

**LANCING BUSINESS PARK | BUSINESS IMPROVEMENT DISTRICT**  
**RENEWAL PROPOSAL BUSINESS PLAN | SEPTEMBER 2013 - AUGUST 2018**



**YOU DON'T KNOW WHAT YOU'VE GOT UNTIL IT'S GONE**

# WELCOME TO LANCING BUSINESS PARK

## WELCOME FROM THE CHAIRMAN

Welcome to the Lancing Business Park BID renewal Business plan. My name is Michael Punter; I am the Chairman of the BID as well as Chairman of Lancing Business Park Ltd.

I am also the majority shareholder and Managing Director of Parafix; a 40 year old manufacturing company that has been based on the Business Park for 30 years.

The reason I've become involved is because we want to present our factory and surroundings in the best possible light to existing and prospective customers, maintain a safe, secure environment for our staff and generate local commercial opportunities. We saw traditional service providers neglecting their service levels and an opportunity to join like minded people who care about the work place, hence the BID.

Further on in this document you can read about what a BID is and the area Lancing Business Park (LBP) covers.

We have been operating as a BID for nearly five years, hence the renewal ballot, and have successfully achieved what we were asked to do by the majority of those who voted, within our budget.

We have recently undertaken a survey to give us an understanding of Lancing Business Park members' priorities for change. I am delighted to have received 66 responses, the details of which are reproduced later. This level of response is higher than expected, therefore demonstrating others care as well.

We can only continue this work if we get your vote and for me it is a no brainer. Based on the fact that the projects that required capital investment have now been delivered, we have also been able to go into the next five year program with a 15% general levy reduction.

Please read the document carefully and show your commitment by voting for the BID another term.

Thank you,  
Mike.



## CONTACT DETAILS

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

Ken Green, Lancing Business Park Co-ordinator

Mobile: 07584 503729

Tel: 01903 876296

Email: [kengreen@lancingbusinesspark.co.uk](mailto:kengreen@lancingbusinesspark.co.uk)

If you require more information about the overall BIDs process and its broader application within the UK then there is a wealth of detail available through the national BIDs pilot website on: [www.ukbids.org](http://www.ukbids.org).



# YOU DON'T KNOW WHAT YOU'VE GOT UNTIL IT'S GONE

Thanks to the co-operative culture embraced by the tenants of Lancing Business Park, the BID has been able to deliver a number of projects which have improved the area and continue to deliver benefits to all.



Lancing Business Park BID area

## CLEAN UP

- Weekly paper and card recycling. 100 tonnes of material from the Business Park is recycled per annum
- Year round grounds maintenance across the Business Park

## SAFE

- Implementation of CCTV system comprising 15 cameras including number plate recognition technology
- Committee maintain close liaison with police to promote greater involvement

## ACCESS

- Introduction of Business Park signage and property numbering, delivering enhanced directional visibility
- Committee lobbying during current BID tenure resulted in significant road improvements

## CONNECT

- Website and social media keeping the Business Park informed of current events and promotions
- Breakfast meetings – Providing information on subjects of interest to the Business Park
- Estates Excellence – Through the BID, the Business Park has benefited from >£50k worth of training available to all business
- Purchasing efficiency – Promotion of local business and offers, supplier recommendations and “Business Park rate” promotions

## GREATER VOICE

- BID acts as a greater voice of the Business Park to resolve issues as they arise
- Regular interaction with police, local authorities, MP's, Councillors to ensure resources are deployed on the Business Park
- Promotion of the Business Park has led to an occupancy rate (as at 31 January 2013) of 98.2%

# FREQUENTLY ASKED QUESTIONS

## WHAT IS A BUSINESS IMPROVEMENT DISTRICT?

A Business Improvement District is an arrangement under which local businesses plan how to improve their own business and trading environment. Members of a pre-defined geographical area vote on the BID arrangement and this is then carried out in partnership with a local authority. A BID levy is collected by the local authority which is then transferred back to the BID not-for-profit organisation to spend only on projects decided on by BID members.

The BID gives all businesses, large or small, equal weight over decisions that affect themselves, their employees and their customers. The projects and services decided on are in addition to those already provided by the local authority and police; they cannot subsidise or substitute the existing provision. The duration of the BID is no longer than five years.

