

REPORT TITLE: WINCHESTER AND SEGENSWORTH BID 3 BUSINESS PLANS

18 MAY 2017

REPORT OF PORTFOLIO HOLDER: Cllr Rob Humby, Portfolio Holder for Business Partnerships

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WARD(S): ALL

PURPOSE

This report sets out the main points of the emerging business plans of the two Business Improvement Districts in Winchester District, both of whom are working towards their third referendums this year. Members are asked to consider and make comments on their plans, and give authority for officers to vote in respect of hereditaments owned by Winchester City Council in the Winchester BID area.

RECOMMENDATIONS:

1. That Cabinet notes the Segensworth BID draft proposals attached at appendix 1, whilst noting that Winchester City Council has no voting rights in respect of this BID.
2. That Cabinet notes the Winchester BID draft proposals at appendix 2, and the proposed response from the Council to the proposals at appendix 3, and authorised the Head of Economy and Arts to submit the response subject to any final amendments raised by Cabinet.
3. That Cabinet authorise the Chief Executive in consultation with the Portfolio Holder for Business Partnerships to exercise the ballot votes in respect of City Council properties in the BID area in support of the BID, provided that she is satisfied that the final proposals are substantially in accordance with what has been approved by Members.

IMPLICATIONS:

1 COUNCIL STRATEGY OUTCOME

- 1.1 Both BIDs support the Council Strategy outcome 'Winchester District will be a premier business location'. The BIDs' aims are to make their respective areas a better place to work and do business, and "Utilise our environment to drive business growth".

2 FINANCIAL IMPLICATIONS

Segensworth BID

- 2.1 With regards to the costs of the Segensworth BID, Fareham Borough Council will cover the costs of the annual BID administration and collection of the BID levy in respect of the 15 businesses in the Winchester District. There are no other costs involved.

Winchester BID

- 2.2 The ongoing costs in respect of the Winchester BID are split into four areas;
- a) A service level agreement is negotiated with the Winchester BID on an annual basis. For 2017/18, this has been agreed at £15,390 taken from existing Local Economy budgets. For this amount, the Winchester BID contribute to Winchester City Council's objectives including providing a voice for the business community regarding issues such as Station Approach and Central Winchester Regeneration, chairing the festivals network for Winchester and promoting business involvement in Council schemes such as Green Impact and the Sustainable Business Network.
 - b) The estimated costs to the Council of running the Ballot are £3,000, and relate mainly to postage and printing. These costs will be met from existing Local Economy budgets. The costs have to be met by the Council as billing authority, and cannot be passed on or otherwise recovered.
 - c) As the owner of a number of business premises, public toilets and car parks within the City Centre, the Council would also be required to pay the BID levy if the referendum is successful. In 2016/17 the amount payable in respect of this levy was £31,300 although the final amount Winchester City Council would be liable for in the next BID term, considering the recent revaluation of properties for business rates, is yet to be confirmed.
 - d) The ongoing costs of administering the BID levy collection in 2016/17 was £7,500, including the annual licence costs for dedicated software. It is likely to be similar in future years. Cabinet agreed in CAB2833

September 2016 to take on this cost rather than charge the Winchester BID for this work.

3 LEGAL AND PROCUREMENT IMPLICATIONS

- 3.1 The ballot and collection process is governed by The Business Improvement District (England) regulations 2004 as amended.

4 WORKFORCE IMPLICATIONS

- 4.1 Both BID ballots, the collection of the Winchester BID levy and ongoing relationships with both BIDs does take up officer time in the Revenues, Legal, Elections and Economy & Arts teams primarily. These roles have now been mainstreamed into officer workloads as the Council moves into its 11th year of working with the two BIDs.

5 PROPERTY AND ASSET IMPLICATIONS

- 5.1 The support given by Winchester BID in delivery of high quality festive lights for the city centre is greatly welcomed.

6 CONSULTATION AND COMMUNICATION

- 6.1 The BIDs are responsible for consulting on their business plans, and each has taken a proactive approach in this regard.
- 6.2 In Segensworth, the most productive way of canvassing opinion from the businesses in the area is considered to be via telephone and face to face conversations with a representative of each business. The BID manager has discussed the new BID proposals with 130 businesses over the last three months.
- 6.3 In Winchester, consultation has taken place using telephone and face-to-face conversations, BID forum meetings and events, and by inviting input on a draft business plan electronically.
- 6.4 As a member of the Winchester BID, the Council is invited to submit feedback on the Winchester BID proposals (see appendix 2). The draft feedback can be found at appendix 3 and Members are asked for any further observations at this meeting.

7 ENVIRONMENTAL CONSIDERATIONS

- 7.1 Both BIDs include aims to improve their local environment to make them more inviting places to be and enjoy.

8 EQUALITY IMPACT ASSESSMENT

- 8.1 None

9 RISK MANAGEMENT

Risk	Mitigation	Opportunities
<i>Timescales</i>	There are fixed timescales detailed in the regulations for the issue of notices etc. Both BIDs have created a timetable to monitor these timescales which has been reviewed and updated by the officers involved. The BIDs and the Council will monitor the timescales closely.	
<i>Financial / VfM</i>	VfM – the work undertaken by the Winchester BID in the City Centre outweighs any loss to the Council	
<i>Legal</i>	Includes an election process but this has been undertaken twice before. It is for a small electorate which is easily manageable.	

10 SUPPORTING INFORMATION:

10.1 In September 2016 Members were alerted to the need for both Segensworth and Winchester Business Improvement Districts (BIDs) to be subject to a third ballot each during 2017, in order to continue for a further five year term. Both BIDs have published a draft business plan for consultation which are included as appendices to this report. A summary of the main points is given below.

10.2 Segensworth BID

- a) The close of the postal ballot for the Segensworth BID is scheduled for 19 July 2017. Members agreed in September 2016 that the ballot process would be led by Fareham Borough Council, with cooperation from teams in Winchester City Council, as less than 10% of the BID membership is within the Winchester District.
- b) A copy of the draft proposals can be found at Appendix 1, and include projects under four themes; 'Transport an Access'; 'Security and Preventing Crime'; 'Shared Services'; 'A Focal Point for Communication'.

- c) Many of the projects proposed are continuing the existing work taking place, with some enhancements throughout. There are a number of notable new schemes including:
- (i) Real time traffic information systems are currently being trialled in Basingstoke. Once fit for purpose, Segensworth BID is interested in investing in similar technologies in order to better manage already congested roads.
 - (ii) Enhanced footpaths and cycle paths help to encourage more sustainable transport methods, and have health benefits allowing employees to enjoy the outdoors in safety.
 - (iii) Replacing outdated CCTV cameras, and increasing coverage on the estate. Whilst crime levels are very low, businesses value the preventative measures the BID adopts, and the quick response to the Police calls for evidence.
- d) Segensworth BID's aims are to make the estates a great place to work and do business, which fits in well with Winchester City Council's Council Objective to be a 'premier business location'. Segensworth businesses have, via the BID, paid for environmental enhancements to their area, security measures, and trialled sustainable transport methods such as bus services to the estates. Their future plans seek to build on this foundation.

10.3 Winchester BID

- a) The close of the postal ballot for the Winchester BID is scheduled for 2 November 2017. The ballot process will be led by the Winchester City Council Electoral Services and Revenues teams.
- b) The draft proposals include projects under four themes; 'Positioning and promoting Winchester'; 'Managing and Enhancing the Cityscape'; 'Supporting Business Growth'; 'Influencing and Inspiring Change'.
- c) Many of the projects proposed are continuing the existing work taking place, with some enhancements throughout. There are a number of notable new schemes including:
- (i) The proposal for 'Welcome Ambassadors'. This is a new project which has been discussed at the BID board. There is some concern that these are an unnecessarily expensive way of welcoming visitors and reporting street scene issues such as graffiti. Winchester City Council already employs neighbourhood services officers who monitor the street scene, report issues and monitor progress towards resolving those issues. The public are also able to report issues easily via the 'Report It' app on the website and as a downloadable app.

- (ii) The savings and Advisory Services, Developing the Workforce and Employee Wellbeing Schemes. These activities largely continue existing work but plans are to do this to a greater extent. Officers welcome these activities and will continue to work with the BID to ensure these projects complement Council activity across the District.
- d) Winchester City Council and Winchester BID enjoy a good working relationship. Whilst there can be some negotiation about where respective roles meet, officers across the Council value the knowledge, relationships with the business community and the resources that the Winchester BID can bring. The Winchester BID's plans for the future are felt as largely positive by Council officers and the Portfolio Holder for Business Partnerships, and meet Winchester City Council's Council Objective to be a 'premier business location'.

11 OTHER OPTIONS CONSIDERED AND REJECTED

- 11.1 Officers across Winchester City Council have been asked for their views on Winchester BID's proposals, and a co-ordinated response has been drafted for Member approval. This can be found at appendix 3.

BACKGROUND DOCUMENTS:-

Previous Committee Reports:-

[CAB2833](#) Business Improvement Districts: Third Ballot and Renewal Arrangements, 7 September 2016

Other Background Documents:-

Segensworth Business Improvement District <http://www.sbfl.co.uk/>

Winchester Business Improvement District Draft Business Proposal Document Spring 2017 <http://winchesterbid.co.uk/ballot-2017/>

APPENDICES:

Appendix 1 – Segensworth BID draft proposals

Appendix 2 – Winchester BID draft proposals

Appendix 3 – Winchester City Council draft response to Winchester BID draft proposals



BUSINESS IMPROVEMENT DISTRICT PROPOSAL

BID BUSINESS
IMPROVEMENT
DISTRICT

PROPOSAL 2017



SBF

SEGENSWORTH
BUSINESS
FORUM

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1. Letter from the Chair & 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 Segensworth Business Forum (SBF) proposal for a Business Improvement District on our estates to operate for a third term, between 2017 and 2022.

We do sincerely hope that you have felt involved in this process, and that this third Business Improvement District proposal reflects continuation of the benefits from our first two terms, as well as your requirements to be delivered over the next five years. The SBF have met and consulted with many of you, where possible, to understand your needs, enabling us to create plans for the next term around genuine, demonstrable and meaningful benefits for our estates and business community.

We believe that our first two terms not only met our original business objectives,

but in fact were an outstanding success in almost all of the areas we identified. You will see a recap of the achievements in the main body of this business plan, but transport improvements and crime reduction surely stand out for all to see.

The last 10 years has seen an evolution of the needs and potential benefits for Segensworth Estates to share. With the ongoing management of our existing achievements assured, we can turn our attention to progress and deliver new initiatives as outlined in this business plan.

In July 2017, 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. We intend to improve upon, and sustain, the benefits already delivered, and to undertake the defined activities and projects defined in this business plan, which will be 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. An estate where crime is low, customers are pleased to visit, employees are happy to work and the business community works together for mutual benefit, able to speak with one voice.

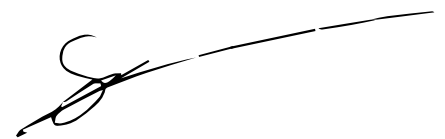
A 'no' vote will result in the benefits that we have gained in recent years being lost. Benefits such as access and estate improvements, inter-trading, networking, a common approach to crime and

security (including the operation of the CCTV systems and security patrols) and our ability to lobby for change as a powerful business group with 180 businesses employing 6,500 people.

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, improving our trading environment and enhancing the competitiveness of all our companies. We actively encourage feedback, and should the BID succeed as we hope, then there is an ongoing invitation to attend all of our meetings, project teams, and events, as well as participate in the SBF committee governance and activity (subject to constitutional process of appointment).

Yours sincerely



Steve Adamson (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.

We are a single and coordinated voice lobbying and working on behalf of all businesses on the estates for better services and increased funding.

