Vote YES for the BID

Halton Chamber of Commerce & Enterprise
A united voice for Runcorn and Widnes businesses

Halebank Business Improvement District

Ten Years of Achievement

Halebank BID3 Proposal for a Business Improvement District 2018–2023

Ten Years of Achievement: 2008 – 2018

Please take time to read the contents of the bid proposal and find out how you can benefit from voting yes to Halebank BID3

Enhanced Welcome Signage

Directional Entrance Signage

Chamber Membership

Halton Chamber of Commerce & Enterprise

A united voice for Runcorn and Widnes businesses

Training Courses

Security Gates

Fly Tipping Removal

Alarm/Incident Response 24/7

New Enhanced Estate Wide CCTV/ ANPR System

40.52%

Reduction in recorded incidents since inception of the BID in 2008

Estate Manager

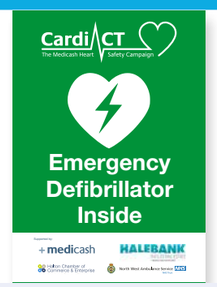
Security Lights

Salt Bin & Salt

SelectaMark DNA Kits

Keyholding

Defibrillators



Ballot Process Timeline

w/c 15th January	Final Proposal posted out to all businesses
28th January	ballot papers issued by Electoral Reform Services
1st February	BID Ballot opens
18th February	deadline for application for proxy vote
23rd February	deadline for replacement of lost ballot papers
28th February	5.00pm ballot closes
1st March	Result announced

Your Projects , Your Plan, Your BID **Vote Yes on 1st February 2018**

Vote **YES** for the BID

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Vote YES for the BID

Halebank BID3, An Introduction

On the 1st February 2018 voting will begin for the continuation of the BID

The projects within the Halebank BID3 Renewal Prospectus are based on the ideas put forward by you, the business owners and landowners on the estate. We gathered information through the various meetings, questionnaires and surveys during the Summer of 2017. The most popular ideas have been researched, costed and included within this prospectus to ensure that they can be delivered. It is vital to Vote Yes to BID3 so that the successful, safe and highly effective business environment that has prospered over the past 10 years, through BIDs 1 & 2, can continue and be built on.

Over the past ten years the Halebank BID has been working well to achieve success for the businesses on Halebank Industrial Estate. The Halebank BID has funded projects to improve the working environment by keeping crime levels low, securing and protecting properties, upskilling staff and increasing trading opportunities. The BID has also worked to remove many of the day to day headaches associated with managing either a business or business premises, allowing you to concentrate on improving your bottom line.

Wouldn't it be great if all of the businesses on Halebank Industrial Estate continued in this manner, to further develop the success of the industrial estate and build stronger business partnerships? The succession of the BID will ensure that Halebank Industrial Estate can continue to be an exceptional environment to work and trade in for both employees and businesses alike.

BID3 Benefits

How does Halebank Industrial Estate Benefit from Voting Yes to BID3?

A Business Improvement District has been operating on Halebank since 2008. Reading this document, it will be clear that the previous BIDs have been a success in many areas. On that basis, it might seem, therefore, that the job's done.

However... we want to continue moving forward during the next five years, as there is still a lot of work to do. This proposal will clearly set out the aims, objectives and goals that will be achieved together during the next five years.

Only by securing a majority 'Yes' vote in the renewal ballot will we be able to build on our achievements to date and work with you, the BID Members and key stakeholders to continue improving your estate and services.

Acer Engineering, Pickerings Road

Vote **YES** for the BID

What is a BID and why do they Work?

A BID is a geographically defined area where all of the businesses get together and agree to pay into a collective pot to fund additional services that they feel will benefit themselves and their local business community for the next five years.

Each business pays according to its rateable value. All the money that is collected buys the extras that, by common agreement, the businesses want to have. This process is controlled by the businesses themselves.

BIDs are all about businesses working together to take control of their trading environment and to collectively address the issues that affect them. It's important to remember that BIDs don't fund or replace services that are provided by public agencies, such as the Council or the Police.

BIDs create a single strong collective voice for businesses. This holds the Council to account for the services that they must deliver.

Widnes Scania, Pickerings Road

100%

of respondents agree that Halebank has improved as a result of being part of a BID

The Popularity of BIDs is growing.

According to British BIDs there are now 270 BIDs across the UK including, in Cheshire, Winsford Industrial Estate, Gadbrook Park, Sealand Road, Chester City Centre and Astmoor, Widnes. Many are like our own and have been running successfully for over ten years. This shows how popular and successful a BID can be, and why a VOTE Yes to BID3 will see a continuation of benefits to businesses and employees within the BID area.

95%

of BIDs across the UK are re-elected!

Vote **YES** for the BID

BID3 - Building on Ten Years of Success

The first ten years of the Halebank BID has seen a range of successfully delivered initiatives, projects and services to aid businesses on the Halebank Industrial Estate. A vote YES for BID3 will see us building on the success of the past 10 years.

BID1 focused upon three separate themes: Security, Image, and Co-ordinated and Supported Estate. These themes had been identified as key priorities by the Halebank business community and they've remained at the heart of all subsequent BID activity since.

"I believe that the programme of projects that the BID is set to deliver will have a positive effect and I look forward to them coming to fruition in the months ahead."

David Halton
MD, ACER Engineering

Vote YES for the BID

BIDs 1 & 2 the Success Story So Far...

Before we tell you about the future let's take a moment to reflect on just a few of the achievements of the first ten years of the Halebank BID. The original business plan, written in 2007, focused upon three separate themes; Security, Image, and Co-ordinated and Supported Estate. However, it soon became obvious that another key element was required. Following the enormous success of the training courses implemented in 2011, a fourth Theme was added in 2013 for BID2, Training, Skills and Knowledge.

Three separate themes:
- Security
- Image Co-ordinated
- Supported Estate

Hough Green Garage, Pickerings Road

A fourth theme was added in 2013 for BID2, Training, Skills and Knowledge.

