

# Astmoor One Vision 2008-13

A Business Plan for a Business Improvement District on  
Astmoor Industrial Estate, Runcorn, Halton.

**Draft Version: ASTMOOR BUSINESS PLAN V3**

Produced by:  
Astmoor Business Steering Group,

The Astmoor Business Steering Group is supported by:



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## **1.0 Open letter from Chair of the**

Dear Business Owner/Manager,

Yours sincerely,

John Gummery  
Kawneer UK Ltd  
**Chair of the Astmoor Steering Group**

**Insert picture of John**

## 2.0 Introduction

### 2.1 Astmoor

The Astmoor Business Steering Group has been representing the interests, concerns and issues of businesses on the Astmoor Industrial Estate since its establishment in 2004. Over this period of time the group and its partners have delivered a range of significant improvements that have enhanced the trading environment for local companies both small and large.

However, the funding that has enabled the development and management of Astmoor Industrial Estate in recent years is time limited and will cease in March 2008.

Beyond March 2008, businesses on the estate have the opportunity to take responsibility for the future development of the industrial estate, over and above the statutory services that are provided by the public sector. In order for Astmoor Industrial Estate to meet the needs of companies on the estate in the future, the Business Steering Group has chosen to utilise a concept that is growing across the UK, and has been successfully implemented in many countries including the USA, Canada, Australia and Singapore. The concept is that of Business Improvement Districts (BIDs).

The consultation exercises that have been undertaken have demonstrated a wide spread demand and need for the services and projects delivered through the Astmoor Business Steering Group. What is required now is for companies across Astmoor Industrial Estate to embrace Business Improvement Districts as a mechanism to enable:

1. Consolidation of services and projects that have proved effective.
2. Introduction of new services and projects that will further enhance the trading environment for businesses on the estate.
3. The management of the estate, in a pro-active manner through the Astmoor Business Steering Group and an Estate Manager.

#### ***What is a Business Improvement District (BID)?***

A Business Improvement District enables groups of businesses to commission projects that will lead to improvements in their local trading environment, funded through a local increase in business rates. The funding cannot be used to support or pay for services that are a statutory provision of the public sector. Once collected, the money is ring fenced locally and used to fund, commission and deliver the project or services demanded by local companies.

There are currently 55 Business Improvement Districts operating in the UK and over 200 across America.

For more information on BIDs visit [www.ukbids.org.uk](http://www.ukbids.org.uk).

The nearest industrial estate based BID is located just sixteen miles from Astmoor Industrial Estate on Winsford Industrial Estate, Vale Royal, Cheshire. Visit [www.winsford1-5.co.uk](http://www.winsford1-5.co.uk) for further information. The nearest retail BID is located in Liverpool City Centre [www.citycentralbid.com](http://www.citycentralbid.com).

## 2.2 “Delivering Results on Astmoor Industrial Estate” - Our Successes 2004 - 2007

Since 2004, the improvements delivered by the Astmoor Business Steering Group have resulted in:

- **Crime figures to be supplied by Cheshire Police**
- Removing illegal street racing from the estate through the installation of speed humps
- Installation of bollards to prevent vehicular access to vulnerable areas and reduce fly-tipping
- Introduction of new and consistent street name plates with advanced direction signs to every side road from Astmoor Road
- Installation of speed activated signs and rumble strips on Astmoor Road to improve highway safety for pedestrians crossing the road
- Installation of entrance welcome signs
- General landscaping improvements to Astmoor and Davy Road
- Creation of an Astmoor Industrial Estate website containing on-line business directory – [www.astmoor.org.uk](http://www.astmoor.org.uk)
- Establishment of a Crime email alert group operated by Cheshire Constabulary

The pictures below show just a few of the real improvements delivered through the Astmoor Industrial Estate Steering Group to date.

### New Entrance Signage

Before – The estate had just one small sign once you had entered the estate



After – New welcome signs



installed prior to arriving on the estate.

### New Name Plates

Before – old style name plates, some damaged



After – New names plates across the estate



### Additional Signage Across the Estate



### Landscaping Improvement on Davy Road and Astmoor Road

Before



After



Before



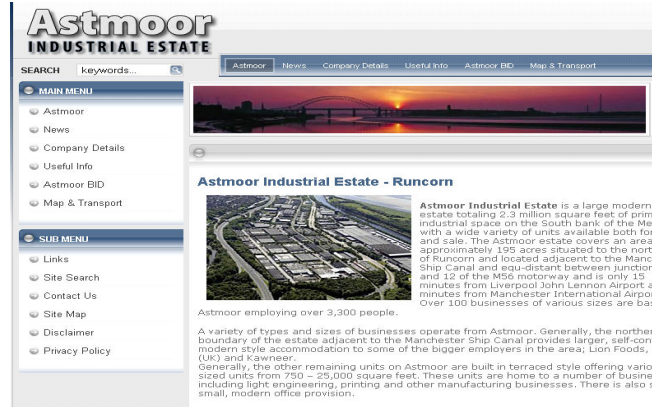
After



### Estate Co-ordinator – Gareth Bennett

Picture to be supplied

### Estate Website



**Tackled issues  
around street  
racing and  
speeding  
across the  
estate**

**Before**



**After**



Bollards to prevent vehicular access to vulnerable areas and reduce fly-tipping



**Improved access  
to Business  
Support Agencies.**

Environment Connect Visit  
Groundwork Environmental Business  
Services  
Business Link

**Workplace  
Health  
Connect**



**Grants provided for company improvements.**

Before



After



Managing Director Vince Froggatt who helped set-up the company nearly five years ago commented,

"Since we started up, our business has gone from strength-to-strength and we now employ seven people. Having rented premises close by, we felt the time was now right to commit our long term future in Runcorn by purchasing and refurbishing our new premises"

**Quote from Company about the improvements to the estate -TBC**

"The whole mood of the estate has been lifted and confidence and pride in the location is better than ever. Companies are now talking to each other with a common goal of community improvement. More than ever, companies are speaking with one voice to better the locality and we now get to know each other as companies through the process of working together."