## BID BACKGROUND

The first BID (or Business Improvement Area as they are known in Canada) was established in Toronto in 1970. A few years later BIDs were introduced in the United States and today they can be seen throughout the world, including South Africa, Jamaica and New Zealand.

BIDs were successfully tested in twenty different business locations in the UK, leading to legislation at the end of September 2004. Since then over 130 commercial and industrial areas have voted for a BID in their locations. This will bring in over £100m of additional investment in the next five years. Another 100 BIDs are in the pipeline in the UK

## IS IT 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?

It can be anything the businesses choose: from creating a "clean and tidy" environment, marketing and promoting the area and improved security to attracting further investment.

## WHY SHOULD BUSINESSES GET INVOLVED?

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

## IF BUSINESSES ALREADY PAY RATES, WHY SHOULD THEY PAY AGAIN?

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

Junction of Marlborough and Winston Road (before)



Junction of Marlborough and Winston Road (after)



## DO THE FUNDS GO TO THE LOCAL AUTHORITY IN ANY WAY?

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

## WHO WILL CONTRIBUTE TO THE BID?

Contributions will be sought from other organisations and individuals such as commercial property owners/landlords who will benefit from an enhanced environment. More money could also be sought from Public Sector Agencies.

For more information, please visit the National BIDs Advisory Service web page: <http://www.ukbids.org/>.

## WHAT IS THE LANCING BUSINESS PARK BID?

Lancing Business Park BID will be run via Lancing Business Park Limited, a company limited by guarantee who will control and manage the delivery of the requested additional services and projects. It will be led by a private sector Committee elected by BID levy payers. The proposer of the Lancing Business Park Business Improvement District (Lancing Business Park BID) is Lancing Business Park Limited which is a private, not for profit organization.

By collecting a very modest BID levy from all eligible businesses, the Lancing Business Park BID will generate over £400,000 of dedicated funding to be spent improving the Business Park over the next five years, in addition to the services and spend from the public sector in the same period. These improvements will be decided and controlled by you, the businesses. An advisory committee will be elected to represent you and direct what happens with your BID levy contribution

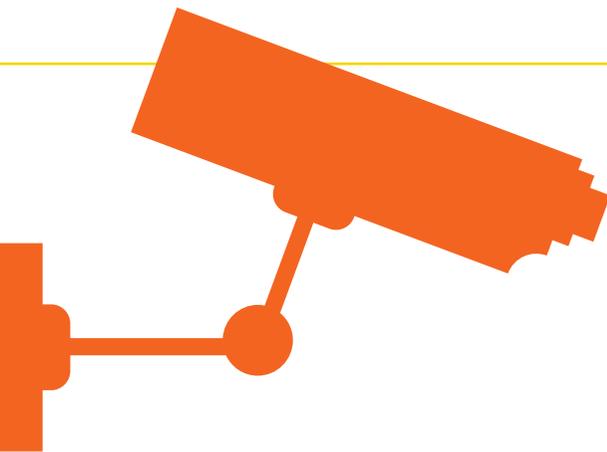
This relatively small amount will collectively generate a sound and powerful investment through the projects outlined later in this plan. The improvement projects set out in this Business Plan are the result of surveys.

Having significantly raised the standard of the business park over the past five years, our priority is to maintain those standards and improve areas identified by businesses resident on the Park. This work will result in high impact, high quality, and high profile projects that can be delivered quickly.

As a result of the consultations the four key areas we will tackle are:

1. Lancing Business Park Safety
2. Parking
3. Clean Up Lancing Business Park
4. Connected Lancing Business Park

Details of each of these important action areas can be found in the projects section.



# FREQUENTLY ASKED QUESTIONS

## WHY WE NEED IT

There are significant challenges facing ageing Business Parks. They include increasing competition, attracting the right businesses and clients, safety and security and the quality of the environment in which we trade. The current arrangements whereby Lancing Business Park Limited raises funds and carries out work on an adhoc basis has a finite capability and allows only very limited business planning. The Lancing Business Park BID is seen as a necessary step to safeguard the future competitiveness and prosperity of Lancing Business Park.