In May 2007 companies within the estates voted to become a Business Improvement District (BID) enabling the forum to implement a range of specific projects funded through a levy on the business rates. In 2012 they voted to continue for a further 5 years with an increased mandate.

The BID area covers the four Segensworth Estates – North, South, East and West and is managed by Segensworth Business Forum Ltd. It generates an income through a levy of 1p in the pound of rateable value for each business rate payer. Each BID period lasts for 5 years and over the last ten years it has enabled the SBF to deliver a range of significant improvements that have enhanced the trading environment for local companies both small and large.

Some of our achievements over the past 10 years include:

TRANSPORT

- Improvements to the Segensworth Roundabout and one way system for Segensworth East
- Access Improvements including upgrade to the underpass, footpaths and new pavements
- Improvements to traffic lanes at St Margaret's Roundabout
- Maps at the entrance to our estates for business visitors
- Maps for walkers and cyclists
- Improved access from Swanwick Station
- Installation of a pelican crossing on the A27 at Titchfield Lane, providing a safe crossing point for our employees walking from Lock Heath and surrounding areas
- Travel surveys - completed to facilitate better travel planning and reduce vehicular impact
- Corporate bus travel scheme
- Severe Weather Plan in operation including localized salting runs and additional grit bins throughout the estate

SECURITY

- Mobile security patrols operating seven days per week
- CCTV in operation across the estates.
- Number plate recognition
- Remote security patrols from national control centre (utilising our CCTV cameras)
- Text Alert System
- Liaison group with Local Police
- 40% reduction in crime, sustained over many years.

SAVINGS & SHARED SERVICES

- Business focus groups including an Environmental Club and HR Group
- Several sponsored networking events
- Discounted high speed broadband / lease line offering
- Cycle to work scheme established offering low cost bicycles
- Funding database available to all members
- Leveraged waste disposal projects, providing easier, cheaper waste and recycling options to our SMEs
- Defibrillators throughout the estates
- reducing risk to your employees and visitors if they fall ill.
- Local subsidised training courses, running on a regular basis
- Discounted key holding.
- Low carbon workshops.
- Schools environmental competition.
- Co-coordinated estate blood donating
- Corporate bus travel scheme.
- Local subsidized training running on a regular basis.

PLUS...

- Lobbying and liaison with local government and outside agencies.
- A central point of contact and reference for businesses on the estate.
- A central point of contact/reference and for passing information.

Many of these benefits will stop or be lost if the BID is not renewed.

The consultation exercise that has been undertaken has again demonstrated a wide-spread demand and need for the services and projects to continue being delivered through the SBF. What is required now is for the SBF to embrace another 5 years as a Business Improvement District to enable;

- Consolidation and continuation of services and projects that have proved effective;
- Introduction of new services and projects that will further enhance the trading environment for businesses and employees on the estate;
- Promotion of the interests of the estates, in a pro-active manner.

In order for the SBF to continue to meet the needs of companies on the estate in the future, the group has decided to go forward with another BID proposal to cover the 5 years from 2017.



The consultation exercise that has been undertaken has demonstrated a wide-spread demand and need for the services and projects to continue being delivered 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 and 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.

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 safer 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.

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 on the 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 the Tenants or the Property Owners that Pay?

With the UK legislation, it is whoever is liable for the business rates within the defined geographical area of the BID subject to any exclusions outlined in the business plan.

What about businesses who vote against the BID Project and 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 and 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.

3. Business Consultation

3.1 Consultation

The consultation is based on:

- 10 years of communications with, and feedback from, Segensworth Businesses.
- 10 years of monthly committee meetings made up of representatives from Segensworth Businesses.
- 10 years of informal discussions between the BID project manager and Segensworth Businesses.
- Letter of notification and outline plan, inviting comment, sent to all businesses on the Segensworth Estates in January 2017.
- One-to-one conversations with over 140 Segensworth Businesses between December 2016 and April 2017.
- Discussions with local government.

3.2 Consultation Results - What you told us

ISSUE	MAIN CONCERN
1	Consolidation and Continuation of the Services and Initiatives provided over the last 10 years
2	Continued Security Measures
3	Transport/ Access Improvements
4	Estate Wide Savings and Shared Services
5	Continued Communication and Lobbying

3.3 The Next Stage

This business plan will be sent out for consultation in May 2017 to obtain comments on the proposals. The final version of the business plan will be available in June 2017.

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

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





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



4. The Proposed Business Improvement District

4.1 Why We Need It

There continue to be significant challenges facing ageing Industrial Estates. They include access issues, safety and security concerns, and increased competition. It is more relevant than ever that we work together, attracting the right businesses and clients, and improving the quality of environment we trade in. The current BID has generated significant improvements throughout the estates. A further 5 years is a necessary step and the fairest way of safeguarding what we have already achieved and building the future competitiveness and prosperity of The Segensworth Industrial Estates.

Much of what we do is now even more relevant as local government and police resources become ever more stretched.

By collecting a BID levy from all businesses, SBF will, over the next 5 year term, generate over £950,000 of dedicated funding to be spent benefiting our business community. 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 July 2017, 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, which is to see Segensworth become a safer, easier and more profitable and pleasant place in which to do business.

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

- Developing initiatives to improve transport and access, and safeguard the interests of the Segensworth Estates as transport proposals develop;
- Increasing business security and preventing crime;
- Providing a range of shared service support functions that will benefit all businesses;
- Providing a focal point for communication both within the estates and with outside organisations.

Just as importantly, SBF will continue to provide and build upon our achievements over the past 10 years and 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.

YOUR VIEWS ON THE BID



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Q. What key areas have improved for your company since SBF became a Business Improvement District (BID) and what have been the main changes?

A. The key areas that I've seen improvements in are transport, security and the joined up thinking that takes place across Segensworth. The road network has been improved which has removed a major bottle neck onto the main Segensworth roundabout. This is major work that would not and could not have been brought into reality without the SBF.

Q. What do you think is the main benefit of being part of a BID?

A. The main benefit as far as I see it, is having an organisation that is shaped by the businesses, for the benefit of the businesses. The SBF has no political agenda and can deliver projects suggested by its members. It provides a central voice for councils and others to communicate with the area and can enable real progress to be made on issues that affect local business without the red tape that can be associated with local government.

Q. What benefits do you hope will come if the BID is continued for another 5 years - to both your company and others on Segensworth?

A. I would like to see continued work in the areas of security, transport and improving general working conditions in the area. In essence this may sound like 'more of the same' however I believe that without the SBF, Segensworth would simply be another faceless industrial estate – and who wants to work in one of those!

4.3 The Benefits... For You And The Estate

Businesses will continue to benefit from the BID in the following ways:

Better access arrangements and road improvements designed to save you time and money:

- Safer, less congested estates with improved road links
- Improved footpaths and cycle access.
- Better signing.
- Roads cleared during severe weather.
- Continue dialogue with Hampshire County Council to provide advice and assistance in resolving transport issues.

Improved security will reduce theft and damage as well as offer a safer environment for you, your staff and your property:

- Reduced levels of crime and vandalism through the deterrent of mobile security patrols and CCTV cameras throughout the estates.
- Regular meetings with the police.
- Police presence on the estate.

Shared services will help drive your business costs down:

- Providing a range of shared service support functions that will benefit all businesses

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.
- Businesses to influence governmental decisions on key issues.

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

- Improved use of our green space.
- Enhanced image for Segensworth estates, appealing to new businesses and helping retain and entice new employees to our business district.

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.
- Acting as a focal point for information and intelligence
- 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.



Much of what we do is now even more relevant as local government and police resources become even more stretched.



4.4 How It Will Operate

The Business Improvement District (BID) will be governed through the established Segensworth Business Forum. Under the terms of the BID every company 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 be monitored by board and committee so you, as investors in the BID, have evidence that we are delivering what we promised and that you are enjoying a return on the levy paid.



SBF will continue to provide and build upon our achievements over the past 10 years.



YOUR VIEWS ON THE BID



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Q. What key areas have improved for your company since SBF became a Business Improvement District (BID) and what have been the main changes?

A. Improvements to access such as the main roundabout along with improved security.

Q. What do you think is the main benefit of being part of a BID?

A. Companies have access to a central information source, training opportunities, and various networking events.

Q. What benefits do you hope will come if the BID is continued for another 5 years - to both your company and others on Segensworth?

A. The benefits of joint purchasing power, transport solutions and training.

5. The BID Projects

Our consultation has identified that the biggest requirement from Segensworth Businesses is for us to continue to provide the services we have already delivered. This will form one of the main thrusts of our objectives. Additionally, we will continue to develop further projects as outlined within this document.

5.1 Transport Improvements

The consultation identified that businesses want the measures already introduced to continue. Further measures helping employees access the estates and reducing the level of traffic congestion at peak times is an important means of staff recruitment and retention.

Our achievements over the past 10 years include:

- Improvements to the Segensworth Roundabout and one way system for Segensworth East
- Access Improvements including upgrade to the underpass, footpaths and new pavements
- Improvements to traffic lanes at St Margaret's Roundabout
- Maps at the entrance to our estates for business visitors
- Maps for walkers and cyclists
- Improved access from Swanwick Station
- Installation of a pelican crossing on the A27 at Titchfield Lane, providing a safe crossing point for our employees walking from Lock Heath and surrounding areas
- Travel surveys - completed to facilitate better travel planning and reduce vehicular impact
- Corporate bus travel scheme
- Severe Weather Plan in operation including localized salting runs and additional grit bins throughout the estate

Many of these benefits will stop or be lost if the BID is not renewed.

We will continue to provide the benefits outlined above. Additionally, we will build upon these achievements by delivering the following:

New measures to improve access/egress from the estates

- We have evidence that traffic issues have impacted on recruitment and we are working with local authorities on traffic easing options, including new roads and capital projects. We will look to secure funding along with LEP and local government to enhance traffic flow onto and off the estate.
- A data capture system that we could use to provide real time traffic information to businesses on the estates, linked, if possible, to the wider Hampshire traffic management system (Romance).

Continued pedestrian improvements

- Work with HCC to identify and implement further improvements to footpaths and cycle ways.
- Continue to lobby to leverage funding from the appropriate authorities.

Lobbying local government on behalf of our members

- 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 the Highways Agency, for motorways and trunk roads, and Hampshire County Council, the Local Highway Authority.
- Future proposals for material changes to Junction 9 and the surrounding areas are ongoing, the output of which may result in very favourable, or disfavoured, impacts upon our estates. The SBF are working with various government agencies, and third parties, to ensure we are part of this process, to help to protect our interests within the wider scope of the Whitely / North Fareham expansion.

WHEN WILL IT HAPPEN?

From Year 1.

HOW MUCH WILL IT COST?

17/18	18/19	19/20	20/21	21/22	TOTAL
£	£	£	£	£	£
105,000	88,725	11,457	11,695	11,941	228,819

PERFORMANCE INDICATORS

Improvement in complaints raised against congestion issues.

HOW WILL IT BENEFIT MY BUSINESS?

- Reduced congestion at peak times.
- Reduced travel costs.
- Easier and less stressful access for clients and staff.
- Improved access will make recruitment easier and aid retention.
- 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 through the estates.



Further measures helping employees access the estates and reducing the level of traffic congestion at peak times is an important means of staff recruitment and retention.



5.2 Security And Crime Prevention

The consultation identified that businesses want to see our security measures to continue and further estate security measures introduced. The police have informed us that crime is less within the Segensworth estates than comparable industrial areas due to the security measures we already undertake. The best way to ensure that this continues is to provide an integrated deterrent aimed at discouraging crime and preventing Segensworth being seen as a "soft target". With the closure of Park Gate Police Station, our security measures are even more vital.

Our achievements over the past 10 years include:

- Mobile security patrols operating seven days per week
- CCTV in operation across the estates.
- Number plate recognition
- Remote security patrols from national control centre (utilising our CCTV cameras)
- Text Alert System
- Liaison group with Local Police
- 40% reduction in crime, sustained over many years

Many of these benefits will stop or be lost if the BID is not renewed.

