roundabouts at key areas within the estates giving directions to estate areas.
- Monitoring Hampshire County Council to keep signage up to date.

Maintaining Estate Appearance

- To monitor the key baseline services identified in section 5.5 and ensure key local government agencies are meeting their obligations

Input on Planning Applications

- SBF to develop relationship with planning authorities to allow businesses to influence key development issues

Discounted Cycles

- Group access to the proven “cycles to suite” scheme that enables employees to obtain discounts on bikes.

When will it happen?

From year 1

How much will it cost?

07/08	08/09	09/10	10/11	11/12	TOTAL
£	£	£	£	£	£
9,000	9,000	6,500	6,500	6,500	37,500

Performance Indicators

Business Survey on the improved use of cycleway and footpaths.

Business survey on baseline service satisfaction

How will it benefit my business?

- ✓ Easier and more environmentally friendly access will make Segensworth a better place to work as well as reducing traffic onto the estates
- ✓ Improved signage will make it easier for visitors and clients to travel onto the estates.
- ✓ Improved estate appearance will improve the value and desirability of your location
- ✓ A voice on environmental and estate appearance issues for all Segensworth Businesses

5.5 BASELINE AGREEMENTS

We have NO intention of and indeed are NOT allowed to ask you to pay for services that are already covered by your Business Rates (although this tax is collected locally it is handed over to central government with only part of the total collected returned to the local authority to offset some of the costs of local services).

It is important that the existing baseline services against which we have drawn up the additional projects remain constant and consistent. Working with the providers of our services, we have established baseline agreements that clearly define the scale, extent and frequency of their activities in future. As the BID levy will fund the continued existence of SBF, we will continue to monitor these services as part of our responsibilities under the BID

The Baseline Agreements cover the following areas in this case:

Fareham Borough Council, Winchester City Council

Graffiti, Fly Tipping, Litter Picking, Sweeping, Litter Bins, Shrub Removal, Tree Work, Grass verge cutting

Hampshire County Council

Gritting, Street Lights, Signs & Signage Cleaning, Weed Spraying, Pot-holes, Public Highway Maintenance.

Hampshire Police

Provision of personnel & response to Segensworth area.

The precise details of these Baseline Agreements can be viewed in the Segensworth Business Forum offices or on-line on our website. Their existence will allow us to monitor service effectiveness on your behalf to ensure consistency and compliance

Shared Services

Website	1,400	1,400	1,400	1,400	1,400	7,000
Networking	1,200	1,200	1,200	1,200	1,200	6,000
Newsletter	1,000	1,000	1,000	1,000	1,000	5,000
SBF staff time	20,000	20,000	20,000	20,000	20,000	100,000

TOTAL	23,600	23,600	23,600	23,600	23,600	118,000
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Environment

Signage	5,000	5,000	2,500	2,500	2,500	17,500
SBF staff time	4,000	4,000	4,000	4,000	4,000	20,000

TOTAL	9,000	9,000	6,500	6,500	6,500	37,500
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SBF Costs

Staffing Salaries & Costs	40,000	40,000	40,000	40,000	40,000	200,000
Less Allocation to projects	-36,000	-36,000	-36,000	-36,000	-36,000	-180,000
Office	6,000	6,000	6,000	6,000	6,000	30,000
SBF Costs	1,000	1,000	1,000	1,000	1,000	5,000

TOTAL ADMIN	11,000	11,000	11,000	11,000	11,000	55,000
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TOTAL ALLOCATED	151,300	147,100	146,000	146,000	146,000	736,400
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OTHER

PROJECTS/SURPLUS	19,700	23,900	25,000	25,000	25,000	118,600
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TOTAL INCOME	171,000	171,000	171,000	171,000	171,000	855,000
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Assumptions

- 1) All prices based on 2007
- 2) Shuttle Service (4 hrs * £20) £80 + VAT per day * 260 days pa
- 3) CCTV equipment installed yr 1 leased over 5 years
- 4) All costs include VAT at 17.5%
- 5) Mobile Patrols 4 per night, 5 sat, 8 sun

7. The voting, levy, collection and alteration arrangements

7.1 HOW WILL IT WORK?

In May 2007, businesses within the Segensworth Estates (see below for a map showing the details) will be asked to vote on whether or not they wish the BID to become operational, supported by the set annual levy. The ballot will be conducted independently by the returning officers of Fareham Borough and Winchester City Councils or their appointed agent.

The vote will have to meet two tests for the BID to go ahead. First a majority in favour (more than 50%) of those that vote is required and secondly the aggregate rateable value of those that vote in favour must be greater than the aggregate value of those that vote no. The BID will last for five years.

Because the businesses within the BID area cover the local authority regions of Fareham Borough Council and Winchester City Council, there will in practice be two BIDs, one for each local authority. For the BID to proceed, a yes vote must take place in both areas.