Vote YES for the BID

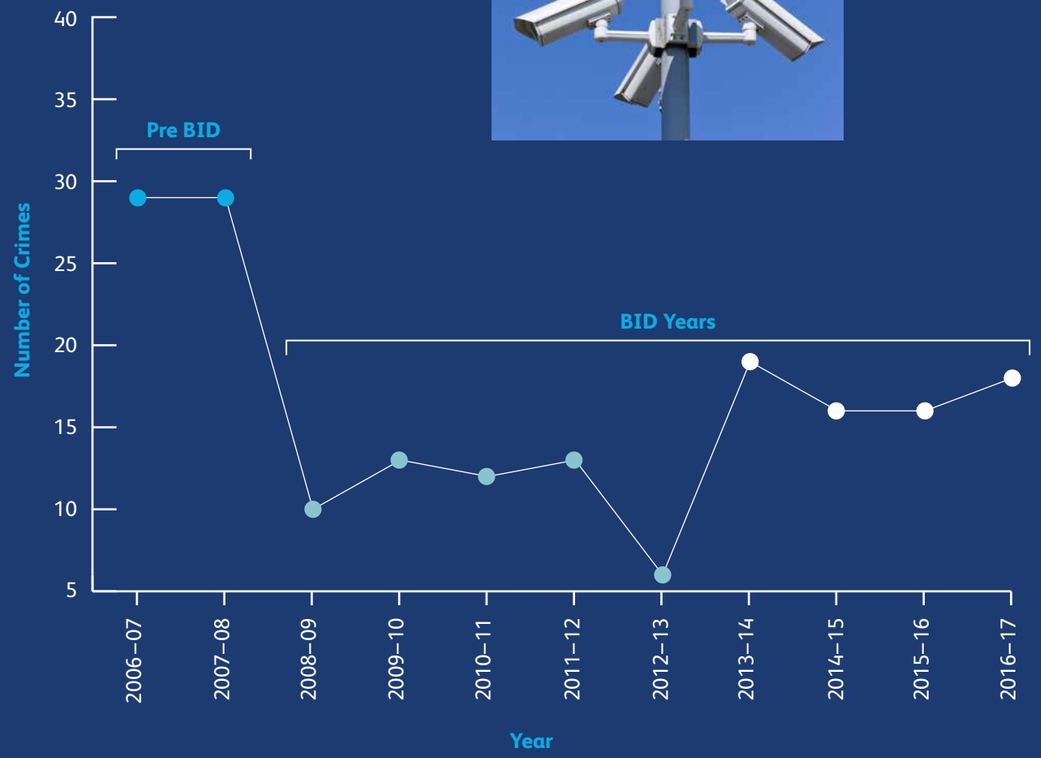
THEME 1: Safe and Secure Trading Environment

BIDs 1 & 2 have been very successful in reducing crime rates.

Because of the steps taken by the BID, crime rates have fallen substantially from when the BID was first implemented in 2008. Based on recorded data from Cheshire Police, the figures below speak for themselves. The pre-BID years of 2006 - 2008 show much higher levels of crime generally than recent years and we aspire to reduce these levels still further.

40.52% reduction in incidents of crime over the last 10 years since the inception of the BID

Halebank Crime Statistics



Average decrease - **40.52%**

Vote **YES** for the BID

Safety and Security have always been a key theme

During the past 10 years, BIDs 1 & 2 have:

- Replaced the estate wide CCTV system during 2017 with wireless, digital cameras
- Added 3 number plate recognition (NPR) cameras to the CCTV system at each of the vehicular access points to the estate
- Installed security lights on individual business units complete with either PIR sensors or dusk 'til dawn motion sensors
- Issued 'SelectaMarkDNA' forensic property marking kits to businesses on the advice of Cheshire Police. The warning signage and window stickers alone are a proven deterrent to thieves
- Worked with local PCSOs and landlords, and installed security gates to seal off vulnerable areas and prevent unauthorised vehicular access at night
- Defibrillators: Every year **30,000** people suffer a cardiac arrest outside hospital. Prompt use of an AED (within **3–5 minutes** of collapse) combined with chest compressions can lead to survival rates of **50 to 75 per cent**. Consequently, in 2016 the BID installed 6 defibrillators for the shared use of businesses across the estate. Free training was provided together with signage for host businesses.
- Provided general security and safety measures across the estate and to all businesses:
  - a 24/7 alarm response service
  - alarm diallers that ring through directly to the security company
  - key holding service
  - estate wide security signage
  - capability for the estate to respond quickly in an emergency situation as demonstrated in 2014 during an onsite chemical leak
  - continue to work with Halton Borough Council to reinstate double yellow lines on Pickerings Road to ease traffic movements and parking issues

The BID closely monitors all of the above services through quarterly review meetings with both Cheshire Police and Select Security.

The CCTV system installed at the beginning of BID 1 in 2008 became expensive to repair, unstable and unreliable after 10 years constant use. The Halebank BID Executive Board gave approval towards the end of 2016 for a significant investment to be made in a new system that would continue to protect businesses on the estate and help maintain the low crime levels.

Work continued throughout 2017 and involved the replacement of some of the weaker columns supporting the cameras as well as the installation of cameras at new locations across the estate with associated civils and electrical engineering work, to ensure good line of site and a strong wifi signal between the cameras back to the new on site communications cabinet. All images are now sent via a new broadband link to Select Security's control room in Runcorn where a constant live feed displays across two dedicated BID monitors. Recordings are held for 31 days.

Sixteen cameras are now fully operational, including 3 number plate recognition cameras at each of the entrances at Foundry Lane, Pickerings Road and Mersey View Road. In summary the new system:

- includes a robust maintenance plan that includes 2 site visits per year to clean and check the cameras
- fully complies with current and anticipated new legislation
- includes privacy zones for those cameras close to residential
- will automatically notify of any video loss by text and allows the contractor to dial in, with our permission, to implement repairs remotely, reducing down time.
- has the ability to self-diagnose allowing maintenance to be carried out before problems become critical
- inbuilt extra capacity whereby it's possible to add more cameras in the long term

How your business benefits from this theme;

- Highly visible, preventative, security signage deterring the criminal community
- Reduces loss of assets
- Reduction in incidents of crime and anti-social behaviour
- Lower insurance premiums
- Enhanced sense of security and safety for staff and visitors

THEME 2: Image Enhancement

The appearance of Halebank has been steadily improved in recent years. Much of that improvement has been achieved as a direct result of the initiatives and ongoing maintenance provided by the BID since 2008. BID2 has continued this work and:-

- Cleared overgrown, obstructive shrubs on unadopted land
- Instigated litter picking and fly tipping removal to improve and maintain the appearance of the estate and deter offenders
- Ensured drains were cleared to prevent flooding
- Removal of illegal advertising signage
- Works with Halton Borough Council to ensure cleansing and replacement of existing damaged signage is carried out
- Updated entrance signage at Pickerings Road
- Periodically provided a road sweeper on Pickerings Road to deal with dust issues