## HOW IS THE BID TEAM MANAGED?

The Lancing BID team will comprise of one member of staff who will be responsible for delivering the aims, projects and aspirations of the Lancing Business Park BID.

He/She will report to an Advisory Committee (up to a maximum of 15) who will be elected by you annually. The composition of that Committee will be made up from representatives from businesses paying the BID levy:

- One representative from each of the six streets in the Lancing BID area.
- One representative from the District Council

Ideally committee meetings should also include attendance from:

- One representative from the Police
- One representative from West Sussex County Council

- The Memorandum and Articles of Association for Lancing Business Park Limited can be downloaded from our website

## WHY WE NEED TO REVIEW THE BID

Our BID tenure runs for five years, which enables everybody to review its progress, success and deliverables. The Business Plan must be approved by the Local authority to ensure it meets the requirements of the legislation relating specifically to renewal ballots.

## THE LANCING BUSINESS PARK BID BOUNDARY

The Lancing Business Park BID area can be seen in the map on page 3. It will comprise of the following streets:

- Blenheim Road
- Chartwell Road
- Commerce Way
- Marlborough Road
- Peter Road
- Spencer Road

A member directory can be found on the Lancing Business park website at [http://www.lancingbusinesspark.co.uk/Member\\_Directory](http://www.lancingbusinesspark.co.uk/Member_Directory).

Marlborough Road (before)



Marlborough Road (after)



■ Lancing Business Park conducted a survey of opinions of the last five years of the BID. Responses were collated and are represented here graphically.

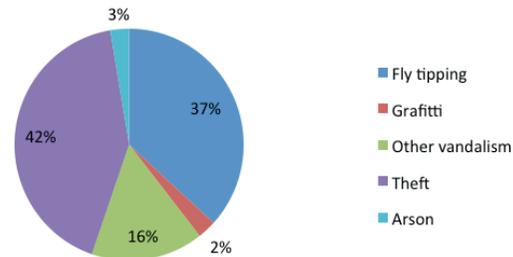
There were 66 responses to the BID survey conducted in December 2012/January 2013. This amounted to a c. 25% response rate.

The full results of the survey are available to view on the Lancing Business Park website.

Since the installation of CCTV on Lancing Business Park, have you been the victim of any of the following?

Answered: 29 Skipped: 37

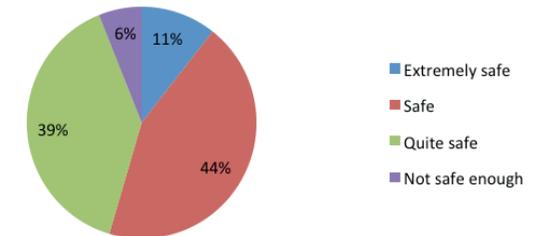
Q2: Since the installation of CCTV on Lancing Business Park, have you been the victim of the following?



How safe do you feel your business and your staff are, on Lancing Business Park?

Answered: 66 Skipped: 0

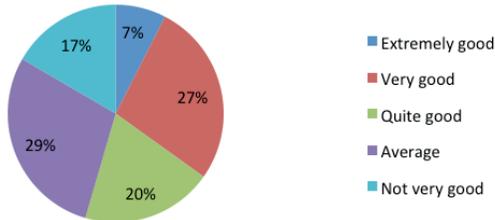
Q3: How safe do you feel your business and your staff are, on Lancing Business Park?



# YOUR FEEDBACK

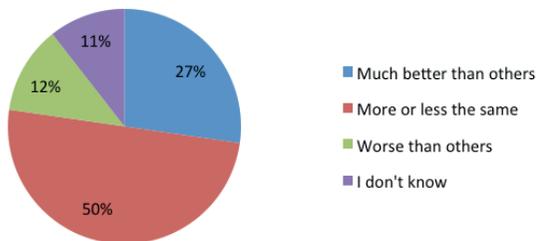
How good do you feel the access to your business / premises is? (taking into consideration road condition and markings, abandoned / poorly parked vehicles, obstructions etc) Answered: 66 Skipped: 0

Q4: How good do you feel the access to your business / premises is? (taking into consideration road condition & markings, abandoned / poorly parked vehicles, obstructions etc)



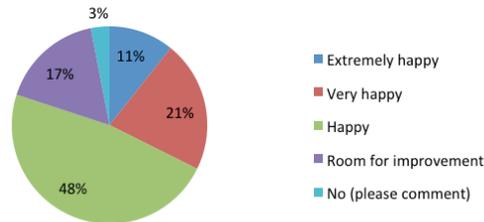
Compared to other business parks / industrial estates, how well maintained do you think Lancing Business Park is? Answered: 66 Skipped: 0

Q5: Compared to other business parks / industrial estates, how well maintained do you think Lancing Business Park is?