### **3.0 Business Consultation**

This proposal for a Business Improvement District on Astmoor Industrial Estate was developed between July and October 2007. Each of the themes, and their content has been selected following feedback from businesses through a number of consultations and events.

The response rate to the consultations has been high (47% of companies responding). The types of companies who have responded range from micro companies employing less than 5 people to some of the largest employers on the estate.

The consultation for This Business Improvement District proposal was undertaken in two stages. These stages were an open consultation undertaken by Groundwork in November 2006 (BID Feasibility Study) and a consultation workshop in July 2007, which informed the development of a draft business plan. The second stage of consultation was then undertaken in September 2007 on the draft business plan.

#### **3.1 1<sup>st</sup> Stage of Consultation – BID Feasibility Study**

The first consultation, the BID feasibility study, identified the following key priorities from businesses:

1. General industrial estate improvements (89%)
2. Crime and security (87%)
3. Estate steering group (77%)
4. Inter-trading (62%)

47% responded to the BID Feasibility Study.

Furthermore, the study identified that a majority of businesses (61%) would be prepared to consider a Business Improvement District levy to support estate improvement projects. This also closely correlated with the percentage of companies who reported that they are interested in participating in the future development of the estate (63%).

These priorities along with feedback from a consultation workshop held in July 2007 were used to direct in the development of the draft business plan. The draft business plan was then sent out for consultation in September 2007.

#### **3.2 2<sup>nd</sup> Stage of Consultation - Consultation on the Draft Business Plan**

- Feedback results
- Graphs showing businesses opinion of the draft business plan

Some of the specific feedback on the business plan from companies on the estate is quoted below:

- To be completed

## 4.0 The Proposed Business Improvement District

### One Vision 2008-13

"To promote Astmoor Industrial Estate as a location of choice for both employers and employees across Cheshire and Merseyside, by working in partnership to focus on our three themes for improvement:

1. Increasing business security and preventing crime
2. Image enhancement measures across the estate
3. Providing a range of support functions that will benefit all businesses

The business improvement district will deliver the following benefits for your company through our four joined up themes of work:

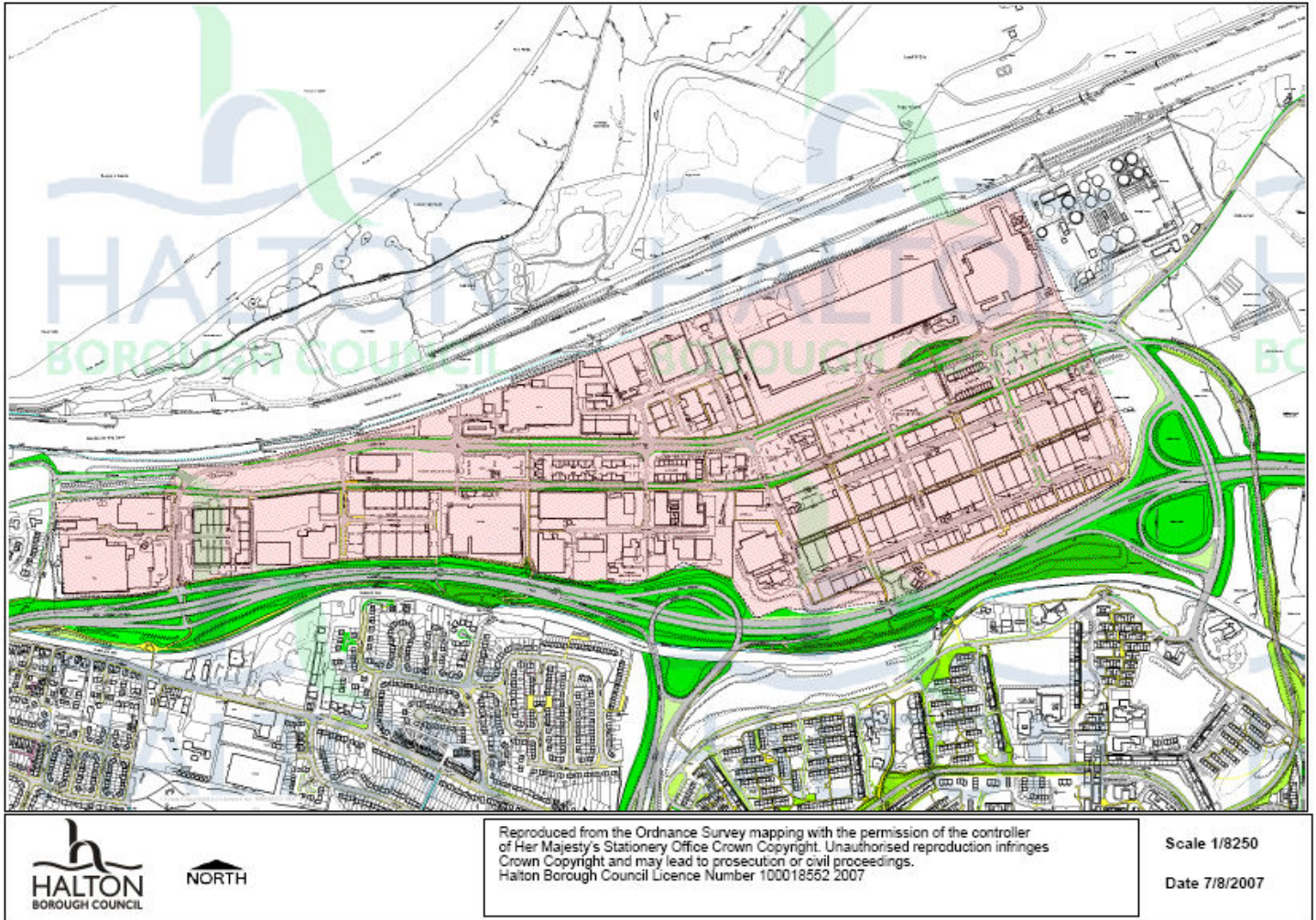
- Astmoor Industrial Estate Manager** – Locally based and working for you.
- Reduced levels of crime** – Every business will be provided with property marking systems to deter theft and enable the recovery of property, business watch service will be continued to warn of crime incidents as and when they take place. The installation of CCTV cameras at strategic points on the estate, the provision of a manned response to alarm activations/incidents, keyholding service and security patrols will further deter and prevent crime. High profile signage will also be installed to act as a deterrent.
- Enhanced image for Astmoor Industrial Estate** – New plantings and landscape improvement schemes, maintenance programme for improvements delivered to date, business frontage charter.
- Connected Business Community** – Networking, estate newsletter, business watch, on-line business directory, estate web site and nearly £3,500 per annum of additional in-kind funding support for Astmoor Industrial Estate from the Halton Borough Council.
- Safer, less congested estate with improved public transport links** – Improved bus services, car sharing web site facility.
- Business support** – Greater access to a range of business support services provided by local, regional and national organisations to support your company to grow and prosper. The estate manager will have a key role in signposting your business to these services to ensure you know about these and benefit.
- Investment support** – Lobbying, promoting and developing the estate to improve your trading environment.
- Business Led Partnership** – Working with you, for you.
- £115,000 of funding support from Halton Borough Council** –

