



ADUR DISTRICT C O U N C I L

Adur Joint Strategic Committee
15 June 2023

Key Decision [Yes/No]

Ward(s) Affected:

Lancing Business Park - Business Improvement District: Supporting the Fourth Term

Report by the Director for Place

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Executive Summary

1. Purpose

- 1.1. The purpose of this report is to advise Members of the Lancing Business Park's proposal to ballot businesses located within the existing Lancing Business Park Business Improvement District (BID), with a view to furthering the term of the BID to 2028.
- 1.2. In the new BID Term of the BID, use this opportunity to maintain the positive working partnership between Lancing Business Park and the Council; to recommend that Members ensure both parties continue to work collaboratively to support economic growth and enhance the reputation of all parties involved.

2. Recommendations

- 2.1. The Sub-Committee supports the proposal for a fourth term of the Lancing Business Park BID for a period of four years and seven months to commence on 1st September 2023.
- 2.2. That the Sub-Committee authorises the Director for Place to:-
 - 2.2.1. Receive the regulatory Notice for Lancing Business Park's fourth BID Term and to work with Civica to hold the new Bid Term ballot.
 - 2.2.2. Vote 'yes' in the support of the BID for any Council properties associated with the BID levy threshold.
 - 2.2.3. Authorise the Director for Place to finalise the terms of, and enter, into the BID Agreement with Lancing Business Park

3. Context

- 3.1 A Business Improvement District (BID) is a defined geographical area where business ratepayers have voted to collectively invest in local improvements, in addition to those already delivered by the Council and other bodies. BIDs are a proven way for businesses to work together and generate funds to improve their local trading environment and provide additional services.
- 3.2 A BID allows the businesses to develop a business plan covering the services and projects to be implemented in the BID area, which is then voted on by those that would be liable to pay the BID levy. A 'Yes' vote requires at least 50% of those voting to be in favour of the BID, and for those businesses voting in favour to represent a greater total rateable value than those voting against.
- 3.3 A BID is usually managed by a not-for-profit company, which can only be formed following consultation and a ballot.
- 3.4 The BID gives all BID Levy payers, 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 authorities and Police; they cannot subsidise or substitute the existing provision. The duration of the BID is no longer than five years. All hereditaments above the £8,500 RV threshold are subject to the BID levy.

3.5 The Lancing Business Park BID was first proposed and put to the ballot in 2008. The initiative was supported by Adur District Council and, following a successful vote, the BID launched for an initial term of five years. The BID focused on interventions identified by businesses across four key strands:

- Access
- Clean
- Connect
- Safe

3.6 Lancing Business Park BID is an industrial BID Area encompassing six roads on Lancing Business Park. The BID will be run by the BID Body, Lancing Business Park Limited, which is a private not for profit company limited by guarantee, who will manage the delivery of the requested additional services and projects. It will be led by a private sector Advisory Committee elected by BID Levy payers and run for a 4 year 7 month period commencing on 1st September 2023. The six roads included in the BID are:

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

3.7 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 four year 7 month period, in addition to the services and spend from the public sector in the same period.

3.8 Since its inception, Adur District Council has collected BID levies on behalf of Lancing Business Park. The Council charges for this service

and holds regular BID monitoring meetings with the BID to ensure the collection and management of monies runs smoothly.

4. Review of the third term

- 4.1 Over previous terms, the BID has invested in activities to benefit Lancing Business Park. The intended outcomes of this investment included helping to address highways issues, establishing better safety conditions and improving the overall feel and appeal of the business park.
- 4.2 The BID has provided details of its own review of the activities undertaken during the last five years. This is detailed under their Fourth Term Business Plan 2023 - 2028, link provided in the background papers (Appendix A), however highlights include:
- Formed the Partner Flooding Forum to address Commerce Way Flooding
 - Co-ordinated approach to Full-Fibre installation minimising groundworks
 - Provided weekly news / emails to circa 350 business contacts to update on issues, business support and opportunities (opening rate increased to 56%)
 - Upgraded the CCTV network to 30 high quality cameras across the park
 - Encouraged new businesses onto the park raising the occupancy rate to 99.6%
- 4.3 In addition to the activities listed, the BID supports a database of all Lancing Business Park businesses and collates data on vacant premises, which is reported at meetings of the Governance Group. Communications with businesses are maintained through email, newsletters, visits, meetings, surveys and events. The BID also provides a business voice on a number of key networks, both locally and regionally, including Adur & Worthing Business Partnership and Coastal West Sussex.