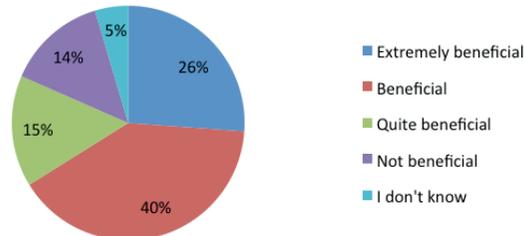
Are you happy with the appearance of the 'grey areas' on Lancing Business Park? (grey areas are not the responsibility of a private business or local authority e.g. The Triangle) Answered: 65 Skipped: 1

Q6: Are you happy with the appearance of the 'grey areas' on Lancing Business Park? (grey areas are not the responsibility of a private business or local authority e.g. The Triangle)



Do you think the new signage and numbering system will be beneficial to businesses on Lancing Business Park? (visitor access/delivery/postal/emergency services/security companies etc) Answered: 65 Skipped: 1

Q7: Do you think the new signage and numbering system will be beneficial to businesses on Lancing Business Park?



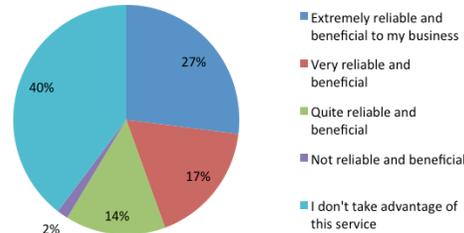
Road conditions before the Lancing BID era



If you take advantage of the weekly recycling collection, how beneficial and reliable have you found the service?

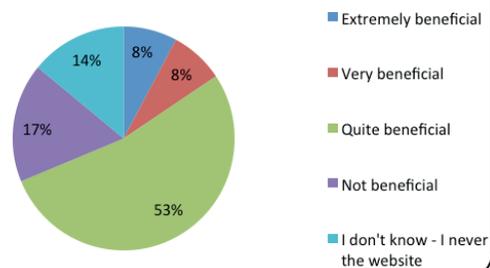
Answered: 63 Skipped: 3

Q8: If you take advantage of the weekly recycling collection, how beneficial and reliable have you found the service?



Is the Lancing Business Park website ([www.lancingbusinesspark.co.uk](http://www.lancingbusinesspark.co.uk)) beneficial to your business? (LBP Directory / inter-park trading and discounts / job adverts / units to let / reporting crime / local news and info / SEO etc) Answered: 64 Skipped: 2

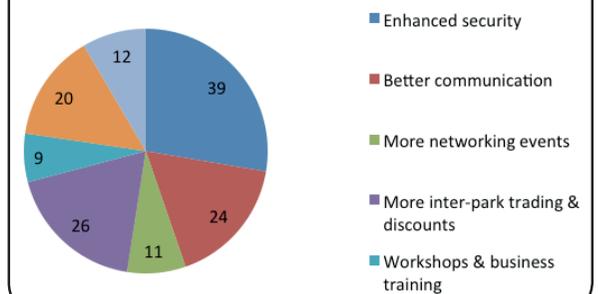
Q9: Is the Lancing Business Park website (beneficial to your business?)



What do YOU want from Lancing BID 2013 - 2018? (select all that apply) Data labels show number of responses per option, not percentage.