The Business Improvement District will deliver its services for a five-year period from the 1<sup>st</sup> April 2008 (commencement of BID arrangements) until 31<sup>st</sup> March 2013.

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

- Astmoor Road
- Arkwright Court
- Arkwright Road
- Brindley Road
- Chadwick Road
- Dalton Court
- Davy Road
- Dewar Court
- Edison Road
- Faraday Road
- Goddard Road
- Hardwick Road
- Jensen Court
- Lancer Court
- Lister Road

### ***Astmoor Industrial Business Improvement District Area***



The area in red is the area of the industrial estate that will be supported by the Business Improvement District.

## **4.1 Theme One – Safe and Secure**

The Astmoor Business Steering Group believes that preventive and deterrent measures are the best way to tackle crime and security on the estate. In past years, the estate has been subject to significant levels of criminal activity. However, these significant levels of crime are likely to continue, unless a co-ordinated approach to tackling crime is developed and maintained.

Therefore, this proposal for a Business Improvement District will deliver the following measures that will seek to prevent and reduce crime, along with ensuring that businesses are equipped to deal with crime should it occur.

**Closed Circuit Television (CCTV) Camera Systems at strategic locations throughout the estate.** CCTV systems will be installed at strategic locations on the estate, including each vehicle entrance to the estate (each end of Astmoor Road). The CCTV systems will be in place to act as a deterrent, record all vehicles entering and leaving Astmoor and provide evidence as and when crimes do occur.

### **Alarm/Incident Response Service and key holding service**

The BID will also fund an alarm/incident response and key holding service. This service will be linked in with a monitoring contract for the CCTV system, and will enable alarm activations and incidents on the estate to be responded to by a professional security company. The key holding service will ensure that alarm activations\* are swiftly acted upon, and should your staff attend the incident, they will do so knowing that a security guard is on hand to provide assistance.

\* The draft business plan is presently configured to include an average of 4 callouts to each premise per annum.

### **Astmoor Mobile Security Patrol Unit**

A mobile security patrol service will be procured to undertake security patrols of Astmoor industrial Estate to every company twice a day at varying times, including weekdays, weekends and bank holidays. This service will provide another form of deterrent to criminals, and further enhance the security presence and the overall level of security on the estate.

### **Bulk purchase of intelligent DNA based forensic property marking for all companies.**

The Business Improvement District will provide each company with a unique (to their business) DNA based forensic property marking system, that cannot be removed from equipment, and ensures that stolen property can be traced back to its owner, criminals linked to crime scenes and prosecutions brought.

As with the CCTV system, the prime aim of the DNA based forensic property marking system will be to deter and prevent criminals from considering Astmoor Industrial Estate as an 'easy target'. Signs will be displayed at both entrances to the estate promoting the use of the property marking system, and every company will be provided with window stickers and signs along with other promotional items to raise awareness of the property marking systems use in their own company and across the estate.

### **Business Watch**

The BID will work with Cheshire Police in order to further develop and maintain a Business Watch service for Astmoor Industrial Estate. This will include:

- Email network to share intelligence regarding potential crime or security threats.

### **Purchase of additional crime prevention signage.**

The Astmoor Business Steering Group will continue to work in partnership with Business Watch. In order to promote the Business Watch and all security measures on the estate (detailed above), additional signs will be purchased and installed across the estate, to further act as a deterrent.

KPI's	Baseline	Target	Source for information
Number of reported crimes	XX in 2006	XX – 2013	Police criminal statistics
% of companies who have suffered physical criminal damage in the last 3 years	61% in 2007	30% - 2013	Business Survey
% of companies feeling vulnerable to crime	71% in 2006	30% - 2013	Business Survey

<p>The potential benefits for your business from this theme:</p> <ul style="list-style-type: none"> <li>✓ <i>Reduced insurance premiums.</i></li> <li>✓ <i>Reduced levels of crime.</i></li> <li>✓ <i>A safer environment in which employees can travel to work.</i></li> <li>✓ <i>Ability to quickly and efficiently find out about security threats to your business premises.</i></li> </ul>	<p><b>“Whilst we have made improvements in our own business to improve security, the joined up thinking and crime deterrent measures that will come with the Business Improvement District are essential if companies on Astmoor Industrial Estate are to continue to tackle the crime head on, and present a untied front in the fight against crime”.</b></p> <p>Quote from Company on the estate</p>	<p>Picture of Business Manager giving the quote</p>
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## 4.2 Theme Two – Image Enhancement

Continue the development of the Industrial Estate to ensure it can attract new companies, employees and is a location where your company is proud to bring its customers.

**Gateway Signage and Physical landscape improvements.** Introduce a programme of physical landscape improvements onto the estate over the five years of the programme. The above artists drawing provide a guide as to the types of image and landscaping improvements that the Business Improvement District will deliver, which will initially focus on gateway improvements to Astmoor.