“

The closure of the Park Gate Police Station makes our security measures even more vital.

”

We will continue to provide the benefits outlined above. Additionally, we will build upon these achievements by delivering the following:

Upgrade and expansion of our CCTV cameras.

- Replace aging CCTV cameras. This will provide a higher quality image for evidential purposes and improved access for Police investigations.
- Additional cameras to provide greater coverage of our estates.

Police presence on the estate.

- With the closure of Park Gate Police Station, we will provide our local beat PCs with a local base on the estates, ensuring a more visible presence.

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?

17/18	18/19	19/20	20/21	21/22	TOTAL
£	£	£	£	£	£
79,500	80,400	81,327	57,828	58,265	356,774

PERFORMANCE INDICATORS

Reported and Recorded Crime Statistics.

HOW WILL IT BENEFIT MY BUSINESS?

- Reduced levels of crime.
- You, your business and your staff will be safer
- Your possessions, vehicles and premises will have greater protection.
- Reduction in costs such as insurance, theft and damage replacement.
- SBF maintain a very close relationship with the local Police force, for the benefit of all Segensworth businesses.

YOUR VIEWS ON THE BID



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Q. What key areas have improved for your company since SBF became a Business Improvement District (BID) and what have been the main changes?

A. SBF has been a key stakeholder in greatly improving access to Segensworth for car drivers, car sharers, cyclists, bus and train passengers alike. Shared training courses and discounted health club memberships have also been a valuable benefit. CCTV and security patrols were an early and obvious benefit.

Q. What do you think is the main benefit of being part of a BID?

A. SBF secretariat work hard to foster a sense of community within Segensworth businesses. They also lobby local government and agencies very effectively on behalf of Segensworth businesses.

Q. What benefits do you hope will come if the BID is continued for another 5 years - to both your company and others on Segensworth?

A. Continued lobbying / funding of road, footpath and cycle way access improvements. Further training and shared cost service opportunities. Evolution of estate-wide security patrols & CCTV.

5.3 Savings and Shared Services

The consultation identified that many businesses want to continue and increase inter-company co-operation to take advantage of a range of common services and knowledge. Businesses are also keen to build on our specialist training events, shared intelligence and joint initiatives.

Our achievements over the past 10 years include:

- Business focus groups including and Environmental and HR club.
- Sponsored networking events
- Discounted key holding.
- Discounted high speed broadband / lease line offering
- Cycle to work scheme established offering low cost bicycles.
- Funding database available to all members
- Leveraged waste disposal providing easier, cheaper waste disposal options. Waste management scheme offered to members.
- Low carbon workshops.
- Schools environmental competition.
- Co-coordinated estate blood donning
- Defibrillators throughout the estates – reducing risk to employees and visitors
- Corporate bus travel scheme.
- Local subsidized training running on a regular basis.

Many of these benefits will stop or be lost if the BID is not renewed.

We will continue to provide the benefits outlined above. Additionally, we will build upon these achievements by delivering the following.

More group and estate wide shared services

- Corporate Membership offers for fitness centres, with smaller companies / SMEs being offered similar discounted terms normally only provided to the larger corporations.
- Further training courses, evolving to meet the various needs of our members
- More group and estate wide shared services

Broadband

- Continue to investigate Superfast broadband in areas where it is currently unavailable using either wireless or cabinet, and provide further lease line opportunities to our members at reduced cost.

Estate Usage, Appearance and Safety Improvements

- Outdoor benches and tables enhancing the use of our green areas
- Additional defibrillators and locally based First Responders
- Additional appearance improvements as identified.

Contact with the Local Community

- Further links to educational establishments building a relationship that will bring benefits to our business and the future employees within our businesses.

Further to this we will continue to liaise and consult with businesses to understand requirements for other shared services. This will enable us to build and develop valuable offers to benefit all businesses on our estates.

WHEN WILL IT HAPPEN?

Year 1 and then continually monitored and developed.

HOW MUCH WILL IT COST?

17/18	18/19	19/20	20/21	21/22	TOTAL
£	£	£	£	£	£
39,000	25,000	25,000	25,000	25,000	139,000

PERFORMANCE INDICATORS

Take-up of services.

Numbers of employees trained locally under SBF provided courses.

HOW WILL IT BENEFIT MY BUSINESS?

- Reduced costs for your business.
- Able to tackle the big issues that may prove un-economic to address individually.
- Keep you informed and enable you to communicate on issues of interest.
- Draw on the combined knowledge and purchasing power of Segensworth businesses.
- Improved networking and awareness.



Businesses are also keen to build on our specialist training events, shared intelligence and joint initiatives.



5.4 Lobbying and Communication

The consultation process identified that businesses want to see a central business “voice” working on behalf of Segensworth interests.

Our achievements over the past 10 years include:

- Lobbying and liaison with local government and other agencies for improvements outlined in other projects.
- A central point of contact/reference and for communication of applicable information.
- A central point for information and action on key issues such a road works, planning applications that may impact our businesses and long-term strategic infrastructure changes.

Many of these benefits will stop or be lost if the BID is not renewed.

We will continue to provide the benefits outlined above. Additionally, we will build upon these achievements by delivering the following.

Continued contact with other with outside agencies and organisations to enable us to act as a point of communication/reference/update

- We will act as a point of reference for outside agencies organisations to enable us to quickly and efficiently pass relevant information to Segensworth Businesses.
- We will be a central point to lobby or co-ordinate the views of Segensworth businesses on matters of concern or interest.
- We will reflect the views of Segensworth businesses to Local Government and other agencies.

Continue to lobby to leverage funding from the appropriate authorities.

- We will continue to lobby on behalf of Segensworth businesses to Local Enterprise Partnerships, Local Government and other agencies to leverage funding for the projects outlined above.

WHEN WILL IT HAPPEN?

From year 1

HOW MUCH WILL IT COST?

The costs associated with this project are primarily staff and SBF committee time (voluntary).

PERFORMANCE INDICATORS

Segensworth concerns included in planning process and output.

HOW WILL IT BENEFIT MY BUSINESS?

- Keep you informed and enable you to communicate on issues of interest.
- Full time staff working for Segensworth.
- Central point for of information and co-ordinated lobbying.
- Save time by disseminating and distributing information.
- 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.

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

Highway maintenance, including: road maintenance and road works, winter salting, flooding and highway drainage, verge maintenance, street lighting and highway regulation.

Hampshire Police

The provision of personnel and response to the Segensworth area.

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

6. Business Improvement District Income and Expenditure

6.1 Income, Expenditure and Cash Flow

The Business Improvement District will last for a five year period. The proposed income and expenditure breakdown for the Business Improvement District is detailed below.

6.1.1 Income raised

	17/18	18/19	19/20	20/21	21/22	TOTAL
	£	£	£	£	£	£
Levy from BID	195,000	195,000	195,000	195,000	195,000	975,000
TOTAL	195,000	195,000	195,000	195,000	195,000	975,000

6.1.2 Expenditure

	17/18	18/19	19/20	20/21	21/22	TOTAL
	£	£	£	£	£	£
Levy from BID	195,000	195,000	195,000	195,000	195,000	975,000
TOTAL	195,000	195,000	195,000	195,000	195,000	975,000

Expenditure

Transport	105,000	88,728	11,457	11,695	11,941	228,819
Security	79,500	80,400	81,327	57,282	58,265	356,774
Shared Services	39,000	25,000	25,000	25,000	25,000	139,000
TOTAL Project Costs	223,500	194,125	117,784	93,977	95,207	724,593
Administration Costs	60,000	61,800	63,654	65,564	67,531	318,548
TOTAL ALLOCATED	283,500	255,925	181,438	159,541	162,737	1,043,141
Surplus/(Deficit)	-88,500	-60,925	13,562	35,459	32,262	-68,141

Notes:

- 1) All prices based on 2017 with average inflation rate of 3%.
- 2) Deficit funded by current balance sheet.
- 3) VAT included at 20%.
- 4) Income based on current rates and allows for bad debt.

7. The Voting, Levy, Collection and Alteration Arrangements

7.1 How Will It Work?

In July 2017, 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 continue, 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 against. 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 and a separate, distinct bill will be issued by Fareham Borough Council on behalf of both local authorities. All the money collected will be passed directly to Segensworth Business Forum to be spent on the projects you have nominated.

The projects agreed by you can, within reason, be modified by the SBF Committee that you elect, but only to reflect business priorities and conditions at the time.

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

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



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



7.2 Area

The Bid covers the following areas:

- Apple industrial Estate
- Barnes Wallis Road
- Barrett Industrial Estate
- Brunel Way
- Cockerell Close
- Concorde Way/Concorde Close
- 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.



7.3 The Business Improvement District – Who Votes?

Each business ratepayer within the BID Area will have a vote provided they are liable for National Non-Domestic Rates (NNDR) for business premises within the defined area at the time notice of the ballot is given, in early June 2017. Where a rateable property is vacant or undergoing refurbishment, the ratepayer will be entitled to vote.

Hereditaments that are occupied wholly or mainly as a serviced office by a business tenant paying rent to a facility management company will be exempt from the BID process.

This is because we have listened to the concerns of businesses on the estates and we recognise that the benefits of SBF membership may not be as relevant to the smaller businesses working in serviced offices. We also recognise that many of these businesses are start-ups and we don't want to discourage entrepreneurs within the Segensworth districts. Additionally, some of these businesses only stay for a short time and so do not gain the full benefits that the BID can bring.

Each business entitled to vote will have one vote in respect of each Non-Domestic 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.



Improved communications and a central business support and knowledge centre.



7.4 Annual Levy- Who Pays?

For properties in the defined area of the BID, and not in the exemptions listed in 7.3 above, the ratepayer (the Occupier or Owner liable for National Non-Domestic Rate) will be liable for the BID levy on 1st October annually when BID levy Notices will be issued. Payment will be due by 31 October in the given year.

Where a Non-Domestic property is vacant or undergoing refurbishment, the ratepayer will have the responsibility for paying the BID Levy even when the premises are exempt from National Non-Domestic Rates. 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.

YOUR VIEWS ON THE BID



Jo East
Managing Director
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Q. What key areas have improved for your company since SBF became a Business Improvement District (BID) and what have been the main changes?

A. We weren't here prior to the BID but the main changes we have seen are defibrillators, text alert for suspicious movements, additional security, gritting of roads during icy periods, training e.g. first aid, health and safety.

Q. What do you think is the main benefit of being part of a BID?

A. It helps to maintain and improve working standards / environment for all businesses irrespective of size.

Q. What benefits do you hope will come if the BID is continued for another 5 years - to both your company and others on Segensworth?

A. Introduction of first responders within the sites, additional security measures, providing benches around the site.

7.5 Annual Levy – What will you pay?

All businesses liable for the BID levy will pay 1% of their rateable value as at 1 October, capped to a maximum of £6,000. Where businesses occupy more than 1 property within the BID area capping will be £6,000 per business, not property. The cap will rise in line with any increase in rateable value.

Some Examples:

RATEABLE VALUE AT 1 OCTOBER IN THE GIVEN YEAR	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

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	May 2017
Notice of Ballot Sent Out	May 2017
Ballot Paper Sent Out	June 2017
Close of Ballot	19th July 2017

YOUR VIEWS ON THE BID



Mark Gowing
Operations Manager
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Q. What key areas have improved for your company since SBF became a Business Improvement District (BID) and what have been the main changes?

A. Transport on & off the estate, I have only worked on the estate for 4 years having moved here from another area. The estate I was on before did not have BID status & suffered a much higher level of crime.

Q. What do you think is the main benefit of being part of a BID?

A. Additional funds available to put together a comprehensive security package for the estate – CCTV & security patrols.

Q. What benefits do you hope will come if the BID is continued for another 5 years - to both your company and others on Segensworth?

