

# Lancing Business Park Business Improvement District

## Business Plan 2023 - 2028



*A safe, accessible, clean and connected business community.*

## Voting 'YES' Will Enable:

- Your Say in Business Park Improvements: Considered & Implemented
- 30 CCTV Cameras across the business park: Monitored & Maintained
- Business Park Signage Scheme: Reviewed & Maintained
- Grounds Maintenance Contract: Reviewed & Tendered
- BID Manager's Role: Retained & Maximised
- Net Zero Opportunities: Researched & Publicised
- LBP Paper & Card Recycling Scheme - Collecting 100 Tonnes Each Year : Maintained & Maximised
- Defibrillator Network across the business park: Monitored & Promoted
- Text Alert Service: Maintained & Utilised

- Lancing Business Park Website: Updated & Utilised
- Funding Opportunities: Researched & Publicised
- Sharing of Business Knowledge: Considered & Trialled
- Business Networking: Reviewed & Supported
- Inter-park Trading & Discounts: Encouraged & Promoted
- Workshops & Business Training: Identified & Facilitated
- LBP Marketing & Business Promotion: Targeted & Facilitated
- Promotion of Staff Health & Team Building Opportunities: Considered & Trialled
- District & County Councils Support: Developed & Maximised
- Representation on Local Business Partnerships: Supported & Attended
- Support for Local Schools, Communities & Charities: Encouraged and Supported

## Voting 'No' Could Result In:

The closure of the BID and therefore the removal of the Pak Signage and LBP CCTV network. The end of the funding for the BID Manager, LBP Maintenance Contract, LBP Recycling Scheme, LBP News and LBP Website. No longer having a central point of contact to help address concerns on the business park and a collective voice with funding to encourage business park improvements, support your business needs and promote business success.



# LBP Chairman's Message



Lancing Business Park has shown true resilience over the past three years, facing major challenges head on like the Pandemic, Brexit, the Cost-of-Living-Crisis, and the recent significant increase in industrial business rates, through the 2023 Revaluation. On the 1<sup>st</sup> May 2023 the business park recorded a 99.6% overall occupancy rate, with 99.7% of industrial/warehouse space occupied and only 3.1% of office space vacant on the park.

Since the Lancing Business Park Business Improvement District (BID) was formed in

2008, the park has progressed from strength to strength, with more than 250 businesses choosing LBP as their base and 3000 employees to earn their living here. The BID has helped bring the business community together over the past 15 years, working in collaboration to raise and address issues, promote Inter-park Trading and improve the area in which we work.

Over the current BID Term, the BID has been actively working with businesses and partners to raise the profile of Lancing Business Park as the second largest employment area in West Sussex, second only to Manor Royal in Crawley, which is the largest business district in the UK.

In 2020 the BID collated the knowledge, ideas, and aspirations of the businesses on the park to produce the 'LBP Looking the Future' discussion paper to help ignite investment in the wider Lancing area and provide the right conditions to attract and retain talent in Lancing. The BID is pleased to see this work has indeed reached its objective, with Adur District Council and Lancing Parish Council working together on their 'Lancing Now and into the Future' investment consultation.

The 2022 LBP Community Highway Scheme was delivered following three years of partnership working with West Sussex Highways, to address 51 highway issues on the park. This scheme provided a full refresh of all the road and junction markings,

improved safety and provided new HGV loading/waiting bays. We are grateful to West Sussex Highways for their financial support, officer time and expertise in delivering this comprehensive scheme, which we feel has helped to substantially reduce highway issues on the park. With 96.7% of respondents to the 2022/23 LBP BID Survey confirming they have also found benefit from this scheme; the BID is proud to have enabled the delivery of these improvements.

As the BID approaches our fourth BID Term, we would like to thank the 90 respondents who kindly completed the 2022/23 LBP BID Survey. This invaluable feedback has enabled us to design this 2023-2028 LBP BID Business Plan and review the success of the services the BID provides. It is very encouraging to hear that 77.8% of responses state that none of the previous issues highlighted on the park have been experienced in the past year. This is a testament to the way our business community works together to address issues and tries hard to prevent repeated incidents. We are also very pleased to hear that 94.5% of respondents rated the BID as 'Very Good' or 'Good', which is a 57.7% increase on 2018.

The 2022/23 LBP BID Survey responses have also shown no objection to the proposal to align the next BID Term with the Council's financial reporting year, ending the next BID Term on the 31<sup>st</sup> March 2028 (4years 7months). This will see the final partial BID bills issued to cover the period of 1<sup>st</sup> September 2023 to 31<sup>st</sup> March 2024 and then simpler accounting and reporting going forward.

One final word, voting 'Yes' in the upcoming BID Ballot will enable the BID to continue to support the businesses on Lancing Business Park, with services and support to meet business needs. Please do take the time to vote, as without your vote all this good work could come to an end.