**Maintenance.** The Business Improvement District will manage a programme of maintenance for the estate over and above the statutory provision provided by the Council (It is proposed that the BID will manage a small maintenance programme to ensure high standards of maintenance, which will include grot spot removal and litter picking of the whole estate (outside business boundaries). The BID Manager and Astmoor Business Steering Group will also continue to lobby the Local Authority to ensure that standards of grass cutting, street cleansing etc are maintained and were feasible improved.

**Business Frontage Charter.** Launch and promote a business frontage charter. The Astmoor Industrial Estate Steering Group recognises that it is not just estate wide actions that are required to improve the image of the estate. Individual companies have a responsibility to maintain their sites, and accordingly the BID will develop and promote a 'Business Frontage Charter' for companies to sign up to, which will set basic standards of maintenance and appearance that all companies will seek to achieve.

The benefits for your business from this theme:

- ✓ *Enhanced company image*
- ✓ *Increased property values*
- ✓ *Attractive environment for employees to work from*
- ✓ *Maintenance of the assets (name plates, planting and welcome signs) that the Astmoor Industrial Estate Steering Group has invested in to date.*

KPI's	Baseline	Target	Source for information
% of companies considering the image of the estate to be good	10%	50%	Business Survey
% of companies considering the image of the estate to be good or acceptable	61%	95%	Business Survey
% of companies planning to leave the estate	17%	5%	Business Survey

**“Looks count, an attractive estate attracts quality businesses, and creates a positive impression with customers, employees and suppliers alike. The proposals within the Business Improvement District will go a long way to help create a quality trading environment for all companies on the estate”. Quote from Resident business on image enhancement**

### **4.3 Theme Three – Co-ordinated Industrial Estate**

The business support theme has been developed to ensure the estate continues to prosper, attract inward investment and develops its image as an excellent place to work and invest.

#### **Astmoor Business Steering Group - Your Business Champion**

The Astmoor Business Steering Group will champion the businesses on the estate to ensure that the estate receives the appropriate level of service it is entitled to from public sector and other agencies.

This will include applying for sources of funding and lobbying for improvements to the estate in areas such as crime prevention and security, estate cleaning and maintenance, development of facilities and amenities on the estate for employees including transport improvements, public transport provision and highways improvements.

This will be achieved through the Astmoor Industrial Estate Executive and the Project Management Organisation. In particular, the Business Improvement District will monitor baseline agreements received from Halton Borough Council, and ensure that they are adhered to. This will include ensuring that the following services are delivered in line with baselines established by Halton Borough Council:

- Highway and footpath Cleansing
- Cleansing of entrance signs
- Grass cutting
- Litter picking
- Litter bin emptying
- Business watch and Community Support Police Officers

#### **Estate Manager**

The Business Improvement District will provide an estate manager, who will be employed through the Project Management Organisation. The estate manager's role will be to:

- Act as a first point of contact for businesses on issues and opportunities on the estate,
- Act as a first point of contact for external agencies wishing to engage companies on the estate,
- Provide regular email newsletter for companies on new estate developments,
- Provide introductions to the estate and guided tours to companies wishing to invest in the industrial estate.

#### **Estate website - [www.astmoor.org.uk](http://www.astmoor.org.uk)**

The estate web site will continue to be developed and maintained to promote the estate, vacant units, job opportunities and provide information about the estate and its resident companies. The web site will be promoted to inward investors through advertisements, links from Council property search web sites and a profile on Internet search engines.

The web site will also be used to promote the Business Directory for the industrial estate and provide links to your company's web site.

**Car sharing web site.** The Business Improvement will link into Halton Borough Council's lift share web site. This will enable employees to log their travel details onto a web site, which will then match them up with other employees who undertake similar journeys at similar times. The web site will be promoted to all employees, and monitored to ensure that it is used. The benefits from the initiative will be to reduce congestion at peak times and reduce employees travel costs. This is a low cost initiative, which has the potential for reducing traffic and congestion.

#### **Astmoor Industrial Estate Bulletin**

Regular newsletters will be produced every year about the Astmoor Industrial Estate and new development. The newsletters will be used to promote the estate and also share information on estate news and events that are of relevance to companies.



**Annual Bus Timetable Review.** Working with Halton Borough Council, the Astmoor Industrial Estate Steering Group will undertake an annual assessment of bus timetables to identify if these meet the needs of employers/employees. This will ensure that bus timetables are aligned with shift patterns on the estate, and can provide a reliable and practical service. Following on from the annual review, an estate specific leaflet will be produced and made available to employees, detailing the business services to and from the estate.

**The potential benefits for your business from the business support theme:**

- ✓ *A single voice will be maintained representing the Astmoor Industrial Estate and its interests.*
- ✓ *Forum for engaging with public sector and other business support agencies.*
- ✓ *A forum to meet your neighbouring businesses and inter-trade.*
- ✓ *One point of contact for your queries in relation to your business and its trading environment.*
- ✓ *Quick and easy mechanism for accessing information from public sector bodies.*
- ✓ *An additional resource to champion your businesses issues and opportunities to other companies and organisations.*
- ✓ *Access to external business support services.*
- ✓ *Regular updates on developments on the estate.*
- ✓ *Increased revenue from greater inter-trading with local companies.*
- ✓ *Easier access to the estate for employees from an improved public transport service*

<b>KPI's</b>	<b>Baseline</b>	<b>Target</b>	<b>Source for information</b>
Business Support satisfaction rating	1 <sup>st</sup> year evaluation of project will set baseline	80% of businesses reporting that the business support from the BID is good or excellent.	Annual business survey

*"I have really valued the business support received to date through the Astmoor , and I am keen to support the Business Improvement District to ensure that my company and others across the estate continue to receive the benefits from this service. This support is vital if the estate is to continue to prosper and attract inward investment after April 2006".*

***Insert Picture of Business person giving quote***

***Quote from Local Business about business support***

## **5.0 Governance, Management, and Delivery of the Business Improvement District**

### **5.1 The Astmoor Business Steering Group and Governance of the Business Improvement District funds**

The Business Improvement District (BID) will be governed through the established Astmoor Business Steering Group. However, in order to ensure appropriate governance, a constitution for the Group will be established. To date the Astmoor Business Steering Group has been open to any company that wishes to join. Under the proposed Business Improvement District, every company that is located within the BID area and, therefore, contributes towards the cost of the BID, will become a member of the Astmoor Business Steering Group. Each company will be able to appoint a representative, who will then have voting rights at Astmoor Business Steering Group meetings including the Annual General Meeting.