A. Continued funding of the security package, with the reduction to local policing this is now more important than ever. More improvement for getting on & off the estate both by road & foot/cycle. This will help with both attracting & retaining staff as we have found that travel time is a major issue to a lot of staff.

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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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 during its preparation.

We would like to thank the following partners and support:

Fareham Borough Council, Winchester City Council, Hampshire Police and all Businesses who have given their time during this project.



Appendix 1 The SBFL Constitution

1. Name

Segensworth Business Forum Limited (SBFL) is a company limited by guarantee whose members are the companies on the Segensworth Industrial Estates who subscribe to the business levy. The company will hereinafter be referred to as 'SBFL'.

2. Mission

The SBFL mission is to improve, continuously, the trading and working environment on the Segensworth Estates.

3. Our vision:

"The Companies and their staff located in Segensworth think that it is a great place to do business and to work."

4. Key objectives 2012-2017

- 4.1. To continue to provide a range of support functions that will benefit all businesses
- 4.2. To continue to increase security and prevent crime
- 4.3. To continue to develop initiatives to improve transport and access
- 4.4. To continue to implement a range of environmental and imaged enhancement measures across the estate
- 4.5. To act as a catalyst for engaging with local business organisations, local government and the local community

These general objectives will be implemented under the auspices of a Business Improvement District proposal.

5. Principles

The following are the principles under which SBFL has been formed and will operate in future.

- 5.1. To improve the commercial trading environment through joint action
- 5.2. To ensure meaningful engagement with the whole community
- 5.3. To work in partnership
- 5.4. To undertake work that has due regard to safe practices
- 5.5. To undertake work that balances economic, social and environmental development to create a sustainable business community.
- 5.6. To achieve best value for businesses on the industrial estate in the delivery of the Business

Improvement District proposal

- 5.7. To communicate effectively
- 5.8. To ensure adherence to equal opportunities
- 5.9. To encourage Partners and stakeholders to operate efficiently and effectively in response to our needs
- 5.10. To instil community cohesion, and develop a connected estate

6. Politics and Religion

6.1. SBFL will be non-party in Politics and non-sectarian in Religion.

7. The role of SBFL

SBFL is committed to identifying business needs and ambitions and enabling projects to be delivered by:

- 7.1. Influencing change
- 7.2. Attracting investment (internal and external)
- 7.3. Linking two or more parties to deliver a common goal

8. Geographical area of responsibility

The geographic area covered by SBFL includes Segensworth North, South, East and West Industrial Estates.

9. Affairs of SBFL

- 9.1. The Memorandum of Association and the Articles of Association set out the purpose of SBFL and its terms of governance, these documents take precedence over the Constitution and its contents.
- 9.2. SBFL is managed by a board of directors appointed from member companies. Directors are appointed at the Annual General Meeting of SBFL and normally serve for a term of 3 years. Retiring Directors may stand for re-election for one additional term to a maximum of 6 years. The maximum number of directors who can be appointed at any one time is six and the minimum three. Each member of the board has one vote.
- 9.3. The board will meet twice a year to manage the company, its finances, and its responsibilities to stakeholders and ensure legal compliance.
- 9.4. SBFL will employ a Project Manager and, optionally, take on employees as required to manage the work activities of the company. The Project Manager will report to a nominated director of the company. Meetings will take place on a regular basis between the Director and Project Manager.
- 9.5. The general affairs of SBFL shall be directed and managed on a day to day basis by a committee formed from member companies and other

stakeholders, who shall meet not less than four times per year. The Committee will not be subject to a limited number and one member will be the SBFL Project Manager.

9.6. Specific areas of interest and relevant actions within the plan will be directed and managed by sub-groups known as Project Groups. Each Project Group will be headed by a project leader, and the group shall meet as appropriate and report directly to the Committee on their allocated responsibility.

10. Membership

10.1. Once BID status has been achieved all businesses in the area that are paying the business levy are eligible to become members of SBFL.

10.2. An Owner may not resign as a member while holding (either alone or jointly with others) a Qualifying Legal Estate in a Unit.

10.3. An Owner will automatically cease to be a Member on the registration of a successor to his interest in a Unit.

10.4. On the death or bankruptcy of a Member (if an individual) or the receivership, administrative receivership, administration, liquidation or other arrangement for winding up of a Member (if a company) the legal personal representatives, trustee in bankruptcy, supervisor, receiver, administrator or administrative receiver (as appropriate) shall be entitled to be registered as a Member upon his or its becoming an Owner of the Unit.

10.5. The Company shall maintain a register of Members.

11. Business Improvement District

11.1. SBFL intends to use the provisions of the Business Improvement District (BID) statutory rights to raise funding through the business rates to further its purpose.

11.2. All businesses will be legally obliged to contribute to the levy under the terms of a successful BID.

11.3. The levy will relate to the rateable value of the premises occupied by the member company.

11.4. The BID will cover both Winchester Council and Fareham Borough Council areas of the estates.

11.5. A successful BID ballot entitles the Segensworth Business Forum to operate under these terms for a period of 5 years from the date of the ballot. Each 5 years on the expiry of the BID period the forum will ask the companies/members to reaffirm their support for the BID as an equitable means of raising the necessary funds for continued operation.

12. Inclusion and Equality

12.1. SBFL will seek to undertake its activities in an inclusive manner, and will encourage participation from all areas of society irrespective of age, sex, sexual orientation, race, nationality or Political or religious or other opinion.

13. Affiliations

SBFL may join, support or affiliate to other initiatives when it is deemed necessary in the realisation of its objectives. Affiliations will be agreed by the Committee.

14. Partnership Affiliates

Other organisations, statutory authorities, associations, individuals, community groups, schools or churches who wish to support the objectives of SBFL may be invited to become partnership associates. Partnership associates will not have any voting rights at the meeting of SBFL.

15. The Committee

15.1. The Committee shall have no less than six, which will include a Chairperson who will be the Chairperson of SBFL, a Treasurer and the SBFL Project Manager.

15.2. The Committee corporate members are volunteers elected from the membership of SBFL.

15.3. Secretariat for the Committee will be provided by the Project Manager appointed by SBFL

15.4. Representatives from local organisations/agencies and authorities may be called upon to advise the Committee but will carry no voting powers.

15.5. The Committee shall retire from office together at the conclusion of the Annual General Meeting but may be re-elected or re-appointed.

15.6. Four weeks prior to each Annual General Meeting eligible persons will be invited to present themselves for election at the same time. Applications will be presented to the SBFL to vote upon at the Annual General Meeting. The election process will be completed at the Annual General Meeting where resignations will be formally received and election results confirmed.

15.7. If casual vacancies occur among the elected members of the Committee it shall have the powers to fill these from among the members of SBFL. In this case the decision shall be minuted.

15.8. If any member of the Committee is not present for 3 consecutive meetings they may be asked to resign.

16. Project Groups

16.1. Project Groups shall have between 2 and 10 members which will include a Chairperson who has been a member of the Committee for a minimum of 3 months.

16.2. Each Project Group will be given a brief by the Committee providing as a minimum,

objectives, budgets, timescales and resources.

16.3. Project Group Chairs will make decisions within the group and will refer to Committee for clarification/approval.

1. Resignation and termination of membership from the Committee

17.1. Any member of the Committee may resign from his/her appointment as a member of the committee by giving the Chairperson written notice to that effect.

2. Rules of procedure at all meetings

18.1. Voting

18.1.1. Any question arising at a meeting of SBFL or one of its committees shall be decided by a simple majority of those business members present and voting. Voting shall be undertaken through a show of hands with the exception of votes to approve the Committee, amendments to the constitution and for votes where the Chair decides that a secret vote would be more appropriate, or where specifically requested by any full member.

18.1.2. Each business present shall have one vote in any given ballot, regardless of the number of representatives present from any one business at the meeting.

3. Committee Quorum

19.1. Any five elected members of the Committee shall constitute a quorum for a meeting of the Committee.

4. Minutes

20.1. Minutes shall be kept of the Committee meetings by the Project Manager. Accuracy of minutes shall be the responsibility of the meeting Chair. Minutes shall remain draft until formally approved by the relevant meeting Chair. Any queries arising from the minutes shall be raised at the subsequent meeting. The Committee have responsibility for ensuring that accurate minutes are kept for all meetings.

5. Declaration of interest

21.1. Members must declare interest where partnership decisions will impact on SBFL stated interest.

6. Annual General Meeting

Once each calendar year, an Annual General Meeting of SBFL shall be held at such time and place as the Committee shall determine, being not more than fifteen months after the adoption of this constitution and thereafter the holding of the preceding Annual General Meeting. At least 21 clear days' notice shall be posted given to members of SBFL.

The business of each Annual General Meeting shall be:

22.1. To receive the Annual Report of the Committee, which shall incorporate the accounts of SBFL referred to below

22.2. To give an account of the work of SBFL and its activities during the preceding year;

22.3. To receive the accounts of SBFL for the preceding financial year;

22.4. To appoint the auditors for the coming year.

22.5. To accept resignations from the members of the existing Board of Directors.

22.6. To appoint new directors to the board of SBFL

22.7. To formally accept resignations from the members of the existing Committee and to elect new members.

22.8. To announce the results of the election process, note the names of the persons appointed and to elect those others to serve as members of the Committee;

22.9. To appoint a Chairperson to lead the Committee and SBFL;

22.10. To consider and vote on any proposals to alter this constitution;

22.11. To consider any other business of which due notice has been given.

22.12. The Annual General Meeting will be chaired by a senior representative from Local Government.

7. Records

23.1. The proposal for the Business Improvement District on Segensworth Estates and minutes of meetings will be available from SBFL.

23.2. Financial information will be presented at the Annual General Meeting and will be available for inspection at reasonable notice at SBFL's offices.

8. Finance and delegated powers of authority

24.1. Segensworth Business Forum Ltd will be the Accountable Body. SBFL will be directly responsible for holding funds and will be responsible for agreeing funding priorities.

24.2. Financial reports and records will be the responsibility of SBFL Finance Director and will be presented at Annual Meetings or periodically at the request of the Board of Directors or the Committee.

24.3. The delegated authority level for financial expenditure will be set by the SBFL internal controls policy.

9. Employees

25.1. SBFL will be directly responsible for employing staff. Employment, development and management responsibility for the SBFL Project Manager and other support staff will be the

responsibility of the Directors and will be subject to internal appraisal procedures.

25.2. The Committee may make recommendations to guide and steer SBFL Project Manager and other staff dedicated to supporting SBFL but ultimate Line-Management and directive responsibility lies with the Board of Directors as the employer.

10. PR and Media protocol

26.1. Press and media enquiries shall be referred to SBFL Project Manager or Chair before any official statement is made by individual members of the Committee or Project Groups on behalf of SBFL. Any information must be approved by the chairperson prior to release to the press/media.

11. Powers

27.1. The Committee are key influencers and enablers and the powers of this group are defined as follows:

27.2. Approving new projects presented to SBFL for inclusion in the annual delivery plan.

27.3. Guiding and directing the appointed Project Groups in the delivery of the Business Improvement District.

27.4. Ensuring that the appointed Project Manager is held accountable for expenditure of BID monies.

27.5. Approving eligible expenditure in line with the delegated powers detailed within paragraph 24 of this constitution.

27.6. Monitoring and reporting to members of SBFL on the achievement of key performance indicators and expenditure.

27.7. Representing the views and desires of the business community.

12. Disbandment

28.1. Any disbandment of the BID arrangements will have to comply with section 18 of The Business Improvement Districts (England) Regulations 2004. The Committee shall have power to dispose of assets held by the managing organisation, in accordance with the objectives of the Vision Statement.