To minimise administrative costs and demonstrate fiscal propriety, The BID levy will be collected annually via the business rates system. A separate, distinct bill will be issued and all the money collected will be passed directly to Segensworth Business Forum to be spent on the projects you have nominated.

Once agreed the area and levy cannot be altered without another vote. The projects agreed by you can, within reason, be modified by the SBF Board of Directors that you elect, but only to reflect business priorities and conditions at the time. Should there be any project changes of this kind, all BID levy payers will be consulted and if more than 30% of BID levy payers object in writing no changes will be made.

All costs associated with conducting and administrating the BID will be met by Fareham Borough Council and Winchester City Council.

7.2 AREA

The Bid covers the following areas:

Apple industrial Estate	Barnes Wallis Road	Barrett Industrial Estate
Brunel Way	Cockerell Close	Concorde Way
Crompton Way	Dewar Close	Fleming Close
Gloster Court	I/O Centre	Kingdom Close
Manor Court	Matrix Park	Mitchell Close
Stevenson Road	Segensworth Business Centre	Talbot Road
Titchfield Park	Whittle Ave	
Cartwright Drive as far as Stephenson Road from the north		
Little Park farm Road as far as the railway bridge		

Map

7.3 THE BUSINESS IMPROVEMENT DISTRICT – WHO VOTES?

Each business ratepayer within the BID Area will have a vote provided they are listed on the National Non Domestic Rates (NNDR) List for the defined area at the time notice of the ballot is given, expected to be towards the end of March. Where a rateable property is vacant, undergoing refurbishment or being demolished, the ratepayer will be entitled to vote.

Each business entitled to vote will have one vote in respect of each rateable property in the defined area. Details of the arrangements for the ballot will be sent by the ballot-holder to all those eligible to vote.

7.4 ANNUAL LEVY- WHO PAYS?

Each business ratepayer will be annually liable for the BID levy provided they are listed on the National Non Domestic Rates (NNDR) List for the defined area on 1st July when invoices will be issued. Payment will be due by 31st July.

Where a rateable property is vacant, undergoing refurbishment or being demolished, the ratepayer will have the responsibility for paying the BID Levy even when the premises are exempt from Business Rates e.g. warehouse/factories. The Justification for the BID levy falling to the property owner/landlord is that the Business Improvement District will support the landlord/owner in attracting companies to their premises through improving the estate. Therefore it is considered appropriate that they should contribute financially.

7.5 ANNUAL LEVY – WHAT WILL YOU PAY?

All businesses liable for the BID levy will pay 1% of their rateable value capped to a maximum of £6000. Where businesses occupy more than 1 property within the BID area capping will be £6000 per business, not property.

Some Examples:

Your Current RV (£)	Levy Payment @1% of RV (capped) (£)
£3,000.00	£30.00
£7,500.00	£75.00
£10,000.00	£100.00
£50,000.00	£500.00
£100,000.00	£1,000.00
£200,000.00	£2,000.00
£400,000.00	£4,000.00

£550,000.00	£5,550.00
£650,000.00	£6,000.00
£850,000.00	£6,000.00

If you would like to know exactly what you will pay, please contact us. Our contact details are set out in section 8.

7.6 BID TIMETABLE

The expected timetable for the ballot is shown below. Full details of the arrangements and final dates will be included in the notice of ballot to be sent out by the ballot-holder to all those eligible to vote

Launch of Business Plan	March 2007
Vote campaign	March-April 2007
Notice of Ballot Sent Out	29 March 2007
Ballot Papers Sent Out	12 April 2007
Close of Ballot	10 May 2007

8. Contact Details

If you have any questions or comments about this plan or the BID processes then please do not hesitate to contact:

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COMMITTEE MEMBERS.....

The contents of this Business Plan are entirely the work of the Segensworth Business Forum. While every effort has been made to ensure the accuracy of its contents, we cannot accept liability for any errors or omissions that may have appeared in the course of its preparation.

We would like to thank the following partners and support:
The Area Improvement Fund; SEEDA; Hampshire County Council; Fareham Borough Council, Winchester City Council Hampshire Police and all Businesses who have given their time in the course of this project

Appendix 1 The SBF Constitution (not attached)

Proposed Amendments to the Constitution – Business Improvement Districts (BIDS)

To insert the following paragraphs in the Scheme of Delegation to Officers in Part 3 of the Constitution (Responsibility for Functions) in relation to the Director of Finance

10. To undertake any functions and make any decisions on behalf of the Billing Authority in connection with Business Improvement District (BID) proposals up to the stage of instructing the ballot holder (the Council's Returning Officer) to hold a ballot.
11. In consultation with the Leader, to determine whether to exercise the power of veto in relation to Business Improvement District (BID) proposals after the ballot has been undertaken.

In existing Paragraph 10, re-number as 12 as follows

“General authority to administer, bill, collect and recover revenues in respect of:

Council Tax
Business Rates

Insert

“Business Improvement District (BID) levies”

Then continue with existing wording, re-numbering paragraphs as necessary.