Members of The Astmoor Business Steering Group will be responsible for:

1. Overseeing the Business Improvement District and ensuring it delivers its services and improvements as identified within the business plan.
2. Ensuring the finances raised from the Business Improvement District are used on items of expenditure as identified within the Business Improvement District business plan.
3. Electing a chair and treasurer at the annual general meeting who will lead the executive committee.
4. Electing on an annual basis up to four further executive members, who will join the executive committee to oversee the delivery of Business Improvement District.
5. Appointing auditors to audit the accounts of the Business Improvement District.
6. Approving the financial regulations for delegated authority for approval of expenditure under the Business Improvement District.

The Executive committee will be responsible for:

1. Guiding and directing the appointed project management organisation in the delivery of the Business Improvement District.
2. Ensuring that the appointed project management organisation is held accountable for expenditure of BID monies.
3. Approving eligible expenditure in line with the delegated powers detailed within the financial regulations that have been approved by the members of the Astmoor Business Steering Group.
4. Monitoring and reporting to members of the Astmoor Business Steering Group on the achievement of key performance indicators and expenditure.

The Astmoor Business Steering Group will meet three times a year. The first meeting of each financial year (April – March) will also act as an annual general meeting. For the Astmoor Business Steering Group meeting to be quorate at least seven members must be present. The Astmoor Business Steering Group will also invite selected public and private sector representatives. Only members of the group will have a vote on any proposals tabled at Astmoor Business Steering Group meetings.

The executive committee will meet once every two months. For the executive committee to be quorate, at least three members will be required to be present. Halton Borough Council will be invited to attend each executive committee in an advisory capacity. The project management organisation will also be invited to attend each executive committee meeting in a reporting and advisory capacity. Only elected members of the executive will have a vote on any proposals tabled at the executive meeting. The executive committee will only have the rights to approve proposals tabled that are within the delegated powers detailed within the financial regulations that have been approved by the members of the Astmoor Business Steering Group.

## **5.2 The Business Improvement District Delivery Body –**

The Economic Regeneration Service at Halton Borough Council will act as the accountable body for the Business Improvement District. The Economic Regeneration Service will be responsible for managing the project and ensuring that the funds collected by the Local Authority are spent in line with the Business Improvement District Proposal.

The Economic Regeneration Service will act as the BID Body, on behalf of the Astmoor Business Steering Group. The key responsibilities of the Economic Regeneration Service at Halton Borough Council will be:

1. To manage the receipt of income from Halton Borough Council and ensure that this is spent in line with the business plan.
2. Produce quarterly claims accounting for project expenditure and reporting on the delivery of the BID against key performance indicators and milestones.
3. Provide secretariat support for the Astmoor Business Steering Group and the Executive Committee.
4. Produce an audited statement of expenditure, detailing income received from the Business Improvement District and the expenditure defrayed against this income.
5. Present progress reports at the Astmoor Business Steering Group meeting and to the Executive committee meeting.
6. Employ an estate manager.

## 6.0 Business Improvement District Costs, Timings and Baselines

### 6.1 Income, Expenditure and Cash flow

The Business Improvement District will last for a five-year period. The income and expenditure breakdown for the proposed Business Improvement District is detailed below.

Expenditure	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13	Totals
<b>Business Support</b>							
Project Management	£ -	£ -	£ -	£ -	£ -	£ -	
Meeting Costs	£ -	£ 525.00	£ 525.00	£ 525.00	£ 525.00	£ 525.00	
Estate Manager @ 3.5 days week	£ -	£20,650.00	£21,269.50	£21,907.59	£22,564.81	£23,241.76	
<b>Sub total</b>	£ -	£21,175.00	£21,794.50	£22,432.59	£23,089.81	£23,766.76	£112,258.65

Administration							
BID Levy collection	£ -	£ 7,905.00	£ 7,905.00	£ 7,905.00	£ 7,905.00	£ 7,905.00	
Re-vote costs	£ -	£ -	£ -	£ -	£ -	£10,000.00	
Evaluation costs	£ -	£ 3,000.00	£ 3,000.00	£ 3,000.00	£ 3,000.00	£ 3,000.00	
Postage costs	£ -	£ 400.00	£ 400.00	£ 400.00	£ 400.00	£ 400.00	
Estate Bulletin (4 editions a year)	£ -	£ 1,000.00	£ 1,000.00	£ 1,000.00	£ 1,000.00	£ 1,000.00	
Audit and accounts	£ -	£ 300.00	£ 300.00	£ 300.00	£ 300.00	£ 300.00	
<b>Sub total</b>	£ -	£12,605.00	£12,605.00	£12,605.00	£12,605.00	£22,605.00	£73,025.00

Security							
CCTV	£104,900.00	£ -	£ -	£ -	£ -	£ -	
Maintenance	£ -	£ 1,000.00	£ 1,000.00	£ 1,000.00	£ 1,000.00	£ 1,000.00	
Property marking	£ 5,100.00	£ -	£ -	£ 500.00	£ -	£ 500.00	
Transmission costs	£ -	£ 3,675.00	£ 3,675.00	£ 3,675.00	£ 3,675.00	£ 3,675.00	
Key holding,	£ -	£58,650.00	£58,650.00	£58,650.00	£58,650.00	£58,650.00	
Incidents response/Alarm costs	£ -	£ 2,520.00	£ 2,520.00	£ 2,520.00	£ 2,520.00	£ 2,520.00	
Mobile security patrol service	£ -	£21,900.00	£21,900.00	£21,900.00	£21,900.00	£21,900.00	
Signage Costs	£ 5,000.00	£ -	£ 2,500.00	£ -	£ 500.00	£ -	
<b>Sub total</b>	£ 115,000.00	£87,745.00	£90,245.00	£88,245.00	£88,245.00	£88,245.00	£557,725.00