13. Indemnity

29.1. In the executions of the trusts hereof no member of the Committee shall be liable:

29.2. For any loss to the property of SBFL by reason of any improper investment made in good faith : or

29.3. For the negligence or fraud of any agent employed by him/her or by any other member of the Committee in good faith (provided reasonable supervision shall have been exercised);

29.4. And no member of the Committee or Project Groups shall be liable by reason of any mistake or

omission made in good faith by any member of the Committee or the Project Group other than wilful and individual fraud, wrongdoing or wrongful omission on the part of the member who is sought to be made liable.

14. Powers to call extraordinary general meeting

30.1. Where seven or more business members wish to call an extraordinary general meeting, this may be arranged through providing in writing to the Chairperson notice of such a request, detailing:

30.1. 1. Purpose of the extraordinary general meeting

30.1. 2. Proposed Date (minimum of 28 days after notice is provided to Chairperson

30.1. 3. Note: Extraordinary general meeting can be used to vote on any matters including those items usually voted on at an Annual General Meeting.

15. Alterations to the Constitution

31.1. Any proposals to alter this constitution must be delivered in writing to the Chairperson of the Committee not less than 28 days before a General Meeting at which it is to be considered.

30.2. Any alteration will require approval by a majority of the total membership present at the General Meeting.



BID BUSINESS
IMPROVEMENT
DISTRICT

PROPOSAL 2012

**Segensworth Business Forum Ltd,
25 Barnes Wallis Road, Segensworth East,
Fareham, Hampshire, PO15 5TT**

**Tel: 01489 883396
Email: contact@sbfl.co.uk**

www.sbfl.co.uk

designed by theglowstudio.com

WINCHESTER BUSINESS IMPROVEMENT DISTRICT

**RENEWAL BALLOT
2018-2023**

DRAFT BUSINESS
PROPOSAL DOCUMENT
FOR CONSULTATION
SPRING 2017

BALLOT 2017





EVOLUTION OF THE BID

Since Winchester Business Improvement District (BID) went 'live' nearly a decade ago, over 260 BIDs are now in operation across the UK, some of which have turned to us for advice and consultancy support – an achievement we are extremely proud of, as it is proof that cities and towns aspire to be as successful as Winchester.

Our purpose is to support the commercial wellbeing of the businesses and organisations we represent here in Winchester. In October 2017, Winchester BID levy paying businesses will be invited to vote to renew the mandate of the work of the BID for another five years, building on the successes achieved since 2007.

This proposal sets out our draft plans for the future. We want to hear from you on your priorities so this proposal reflects your aspirations for Winchester.

Over the lifetime of the BID, your involvement has allowed us to collectively invest over 5 million pounds into the city to deliver a range of projects and services to ensure Winchester remains a; well-promoted, clean, green, attractive, safe, secure and thriving place for you and your clients, shoppers and staff, the city's residents and the 5.6 million visitors we welcome each year to enjoy the historic and cultural environment of the former capital of the South.

This is a crucial decision for the future of Winchester – much has been achieved and lots remains to be delivered but there is much to lose by not continuing the work of the BID.

It is very easy to become complacent but without the collective investment of the BID, everyone's experience of Winchester would be notably different.

“WE WANT TO HEAR FROM YOU ON YOUR PRIORITIES SO THIS PROPOSAL REFLECTS YOUR ASPIRATIONS FOR WINCHESTER”

Picture Winchester without the sparkling lights and trees at Christmas and the glorious hanging baskets during the summer. How dull would Winchester be without the many events and festivals which unite the city; many of which the BID help support or indeed organise. Imagine if there was no additional street cleansing, such as chewing gum

or graffiti removal and envisage a city with less policing, with no coordination of Pubwatch or Shopwatch to reduce street crime and theft. There would be no measurement of how the city is performing by way of; footfall, quarterly Business Barometer, visitor surveys and town centre reviews, which informs project decisions on improving access, the public realm and commercial developments by the local authorities.

Although the BID is here as a voice for all businesses within the boundary, we will never lose sight of area or industry specific issues that impact your business. We have developed strategies that allow us to manage both the daytime and evening economies and strive to maximise opportunities with commerciality at the forefront of our minds.

In summary, we are determined to deliver greater influence and impact at a senior level from our offices at Winchester Business Centre to the grass roots on the streets.

Your feedback has been fundamental and will always remain crucial to the BID's development.

This is your opportunity to shape Winchester's future for the next five years and we want your input.

**Catherine Turness,
Executive Director**

A DECADE OF ACHIEVEMENTS

PLENTY ACHIEVED

DELIVERING ATTRACTIVE STREETS

Each year, we have delivered over 500 floral displays and hanging baskets in the summer, which are replaced with thousands of Christmas lights displays in the winter.

PROVIDING A SAFE ENVIRONMENT

We have worked closely with Hampshire Constabulary to provide extra police presence on the city's streets. We facilitate Pubwatch, Shopwatch and the Winchester Business Crime Reduction Partnership intelligence system, plus the *Spare Change for Real Change* diverted-giving scheme, which aims to reduce begging on the city's streets.

A COLLECTIVE VOICE

We have represented and responded to business views on major issues, such as; power failures, superfast broadband roll out, change of use planning applications, commercial developments, the Local Plan Part 2 and the mid-term review of the car parking strategy.

FIRST-CLASS FESTIVALS

We have supported the growth of the Festival in Winchester programme including co-organising the inaugural Winchester Cocktail Week and developing Winchester Fashion Week since 2013. We have continued to help a dozen other festivals including; Hat Fair and Winchester's Bonfire Night.

"WE'VE INSTALLED COUNTERS IN THE FOUR MAIN CAR PARKS"

HARD-HITTING MARKETING CAMPAIGNS

We have developed the *View Winchester* brand, pitching the city as a world-class destination using cross-channel marketing campaigns including; print, radio, social media and outdoor advertising. We have also successfully

delivered the *Gourmet Capital of the South* and *Winchester's Favourite Independent* campaigns and co-created *Winchester – The Perfect Christmas*.

DRIVING DOWN COSTS

We have created a scheme exclusively available to levy payers to help drive down management costs for businesses. Our 'Savings and Advisory Service' offers food, glass and dry mixed recycling, an energy review, discount on Hampshire Chamber of Commerce membership and support with lease negotiations.

SUPPORTING BUSINESS GROWTH

We have an incubator workspace to support start-up and small businesses and meeting room facilities, available free to levy payers. Plus, we can provide access to a business change consultant and regular free networking events and workshops.

EASIER ACCESS

We have installed car-parking counters into the city's four main car parks to provide visitors with better information on where to park.

PLENTY TO DO

DELIVERING A DIGITALLY CONNECTED CITY

Exploring further technology to enhance experiences within the city centre – mapping journeys to allow for better-informed decisions on access, making your customers and clients visit to Winchester easier.

INFLUENCING THE AGENDA

Greater emphasis on lobbying and shaping the future city Winchester, developing a closer synergy with the Hampshire Chamber of Commerce to comment on plans and policies, which affect the growth of Winchester.

FOCUSSED LUXURY EVENTS

Placing emphasis on delivering events, focussed at targeting the affluent market to compliment Winchester's luxury brand offer.

BETTER STREET MANAGEMENT

Employing a street management officer to report street cleansing and operational issues efficiently with regular follow-ups until resolved and providing a warm welcome to visitors during the busy seasons.

"WE WILL EMPLOY A STREET MANAGEMENT OFFICER TO REPORT STREET CLEANSING ISSUES"

TARGETED, CLEVER MARKETING

Continuing our marketing campaigns but providing more attention to the growing student market and delivering campaigns to complement new events.

FURTHER COST SAVINGS

Investigating further cost savings for businesses such as reducing credit card charges, health and safety testing and telecoms

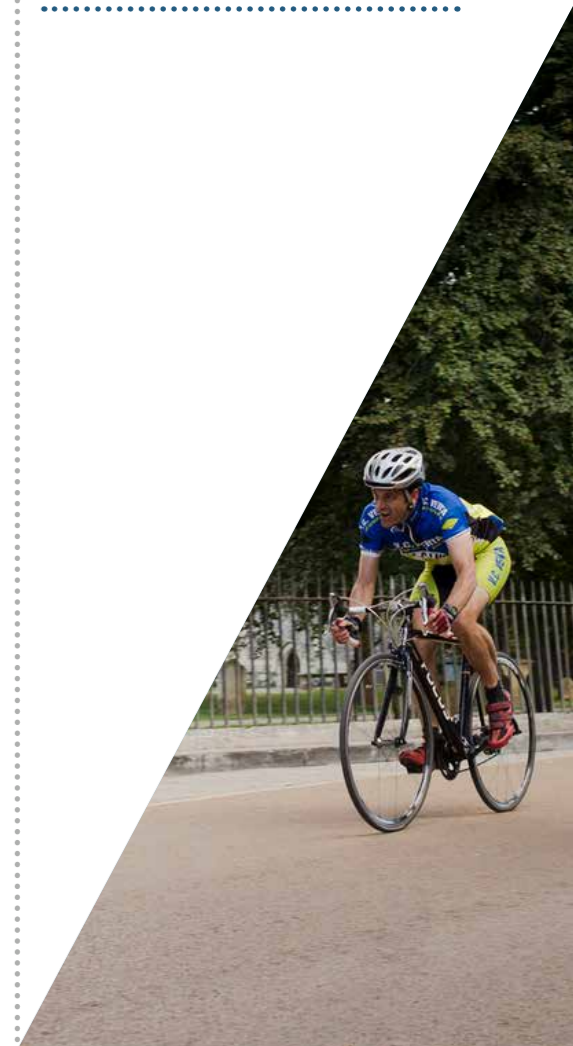
REWARDING STAFF

The opportunity to introduce a scheme to incentivise Winchester employees to shop and use services locally aimed at looking after their wellbeing.

DEVELOPING THE WORKFORCE

Offering mystery shopping visits to businesses to identify skills gaps and producing a training programme for staff.

"WE PLAN TO TARGET THE LUXURY MARKET WITH EVENTS"



PLENTY TO LOSE

2.5 MILLION INVESTMENT

The potential to invest a further £2.5 million in the city centre over 5 years on projects and services chosen by businesses would be lost.

COMPETITIVE ADVANTAGE

Without the investment made by the BID, Winchester's competitive advantage would be lost to other BID locations such as Salisbury, Guildford, Southampton and Reading.

A VOICE FOR BUSINESS

There would be no private-led organisation representing the needs of Winchester businesses or a collective voice to lobby the local authorities on the commercial wellbeing of the city centre.

CHRISTMAS LIGHTS

Christmas wouldn't be Christmas without the BID. The majority of festive lighting, including the High Street tree would disappear, as would the annual Switch-on ceremony, which marks the beginning of the season.

WINCHESTER BUSINESS CRIME REDUCTION PARTNERSHIP

The coordination and implementation of Shopwatch and Pubwatch would disappear, as would businesses access to the Winchester Business Crime Reduction Partnership Intelligence website (DISC) used to inform businesses on criminal behaviour and activity.

REDUCED POLICING

The extra policing invested by the BID and match-funded by Hampshire Constabulary would cease resulting in a visible reduction in policing.

ADDITIONAL STREET CLEANSING SERVICES

The BID makes significant investment in the removal of chewing gum and graffiti from the city's streets. Extra street cleansing services would simply stop as it is above and beyond local authority statutory obligations.

VIEW WINCHESTER BRAND

The *View Winchester* explorer's map, independents guide, online business directory and social platforms used to promote businesses, festivals and offers would disappear.

"THERE WOULD BE NO PRIVATELY-LED ORGANISATION REPRESENTING THE NEEDS OF WINCHESTER BUSINESSES"

RAISING WINCHESTER'S PROFILE

Opportunities such as broadcasting the Christmas Lights Switch-on live on BBC1's *The One Show* to raise Winchester's profile and the BID's investment in similar events such as Woolly Hat Fair, which secured international coverage, would be lost.