Answered: 53 Skipped: 13

Q10: What do YOU want from Lancing BID 2013 - 2018? (select all that apply)



# LANCING BID PERFORMANCE 2008-2013

The BID operated within its financial budget but in addition to the specific planned events achieved the following:

- The Estates Excellence Initiative whereby 345 employees have already benefited from health advice
- Road improvements which would not have been so extensive had the BID team not been so focussed including assistance from our local councillors and local MP
- Created a positive Business Park identity which has help improve the occupancy rate on the Park
- Created a social media presence
- Created a LBP business directory that now lists over 190 firms.
- Represented the businesses at local and national level
- Improved liaison with the Police
- Improved links with the Council, Chamber of Commerce, Schools and Colleges
- Coordinated social events
- Publicised job vacancies
- Provided advice regarding management of abandoned vehicles, fly tipping and travellers
- Open door policy whereby anyone can attend a BID meeting
- Insurance savings available to businesses as a result of CCTV
- Website advertisements
- Free workshops
- Networking events
- Inter park discounts

## PROJECT ONE: SAFE

- The investment in the digital night vision cameras and number plate recognition system has positively contributed to arrests and cautions from the police.
- The relationship with the local police force has resulted in greater resource being deployed on the Park.

## PROJECT TWO: ACCESS

- Investment in temporary and subsequent permanent enhanced road signage.
- Following extensive consultation with residents, the project has enhanced the aesthetics of the park and delivered a simple, easy to follow directional mechanism.
- The Investment in the mandatory numbering of business buildings assists both emergency services and visitors.
- Working closely with local authorities and the MP for East Worthing and Shoreham (Tim Loughton), the BID Committee successfully lobbied for road improvement works which had become a focussed priority.

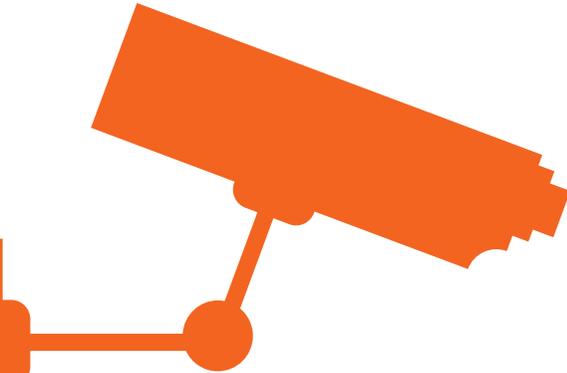


## PROJECT THREE: CLEAN UP

- Investment in the very successful recycling collection service will have delivered 500 tonnes of recycled paper and card waste at the end of the current BID term
- The management of free spaces such as the Triangle and other such areas has significantly improved the aesthetics of the park. Ongoing weekly grounds contractor and landscaping works will ensure that the improvements are maintained
- Pavement improvements have been delivered following lobbying of local authorities by the Committee

## PROJECT FOUR: CONNECTED

- Management of a dedicated website ensures that businesses are informed of developments, news, and offers. The site hosts a business directory and allows for business advertisements and promotions to be communicated to all
- Inter Park trading is actively encouraged. Over £1 million of inter Park trading is now enjoyed per annum
- Beneficial deals for smaller firms enjoying the LBP "purchasing pocket"
- Improved Communications including our own Park Co-ordinator



# LANCING BUSINESS PARK BID PROPOSAL 2013-2018

The survey has focussed on the following areas of continual improvement for the next 5 years.

## PROJECTS

- Safe
- Parking Improvements
- Clean Up
- Connected

## WHAT WILL HAPPEN GOING FORWARD?

- The survey once again highlights security as the area of most concern so quite rightly will get the appropriate attention, we will continue to maintain the CCTV system and number plate recognition, but will work with the Police for them to get direct access.
- It is planned to identify and work with a security expert firm to address the specific but varied needs of businesses.
- We will work with Business Park occupiers and the appropriate authorities and agencies to eliminate inconsiderate parking.
- The revised parking restrictions will soon be in place and at that time we will work with Business park occupiers and the appropriate authorities and agencies to enforce these.

- The site maintenance team will be retained and additional services offered to individual firms to assist with the enhancement of their public facing areas
- Litter picking service agreements will be managed with the relevant agencies
- Paper and card will be continued and encouraged
- More inter firm trading will be facilitated
- More social events will be organised and encouraged
- Better communications will be achieved by promoting the website and social media outlets.