How your business benefits from this theme;

- An attractive, clean, tidy and well maintained estate enhances your company's image
- Employees, customers and suppliers all appreciate an attractive working environment
- Maintenance of entrance signage and landscape improvements, enhancing the identity and sense of place of the estate
- Encourages inward investment by companies seeking to move to the estate, and;
- Helps Halebank companies with staff retention by presenting an attractive, cared for environment

Vote **YES** for the BID

THEME 3: Better Connected

A team of Halebank business owners and managers have freely given their time to guide and monitor all activities on behalf of all of the businesses on Halebank Industrial Estate, to make sure every business is not only connected to each other but to the BID itself. In addition to this, a BID Manager is in place to co-ordinate activity and initiate new projects. We have also worked to improve communication throughout the estate and with the wider community by liaising with key businesses and stakeholders across the region.

BID2 put in place the following initiatives to address some of the key issues identified by the Halebank business community:

- Every business has membership of Halton Chamber of Commerce and Enterprise. This promotes the development of a broader business network and allows all Halebank businesses to access and benefit from member services, including indemnified advice on HR, Health and Safety, tax and legal issues as well as support with export documentation and certificates.
- The BID is managed and co-ordinated by a dedicated BID Manager providing a single point of contact for businesses, contractors and stakeholders.
- The BID is supported by a dedicated part time Administrative Assistant.
- Following lobbying by the BID, Superfast Broadband now covers 98% of the estate.
- Regular traffic information including updates for both the Mersey Gateway and Silver Jubilee Bridges

How your business benefits from this theme;

- A dedicated BID Manager offers a single point of contact
- Access to a wider support network through Halton Chamber of Commerce
- Regular updates on developments on Halebank
- A stronger voice to lobby on behalf of businesses and champion your business to other companies and organisations
- Access to external business support services

100%
of respondents consider Superfast Broadband as essential for Halebank

Brenntag, Pickerings Road

Vote **YES** for the BID

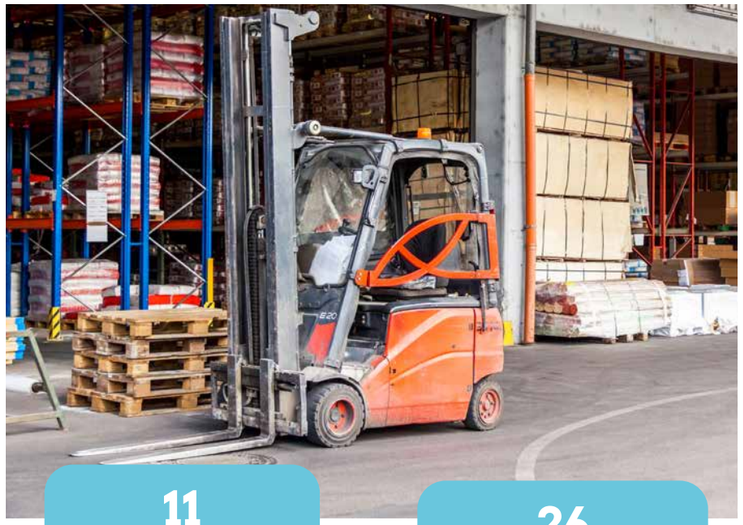
THEME 4:
Training Skills and Knowledge

The tailored training programme has been a major success in BID2, with over one hundred **individual people upskilled in a range of workplace related disciplines**. This success is a direct result of listening to what business both want and need and then delivering those courses at a greatly subsidised rate, at a time convenient for both employees and employers and, whenever possible, actually on the estate:-

- Over fifty different courses delivered during BID2, including; First Aid at Work, Customer Service, Telesales, PAT testing, Manual Handling, Fire Warden and Forklift Truck training
- Over one hundred and twenty Halebank BID employees attended a training course during BID2
- Over 50% of Halebank businesses have actively engaged with the BID training courses
- Specific Health and Safety 'Mythbusters' seminar delivered
- An annual schedule of training courses circulated to every business at the beginning of the year based on your feedback from the annual training survey

How your business benefits from this theme;

- Delivering training courses that might otherwise be cost prohibitive
- Courses tailored to suit BID business requirements
- Courses are delivered locally
- The BID only contracts with trainers that are experienced, accredited and receive regular 'outstanding' feedback from participants
- BID training courses offer outstanding value to BID businesses due to the economies of scale achieved
- Delivery is flexible. The BID responds to increased demand for particular training requirements at short notice
- The BIDs organises difficult to deliver courses that require specialist equipment or software



115
overall course attendees in Halebank since 2013

11
Health and Safety Course attendees

26
First Aid Course attendees

4
Excel Course attendees

23
Fork Lift Truck Course attendees

6
Manual Handling Course attendees

21
Fire Safety Course attendees

Vote YES for the BID

BID3:
Planning Success for the Next Five Years

Our Objectives

Now we look to the future and BID3.

In BID3 we want to build on the success of the last 10 years and not only meet but exceed the expectations of the Halebank business community.

So, over the summer of 2017 we conducted the consultation process again, to identify the key areas that matter most to the businesses within the Halebank BID area. The consultation exercise confirmed the need to continue with many of our current initiatives, especially those relating to security and improving the appearance as well as the environment of the area. The provision of training courses was also very popular and highly valued by business owners and employees alike.

Based on your feedback we have developed a number of projects which will be delivered under BID3. To keep things simple, the projects are presented here in the same four key themes as BID2.

A Vote Yes to BID3
is the only way that these core services can continue

Those key projects areas that you told us about include:-

- Additional security measures to further drive down crime
- Superfast Broadband for every business on the estate
- Further image improvements for the estate
- Improved connectivity between businesses to encourage inter-trading and shared knowledge and services
- An enhanced and expanded training programme, including more innovative courses that reflect modern business needs and technological changes

Melo World, Widnes Business Park

Consultation with BID Businesses and Organisations

The methodology behind a successful Business Improvement District is to meet the expectations of the business community to ensure businesses see tangible benefits to their business environment. To gain a better knowledge and understanding of these issues we have engaged as fully as possible with every non domestic rate payer in the BID area. As a result of the consultations, visits, and meetings we have compiled a series of projects and services that businesses will vote on.