Winchester BID aims to deliver a programme of initiatives to; promote and position Winchester as a successful destination; manage and enhance the city's landscape; provide savings and support to business; and influence Winchester's future development to inspire change. Our work will benefit first and foremost, your clients, shoppers and staff but also residents and visitors to the city.

PROPOSAL SUMMARY

POSITIONING AND PROMOTING WINCHESTER

We will review and build on our previously successful marketing campaigns to continue to position Winchester as a centre for culture, creativity and commerce. We have a strategy to further enhance the hospitality sector, Christmas and independent retail offering to drive tourism and thus footfall and spend locally. We also plan to introduce components to attract the luxury market and position the city as an accessible and thriving centre to inspire growth and confidence for investment by new and exciting businesses.

MANAGING AND ENHANCING THE CITYSCAPE

Providing effective street management is integral to showcasing Winchester as an attractive place to work, shop, live and visit. We will continue our working partnership with Hampshire Constabulary to tackle crime and anti-social behaviour and we plan to frequently monitor and report cleanliness issues by introducing a team of street ambassadors, whom can also be utilised during peak visitor periods and festivals to welcome guests to the city.

SUPPORTING BUSINESS GROWTH

Helping businesses thrive operationally is paramount to the commercial wellbeing of the city. We want to help reduce your overheads by providing support, advice and cost-saving initiatives.

We also recognise the importance of investing in Winchester's workforce and propose initiating a wellbeing scheme specifically for your staff and providing opportunities for their development professionally through delivering targeted events and workshops.

INFLUENCING AND INSPIRING CHANGE

The BID is a substantial lobbying body and is viewed by policy makers as the voice of the city centre business community and is a major influencer to empower future growth. We will continue to be your voice and aspire to become a digitally connected city, exploring the advancements in technology to enhance the users experience, providing better access to the city and management of the streets.

"HELPING BUSINESSES THRIVE OPERATIONALLY IS PARAMOUNT TO THE COMMERCIAL WELLBEING OF THE CITY"



POSITIONING AND PROMOTING WINCHESTER

THE NEXT 5 YEARS

MARKETING CAMPAIGNS

We will continue to work with our partners at Visit Winchester to build on previously successful marketing campaigns including:

- A Feast of Food
- Winchester Independants Enhancing Access at Christmas

We will focus on developing a new strategy with three components:

- To promote Winchester's luxury offering
- To promote Winchester as a youthful, stylish and creative city for students
- To promote Winchester as an accessible and thriving destination for business investment

CROSS CHANNEL APPROACH

We will increase average customer spend per footfall using a cross-channel marketing approach to deliver campaigns using; print advertising, radio, digital, social and outdoor platforms to market the city centre offering. We will also continue to be a partner of the Destination Management Partnership, which works closely with Visit Winchester and fellow key stakeholders to invest in opportunities to host journalists and international trips to gain coverage in prestigious publications, such as Vogue and GQ.

VIEW WINCHESTER BRAND

The BID will continue to develop the View Winchester brand, producing the viewwinchester.com website with an online business directory, plus travel and events information. We will continue to produce the View Winchester Pocket Map and Independents Guide to specifically promote the unique retail experience of the city, drawing visitors to explore the hidden gems of the city.

VIEW WINCHESTER

WINCHESTER BID

EVENTS PROGRAMME

We will run a streamlined events programme, focussing on delivering larger events steered by you. These could include building upon the success of Winchester Fashion Week and introducing new events.

The BID will continue to support the work of Festivals in Winchester, chairing the group to ensure events are spread evenly throughout the year, sponsoring specific events, which encourage a spread of activity across the city.

SEASONAL PROMOTIONS

We will continue to undertake a lead role in delivering a high profile campaign for Christmas and arrange other seasonal promotions, such as the Bunny Hop at Easter, half-term activity trails, Independents month in July and the Fresher's Fairs in September.

WINCHESTER BUSINESS EXCELLENCE AWARDS

The BID has been a lead partner and sponsor of the Winchester Business Excellence Awards for over 8 years. The awards provide a platform to recognise the achievements of local businesses and reward them for their commitment to excellence. As a lead partner and sponsor, the BID will continue to support this event and specifically encourage BID members to enter the BID's category, which has included *Commitment to the City and Independent Business of the Year*.

BEST BAR NONE AWARDS

Best Bar None is a national benchmarking scheme aimed at promoting safety, responsible management and operation of alcohol-licensed premises. 100 towns and cities have adopted the scheme across the UK. The BID in partnership with the University of Winchester will continue to provide an annual audit and awards scheme to encourage venues to provide a safe and welcoming environment for all but especially students of the city.



MANAGING AND ENHANCING THE CITYSCAPE

THE NEXT 5 YEARS

WELCOME AMBASSADORS

We are proposing to introduce a uniformed team of BID ambassadors who could act as the eyes and ears for the city reporting on standards of cleansing and enforcement, whilst being an information conduit to you as and when required. At peak times, the ambassadors could also provide a *Warm Winchester Welcome* to visitors, providing tourist information and assisting with the circulation of footfall around the city.

WINCHESTER BUSINESS CRIME REDUCTION PARTNERSHIP

The BID will continue to deliver this accredited umbrella organisation, which brings together Shopwatch and Pubwatch radio networks, the Police and the Winchester Community Safety Partnership to share information ensuring strong links are prevalent into the regional and national networks. Members of the partnership will be kept informed of criminal activity and behaviour via the intelligence website (DISC). The partnership won a distinction in the Safer Business Awards in 2015.

SHOPWATCH AND PUBWATCH

The BID will continue to facilitate both the Shopwatch and Pubwatch schemes. This connects over 120 businesses and 30 licensed venues directly to the Police and CCTV Control Room at Winnall. Both groups meet on a monthly basis to discuss current crime trends, agree on banning regularly offending individuals and other key issues that affect Winchester. The BID will continue to offer radios at a considerably subsidised annual rate of £100 plus VAT.

POLICE COMMUNITY SUPPORT OFFICERS

We propose to continue our partnership with Hampshire Constabulary to create and fund a permanent presence of additional Police Community Support Officers (PCSOs) in the city centre. The BID will continue to fund three posts and strive to secure match funding through Hampshire Police Authority. This will provide dedicated support to businesses to assist tackling issues relating to both the daytime and evening economy.

SPARE CHANGE FOR REAL CHANGE

Winchester has one of the longest established 'Diverted Giving' schemes in the UK aimed at reducing street begging. We will continue to raise its profile educating the public of its good work and encourage managed giving to those most in need by diverting funds from the street to local charitable organisations. 100% of funds donated will be passed to local charities. No donated funds are withheld for administration or other purposes.

FLORAL DISPLAYS

The BID will continue to deliver this scheme, which sees over 500 hanging baskets and window boxes installed in June, maintained over the summer and removed in October to enhance the appearance of the city.

CHRISTMAS LIGHTS

To deliver *The Perfect Christmas* campaign, dressing the city for the festive season is essential. The BID has invested over £250,000 during its second term, which has included upgrading and expanding the scheme to illuminate new areas and major buildings in the city. The BID will continue this work and cover all installation and maintenance costs for the next term.

ADDITIONAL STREET CLEANSING

Attractive streets are important for people working and visiting the city as customers, clients and tourists. The BID will continue to manage additional regular cleaning for streets within the BID area, which is above and beyond the statutory services of the local authority. This will include chewing gum and graffiti removal. We will identify landlords of vacant properties and work in partnership to produce temporary artwork to enhance the property, where permission has been granted.



SUPPORTING BUSINESS GROWTH

THE NEXT 5 YEARS



SAVINGS AND ADVISORY SERVICE

With the collective purchasing power of over 700 businesses, the BID is able to enter negotiations with third parties to reduce overheads. The BID already facilitates a reduced cost recycling scheme, which includes food and glass waste, and the option to review your electricity bills through our third party broker. We propose introducing further cost-saving schemes, such as:

- telecoms,
- credit card charges,
- insurance
- a collective paper shredding service.

BID members will also be eligible to receive an exclusive 20% discount on Hampshire Chamber of Commerce membership.

DEVELOPING THE WORKFORCE

We will offer free or heavily subsidised training courses and workshops for you and your staff based on local demand. We will also provide a mystery-shopping programme to enhance customer service delivery across all sectors.

WINCHESTER BUSINESS CENTRE WORKSPACE

We will continue to provide and explore expanding a subscription-based incubator space to support the growth of start-up businesses, which includes providing advice, business registration and mail collection services. This additional income stream is placed into the BID project pot to deliver more services in the city. The centre also boasts a 12-seated conference room, which is available to hire free of charge for BID levy payers.

EMPLOYEE WELLBEING SCHEME

The BID intends to introduce a wellbeing scheme for employees working within the BID boundary to reward staff to use local businesses and enhance their fitness and wellbeing. The scheme will include free gym classes and incentives on healthy living refreshments.

NETWORKING AND EVENTS

We will continue to work with the Hampshire Chamber of Commerce to deliver a breakfast briefing with the MP and offer attendance opportunities at BID-organised events and those held by other BID-approved networks such as breakfast clubs, focus groups and seminars.

FIT FOR BUSINESS CONSULTANCY

Working in partnership with our long-term consultant Professor John Kind, the scheme is designed to support and encourage early stage businesses with powerful growth aspirations.

BUSINESS CONTINUITY

The BID will continue to provide support after a disruptive incident such as flooding, snow or power loss and assist businesses to enable continuity of delivery. We will also undertake a critical analysis of what vulnerability the city could face in the future and prepare a plan accordingly.

“WE WILL OFFER FREE OR SUBSIDISED COURSES AND WORKSHOPS FOR YOU AND YOUR STAFF”

INFLUENCING AND INSPIRING CHANGE

The BID is a substantial lobbying body and is viewed by policy makers as the voice of the city centre business community and a major influencer to empower future growth of the city. We will therefore continue to be a voice for business and use innovative technology to obtain intelligence to allow the making of more informed decisions on the development of Winchester.

We will become a digitally connected city, exploring the advancements in technology to enhance the users experience, providing better access to the city and management of the streets.

INFLUENCING THE AGENDA

We regularly provide comment on consultations, which in the past year has included the mid-term review of the parking strategy, Local Plan Part 2 and change of use in planning applications. The delivery of Station Approach and the new Silver Hill development will be major changes for Winchester – we will continue to listen to your feedback and always aim to provide a balanced view of businesses needs and requirements as both progress. We will also be a business conduit for utilities investments, such as the upgrade of the power network in Southgate Street and western end of Jewry Street.

MAPPING CUSTOMER AND CLIENT JOURNEYS

We have installed new footflow sensors, which are able to indicate how people are moving throughout the city. The ten sensors provide the BID with intelligence to map people's journeys and better inform inward investment decisions. We will maintain these sensors and produce regular reports for businesses, which we will publish in our e-newsletter.

PARKING AND ACCESS MANAGEMENT

In summer 2016 the BID invested in technology which allowed for accurate data occupancy in the four main car parks; The Brooks Shopping Centre, Middle Brook Street, Tower Street and Chesil Street. This occupancy data is fed in real-time to the View Winchester website. The BID secured match funding from Winchester City Council for this investment and thus sensors are also installed in all Park and Ride sites. The BID will continue to look at initiatives that allow city centre users to make better-informed decisions on parking and how to access the city centre. We will continue to lobby Winchester City Council to invest resource in city centre car parks.

BUSINESS BAROMETER

We will continue to produce the quarterly Business Barometer, which provides vital intelligence on current and

future trading outlooks and helps us better understand trends in the city, compare our progress with similar destinations and understand how particular events benefit the city centre. We have over 100 businesses involved but there is always room for more participants.