5. Proposals for the fourth term

- 5.1 Lancing Business Park BID is now preparing for the fourth term ballot, which will take place in July 2023. If successful, it will come into effect on 1st September 2023.
- 5.2 Business Parks are facing significant challenges such as the cost of living crisis; impact of the 2023 Business Rates Revaluation; increased competitiveness; attracting the right businesses, clients and skills; safety and security and the quality of the environment in which to trade. The BID was created to provide a mechanism and the means to address issues to meet the standards and needs of businesses based on the business park. The BID has successfully implemented business led projects to the benefit of the business park and is considered an essential arrangement to safeguard its future competitiveness and prosperity.
- 5.3 Lancing Business Park BID conducted an online survey (via Google Forms) between 28th October 2022 and 31st April 2023. This survey was aimed at businesses based on the park to review BID services, support and prioritise for the next term. 90 responses were received to the survey, including 60% of the BID Levy Payers on the business park, compared to 50% in the 2018 LBP BID Survey.
- 5.4 Following the feedback, the Business Plan signals the following areas as priorities for the fourth term:
- **Access:** The 3 priority areas for improvement in the 2022/23 BID Survey all fall within the Access objective. 65.6% stated that the condition of road surface needs improving, 47.8% stated flooding needs addressing and 47.8% stated there needs to be further work done to reduce the number of vehicles travelling the wrong way around the one-way system. This was closely followed by odour issues, parking enforcement, power cuts, broadband connectivity and parking provision across the park. The BID will continue to work with businesses and partners to help address all access issues raised
 - **Clean:** The BID will continue to work with businesses and partners to provide services such as :
 - The Paper & Card Recycling Scheme for BID Levy payers and look at ways to help increase recycling targets
 - Regular business park site surveys to identify issues and address them

- Monitor and report issues on the business park i.e. fly-tipping and litter
 - Promote Net Zero information, training and funding opportunities
 - Fund an annual LBP Big Clean of the business parks roads and pavements
- **Connect:** The BID aim to connect businesses and provide the support, including initiatives such as:
 - Further developing the LBP News Emails to provide relevant, informative and timely business news, training, funding & support opportunities.
 - Developing LBP's Events Programme to provide networking, training and health & wellbeing opportunities on the park
 - Working with partners and businesses to identify opportunities to share business knowledge
 - Working with partners to identify funding opportunities and promote these to businesses on the park
 - Encouraging Inter-park Trading & discounts
 - **Safe:** The BID will continue to make 'safe' a priority objective by providing support such as:
 - Maintaining the CCTV cameras and reviewing options for further improvement
 - Utilising the CCTV footage to help deter, identify and enable prosecution of crime
 - Promote LBP's network of defibrillators on the business park
 - Work to address speeding and parking issues on the park

Further details on the projects contained within these priorities can be found in Appendix A.

- 5.5 With the current financial pressures facing businesses from the 2023 Business Rates Revaluation and Cost-Of-Living-Crisis, the BID will retain the same BID Levy Charges and will adjust the band thresholds to try as best as possible to retain businesses within the same band as the 2018- 2023 BID.
- 5.6 The 2023 - 2028 BID Levy will remain unaltered and no inflationary index will be added for the 2023 – 2028 BID Term. Businesses will therefore pay the same BID Levy for the next 4 years 7 months. To support the growth of start-up and micro businesses, Lancing Business

Park BID will provide a BID Levy Exemption for businesses with an RV of £8,500 or less.