We have:

- During July and August over 30 businesses were invited to 1-2-1 meetings with a member of the BID team with many more responding by email or telephone
- The BID Manager spent several days on site in specific areas to answer questions and discuss opinions and suggestions for BID3
- An online Questionnaire Survey was issued to over 40 businesses and landlords
- Planned for December: BID AGM meeting, for BID3 Campaign launch: 49 business and landlords to be invited to a buffet lunch to hear about and comment on the plans for BID3 detailed in this document
- Continued to work closely with Cheshire Police and Select Security throughout the consultation period to address any issues that you raised regarding security so that they can be addressed quickly
- A Halebank BID Workshop was held early in December with all businesses and landlords invited to lunch to discuss the Consultation Document and make final comment

THEME 1: Safe and Secure Trading Environment

People and businesses want to feel safe and secure when they come to Halebank.

We will set aside substantial resources to maintain current security measures. That said, we're not complacent. We'll continue to review the service and improve it. For example, we intend to re-tender the current security contract to make sure that BID3 benefits from the most cost effective and efficient service.

Specific projects will include:-

Continued investment in the CCTV System

The new CCTV system became operational in July 2017 and covers every road on Halebank Industrial Estate. With capacity to expand, BID3 would look to extend the system into the newly established Widnes Business Park and also to the southern end of Mersey View Road.

24 hour alarm/incident response service and 365 days per year free key holding service

The BID will continue to fund the incident response and key holding service. We will continue to link this service to a monitoring contract for the automatic alarm diallers. Significantly, should you or a member of your staff have to attend an incident, you or they will do so knowing that a security guard is already on site, to provide assistance.

Automatic alarm diallers

BID3 will continue to rollout Automatic Alarm Diallers to premises where there is a fully functional alarm system and telephone line. The alarm dialler can be set to alert the security company to instigate a rapid incident response (subject to individual insurance requirements).

High profile crime prevention signage

New signage, designed to further support crime prevention, will be rolled out across the estate. Existing signage will be maintained to ensure that security measures are highly visible across the Industrial Estate.

SelectaDNA "forensic marking kits"

Further forensic marking kits will be purchased and made freely available to all businesses to protect IT equipment, portable machinery and other high value small items.

100%
of respondents considered security as an essential priority for any future plans

Additional Security Fencing and Gates

BID3 will continue to provide security fencing and gates on unadopted roads and private land where permissions exist as physical barriers are known to deter criminal activities.

Winter Salt Store:

Halebank BID has its own salt store on site providing free salt during inclement weather. The BID will continue to provide free salt and salt bins to any business requesting one.

Defibrillators

Every year **30,000** people suffer a cardiac arrest outside hospital. Prompt use of an AED (within **3–5 minutes** of collapse) combined with chest compressions can lead to survival rates of **50 to 75 per cent**. Consequently, in 2016 the BID installed 6 defibrillators for the shared use of businesses across the estate. Free training was provided together with signage for host businesses.

Improved lighting

Installation of security lights on individual buildings where appropriate will continue throughout BID3, subject to an asbestos and wiring survey.

Yellow Lines

Continue to lobby the Council to reinstate double yellow lines on Pickerings Road

How your business benefits from this theme;

- Reduced crime and improved prosecution rates
- Additional security presence for employees coming onto/ leaving the estate
- Back up support in the event of an alarm call out
- Reduced insurance premiums
- A safer environment for you and your employees
- Safer estate covered by defibrillators registered with Medicash

THEME 2: Image Enhancement

You told us you wanted the Estate to look nicer, cleaner and feel like it's cared for.

ID3 will continue to invest in image enhancements to attract new companies and employees and to promote Halebank as a location where companies are proud to bring their customers. The Halebank BID Steering Group and BID Manager will also continue to monitor Halton Borough Council to ensure that standards of grass cutting and street cleansing are maintained and where feasible, improved.

80%
of respondents were happy with the standard of street lighting

We will undertake the following services;

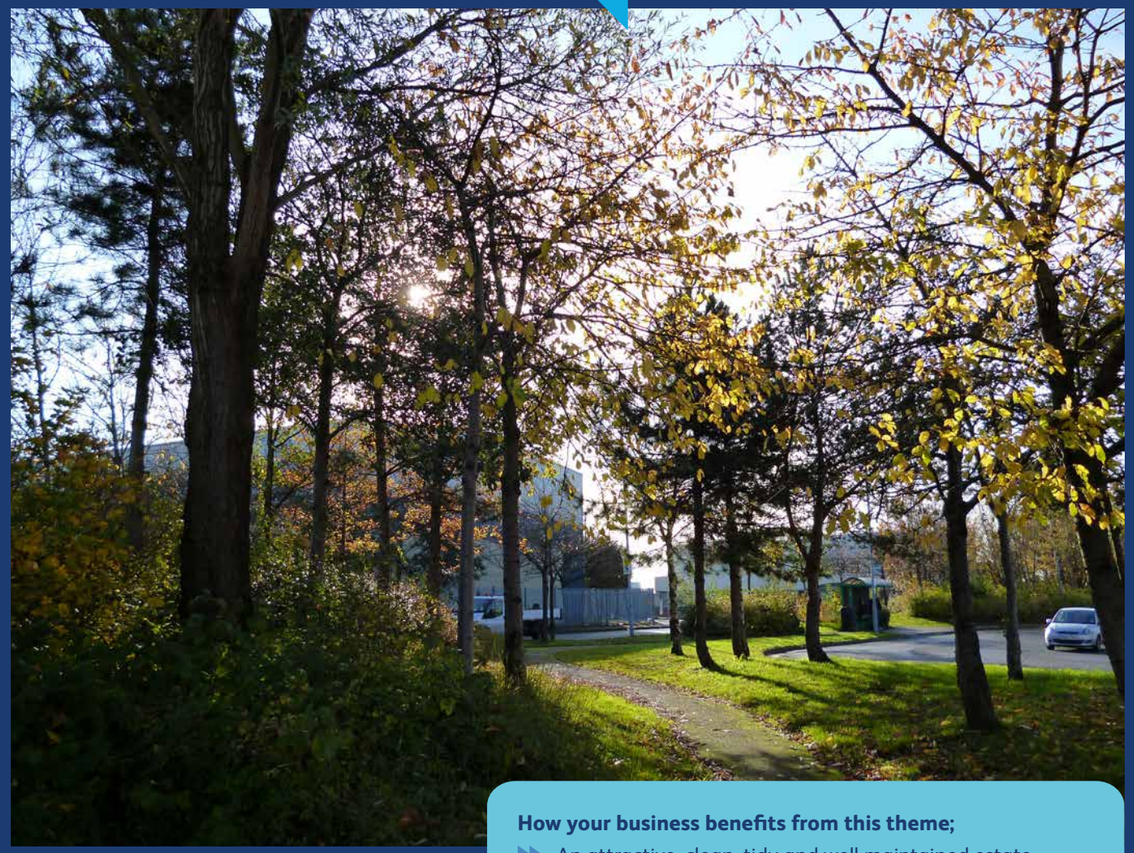
- Introduction of "BID Welcome" gateway entrance signage
- Update the existing directional signage
- Management of fly tipping
- Dangerous trees and overgrown shrubs removed
- New liveried replacement litterbins
- Regular and targeted litter picks
- **Rebranding:** The Halebank logo has been redesigned to reflect a more modern, professional image. This will be rolled out across all communications and documentation associated with the estate