TOWN CENTRE AUDITS

We will organise regular perception surveys to identify the success of town centre management, to include cleansing, ease of parking and safety. All data will be shared with relevant parties including Winchester City Council, Hampshire County Council and Hampshire Constabulary to influence change in operations.

STATION APPROACH AND THE NEW SILVER HILL DEVELOPMENT WILL BE MAJOR CHANGES FOR WINCHESTER



OUR COMMITMENTS TO YOU

A WELL-PROMOTED DESTINATION

RAISING THE PROFILE OF YOUR BUSINESS THROUGH VIEW WINCHESTER

PRODUCTION OF THE POCKET MAP AND INDEPENDENTS GUIDE

A BRAND NEW LUXURY FESTIVAL

SEASONAL CAMPAIGNS AND INITIATIVES TO INCREASE FOOTFALL

PLATFORMS TO CELEBRATE BUSINESS EXCELLENCE

INTRODUCTION OF A TEAM OF BID AMBASSADORS

A VOICE FOR BUSINESS ON MANAGING THE DAYTIME AND EVENING ECONOMIES

WORKING WITH OUR PARTNERS TO REDUCE CRIME AND ANTI-SOCIAL BEHAVIOUR

A SUMMER FLORAL DISPLAY SCHEME

MANAGEMENT AND EXPANSION OF THE CHRISTMAS LIGHTS PROGRAMME

A WELL-MAINTAINED CITY THROUGH TARGETED STREET CLEANSING MANAGEMENT

INVESTIGATION AND DELIVERY OF FURTHER PROCUREMENT INITIATIVES TO REDUCE BUSINESS OVERHEADS

DELIVERY OF AN EXTENSIVE TRAINING AND MYSTERY-SHOPPING PROGRAMME TO DEVELOP STAFF

INTRODUCTION OF A WELLBEING SCHEME TO REWARD EMPLOYEES

PROVIDING INFORMATIVE NETWORKING OPPORTUNITIES

SUPPORTING GROWTH OF START-UP BUSINESSES

INFLUENCING THE AGENDA FOR THE FUTURE DEVELOPMENT OF WINCHESTER

PROVIDING A COLLECTIVE VOICE AND CONDUIT FOR BUSINESSES

INVESTIGATING DIGITAL CONNECTIVITY TECHNOLOGY TO ENHANCE VISITOR EXPERIENCES

MONITORING AND REPORTING FOOTFLOW DATA AND TRENDS

DELIVERY OF PERCEPTION SURVEYS TO IMPROVE OPERATIONS

ANALYSING AND REPORTING THE IMPACT OF EVENTS AND TRADING TRENDS

CONNECTING WITH YOU

Winchester BID is proud to operate an open door policy at our office in Parchment Street. We always welcome input and ideas from all BID businesses and want to hear your issues and concerns so we can continually evolve and adapt according to your priorities. We appreciate communication preferences differ and thus throughout this consultation on the next term, we shall implement a cross-channel approach so you can choose your preferred way to connect with us.

E-COMMS

Our fortnightly newsletter remains your most popular method of communication. We will continue to produce a relevant, timely and interactive news summary, whether it is an update on the delivery of a project, our response to a local consultation or details of a festival, we aim to arm you with important information and opportunities to consider.

NEWSLETTERS

We understand that there are some members who prefer a larger round-up of news that they can share easily with their staff so we will continue to produce a bi-annual hard copy summary of our work, posted directly to your door.

ON THE STREET

With an office in the heart of the BID area, the team are regularly out and about meeting with businesses and with the proposal of introducing street ambassadors in the next term, we aim to provide a more frequent visual-link on the streets. Their main role will be to connect with you and report and follow up on issues to the relevant agencies.

SOCIAL PLATFORMS

With the rise in popularity of social media, we connect with businesses through Twitter and LinkedIn and with consumers through Facebook and Instagram. Collectively we have over 7,500 followers across the four platforms.

ANNUAL REPORTS

We will produce an annual report, which we will circulate with the BID levy bills, which evaluates our performance over the previous year. It shows our achievements, reviews our financial spend and sets out our priorities for the following year.

ANNUAL GENERAL MEETING

We hold an annual general meeting in April, open to all our members to hear a summary of the work in the previous year, including our audited accounts and future plans, plus election of non-executive Board directors.

BUSINESS FORUMS

We organise a number of business forums, including Pubwatch and

Shopwatch, which allows for the discussion and dissemination of intelligence to assist tackling anti-social behaviour. We are also delighted to facilitate stakeholder meetings on topics, which affect the wider community. Whether industry or area specific, we aim to inform you on latest developments affecting your business, which has included broadband connectivity, parking and Silver Hill.

MEET AND GREET

We understand attending meetings isn't easy, especially if you have limited resources so our meet and greet service provides an opportunity to receive a 1-1 session with a member of the team who will visit your premises and discuss projects and services, which are relevant to you and your business.

CONFERENCES, EVENTS AND NETWORKING

We are delighted to host a number of conferences, events and networking opportunities to allow you to connect with the BID and fellow businesses. We aim to continue offering places free of charge to enable you to develop your professional network.

THE MEDIA

The team features regularly in the local and regional media. The Executive Director often provides comment to the media on stories relevant to the prosperity of Winchester and chairs the regional Southern England BIDs group, which provides comment on national policies within the place management industry.

ONLINE

Our business-dedicated website found at www.winchesterbid.co.uk will continue to be the portal of information on our latest projects and where you can find reports on the latest data sets, responses to consultations and updates on what's happening in the local community relevant to your business.

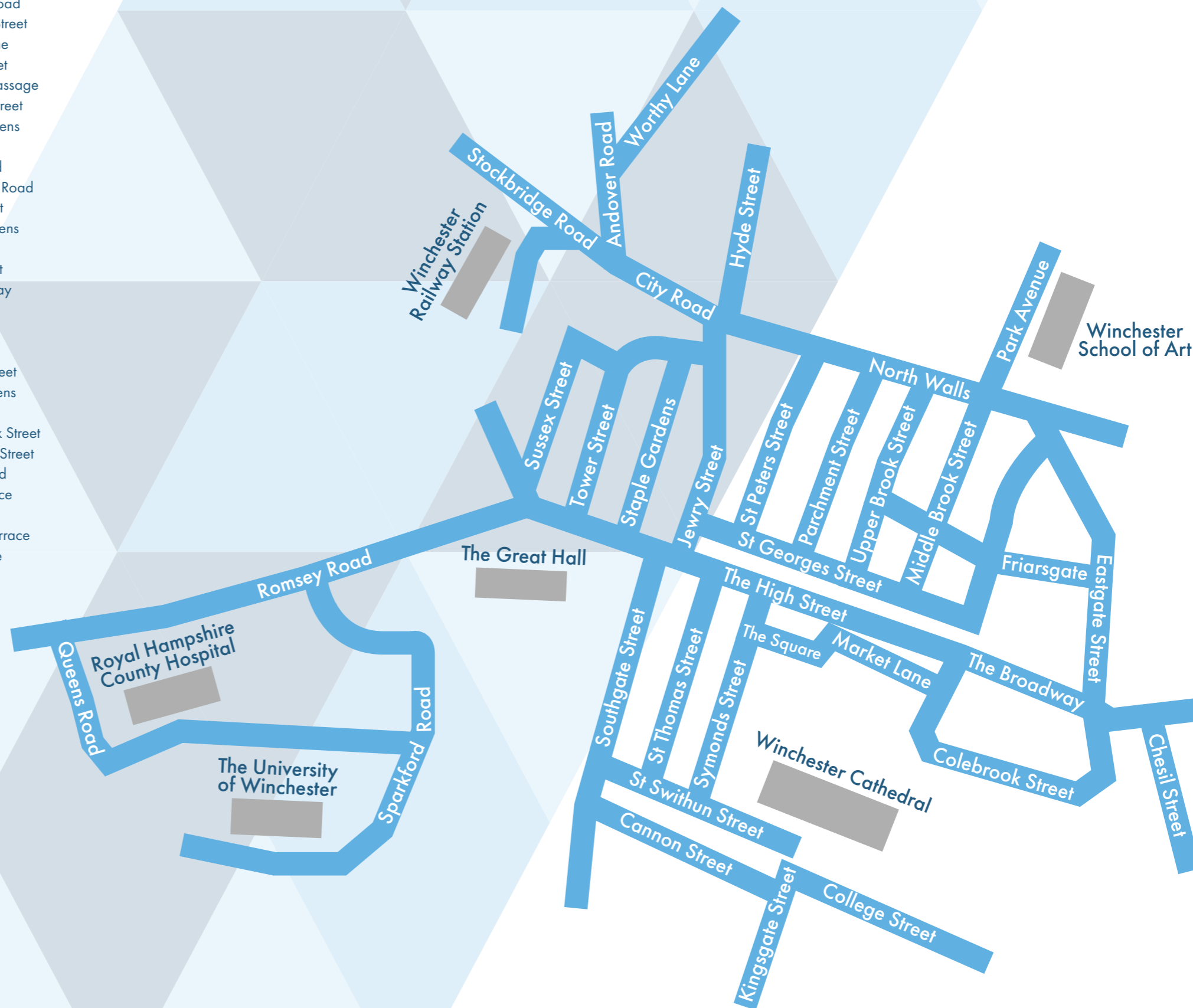
THE BID AREA

The BID area is the heart of the city centre and covers all major access routes. The area encompasses the commercial core of Winchester, including both transport hubs, the University of Winchester, the Winchester School of Art, Hospital and Police Headquarters, plus the Central Winchester and Station Approach developments. The following streets are included, either in whole or in part and the BID area currently contains 711 businesses that are eligible to vote on 857 properties (hereditaments) that are liable for the levy.

During the consultation period, we may conduct conversations with properties located on the edge of the boundary to ensure we are able to continue to deliver added value to businesses. For a detailed boundary map, visit www.winchesterbid.co.uk

- Abbey Passage
- Albion Place
- Andover Road
- Archery Lane
- Barfield Close
- Bridge Street
- Castle Avenue
- Castle Hill
- Chesil Street
- City Road
- Cathedral Close
- Colebrook Street
- College Street
- Cossack Lane
- Cross Keys Passage
- Cross Street
- Crowder Terrace
- Durngate
- Eastgate Street
- Friarsgate
- Gar Street
- Gladstone Street
- Gordon Road
- Great Minster Street
- High Street
- Hyde Church Lane
- Hyde Street
- Inner Close
- Jewry Street
- Kings Head Yard
- Kings Walk
- Kingsgate Street
- Lawn Street
- Little Minster Street
- Lower Brook Street
- Market Lane
- Market Street
- Middle Brook Street
- Mister Lane
- Mons Court
- Newburgh Street
- North Walls
- Old Station Approach
- Parchment Street
- Park Avenue
- Patenoster Row
- Peninsula Square
- Priory Gardens
- Queens Road

- Romsey Road
- Royal Oak Passage
- Silver Hill
- Southgate Street
- Sparkford Road
- St Clement Street
- St James Lane
- St Peter Street
- St Thomas Passage
- St Thomas Street
- Staple Gardens
- Station Hill
- Station Road
- Stockbridge Road
- Sussex Street
- Sutton Gardens
- Swan Lane
- Tanner Street
- The Broadway
- The Square
- Tower Road
- Tower Street
- Trafalgar Street
- Trinity Gardens
- Union Street
- Upper Brook Street
- Upper High Street
- Victoria Road
- Walcote Place
- Water Lane
- West End Terrace
- Worthy Lane



GOVERNANCE

THE PURPOSE OF BIDS

Business Improvement Districts (BIDs) are business-led and business-funded organisations formed to improve the commercial wellbeing of a specified geographical area. The projects carried out by a BID must be beyond the statutory responsibilities of the local authorities and the Police.

BIDs are legally established having been voted for by the majority of businesses in the defined geographical area. BIDs operate a five-year term and thus after this cycle, a vote is required.

