

**AGENDA MANAGEMENT SHEET**

**Name of Committee** Economic Development Overview and Scrutiny Committee

**Date of Committee** 19th December 2006

**Report Title** The Hub - Bayton Road Industrial Estate Focus (Bedworth)

**Summary** The report summarises the successes of the Bayton Road Industrial Estate Focus programme and plans for the future.

**For further information please contact** Robert Godfrey  
Bayton Road Business Resource Centre  
Manager  
Tel.024 7664 6100  
robertgodfrey@warwickshire.gov.uk

**Would the recommended decision be contrary to the Budget and Policy Framework?** Yes/No

**Background Papers** Bayton Road Industrial Estate Focus (BRIEF) End of Project Evaluation report.

**CONSULTATION ALREADY UNDERTAKEN:-** *Details to be specified*

- Other Committees  .....
- Local Member(s)  Councillor K Singh – for information  
(With brief comments, if appropriate)
- Other Elected Members  Councillor P Barnes )  
Councillor M Jones ) for information  
Councillor P Morris-Jones )
- Cabinet Member  Councillor C Saint – for information  
(Reports to The Cabinet, to be cleared with appropriate Cabinet Member)
- Chief Executive  .....
- Legal  I Marriott - agreed



- Finance  .....
- Other Chief Officers  .....
- District Councils  .....
- Health Authority  .....
- Police  .....
- Other Bodies/Individuals  .....

**FINAL DECISION**                      **YES/NO**      *(If 'No' complete Suggested Next Steps)*

**SUGGESTED NEXT STEPS :**

*Details to be specified*

- Further consideration by this Committee  .....
- To Council  .....
- To Cabinet  .....
- To an O & S Committee  .....
- To an Area Committee  .....
- Further Consultation  .....

**Economic Development Overview and Scrutiny Committee -  
19th December 2006**

**The Hub - Bayton Road Industrial Estate Focus (Bedworth)**

**Report of the Strategic Director for  
Environment and Economy**

**Recommendation**

That Members note the positive End of Project Evaluation report for the Bayton Road Industrial Estate Focus Programme, and plans for continuing support on the Estate.

**1. Introduction**

- 1.1 An end of Project Evaluation report has been issued covering the Bayton Road Industrial Estate Focus (BRIEF) programme, which ran from May 2003 until June 2006. Actual start up of service provision was from November 2003, when "The Hub" opened.
- 1.2 The Hub has become the focus for a range of business support projects in the local area. As well as coordinating the delivery of BRIEF business support services The Hub has supported the private sector Bayton Road Group, providing them with office accommodation and assisting start up businesses through its incubation facility. It also provides the focus and resources for BaytonBID. A Phase II BRIEF programme is being developed.
- 1.3 A copy of the Project Evaluation report, completed by ATI Projects Ltd is available on <http://www.warwickshire.gov.uk/baytonhub>

**2. Bayton Road**

- 2.1 The Bayton Road Industrial Estate, situated in Exhall, Bedworth in the Coventry and Nuneaton Regeneration Zone (CNRZ), is one of the largest industrial estates in the West Midlands.
- 2.2 It comprises approximately 230 businesses, with a high proportion (over 50%) in the engineering/manufacturing supply chain. The total labour force of some 3,500 staff is drawn mainly from the Coventry and Nuneaton travel-to-work area.

### **3. BRIEF Programme 2003 – 2006**

- 3.1 The BRIEF programme was a £1.536m initiative that aimed to tackle areas of decline and bring a new vitality to the area, improving the potential for business growth and sustainable employment
- 3.2 The major funding provider was Advantage West Midlands (AWM) (£645,000 Capital, £400,000 revenue). £180,000 was secured from European Regional Development Fund (ERDF), £180,000 from Warwickshire County Council (WCC), £65,000 from Nuneaton and Bedworth Borough Council (NBBC) and the balance of £66,000 from income generated, Chamber of Commerce and Bayton Road Group.
- 3.3 The programme brought together a range of active partners from the private and public sectors including, Bayton Road Group, WCC and NBBC, Warwickshire Police/Beating Business Crime, Coventry and Warwickshire Chamber of Commerce, (CWCC) Women's Business Development Agency, Business Link, CW2000 partnership (providing broadband to Small and Medium Employers (SMEs), Education Business Partnership and others. All, through a co-ordinated approach, have contributed to the delivery of the programme's core objectives.