**Damian Pulford**  
**Managing Director of Sussex Transport**



# Executive Summary

## 15 YEARS OF THE LANCING BUSINESS PARK BID

Over the past 15 years Lancing Business Park Ltd has been working as a not-for-profit organisation, with a volunteer Advisory Committee, delivering a range of business led projects to provide additionality that helps transform the business park into a safer, more profitable and pleasant place to do business.

## 2023 BID BALLOT

As we approach the end of the third BID term, Lancing Business Park Ltd asks that businesses please vote in the BID ballot to enable this good work to continue. The ballot is due to open on 14<sup>th</sup> June 2023 and close at 5pm on Thursday 13<sup>th</sup> July 2023, with the result announced on 14<sup>th</sup> July 2023. If successful, the new BID Term will commence on 1<sup>st</sup> September 2023 and run until 31<sup>st</sup> March 2028, 4 years 7 months to align with the Council's financial and reporting year.

## 2023 – 2028 BUSINESS PLAN PRIORITIES

We would like to thank the 90 respondents who completed the 2022/23 LBP BID Survey, as the information provided has enabled us to review/develop BID services and projects to meet current business needs. After implementing a 15% general levy reduction in 2013 and the current financial pressures facing businesses, the BID has retained the priority to maintain this low level of contribution from businesses.

## BID LEVY

The 2023-2028 BID Levy Charges will remain unaltered for the new 4 years 7 months BID term and the band thresholds adjusted to try as best as possible to retain businesses within the same band following the 2023 Revaluation. Please see page 5 further details.

## BID AIM

The Lancing Business Park BID aim is to facilitate a safe, accessible, clean and connected business community.

## BID OBJECTIVES

The 2022/2023 Lancing Business Park Survey has again identified the following priority projects for the BID. The BID aims to provide services and support such as those listed below:

### ACCESS

Work with businesses and partners to help improve road surfaces, flooding issues and reduce the number of vehicles travelling the wrong way around the one way system. LBP will continue to work with businesses and partners to help address all access issued raised in the 2022/23 LBP BID Survey.

### CLEAN

Continue the LBP Paper & Card Recycling Scheme for BID Levy Payers, the annual Big Clean of the business park roads, regular business park site surveys and provision of a Grounds Maintenance Contractor. To monitor and report fly-tipping and litter issues on the business park and provide information to support businesses on their Net Zero journey.

### CONNECT

Further develop the LBP News Emails to provide relevant, informative and timely business news and support. Along with developing the LBP Events Programme to provide networking, training and health & wellbeing opportunities. Work with partners and businesses to share business knowledge and funding opportunities. Encourage Inter-park Trading & discounts and further develop the LBP Sponsorship Scheme to maximise BID income.

### SAFE

Maintain the 30 high quality CCTV cameras on the business park to help deter, identify and enable prosecution of crime. Review ways to improve the LBP CCTV Network further. Address speeding and parking issues on the park. Work with businesses and partners to identify crime trends and provide evidence to help support Police prosecutions.

## CONTACT DETAILS

Suzy Bastable, BID Manager for Lancing Business Park  
Tel: 07584 503729 Email: [suzy@lancingbusinesspark.co.uk](mailto:suzy@lancingbusinesspark.co.uk)





# Lancing Business Park – Business Improvement District BID

## WHAT IS A BID?

A Business Improvement District is an arrangement under which local businesses plan how to improve their own business and trading environment. Members of a pre-defined geographical area vote on the BID arrangement and this is then carried out in partnership with a local authority.

The BID gives all BID Levy payers equal weight over decisions that affect themselves, their employees and their customers. The BID Levy is a specific levy for projects identified and controlled by the businesses. It can only provide additional improvements and benefits to services already provided by local authorities and the Police. The BID cannot subsidise or substitute the existing provision. The BID has obtained Baseline Agreements from local authorities to ensure BID services offer additionality for BID Levy payers.

## IS IT JUST ANOTHER TAX?

The BID Levy monies collected are not sent to Central Government or retained by the Local Council. The BID Levy monies are merely collected by the Local Council and then directly passed to the BID to only spend on projects identified by the BID, agreed and voted for by the BID Levy payers.

## LANCING BUSINESS PARK BID?

Lancing Business Park BID is an industrial BID Area encompassing six roads on Lancing Business Park (see page 5). The BID will be run by the BID Body, Lancing Business Park Limited, which is a private not for profit company limited by guarantee, who will manage the delivery of the requested additional services and projects. It will be led by a private sector Advisory Committee elected by BID Levy payers and run for a 4 year 7 month period commencing on 1<sup>st</sup> September 2023.

The BID Manager will be responsible for delivering the aims, projects and aspirations of the BID and will report to a private sector Advisory Committee, elected by BID Levy Payers. The composition of the Advisory Committee (maximum 15) will mainly comprise of representatives from BID Levy Payers

including the BID Chairman and BID Manager along with a representative from:

- One representative from each of the 6 roads in the BID Area
- A mix of BID Levy Band Payers
- One representative from the District Council
- One representation from a local not-for-profit business partnership

By collecting a very modest BID Levy from all eligible businesses, the BID will generate over £400,000 of dedicated funding to be spent improving the Business Park over the next 4years 7 months. This work will result in high impact, high quality, and high profile projects that can be delivered quickly to meet current business needs.