- 5.7 The Council is likely to receive one ballot vote in respect of the properties below:

Property	Bid Levy (actual 2022/23)	Bid Levy (estimate 2023/24)
9 Commerce Way (Main Depot)	£637.50	£637.50
Total		

6. Adur District Council Position

- 6.1 The Council has supported the Lancing Business Park BID since its inception and continues to make a contribution through the payment of a levy on the main Council Depot which sits within the BID boundary.
- 6.2 The priorities of the BID continue to align with those of the Council and there is much to be gained by collaborating on initiatives that deliver shared outcomes. Specific opportunities exist to support businesses to grow and thrive and, with partners, improve accessibility and viability of the overall BID area.
- 6.3 The Council's proposition, in supporting the BID, is to explore further partnership working opportunities, especially where they contribute to shared priorities. For example, the BID's support in developing the shared aspirations for Lancing Now and into the Future.
- 6.4 The Council will receive a ballot vote in respect of the property below in the BID area. It's worth noting that a number of levy payers are also customers of the Council through a series of initiatives including refuse collection.
- 6.5 Subject to the recommendations highlighted, it is proposed that the Director for the Economy be authorised to vote in support of the BID on the ballot paper issued to the Council. This recognises that the priorities of the BID align with the Council's aspirations for the business park, that a successful BID leverages in additional investment for the

benefit of the park and that together they can help to strengthen Lancing's (and Adur) reputation as a place where people want to work and live.

7. Financial Implications

- 7.1 The current cost of the BID levy is built into the Council's overall revenue budget. If the result of the ballot is in favour of the BID, Adur District Council will be committed to paying an annual BID levy on the rateable value of the District Council's property holding for a period of four years and seven months, effective from 1st September 2023.
- 7.2 It should also be noted that if the Council purchases any new properties within the same period within the BID area they may also be subject to the levy.
- 7.3 The Council charges an administration charge of £3,500 to cover the costs associated with billing and collecting the BID levy.

8. Legal Implications

- 7.1 The Business Improvement Districts (England) Regulations 2004 govern the arrangements for the BID and the administration of the ballot process.
- 7.2 s1 Local Government (Contracts) Act 1997 confers power on the Council to enter into a contract for the provision of making available assets or services for the purposes of, or in connection with, the discharge of the function by the Council.
- 7.3 s1 of the Localism Act 2011 empowers the Council to do anything an individual can do apart from that which is specifically prohibited by pre-existing legislation

Background Papers

- Appendix A: [Lancing Business Park Business Improvement District Fourth Term Business Plan 2023 - 2028](#)

Sustainability & Risk Assessment

1. Economic

- The Lancing Business Park Business Improvement District (BID) generates and delivers activities that contribute to the economic wellbeing of the business park.
- One of the BID's priorities is to provide business support and advice to those companies residing in the business park. This work, including the analysis around vacancy rates, provides reassurance that the business park is being managed and, working in partnership with other parties, looks to grow the local economy.

2. Social

2.1 Social Value

- The BID seeks to work with and impact upon a number of communities in the business park. Not only serving the business community, the actions as a result of the Business Plan seeks to deliver social value for those visiting the business park through improving safety and appearance.

2.2 Equality Issues

- The BID levy takes into account the impact on sole traders, start ups and micro businesses, where they are operating in premises with a rateable value less than £8,501 per annum. All such businesses are exempted from paying the levy.

2.3 Community Safety Issues (Section 17)

- The Lancing Business Park BID works with the Police to help identify and address community safety issues in the park, and this work will continue if the BID is successful.

2.4 Human Rights Issues

- Matter considered and no issues identified.

3. Environmental

- The BID is committed to working with the Council in its pledge to be carbon neutral by 2030.

4. Governance

- The Council has the opportunity to feed into the BID steering group, which enables the Council (both Officer and Member) to have a 'voice' in terms of

the operations of the BID. In addition, the Council and BID will work together (where appropriate) to deliver an enhanced offer in the business park.

- A number of initiatives and interventions are currently worked through in partnership, however this report represents an opportunity to maintain this positive working partnership. Any additional involvement by the Council will be agreed with Members ahead of any significant decisions relating to joint working with the BID.