Image Enhancement							
Entrance features for totem poles	£ -	£ -	£ 7,000.00	£ -	£ -	£ -	
Entrance planting	£ -	£ -	£ -	£ 2,000.00	£ -	£ -	
Enhancement maintenance	£ -	£ 1,000.00	£ 1,000.00	£ 1,000.00	£ 1,000.00	£ 1,000.00	
Landscape architect	£ -	£ -	£ -	£ 1,000.00	£ -	£ -	
<b>Sub total</b>	£ -	£ 1,000.00	£ 8,000.00	£ 4,000.00	£ 1,000.00	£ 1,000.00	£15,000.00

Total	£115,000.00	£122,525.00	£132,644.50	£127,282.59	£124,939.81	£135,616.76	
Project Contingency @ 15%	£ -	£ 18,378.75	£ 19,896.68	£ 19,092.39	£ 18,740.97	£ 20,342.51	
<b>Grand Total</b>	£ 115,000.00	£140,903.75	£152,541.18	£146,374.97	£143,680.78	£155,959.27	£854,459.95

#### Income

Business Levy £ Contribution @ 2.25% of RV	£ -	£158,349.00	£158,349.00	£158,349.00	£158,349.00	£158,349.00	£791,745.00
Halton BC £ Contribution	£115,000.00	£ -	£ -	£ -	£ -	£ -	£115,000.00
<b>Grand Total</b>	£115,000.00	£158,349.00	£158,349.00	£158,349.00	£158,349.00	£158,349.00	£906,745.00
Surplus (prioritised for non-payment of BID Levy)	£ -	£ 17,445.25	£ 5,807.83	£11,974.03	£14,668.22	£ 2,389.73	£ 52,285.05

All businesses that pay non-domestic rates and property owners (when vacant) on Astmoor Industrial Estate will be affected, including new business developments. A list of the businesses and property owners on the Local Authority ratings list that will receive a BID levy can be found in appendix one. No relief is being offered to businesses, charities or particular sectors. The cost applied to each business will be done so on a banding system. The bandings will be as follows:

<b>Hereditaments Rateable Value</b>	<b>Annual Levy</b>
> 400,000 RV	
RV = 250000-400000	
RV = 100000-250000	
RV = 50000-100000	
RV 25000 - 50000	
RV 10000-25000	
RV = 5000-10000	
RV < 5000	

Where changes in local circumstances occur, programme budgets can be altered by the managing agent, with the approval of the Executive Committee (within the financial regulation approved by the members) or by a majority vote of the members of the Astmoor Business Steering Group at a scheduled or extraordinary meeting of members.

The budget proposes to develop a surplus by way of a contingency to cover any additional cost including non-payment of the BID levy. The partnership of Halton Borough Council and the Astmoor Business Steering Group are committed to delivering a cost effective bid. Where this commitment generates a surplus, it will be the responsibility of the Astmoor Business Steering Group to approve proposals for how this surplus is managed.

Gift in Kind contributions have been secured for the Business Improvement District from Halton Borough Council totalling £3,500 per annum. Actual cash contributions from Halton Borough Council have been secured, which total £115,000, which be transferred to the Astmoor BID if a successful vote is achieved.

Halton Borough Council will only be obligated to pass over the value of funds collected through the business rates department, less any charges incurred in collecting monies from hereditaments to the Economic Regeneration Service within Halton Borough Council, who will be acting as the accountable body.

## **6.2 Business Improvement District Timings**

The Business Improvement District (BID) arrangements would begin in April 2008. The funding for the BID arrangements to be put into place in time for the BID proposal to begin delivering services on the 1<sup>st</sup> April 2008 is already secured from Halton Borough Council. The Business Improvement District proposals are timed to last for five years between the 1<sup>st</sup> April 2008 and the 31<sup>st</sup> March 2013.

## **6.3 Baseline Agreements**

To ensure that the Business Improvement District does not fund any statutory services provided by the Local Authority or Cheshire Police, a number of baseline commitments have been provided by Halton Borough Council and Cheshire Police. These baselines relate to:

- Highway Cleansing
- Cleansing of entrance signs
- Grass cutting
- Litter picking
- Litter bin emptying
- Business watch and Community Support Police Officers

Copies of these agreements can be obtained from the Gareth Bennett in the Economic Regeneration Service at Halton Borough Council.

## **7.0 The Business Improvement District ballot, levy, collection and alterations of arrangements.**

### **7.1 The Business Improvement District Ballot**

Ballot papers will be dispatched by Electoral Reform Services, on behalf of Halton Borough Council, on or after the 5<sup>th</sup> November. The ballot papers must be returned to and have been received by Electoral Reform Services on the 6<sup>th</sup> December 2007, which is the formal day of the ballot.

A non-domestic ratepayer (business ratepayer) will be entitled to vote if they were listed as a non-domestic ratepayer on the date the notice of ballot is published. In the case of an empty, partly refurbished property, the property owner will be entitled to vote.

Each business ratepayer entitled to vote shall have one vote in respect of each hereditament (premises/building with an individual rateable value) in the geographical area of the Business Improvement District on which non-domestic rates are payable. For the Business Improvement District to proceed there must be:

1. A majority voting in favour of the proposal from the number of votes cast,
2. A majority in level of rateable value from votes cast in favour of approving the proposal.

### **7.2 Collection of the Business Improvement District fund**

The Business Improvement District levy will be charged in March/April in 2008, and annually from 2008 until 2012 (the last year when a charge will be levied from this proposal.) Halton Borough Council will be responsible for billing and collecting the levy on behalf of the Business Improvement District. The payment of the BID levy from companies to Halton Borough Council will be expected within 30 days of the BID levy demand being issued.