### **4. Project Objectives**

- 4.1 The objectives were to facilitate business growth and employment through:-
  - (i) A capital programme to improve the physical appearance of the estate.
  - (ii) An extensive support programme with an emphasis on business advice, training and environmental assistance delivered from The Hub Business Resource Centre.

#### **Business Advice**

- 4.2 The Hub provides a centre for support and advice to businesses and employees on the estate, answering queries, hosting agencies (such as Business Link, Credit Union and Women's Business Development Association), promoting business events and creating links for businesses on the estate with other advisory and support agencies.
- 4.3 The end of project evaluation study confirmed that The Hub was the key success of the BRIEF project. It has become an important part of the business community. The evaluation confirmed its value as a single point of contact – even to the point of drivers calling in for directions.
- 4.4 The Hub website (<http://www.baytonhub.com>) is a best practice example of a business estate website in the West Midlands. Production and distribution of high quality newsletters and monthly briefings have ensured that all companies are aware of the services provided by WCC, partners and The Hub itself.

## **Seminar/Workshop Programme**

- 4.5 The Hub has provided a focal point from which training providers in both the public and private sectors have delivered training courses. The facilities have proved popular with attendees and training providers, offering first class, fully-serviced seminars and workshops, backed up by on-site reception and administration services.

## **Crime and Security**

- 4.6 Identified by the Bayton Road Group as a priority need of local businesses, BRIEF has sponsored Warwickshire Police Beating Business Crime on a single objective - to develop a safer and more secure working environment for businesses on the Estate including facilitating an effective crime prevention programme.
- 4.7 Peter Guillaume, Senior Business Crime Officer for Warwickshire Police, reports that, as a result of the Beating Business Crime Initiative, by June 2006, the Bayton Road and adjoining estates enjoyed a 35% reduction in crime figures since 2003. The joint BRIEF and Beating Business Crime (BBCR) programme is considered one of the successes by Warwickshire Police.

## **Environmental Management**

- 4.8 The Project has succeeded in engaging businesses in a number of initiatives aimed at improving appearance, reducing waste, increasing safety and compliance with changing environmental legislation. The Project has been timely and has coincided with a number of voluntary and mandatory requirements from Government in line with minimising waste and maximising energy efficiency.
- 4.9 The BRIEF Environmental Business Support Officer has initiated the following activities:-
- (i) Physical improvements to the estate appearance.
  - (ii) Frontage improvement scheme – grant assisted.
  - (iii) Transport improvements (bus routes, shelters).
  - (iv) Waste audit and recycling schemes.
  - (v) Environmental advice and training.
  - (vi) Resource efficiency and environmental management clubs.
  - (vii) Promotion of partner and national organisations.
  - (viii) Addressing energy efficiency issues.
  - (ix) Facilitating introduction of sustainable processes (e.g. ISO 14001).

## **Links with Education**

- 4.10 The Project has worked well with local schools and contributed to school enterprise studies through Education Business Partnership. Good progress is being made to create stronger liaison between school staff and business leaders on the Estate.
- 4.11 With all secondary schools now allocated an Enterprise Budget as part of their annual capitation, The Hub is in a good position to act as a provider of services and broker educational activities between local schools and the Bayton Road businesses.
- 4.12 The Hub is developing a link between businesses and local schools and colleges, acting as a broker for joint educational activities. A strong working relationship has been developed with North Warwickshire College of Further Education, which could lead to a future joint initiative to develop an Engineering Training Centre at The Hub.