## HOW WILL THE LANCING BUSINESS PARK BID WORK?

This Business Plan highlights the additional services we intend to deliver within the Lancing Business Park BID area. It also spells out our goal to see Lancing Business Park BID become a safer, easier and more profitable and pleasant place to do business. We have determined what extra services are necessary by scrutinising the current provision and setting new, higher standards for them over the next five years. The cost of these services, managing them, promoting them, plus collecting the levy has been calculated over the full five year period. This cost has determined the levy requirement for the next five years. This unit cost has been expressed

in bands based on the Business Rates list in force currently.

In July 2013, businesses within the Lancing Business Park BID area will be asked to vote on whether or not they wish Lancing Business Park BID to remain operational, supported by the set annual levy. Provided that 51% or more of eligible businesses voting, cast their vote in favour (by number and by rateable value) the agreed levy will apply to all. To minimise administrative costs and demonstrate fiscal propriety, the BID levy will be collected via the business rates system by Adur District Council. A separate, distinct bill will be issued and all the money collected will be passed directly to the Lancing Business Park BID on a monthly or quarterly basis to be spent on the projects you have nominated.

A projected budget is shown on page 17.

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



NEW road numbering for easy customer navigation

6

Paper and card recycling

Commercial Waste  
01273 263050

## ■ KEY PERFORMANCE INDICATORS

Managing Lancing Business Park BID through the measurement of Key Performance Indicators is critical.

The Committee understand the need to monitor and communicate the activities undertaken to demonstrate the value of the BID.

The following KPIs have been identified as best reflecting the activities valued by the businesses operating on Lancing Business Park.

1. **Recorded Crime Figures:** The Committee work closely with the local Police Community Support Officers (PCSOs) in Lancing to ensure that police presence is maximised on Lancing Business Park. The PCSOs supply the Committee with accurate crime statistics on a FREQUENCY basis.
2. **Business Park Occupancy Level:** Lancing Business Park BID is committed to ensuring that the area remains an attractive location for business to be undertaken. The BID works with Adur and Worthing council and property agents to promote vacant properties and ensure swift tenancy.
3. **Property Values:** Lancing Business Park BID believes that through continuous improvement of the area, property values will grow. Whilst the measurement is largely subjective, consultation with property agents will allow for an independent figure to be reported.
4. **Business Satisfaction Surveys:** An annual survey will be introduced to gain vital feedback on the progress that Lancing Business Park BID is making against the projects outlined in the business plan. Further opportunity to feed back will ensure that the BID focuses resource on any emerging matters that will improve the Business Park.
5. **Website Visits:** Communication of news, business directories, offers, staff and property vacancies and events is critical to the success of the Connected project. Website statistics will be generated on a monthly basis to report the success of Lancing Business Park's communication. In addition to regular website updates, social media interaction as well as quarterly newsletters will keep the Business Park up to date with news and the progress we are making.
6. **Recycling Volumes:** Lancing Business Park BID acts as a conduit for all businesses to be encouraged to recycle paper and cardboard by offering a free weekly collection. Statistics reporting the annual recycled volumes will be reported.

# LANCING BUSINESS PARK BID PROPOSAL 2013-2018

## THE VOTING AND LEVY ARRANGEMENTS

The ballot is conducted independently by Adur District Council (or its appointed agent such as Electoral Reform Services) via a confidential postal vote. Ballot papers will be sent out to the appropriate person/organisation with any relevant documentation on 19 June 2013, to be returned no later than 17 July by 5pm, with the result being communicated on 19 July 2013.

Each business ratepayer will have a vote provided they are listed on the National Non-Domestic Rates (NNDR) list for the defined area on 8 February 2013 by Adur District Council and the rateable value (RV) of the hereditament exceeds £7,000.

Where a hereditament (rateable property) is vacant, undergoing refurbishment or being demolished, the liable party on the NNDR list will be entitled to vote.

Each person entitled to vote will have one vote in respect of each hereditament in the defined area.

A proxy vote is available and details will be sent out with ballot papers.

The vote will have to meet two tests for Lancing Business Park BID to go ahead. Firstly a majority in favour (51%) of those that vote is required and secondly the aggregate rateable value of those that vote in favour must be greater than the aggregate value of those that vote no. The BID will last for five years.