The existing recovery procedures for the standard Business Rates bill will be utilised for any non-payment of the BID levy.

All premises in the Astmoor Industrial Estate BID area as identified on Halton Borough Councils rates listing will receive a levy for the Business Improvement District. All organisations in occupation of premises on the 1<sup>st</sup> April will receive a BID levy. Where premises become vacant, the landlord/owner will have responsibility for paying the BID levy. The justification for the BID levy falling to the property owner/landlord is that the Business Improvement District will be carrying out work which will support the landlord/property owner to attract companies to their vacant premises. Therefore, it is considered appropriate, that due to the landlord/property owner receiving a benefit from the BID that they should contribute financially through payment of the BID levy.

### **7.3 Alterations of arrangements**

The BID area and the overall BID percentages and bandings can only be altered via an alteration or renewal ballot.

All other arrangements may be altered within the constraints of the overall BID budget without the need for a ballot.

## 8.0 Further information

For further information on this proposal for a Business Improvement District on Astmoor Industrial Estate please visit [www.astmoor.org.uk](http://www.astmoor.org.uk) or contact:

Gareth Bennett or Steve Clarke  
Halton Borough Council  
Economic Regeneration  
The Heath Business and Technical Park  
Runcorn  
Cheshire  
WA7 4QX

Tel: 01928 516123

Email: [gareth.bennett@halton.gov.uk](mailto:gareth.bennett@halton.gov.uk)

For more information and examples of UK Business Improvement Districts, you can visit the following web sites:

Winsford Industrial Estate BID

[www.1-5bid.co.uk](http://www.1-5bid.co.uk)

[www.winsford1-5.co.uk](http://www.winsford1-5.co.uk)

Segensworth Industrial Estate BID

[www.sbfl.co.uk](http://www.sbfl.co.uk)

London Riverside BID

[www.londonriversidebid.co.uk](http://www.londonriversidebid.co.uk)



## **Appendix One – List of business premises affected by the BID Levy (Draft as of July 2007)**

WHITTLE JONES NW LTD  
UTICOLOR  
TUMS V-DUBS  
GEMA (BABY PRODUCTS) LTD  
I&M PRECISION ENGINEERING LTD  
GEMA (BABY PRODUCTS) LTD  
FIVE STAR PRODUCTS  
MEDIGAS SERVICES LTD  
TIMMICK ENGINEERING  
JBM WINDOWS  
CHESHIRE LIMOUSINES  
PYROTHERM LTD  
INXX PHARMA  
FILTERITE FINISHING SYSTEMS  
ELECTRON TECHNICAL SOLUTIONS LTD  
AKT ENGINEERING LTD  
U PAINT PRODUCTS LTD  
SANDON GLOBAL LTD  
FIRST INVESTMENTS LTD  
BEVPAK LTD  
ANKEM LTD  
EDWARD ROYAL SOLUTIONS LTD  
D & P MOTORS  
GLOBAL INDUSTRIES (NW) LTD  
RIVERSIDE COLLEGE HALTON  
SCANBECH LTD  
FBS CONTRACTS LTD  
CARGILL FLAVOUR SYSTEMS (UK) LTD  
ALMA PRODUCTS LTD  
KENNAY LTD  
ALULINE LTD T/A OLYMPIC  
FOXLEA HORSEBOX BITS  
TILL & WHITEHEAD LTD T/A HANDLEY & BECK LTD  
AUGHTON AUTOMATION LTD  
BELFOR UK LTD  
J BRAND LTD  
UNIVERSAL PAPER MANAGEMENT  
CITY VENDING UK LTD T/A CITY VENDING  
CLASSIC HOLDINGS UK LTD  
KAWNEER UK LTD  
INTEGRA PRECISION ENGINEERING LTD  
THERMO FISHER ELECTRON CORPORATION  
CP FILMS SOLUTIA UK LTD  
GB TOWER SOLUTIONS LTD  
THERMO FISHER SCIENTIFIC  
CP FILMS SOLUTIA UK LTD  
LANCER UK LTD  
WATERBEECH INSTRUMENTS LTD PENSION FUNDS  
3M HEALTH CARE  
NATIONAL GRID WIRELESS  
LOCKWELL LECTRICS LTD

IND.COM CONSTRUCTION LTD  
ELVEY SECURITY TECHNOLOGIES LTD  
SPECIALIST LIGHTING SERVICES  
AQUASERV  
CHESHIRE INDUSTRIAL DOORS LTS  
BIOTRACE LTD - BEST  
LUNCH FOR YOU  
PMI THERMAL INSTALLATION  
GLASSCARE WINDOW FILMS UK LTD  
REDBAY PROJECTS LTD  
BOULTING GROUP PLC  
PDR ELECTRICAL LTD  
SDM ELECTRONICS  
JAMES TROOP & COMPANY LTD  
CHESHIRE COUNTY COUNCIL T/A CBS SUPPLIES  
DRUANTS  
TLM CONSTRUCTION FASTENERS LTD  
COLLOIDS (2004) LTD  
AFTEC LTD  
  
AARHUSKARISHAMN UK LTD T/A AAK FOODS DIVISION  
MARDALE PIPES PLUS LTD  
SG BLAIR & CO LTD  
HALTON BOROUGH COUNCIL  
MABUILD LTD  
STADIUM ASSEMBLIES  
MAVERICK TRAINING LTD  
RUN EXPRESS LTD  
SWIFT PRINT (CHESHIRE) LTD  
3B CONTROLS LTD  
CENTRALSERVE LTD  
JOHN SQUIRRELL  
GREEN THUMB  
PHOENIX CONTROL SYSTEMS LTD  
INNGENIUS (CHESTER) LTD T/A A MANSELL & SON  
BLACKWELL HYDRAULIC LTD  
COUNTRYWIDE ENVIRONMENTAL SERVICES LTD  
KLINGER LIMITED  
L.E.S. ENGINEERING LTD  
SUPERFOS PACKAGING LTD  
TOWNGATE PLC  
DIXON WEBB  
MIDAS ENGINEERING SUPPLIES LTD  
ADVANCED CONTROL ENGINEERING SERVICES LTD  
FREIGHT FIRST LTD  
ARVEN CHEMICALS LTD  
VIBRO MANUFACTURING SERVICES LTD  
VENTCROFT LTD  
ELEPHANTE SERVICES LTD  
STATHAM TYRES LTD  
VANTRUNK LTD  
MATTHEW CLARKE WHOLSALE LTD  
WILLETT LTD  
THOMPSON & CAPPER LTD  
JFC PLASTICS LTD  
THOMPSON & CAPPER LTD