Winchester was one of the first BIDs established in the South of England, and has operated two consecutive terms. This proposal is to establish Winchester BID for its third term to operate from 1 April 2018 – 31 March 2023.

THE COMPANY

Winchester City Centre Partnership Ltd [WCCP] is responsible for overseeing the delivery of the City Centre strategy and action plan; the BID is a delivery vehicle for aspects of the overall strategy. Together they form a limited company, registered with Companies House with its own legal identity and control.

Details of the Winchester City Centre Partnership Ltd and the Memorandum and Articles of Association are available to view online at www.winchesterbid.co.uk

THE BOARD

An independent Board of up to 13 non-executive directors oversee the delivery of the city centre strategy and the funds allocated. They normally meet monthly and have been elected to provide a range of skills and represent a cross-section of sectors, including: property, recruitment, legal, retail, hospitality and leisure. One-third is required to stand down annually on a rotating basis but may seek re-election at the Annual General Meeting.

THE TEAM

The professional and passionate team are responsible for the day-to-day management and delivery of the projects and services outlined in this renewal proposal. They have a wealth of experience in place management and marketing and will be assisted by experienced third party advisors or contractors, where necessary.

Full details of the directors and team can be found online at www.winchesterbid.co.uk

OPERATING AGREEMENTS

An operating agreement will be formed with Winchester City Council, Hampshire County Council and Hampshire Constabulary, which will include baseline statements. These will be in place before the vote and will be available to view on the BID's website.

ACCREDITATION

Winchester BID is a British BIDs accredited company, which provides evidence of quality management and return on investment through service delivery. It is the industry recognised standard. The BID is also a member of the Association of Town Centre Management, an influential voice on policy and an innovator in research.



The BID will regularly evaluate and report its success to levy payers throughout the term. A number of indicators will be used to evaluate the city's performance and the BID's return on investment to levy payers.

CITY'S PERFORMANCE

We will continue to produce a quarterly **business barometer**, which provides vital intelligence on the city's trading performance including business confidence and vacancy rates to help us better understand the trends and impact on different industry sectors and areas of the city.

Understanding how events and trading campaigns will be analysed through the BID's ten **footfall** sensors available throughout the city. We will also be able to report on customer's journeys and how they navigate through the town by monitoring **footflow**.

The sensors will provide useful statistics and we aim to interpret and share these in a monthly report, which we will publish online and in our e-newsletter.

We will undertake an annual **town centre perception review**, which measures the cleanliness, safety, access and navigation via a mystery shopping exercise. We will share the results with you and the relevant departments to review quality and management standards of the city's services.

BID'S PERFORMANCE

The BID will provide robust appraisals of projects and will report to you through our newsletters, online and through the production of an annual report.

Events coordinated by the BID will be monitored using **ticket sales** and **attendee numbers** and reported to participating businesses

The six media campaigns proposed to position and promote Winchester will be analysed by **editorial value equivalent** or its reach and circulation.

The **click-through rate** and **social media statistics** related to View Winchester, the BID's consumer facing brand would be reported quarterly, aiming to increase growth by 15% each year.

Through the work of the Winchester Crime Reduction Partnership, the BID will continue to keep thefts and anti-social behaviour to a minimum and will report **crime statistics** at monthly Shopwatch and Pubwatch meetings.

The participation levels for the Advisory Service will be analysed and the **extent of cost savings** reported to businesses.


We will continue to request business feedback using **satisfaction surveys** facilitated by an external contractor.


REPORTING & EVALUATING




BUSINESS SURVEY RESULTS 2016

The Retail Group conducted a study to measure how the city of Winchester is performing and to ascertain how Winchester BID is benefiting BID levy payers. Here are the results...


 27% of BID members responded to the survey

Awareness of the BID is good at 64% - the highest score nationally 

 Most respondents cited email as their preferred form of communication


72% of businesses are happy with Winchester as a trading location 


 40% of businesses are trading up and 30% trading level compared to 2016

71% consider the future outlook to be largely positive 

 77% identified social media as their preferred marketing channel for consumers

Residents (95%), Workers (91%), Students (85%) and Shoppers (80%) are considered to be the most beneficial to BID businesses 

Most BID managed initiatives are viewed positively, especially floral displays, Christmas lights, festivals and the View Winchester literature 

Cost-saving support was indicated as a priority for businesses 

www.winchesterbid.co.uk

FINANCE

Over the last decade, Winchester BID has collected an annual 1.5% levy of the rateable value from each non-domestic ratepayer within the BID area. Your feedback on the priorities will determine the annual levy for the next term. The BID will continue to raise a further 10%–15% additional income through sponsorship, consultancy, ticket sales and business centre operations.

FINANCIAL MANAGEMENT

The Board of Directors will receive a monthly income statement from the Executive Director. There will be quarterly meetings with Winchester City Council Taxation and Finance departments to monitor levy collection rates and financial spend. An independent accountant will prepare audited accounts each year, for submission to Companies House. These will be published on our website and available to view and comment on at the Annual General Meeting.

Notes

1. Winchester BID has collected on average 97% of levies owed and thus this rate has been applied throughout the financial projections calculated below.
2. Administration costs are estimated at 17.5% of the total annual expenditure, which is below industry average for BIDs.
3. There will be no inflation rate charged and thus the levy will be fixed at the same rate each year.
4. Winchester BID will attempt to raise even further external income than what is stated above and will consider opportunities on a case-by-case basis. All external money raised will be spent on enhancing BID projects or considering new proposals from businesses.

PROJECTED 5-YEAR BUDGET (2018–2023)

Income	Year 1	Year 2	Year 3	Year 4	Year 5	Total 5 Yrs.
BID Levy (Based on current 1.5%)	£490,000	£490,000	£490,000	£490,000	£490,000	£2,450,000
External Income	£53,900	£58,800	£63,700	£68,600	£73,500	£318,500
Total Income	£543,900	£548,800	£553,700	£558,600	£563,500	£2,768,500
Expenditure	Year 1	Year 2	Year 3	Year 4	Year 5	Total 5 Yrs.
Positioning	£116,000	£116,700	£117,400	£118,100	£118,800	£587,000
Enhancing	£164,000	£164,700	£165,400	£166,100	£166,800	£827,000
Supporting	£55,000	£55,700	£56,400	£57,100	£57,800	£282,000
Influencing	£95,000	£95,700	£96,400	£97,100	£97,800	£482,000
Connecting	£10,000	£10,700	£11,400	£12,100	£12,800	£57,000
Administration	£95,000	£95,700	£96,400	£97,100	£97,800	£482,000
Contingency	£8,900	£9,600	£10,300	£11,000	£11,700	£51,500
Total Expenditure	£543,900	£548,800	£553,700	£558,600	£563,500	£2,768,500

LEVY RULES

The 'Local Government Act 2003' and the 'Business Improvement Regulations 2004' govern the BID process. As such, if a majority vote is achieved, the BID levy becomes mandatory on all defined ratepayers.

The rules for the BID levy are as follows.

1. The BID renewal term will be 5 years and will run from 1 April 2018 – 31st March 2023.
2. The BID levy will be applied to all non-domestic properties (hereditaments) with a Rateable Value over £1250.
3. The BID levy will be fixed at 1.5% Rateable Value during the lifetime of the BID.
4. The BID levy will be exempt to those occupied as a recognised charity except where the property is occupied as a charity shop and thus the levy is applied.

5. Businesses who are located within a managed shopping centre, i.e. those located in The Brooks Shopping Centre and Kings Walk will receive a discount of 20% and thus their levy contribution will be fixed at 1.2%.
6. The BID levy will be collected annually in advance and the charging period will be 1 April – 31 March, starting April 2018.
7. The liability of the BID levy will be the responsibility of the hereditament listed on 1 February in the year of collection.
8. If the hereditament is empty, the liability falls to the owner of the property listed on 1 February in the year of collection.
9. The BID levy will not be affected by small business rates relief or any other discretionary relief grant.
10. The levy will be payable in one instalment collected by Winchester City Council and is payable within 30 days. Collection and enforcement of the BID levy will be similar to those for non-domestic rates.
11. Full levy rules can be found at www.winchesterbid.co.uk

CONSULTATION PROCESS

This draft proposal document has been created bearing in mind the continuous dialogue between the BID team and its members at regular networking and meetings, which has allowed the BID to evolve over the past decade.

BID members and organisations with a specialist interest in the city will have the opportunity to comment on this document during the aforementioned period. All members will have the opportunity to feedback on these proposals, through a number of meetings, which will be promoted in advance via our e-newsletter and social networks.

The BID proposal will be open for informal consultation from January–June 2017.

VOTING

5 OCTOBER 2017 –
2 NOVEMBER 2017

From 5 October 2017, you will be given the opportunity to vote on the Renewal Proposal for Winchester BID to continue to a third term.

To ensure a fair and democratic process, Winchester City Council's Returning Officer and their Electoral Services staff will administer the BID Ballot.

Prior to this date, Winchester City Council will work with the BID to identify the voter of each property to encourage a high turnout for the Ballot.

A Notice of Ballot will be sent on 21 September 2017 setting out the arrangements.

All eligible businesses will be entitled to one vote per hereditament. Some businesses occupying more than one hereditament will therefore be entitled to more than one vote.

The voting process will be a postal ballot and will commence on 5 October 2017 and close at 5 PM on 2 November 2017.

The ballot will need to satisfy two tests – a majority in number of those voting and a majority in proportion of Rateable Value of those voting.

The BID can only be renewed if these two tests are met. If successful, the BID levy will be applicable to all eligible businesses.

The result of the ballot will be announced on 3 November 2017.

If successful at ballot, the third term will commence on 1 April 2018 and will continue for a period of five years to 31 March 2023.



VOTE YES

**BALLOT –
5 OCTOBER TO
2 NOVEMBER 2017**

winchesterbid.co.uk

The Business Centre,
10 Parchment Street,
Winchester,
SO23 8AT

01962 841000



websites

Enq to: Kate Cloud
Direct Line: 01962 848 563
Email: kcloud@winchester.gov.uk

10 May 2017

Dear Catherine,

Feedback on Draft BID Proposal

Thank you for involving Winchester City Council in the consultation you are currently undertaking on the draft proposals for the third term of the Winchester BID. Having sought feedback from across the Council, our collective comments are as follows:

1. The Welcome Ambassadors scheme may duplicate the undertaken by Winchester City Council. Should this project be realised, it is imperative that the post holder(s) liaise closely with our Community Safety and Neighbourhood Services teams to ensure work is complemented rather than duplicated.
2. The funding currently proposed for use on the Welcome Ambassadors scheme might be better spent on physical improvements to the public realm, which have been identified by Winchester City Council and Winchester BID. This may include additional litter picking staff, commercial bin management and signage, for example.
3. The proposals need to make clear where Winchester City Council's and Winchester BID's work differ; clearly the baseline statements will help to clarify this point. It is important to recognise the significant partnership working we are involved in on a number of projects, both giving recognition where it is due, and to highlight the added value of the BID levy in leveraging additional Local Authority resources.
4. The proposals appear to focus on attracting visitors, which perhaps needs to be balanced with improving the town centre offer for residents and businesses.
5. The BID is in a good position to liaise with business owners, managing agents and premises owners concerning the management of street begging and rough sleepers.
6. Greater clarity of terms, for example, what does a 'luxury festival' entail?



The Government Standard

Winchester City Council greatly values the contribution Winchester BID makes to the city, both through the project work the BID carries out, and also in providing a voice for businesses in the BID area. We are looking forward to working with you over the coming five year term of the Winchester BID, and achieving our collective aims together.

I hope you find these comments useful, and we look forward to continuing to work with you both on the preparations for the second renewal ballot, and on an ongoing basis.

Yours sincerely,

Kate Cloud
Head of Economy and Arts

DRAFT