Halebank Business Improvement District

Our accompanying initiatives to improve the appearance and cleanliness of the estate will also contribute to safety. Creating attractive public space in conjunction with targeted security measures will further deter crime on Halebank.

Vote **YES** for the BID

60%
of respondents thought that image improvements were a priority for the estate



How your business benefits from this theme;

- An attractive, clean, tidy and well maintained estate enhances your company's image
- Employees, customers and suppliers all appreciate an attractive working environment
- Maintenance of entrance signage and landscape improvements, enhancing the identity and sense of place of the estate
- Encourages inward investment by companies seeking to move to the estate, and;
- Helps Halebank companies with staff retention by presenting an attractive, cared for environment

Vote **YES** for the BID

THEME 3: Better Connected

You told us that you'd like the BID to support you in dealing with day to day issues such as speeding, cars parking on double yellow lines, business support and by providing other services, to reduce your costs.

Dedicated BID Manager

The Business Improvement District will provide a BID Manager whose role will be to:-

- Act as a first point of contact for businesses for all estate related issues
- Act as a first point of contact for external agencies wishing to engage with companies on the estate
- Provide regular email newsletters informing companies of progress and developments on the estate
- Provide introductions to the estate to companies wishing to invest on Halebank
- Undertake image audits and work with Halton Borough Council and others to ensure issues identified are corrected and that standards across the estate are maintained and improved
- Conduct 'Customer Care Visits' with companies to ensure that projects and services delivered by the BID3 are utilised and remain focused on your business needs

Halton Chamber of Commerce and Enterprise

All businesses will continue to be offered group membership of Halton Chamber of Commerce and Enterprise. The benefits of Chamber membership are numerous and include:

- Free places at 1st Tuesday breakfast networking events
- Free Health & Safety helpline
- Free HR helpline
- Free Legal helpline
- 'Halebank BID Business of the Year' Award at the Halton Business Awards
- Promotion of BID companies on the Chamber website
- Export documentation support up to £50pa

100%
of respondents wished to continue the investment in free membership of Halton Chamber of Commerce for all BID businesses

Vote **YES** for the BID

Halebank Industrial Estate Newsletter

BID3 will make use of social media to communicate with businesses and promote the estate to new occupiers and your prospective employees. The newsletters will be used to promote the estate and also share information on local news and events that are of relevance to companies. The newsletters can also be used to promote inter trading by promoting companies that offer services, expertise and products that are required by companies across the estate.

In Addition…

Superfast Broadband: Although 98% of the estate now enjoys Superfast Broadband following the continuous lobbying of Connecting Cheshire during BID2 , BID3 will continue to look to resolve issues for the minority of businesses still experiencing slow broadband speeds

'The Voice': Halebank BID promises to become the voice for the entire business community, regardless of size or sector. Every business person in the business community will have an equal say and an equal opportunity to shape the Halebank BID that is fair for all

Pest Control: BID3 will continue to offer free external pest control for any business on Halebank

Reducing Business Costs

The BID will continue to explore all opportunities available to be able to provide reduced costs in services for its members such as trade waste management, recycling, insurance, advertising space, HR services, professional services and training.

How your business benefits from this theme;

- A dedicated BID Manager will provide one point of contact for you in relation to your business and its trading environment
- A united voice will be maintained representing Halebank Industrial Estate and its interests
- Increased property lettings
- Increased revenue from greater inter-trading with local companies
- Regular updates on developments on the business park
- Quick and easy mechanism for accessing information from public sector bodies
- Forum for engaging with public sector and other business support agencies
- An additional resource to champion your business to other companies and organisations
- Facilitated access to external business support services
- Lower costs through joint procurement of key business services

80%
of respondents wish to continue the investment in free pest control

Vote **YES** for the BID

Theme 4: Training Skills and Knowledge

You told us that the training courses offered by the BID were 'fantastic' with over 50% engagement from businesses.

However, you would like to see more variety and innovation in the courses that we offer. The BID will therefore, research and identify a selection of relevant, business focused courses.

A training questionnaire will be issued to gauge interest and training needs. An annual training schedule will be circulated based upon business requests and demonstrable demand. The BID is always open to training suggestions and will remain flexible in its approach to the training schedule.

Popular core courses such as First Aid, Forklift Truck and Manual Handling will continue to be delivered routinely.

How your business benefits from this theme;

- Delivering training courses that might otherwise be cost prohibitive
- Courses tailored to suit BID business requirements
- Courses are delivered locally
- The BID only contracts with trainers that are experienced, accredited and receive regular 'outstanding' feedback from participants
- BID training courses offer outstanding value to BID businesses due to the economies of scale achieved
- Delivery is flexible. The BID responds to increased demand for particular training requirements at short notice
- The BIDs organises difficult to deliver courses that require specialist equipment or software

BID Budget: Income and Investment

The proposed budget below outlines the likely income generated by the BID Levy over the five year term of BID3 together with the proposed allocation of spend between each of the four Key Themes of BID3.

The BID will also seek to use the money raised through the BID levy to lever additional project funding and sponsorship to support and create added value to the contribution from businesses.