KAWNEER UK LTD  
CATALYTIC SUPPORT SYSTEMS LTD  
HOWDEN KITCHENS LTD  
CARGILL FLAVOUR SYSTEMS (UK) LTD  
URBAN BOX DEVELOPMENTS LLP  
HYLOC LTD  
NHS LOGISTICS AUTHORITY  
HALTON AND ST HELENS PCT HQ

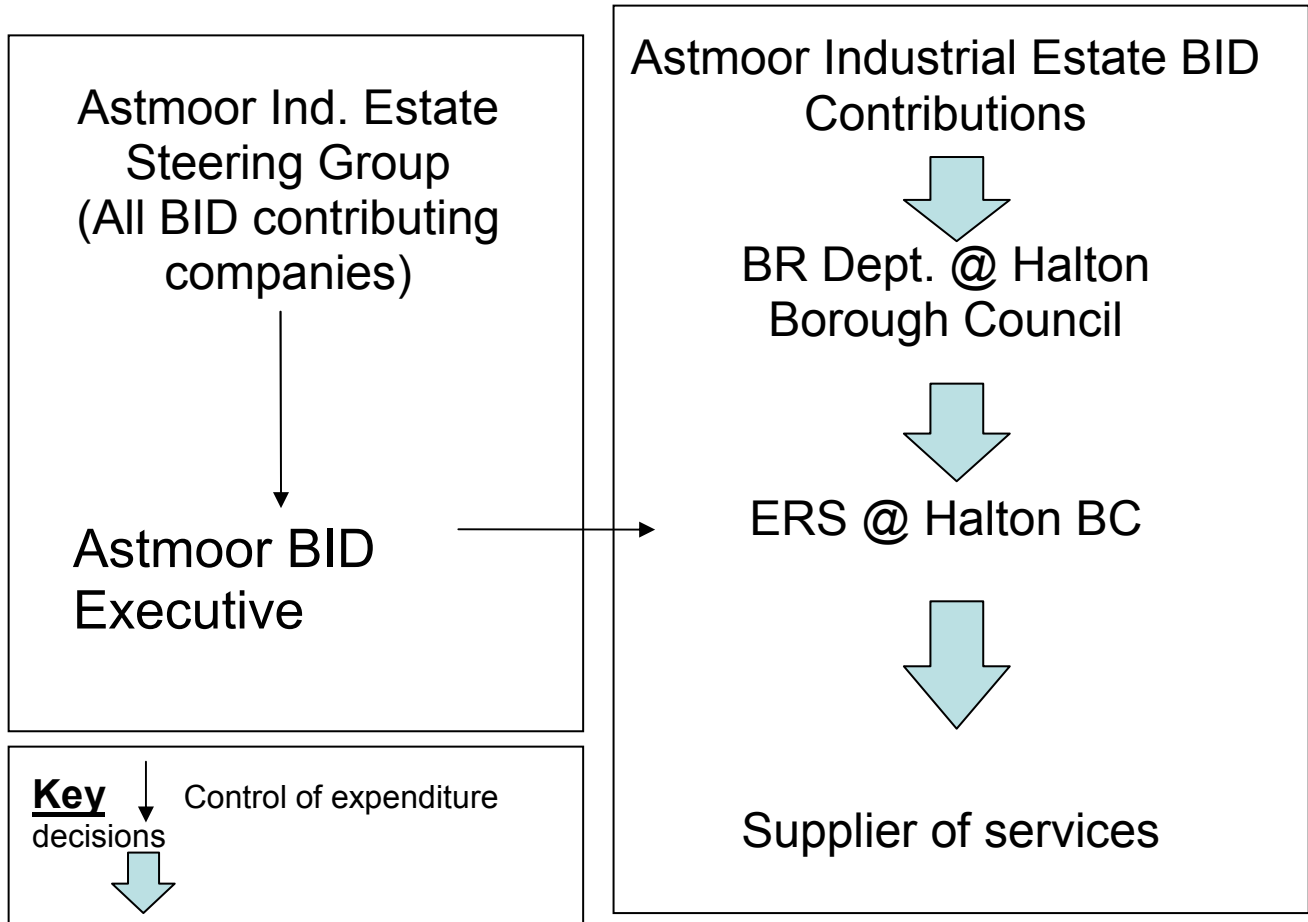
## Appendix 2 – Proposed meetings dates for Astmoor

Timetable of meetings for the Astmoor Industrial Estate Steering Group and the appointed executive management board.

		April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar
2008	Astmoor Executive Meeting												
	Astmoor Industrial Estate Steering Group Meeting		AGM										
2009	Astmoor Executive Meeting												
	Astmoor Industrial Estate Steering Group Meeting		AGM										
2010	Astmoor Executive Meeting												
	Astmoor Industrial Estate Steering Group Meeting		AGM										
2011	Astmoor Executive Meeting												
	Astmoor Industrial Estate Steering Group Meeting		AGM										
2012	Astmoor Executive Meeting												
	Astmoor Industrial Estate Steering Group Meeting		AGM										

### Appendix 3 – Proposed management structure for the Astmoor Industrial Estate Business Improvement District

## Management structure and flow of funds from businesses to service provision.



**ERS= Economic Regeneration Service**

**BR Dept = Business Rates (Non domestic rates) Collection Department**