

AGENDA MANAGEMENT SHEET

Name of Committee Nuneaton and Bedworth Area Committee

Date of Committee 31st January 2007

Report Title Bayton Road Industrial Estate Business Improvement District

Summary To inform Members of the Bayton Road Industrial Estate Business Improvement District Progress, its imminent Electoral Campaign and to nominate a representative to the Business Improvement District Board should a Business Improvement District be secured.

For further information please contact Sue Ashley
Town Centres Regeneration Manager
Tel. 01926 412818
sueashley@warwickshire.gov.uk

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

Background Papers None

CONSULTATION ALREADY UNDERTAKEN:- *Details to be specified*

Other Committees

Local Member(s) Councillor R Chattaway
(With brief comments, if appropriate) Councillor K Singh
Councillor Mrs J Tandy

Other Elected Members Councillor M Jones
Councillor F McCarney

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 Progress reports
- To Council
- To Cabinet
- To an O & S Committee
- To an Area Committee
- Further Consultation

Nuneaton and Bedworth Area Committee - 31st January 2007

Bayton Road Industrial Estate Business Improvement District

Report of the Strategic Director for Environment and Economy

Recommendation

That Members:-

1. Note the contents of this report.
2. Nominate a representative to the Business Improvement District Board, should a successful Business Improvement District be secured.

1. Background

- 1.1 Members will be aware that Warwickshire County Council (WCC) was one of 22 national pilots, trialling Business Improvement Districts (BIDs) whilst Government legislation was being developed and that BID status was secured in Rugby town centre in October 2005. We were the only County Authority to take part in the national pilot. The Rugby BID has generated some £5 million of additional funding for initiatives in Rugby over a five year period, for projects over and above those provided by the public sectors. This BID has set a best practice framework for other Warwickshire BIDs.

Bayton BID

- 1.2 The Bayton BID has undertaken feasibility and development and will be going through its electoral voting campaign from 14th February to the 15th March, with the announcement made on 16th March. Extensive research and consultation has been carried out with the 237 businesses within the BID boundary, which has brought about the types of projects which businesses have indicated they are willing to fund. Over 70% of businesses will pay £365 per year, the highest four levy payers will contribute £5,000 per year. WCC has one vote as tenants of the HUB, with an annual cost of £365. WCC BID voting papers will be signed by the Director of Resources.
- 1.3 The BID seeks to generate some £1.5 million of funds over the five year period. If a Yes Vote is secured, the funds will be collected by Nuneaton and Bedworth Borough Council and passed to the Bayton BID Company to manage and

operate. A BID Board will be established and WCC will be asked to nominate a Member representative as a director.

The Projects

- 1.4 As a result of the consultation, the five core project themes are Safety and Security, Traffic Improvements, Centralised Services, Estate Improvements, Estate Communications:-
- (i) **Safety and Security** - The vast majority of businesses want to see further security measures installed. Last year, over £500,000 of goods were stolen and £15,000 worth of damage caused; 70% of the crimes occur during the night (6pm to 6am). The proposed projects comprise the following elements:-
 - (a) **Controlled access** through the installation of gates at the two entrances, closed outside normal working hours, operated via a security control mechanism. **Monitored CCTV**, along with Automatic Number Plate Recognition (ANPR); and
 - (b) **Security Patrols/Call Out.** A report on the proposals for controlled access will be presented to this Committee at its meeting in May if BID status is obtained.
 - (ii) **Traffic Improvements** - Road congestion, parking on footpaths and lorries being driven at high speed were businesses main areas of concern. A lorry/car park will be trialled for a year, with temporary services i.e. toilets and washing facilities, café on land to be leased on the estate. If the trial is successful, the BID Company will seek to continue as a commercial venture. Traffic enforcement measures will also be investigated.
 - (iii) **Centralised Services** - The BID will facilitate a range of common services using the combined buying power of over 200 companies to secure reduced costs and also encourage inter estate trading. These include Centralised Waste Management, Bulk Energy Buying, Insurance, Business Post, Maintenance Personnel, Basic IT Support, Occupational Nurse, Recruitment, Training, Inter Estate Trading.
 - (iv) **Estate Improvements** - Aimed at improving the working environment of the estate, primarily landscaping and litter clearance, encouraging business to keep their premises and yards looking tidy. The controlled access and CCTV should also help eliminate fly tipping, vandalism and other damage to ensure that the look of the estate improves.
 - (v) **Estate Communications** - Communication through newsletters, website, email, open days, open door policy and real time information such as online, mobile phone or radio based. The BID will be monitored using the following key performance indicators:-
 - (a) Recorded Crime Figures.

- (b) Business Trading Index.
- (c) Business Mix.
- (d) Property Values.
- (e) Business Satisfaction Surveys.

2. Conclusion

- 2.1 WCC is facilitating Countywide BIDs and has developed a unique and specialist service across Warwickshire. This includes staff expertise and contacts, seedcorn funding, a Feasibility and Development 'Toolkit', Countywide Training Programme and Learning network. BIDs are currently underway in Leamington Spa and Stratford with votes likely during 2007, and significant interest from other locations. WCC has obtained BIDs Beacon Status from the County Council's Network and generated significant recognition nationally for our strategic approach to BIDs.
- 2.2 If successful, the Bayton BID is likely to become very high profile nationally. To date there are only six Industrial Estate BIDs, however, this one will be the first one to generate funds of this magnitude and projects of this nature. (In discussion with other County Industrial Estate Groups, security is a major issue and there is significant interest in the potential for controlled access and gating schemes). Bayton BID sets a Best Practice Framework for other County Industrial Estates.
- 2.3 I will keep Members informed of progress.

JOHN DEEGAN
Strategic Director for Environment and Economy
Shire Hall
Warwick

17th January 2007