INCOME	Year 1	Year 2	Year 3	Year 4	Year 5	Total
BID Levy	55,000	55,000	55,000	55,000	55,000	**275,000**
Total Income	55,000	55,000	55,000	55,000	55,000	**275,000**
EXPENDTITURE PROFILE						
Theme 1 Safe and Secure	2,465	2,465	2,465	2,015	2,015	**11,425**
CCTV Maintenance and Expansion	11,000	11,000	18,050	8,050	8,050	**42,050**
Theme 2 Image Enhancements	13,300	5,300	5,300	5,300	5,300	**35,500**
Theme 3 Better Connected	3,311	3,311	3,311	3,311	3,311	**16,555**
Theme 4 Training Knowledge and Skills	5,100	5,100	5,100	5,100	5,100	**25,500**
Project Management	15,004	14,704	14,950	15,150	15,650	**75,458**
Levy Collection Charges	3,227	3,227	3,227	3,227	3,227	**16,135**
Contingency	10,000	10,000	10,000	10,000	10,000	**50,000**
TOTAL EXPENDITURE						**272,623**

How Much Will It Cost My Business?

The BID Levy payable is based upon the rateable value of a property and is broken down into specific bands.

Banding	Rateable Value	Annual BID Levy	Weekly	Monthly
A	<10k	695	13.36	57.92
B	10k - 25k	965	18.55	80.42
C	25k - 50k	1295	24.90	107.92
D	50k - 100k	1495	28.75	124.58
E	100k - 150k	1750	33.65	145.83
F	150k+	1950	37.50	162.5

Operating Agreement

An Operating Agreement will be put in place between Halton Chamber Enterprises Ltd and Halton Borough Council that sets out the regulations, according to the Business Improvement Districts (England) Regulations 2004 relating to the collection of the Levy, reliefs, discounts and exemptions along with the process for enforcement action and control of the BID levy Account:

- The Levy will be charged in full from 1st April 2018 on an annual basis up to and including 1st April 2022 (the final year of BID3)
- All hereditaments on Halebank identified as being on the non domestic Ratings list for Halton will receive a Levy for the Business Improvement District
- Collection of the BID Levy carries the same enforcement weight as the collection of the non domestic rates
- If a business payer occupies premises for less than a year but is in occupation on 1st April of the year in which they vacate the property, the Levy becomes due for the full year
- Exemption, relief or discounts prescribed in the Non-Domestic Rating (Collection and Enforcement) (Local Lists) Regulations 1989 made under the Local Government Finance Act 1988 will not apply
- The owners of untenanted or part occupied properties or hereditaments will be liable for the payment of the full Levy
- Premises occupied by charities or non-profit making organisations will be liable for the full BID Levy
- No concessions will be offered to tenants occupying multiple units
- The BID Levy will not be affected by the small business rates relief scheme
- The ratings list will be updated for any changes in rate payer, additions or removals, and liability will be adjusted accordingly each year
- The BID Levy will have to be paid by any new ratepayer occupying an existing rateable property, even though they may not have voted on the initial proposal
- Any new rateable property created during the lifetime of the BID within the defined BID Levy area will be obliged to pay the Levy from 1st April of the following year
- The BID area and Levy banding cannot be altered during the term of the BID
- The Council shall be responsible for the collection of the levy. The cost of the collection charges and software licence payable to Halton Borough Council will be £10,090 per annum fixed for the term of BID3 (5 years) commencing on 1.4.18. The total charge is split pro rata with Astmoor Industrial estate
- In the event that the BID Levy is not paid within 28 days from the date that it becomes payable (28th April) then (subject to the Exceptions or as may otherwise be agreed between the parties) the Council shall serve Reminder Notice on such relevant BID Levy Payers

Vote **YES** for the BID

Alteration of Arrangements

The BID area and overall BID income and bandings may only be altered via an alteration or renewal ballot during the BID term. All other arrangements including specific projects and the percentage funding allocated to each theme may be altered within the constraints of the overall BID budget without the need for a re-ballot.

Prime Industries, Broughton Way

Who Will Manage BID3?

The BID will continue to be run by businesses on Halebank for the benefit of all businesses on the estate. Each company will appoint a representative who will have voting rights at the BID Annual General Meeting.

Halebank Steering Group meetings are the opportunity for all Halebank businesses to get together and make key decisions about the BID and the future of the estate.

A BID3 Executive Board will be elected by the Steering Group to oversee the work of the BID. The Members of the Executive board will direct every aspect of performance and expenditure of BID3. Members of this Board will elect a Chairperson and a Vice Chair.

The BID3 Executive Board will be responsible for:

- Guiding and directing the BID Manager in the delivery of the Business Improvement District.
- Ensuring that the BID Manager is held accountable for expenditure of BID3 monies.
- Approving eligible expenditure in line with the delegated powers Monitoring and reporting to members of the Halebank Steering Group.

Vote **YES** for the BID

The BID3 Delivery Body

Halton Chamber of Commerce and Enterprise will act as the accountable body for BID3. The Chamber will be responsible for overarching management, project delivery and ensuring that the funds collected by the local authority are spent in line with the BID3 Proposal.

The key responsibilities of Halton Chamber of Commerce will be:

- To manage the receipt of income and ensure that it is spent in line with the business plan.
- Produce statement of expenditure, detailing income received from the Business Improvement District and the expenditure defrayed against this income.
- Present progress reports at the Halebank Steering Group meetings and the Executive Board Meetings.
- Employ the BID Manager.

Halton Borough Council will collect the BID levy on behalf of the Chamber of Commerce, who will then account for the expenditure of these funds to the BID3 Executive Board.

Following a successful 'Yes' vote, Halton Chamber Enterprises Ltd, a not for profit company limited by guarantee, will manage and operate the Halebank BID.

How Will it be Measured

The projects and services delivered by the Halebank BID will be in addition to or will enhance those services already provided or introduce a new service that is considered a priority by businesses. The level of progress made on these projects will be assessed during each year of the BID. This will be reported back on a regular basis to BID Levy payers through performance measures that will include:

- Board Management Meetings
- Quarterly Monitoring Meetings
- Annual Meeting
- Bi Annual e-newsletters
- Website Updates
- Social Media Engagement

Throughout the lifetime of the BID, all work on the BID projects will be monitored to ensure the projects proposed in the BID Business Plan achieve a high level of impact and are progressing to the satisfaction of the businesses within the BID.