## **5. Bayton Road Group (BRG) and the BaytonBID**

- 5.1 Probably the original driver for change on the estate, the Bayton Road Group (BRG) was started in 2000 with help from partners including CWCC and WCC. It is a not for profit limited company comprising subscription paying member businesses.
- 5.2 The subscriptions fund a part-time Estate Co-ordinator with support from the BRIEF programme. BRG membership has peaked at 50 businesses.
- 5.3 Supported by WCC, BRG is applying for Business Improvement District status under the BaytonBID name. A successful BaytonBID would be used as a template for other Warwickshire industrial estates and the pre-vote process is being closely monitored to ensure lessons are learned for future industrial estate BIDS.
- 5.4 BaytonBID, seeking agreement for £2m expenditure over five years, funded from business rates, will go to the vote in February 2007. It proposes delivery of five key services, following a detailed and widespread consultation process. These are:-
- (i) Safety and Security (controlled access and CCTV proposed)
  - (ii) Traffic Improvements (lorry park pilot)
  - (iii) Centralised Services (bulk buying, IT support)
  - (iv) Estate Improvements (landscaping, estate maintenance)
  - (v) Estate Communications (newsletters, web site, e-mail)

5.5 It is planned that BRG will become the BaytonBID Management company in the event of a successful BID vote.

## **6. Hub Business Innovation (HBI)**

- 6.1 The Hub acts as a focus for business start ups, hosting seminars run by Business Link and others. Following a successful bid for United Kingdom Business Incubation (UKBI) funding, incubator facilities for six companies were established in March 2006.
- 6.2 This pilot project will run from February 2006 to March 2008. Total project cost is £105,000, 50% of which is funded by UKBI. This covers the cost of a salary at The Hub and contributes to the marginal cost of keeping The Hub open.
- 6.3 A number of businesses have already been assisted. At the time of this report all six incubation “pods” have been taken. The project will assist at least 13 new start-up businesses before completion.

## **7. BRIEF Phase II**

- 7.1 An extension to the BRIEF programme, amounting to approx £100,000, has been offered by AWM. This would will cover costs for a further year until March 2008 in exchange for offering business assist outputs.
- 7.2 An evaluation completed in August 2006 revealed that, although BRIEF had produced significant improvements on the estates, more needs to be done. Estates such as Bayton Road can easily slip back into recession if key areas including engineering and manufacturing skills, business crime prevention, transport and environmental waste and energy management are not supported.
- 7.3 A BRIEF Phase II Programme is proposed to continue support on the estate after March 2008, as a centre for engineering and manufacturing excellence. This would help retain existing companies and jobs whilst at the same time encouraging inward investment into the sub-region.
- 7.4 Phase II proposes several areas of activity and investment to ensure the sustainability and growth of this important concentration of manufacturing and engineering companies. These include:-
- (i) Establishing a Training Centre for Manufacturing and Engineering, working with North Warwickshire and Hinckley College of Further Education. We are investigating the possibility of AWM and North Warwickshire College of Further Education (NWCFE) providing funding support to cover NVQ levels 1 to 4. It is planned to commission a feasibility study to validate a business case for this.
  - (ii) Fostering a programme of innovation and product development to ensure that companies are able to benefit from new technologies, manufacturing systems and research developments.

- (iii) Providing management and skills training – continuing to offer seminars and workshops to support business development to ensure staff retention and business competitiveness.
- (iv) Environmental, energy and waste management – maintaining our specialist environmental support, facilitating a collective approach to resource utilisation and running Resource Efficiency Club programmes for companies.
- (v) A small pilot project, supported by £10,000 from AWM, is exploring the possibilities of major energy savings through improved energy monitoring by a group of companies. Success with this pilot will demonstrate to Carbon Trust the benefits of aggregating the energy usage of groups SMEs on Industrial Estates for strategic planning.
- (vi) Transport and Estate infrastructure – improvement of highways, parking and traffic management. Continued improvements to the fabric and layout of the estates.

## **8. Recommendation**

- 8.1 That Members note the positive End of Project Evaluation report for the Bayton Road Industrial Estate Focus (BRIEF) Programme, and plans for continuing support on the Estate.

JOHN DEEGAN  
Strategic Director for Environment and Economy  
Shire Hall  
Warwick

5th December 2006