New businesses and developments that fall inside the BID area will become eligible to pay the additional levy when they appear on the NNDR register.

The BID levy payment schedule is set out below. The BID amount payable will be set at the start of each BID financial year based on the NNDR list. The levy is not subject to any inflationary index and businesses will therefore pay the same amount of BID levy each year for the whole five years.

ERV	Hereditaments	BID Levy £
7,001-10,000	22	212.50
10,000-50,000	109	425.00
50,000-100,000	16	637.50
100,000+	12	2125.00

There will be no exemptions.

The only time the BID amount will change is if there is a material change to the property i.e. a split or merger. The effective date will be the date the Valuation Office gives as the date of change, or if the tenant is a registered charity, the levy will be reduced by a mandatory and discretionary value in line with the charitable rate relief granted to them annually by the council on their non domestic rates.

Lancing Business Park Limited Board of Directors in consultation with Adur District Council will approve cases for legal action where there is non-payment of the BID levy.

If a BID property becomes empty, the responsibility of the levy payments will be on the owner of the property.

If payment has been made in full and the property is re-sold/rented part way through the year, it will be the responsibility of the outgoing occupier to recoup the overpayment from the incoming occupier or the responsible levy payer.

At the end of a financial year the Lancing Business Park Limited Board of Directors in consultation with Adur District Council will approve any write-off with regard to the non-payment or non-collection of the BID Levy.

Lancing Business Park Limited aims to supplement the BID levy through commercial revenue streams. Advertising and annual sponsorship of the website/marketing literature will also be sought by the Advisory Committee.



# KEY PERFORMANCE INDICATORS

## TIMETABLE

Action	Date
Statutory (Latest) Date: Notification of Ballot	Thursday 5 June 2013
Statutory (Latest) Date: Despatch of Ballot Papers	Wednesday 19 June 2013
Latest Date to Appoint Proxy	Monday 8 July 2013
Latest Date to Cancel Proxy	Friday 12 July 2013
Deadline for Issue of Replacement Ballot Papers	Saturday 13 July 2013
Close of Ballot	Wednesday 17 July 2013
Issue of Result by 5pm	Friday 19 July 2013

## Baseline Agreements

### Adur District Council

- Street Cleansing

### West Sussex County Council

- Street lighting
- Road maintenance on adopted roads
- Footway maintenance on adopted roads
- Associated drainage

## INCOME AND EXPENDITURE ACCOUNTS

	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19
<b>INCOME</b>						
Bid Levy	47,811	81,961	81,961	81,961	81,961	34,150
Commercial	2,917	5,292	5,792	6,292	6,792	2,917
<b>TOTAL INCOME</b>	<b>50,727</b>	<b>87,253</b>	<b>87,753</b>	<b>88,253</b>	<b>88,753</b>	<b>37,067</b>
<b>PROJECT COSTS</b>						
Safety	6,203	10,789	10,058	11,335	11,618	4,891
Access	583	1,000	1,000	1,000	1,000	417
Clean	7,593	13,206	13,536	13,874	14,221	5,986
Connected	2,858	4,971	5,096	5,223	5,354	2,254
Recycling	12,833	22,321	22,879	23,451	24,037	10,118
Staffing	10,051	17,482	17,919	18,367	18,826	7,925
Office Costs	626	1,089	1,117	1,145	1,173	494
Legal and Professional	1,779	3,156	3,340	3,528	3,720	1,583
Levy Collection Fees	2,450	4,200	4,200	4,200	4,200	1,750
Bank Charges	35	61	62	64	66	28
Reserve	2,917	5,000	5,000	5,000	5,000	2,083
<b>TOTAL EXPENDITURE</b>	<b>47,929</b>	<b>83,275</b>	<b>85,207</b>	<b>87,187</b>	<b>89,215</b>	<b>37,528</b>
<b>NET SURPLUS /DEFICIT</b>	<b>2,798</b>	<b>3,978</b>	<b>2,546</b>	<b>1,066</b>	<b>-462</b>	<b>-461</b>
<b>CUMULATIVE</b>	<b>2,798</b>	<b>6,776</b>	<b>9,322</b>	<b>10,388</b>	<b>9,926</b>	<b>9,465</b>