Baseline Agreements

To ensure that the Business Improvement District does not fund any statutory services provided by the Local Authority, a baseline agreement with Halton Borough Council will be put in place effective from 1.4.18 relating to:

- Highways Electrical
- Landscape Maintenance - Open spaces, litter, cleansing and road sweeping
- Removal of Fly Tipping
- Removal of Abandoned Vehicles
- Maintenance of Adopted Highway. Including Footway maintenance;
- Winter maintenance – Gritting – snow clearance

Vote **YES** for the BID

Frequently Asked Questions

1 How are the BID projects in the draft business plan chosen?

The projects are based on the ideas put forward by businesses as a result of the consultation process. The most popular ideas have been researched, costed and included to ensure that they can be delivered.

2 What if everyone votes 'YES'?

Just like a political election, there is no minimum turnout required. If a majority of businesses (both in terms of total number and overall rateable value) vote positively, all businesses in the Halebank Industrial Area will be asked to contribute into the BID, even those that voted against. The money collected will be ring-fenced, and held in the BID account for sole use by the BID to deliver projects set out in the Business Plan.

3 What if the majority vote no?

Very simply, the projects set out in the BID Business Plan will not go ahead. Current assets of the BID would be liquidated. As a result, Halebank Industrial Area could fall behind other comparable industrial areas and business parks, especially those with established BIDs who are tackling their issues head on. From 1st April 2018, Halton Chamber of Commerce as the Project Management Organisation will liquidate all assets of the BID and return to Halton Borough Council as per the Business Improvement Districts (England) Regulations 2004.

4 Who has to pay the BID levy?

If we get a 'YES' vote, any person, registered company, or charity who is a business occupier or leaseholder within the BID area and responsible for paying business rates as of 1st April 2018 would pay the levy. Landlords only become liable where the property is empty and a lease does not exist.

5 Are there any exemptions on the BID levy?

The Halebank BID is inclusive of all businesses large and small, which we think is fair. All businesses within the Halebank Industrial Area as of 1st April 2018 will therefore contribute towards the BID. ATMs and advertising boards are excluded.

6 What will the BID cost me?

The amount you pay will be based on your individual business rateable value and so smaller businesses pay less than larger businesses. The rateable values are banded and capped.

7 Which rateable value will be used to calculate my BID contribution?

The 2017 Rates listings. These figures are available via www.voa.gov.uk

8 Isn't this just a way for the council to save money?

No, BIDs are 100% business led and business controlled. Also, legally BIDs cannot replace existing public services already provided by public bodies such as the council, police and others. In that way, the BID only improves current standards and does not subsidise or replace them, which guarantees value for money for businesses. BIDs actually hold councils and work with the police to ensure the area is well served.

9 Who would run the BID?

BIDs are 100% business led and are operated as not-for-profit organisations. They are led entirely by members drawn from Halebank based businesses. All businesses on Halebank will have an opportunity to be elected to the BID3 Executive Board.

Vote **YES** for the BID

10 Why do businesses have to pay for all of this – why isn't someone else paying for it?

A BID delivers new or enhanced projects that otherwise will not be provided. BID income cannot be used to pay for services that are already being delivered. This is your opportunity as businesses to take control and implement the changes and projects that you want.

11 What's in it for me?

There are many benefits explained in this document. However, one of the proven benefits of a BID is that they give businesses a greater voice. They offer a fair system of contribution towards funding key improvements and actions that businesses have collectively identified and requested. This draft Business Plan sets out the projects and improvements that could be implemented.

12 What benefits do BIDs bring to everyone?

Experience across the country has shown that BIDs have resulted in the following key benefits:

- Raised the profile of the area
- Reduced levels of crime
- Increased occupancy of commercial properties
- Reduced individual business costs through joint projects
- Made physical improvements to the area
- Provided businesses with a powerful, united voice on key issues
- Built local pride in the industrial area
- Enabled businesses to be involved in worthwhile community projects
- Created a more pleasant environment for employees and customers

13 Will the BID look for other sources of funding?

Yes. BID3 will try to identify sources of funding and support from other organisations. This may be both cash and in-kind, including commercial sponsorship, income generation or grants.

14 Who will I pay my levy to?

You will receive an invoice from Halton Borough Council on behalf of the Halebank BID each April. The council are doing this as they have the systems to invoice and collect the money. Funds will transfer to The BID Revenue bank account of Halton Chamber of Commerce & Enterprise.

15 Who can vote?

All eligible business ratepayers will be entitled to vote, if they were listed as a non-domestic rate payer within the proposed BID area on 1.4.17. Businesses with more than one property will receive a vote for each of the eligible premises.

16 When will the BID start and end?

If successful, the Halebank BID will formally commence on 1st April 2018. The BID will cover a five-year period to 31st March 2023. Before that date, Halton Chamber of Commerce & Enterprise as the BID Body may seek a renewal for a further BID term and a new mandate via a further ballot.

17 Can BID projects be altered?

BID projects, costs and timescales can be altered subject to approval from the BID Executive Board, providing they fall within the resources available.

Prime Industries, Broughton Way

18 Will my levy change?

No, the levy remains the same throughout the five-year BID term. If you are appealing your rates there will be no adjustments during the year to reflect changes in your rateable value due to appeals. Changes in values will be reflected in a corresponding levy change in the following year.

Where a new assessment is brought into the ratings list, the BID levy will fall to the property owner until the following April. The owner will be entitled to vote in the BID ballot.

19 Have BIDs worked elsewhere?

Yes, there are over 200 BIDs already established across the UK. Nearby, there are already established BIDs in Liverpool, Southport, Winsford, Chester and Manchester and on Astmoor, Runcorn.

20 How do I know that the voting process is completely independent and confidential?

The ballot papers and voting instructions will be issued and counted by the Electoral Reform Services (ERS). As the UK's leading independent provider of end-to-end ballot, election and voting services, thousands of organisations trust them to manage their ballot, election, vote, survey or referendum. Some have fewer than a hundred voters; others have more than a million. Their reputation as the UK's leading independent scrutineer brings unrivalled integrity to their election results. Neither Halton Chamber of Commerce or Halton Borough Council receive any indication of how individuals have voted at any time during or after the vote.

You can find out more about ERS at www.electoralreform.co.uk

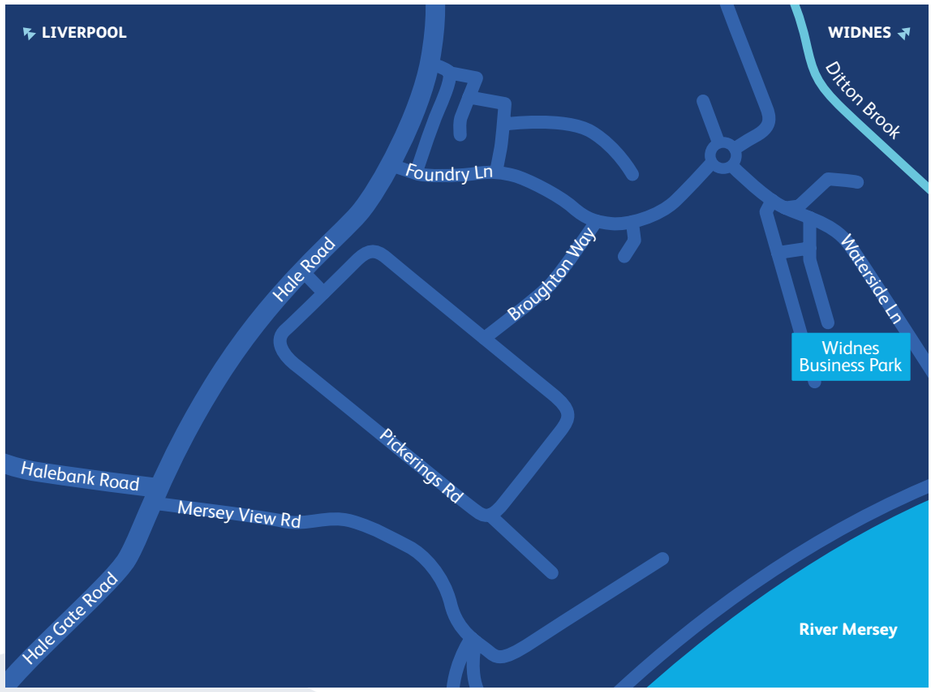
Vote YES for the BID

The Halebank BID Programme Area

The Business Improvement District will deliver services and projects on Halebank Industrial Estate. The area covered by the BID covers the following roads:

- Pickerings Road
- Foundry Lane
- Mersey View Road
- Broughton Way
- Hale Road (Co-op only)
- Waterside Lane
- Widnes Business Park

Map of the Proposed Area for the Halebank Business Improvement District 2018-2023



A Message from the BID Chair

As the Managing Director of Hough Green Garage I have had the privilege of working with many businesses based on Halebank Industrial Estate. The last few years have been extremely challenging for many businesses and I believe that is why it is more important than ever to work together.

We all want to feel safe and secure, attract and retain the best employees, and work in an environment that looks cared for and that allows us to grow. Only by working together as one can we ask, challenge and demand the plans contained in this document.

Since the start of the Halebank BID in 2008, we have worked hard to create an improved, more attractive, safe and successful environment in which we all do business. Throughout the last 10 years the BID has invested to deliver the results shown in this plan. We have achieved a lot, but there is still work to be done.

Our long awaited upgraded CCTV system is now a reality and is fully operational only because we worked together. To ensure it remains operational and we continue to be protected, we are now asking for your support as we put plans in place to drive forward even more improvements and enhancements over the next five years. We have met with and talked to individual businesses across the estate to understand what you want for Halebank over the next five years. The responses have formed the basis of this plan.

We want to create an estate that is fit for business now and in the future, with enhanced connectivity, is clean, safe and secure, and can access the tailored business support required to help every business thrive.

You will decide whether Halebank will remain a Business Improvement District by voting in the BID ballot throughout February. Support the Halebank BID and see all of the projects chosen by you and outlined in this business plan become reality, by voting YES in February.

BID1 and BID2 have already demonstrated there is strength in numbers so let's make it happen.

Yours sincerely

Dave Farrell, MD, Hough Green Garage

Chair, Halebank BID Executive Board

Your BID Ballot – How to Vote

Casting your vote couldn't be easier and every single vote makes a difference. That's worth remembering considering the £300,000 investment over five years that's at stake.

- The ballot paper will be issued to eligible voters by **January 28th 2018** with the formal business plan being posted out one week before
- This will be an independent, confidential postal vote. You should return your ballot paper/s in the pre paid envelope that will be provided by ERS
- If you lease or own multiple premises and therefore pay multiple BID Levies you will be entitled to multiple ballot papers
- The Halebank BID ballot will be open from **Thursday 1st February 2018**
- Voting ends 28 days later on **Wednesday 28th February 2018** at 5.00 pm
- Ballot papers received after 5.00 pm on Wednesday 28 February 2018 will not be counted
- The result will be announced on **1st March 2018**
- If successful, Halebank BID will commence delivery of services on **1st April 2018**

All you need to do is cast your vote and return it before the closing date.

How will the vote be decided?

The Halebank BID Business Plan 2018-2023 will be approved if two independent criteria are met:-

1. **The majority of those voting in the ballot are in favour, and**
2. **The total rateable value of those properties or hereditaments which vote in favour exceeds the total of those voting against.**

For more information about the Halebank BID please contact the BID Manager, Diane Robinson, on **0333 358 3480** or email **BID@haltonchamber.co.uk**

Exit Strategy

In the event that majority support is not achieved after the result is announced on **1st March 2018**, all BID activity will cease at close of business on **31st March 2018**

From **1st April 2018**, Halton Chamber of Commerce as the Project Management Organisation will liquidate all assets of the BID and return to Halton Borough Council as per the Business Improvement Districts (England)

- Regulations 2004. The BID office will close and projects and services not delivered.
- Existing programmes and project initiatives and promotional activity will be immediately discontinued
- Strategic partnerships will be severed
- All planned future projects and services will not proceed.

Vote YES for the BID

For the purposes of definition, the term **'Renewal'** in this document means replacement of the existing BID at the end of its current term (March 2018) with a new arrangement covering the same geographical and subject to the rules and arrangements herein.

Vote **YES** for the BID

Vote **YES** for:

- Alarm Response 24/7
- Continued maintenance and operation of the ANPR/CCTV system
- SelectaMarkDNA Forensic Marking Kits
- A united VOICE for Halebank businesses when communicating with Halton Borough Council
- Expansion of the ANPR/CCTV system
- Training courses tailored to the demandsof Halebank Businesses
- Free membership of Halton Chamber of Commerce
- Dedicated Estate Manager
- Welcome BID Gateway Signage
- Liveried Waste Bins
- Defibrillators
- Security Lighting
- Winter Salt Store
- Management of Fly Tipping
- Litter Picks
- Landscape Tidying

BID3 DELIVERS

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