Having significantly raised the standard of the business park over the past fifteen years, The BID priority is to maintain those standards and improve areas identified by businesses based on the park. The improvement projects set out in this Business Plan have been designed to meet the needs and views expressed in the 2022/23 LBP BID Survey. As a result of this consultations the four key objectives the BID will continue to tackle are:

- ACCESS
- CLEAN
- CONNECT
- SAFE

Details of each of these important action areas can be found on pages 12 & 13.

## CONTACT DETAILS

If you have any questions or comments about this proposal or the new BID Term process itself, then please do not hesitate to contact:

**Suzy Bastable, BID Manager for Lancing Business Park**

**Tel: 07584 503729 Email: [suzy@lancingbusinesspark.co.uk](mailto:suzy@lancingbusinesspark.co.uk)**

If you require more information about the overall BIDs process and its broader application within the UK, there is a wealth of information available at the following websites: [www.atcm.org](http://www.atcm.org) [www.britishbids.info](http://www.britishbids.info)

# The BID Area

The December 2014 Adur Employment Land Review (P86) reported that Lancing Business Park contains 1,832,017 sq.ft. of employment floorspace of which 50% is industrial, 36% warehouse and 6% office.

On 1<sup>st</sup> May 2023 Lancing Business Park increased overall employment floorspace occupancy to 99.6%, compared to 99% in 2018. With Industrial/Warehouse space reaching 99.7% and Office space at 96.9% occupancy.

## ROADS INCLUDED IN THE BID AREA:

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



## ALTERATION OF BID ARRANGEMENTS

The BID Area, BID Term and BID Levy cannot be varied during the BID Term without holding an alteration ballot. The BID Board can however adjust projects and spend as they feel appropriate, provided that the basic tenets of the Business Plan and its associated budgets are not compromised.

# The BID Levy

After implementing a 15% general levy reduction in 2013, the BID has made it a priority to maintain this low level of contribution from businesses. The BID has worked hard to implement efficiencies and raise additional income through the LBP Sponsorship Scheme and grants. With the current financial pressures facing businesses from the 2023 Business Rates Revaluation and Cost-Of-Living-Crisis, the BID will retain the same BID Levy Charges and will adjust the band thresholds to try as best as possible to retain businesses within the same band as the 2018-2023 BID:

## 2023 - 2028 BID LEVY (Per Annum):

£RV	BID Levy	Hereditaments
8501- 14,000	£212.50	42
14,001- 75,000	£425.00	121
75,001- 140,000	£637.50	17
140,000+	£2125.00	9
Total Hereditaments:		189

The BID Levy will remain unaltered and no inflationary index will be added for the 2023 – 2028 BID Term. Businesses will therefore pay the same BID Levy for the full 4 years 7months term.

The only time the BID amount will change is if the Valuation Office amends the RV, due to a material change to the property e.g. a split or merger; the effective date will be the date the Valuation Office gives as the date of change, or if the tenant is a registered Charity, the levy will be reduced by a mandatory and discretionary value in line with the Charitable Rate Relief, granted to them annually by the Council for Business Rates. The BID amount will start or end where a property is added to or deleted from the Rating List.

The BID Levy will be payable per property within the BID Area and based on the 2023 Rateable Value (RV). The liable party registered for Business Rates is liable for payment of the BID Levy. The BID Levy will be collected by Adur District Council, who will be responsible for enforcement action if needed. The BID Levy will be collected on the basis of daily charging to reflect changes in occupancy and RV.

To support the growth of Start-up and Micro businesses, Lancing Business Park BID will provide a BID Levy Exemption for businesses with an RV of £8,500 or less.

# 2018 – 2023 Progress

The 2018 - 2023 BID has successfully operated within its financial budget and retained a 38% reserve fund to safeguard against hyper-inflation, bad debts, drop in Sponsorship income and to enable future capital expenditure on CCTV, Signage and improvements to BID services. Progress on the approved four priority areas for continual improvement can be seen below:

## ACCESS

- 2022 Community Highways Scheme addressing access & highway visibility issues, improving safety, providing 3 HGV loading / waiting areas, one way measurers & refreshing all road & junction markings across the park
- Resolved Power Cuts in Marlborough Rd, Commerce Way & Peter Rd
- Helped address Flooding in Chartwell Rd, Blenheim Rd, Winston Business Centre & Peter Rd
- Formed the Partner Flooding Forum to address Commerce Way Flooding
- Resolved courier parking and Spencer Road junction visibility issues
- Co-ordinated approach to Full-Fibre installation minimising groundworks
- Liaised with West Sussex Highways to minimise impact of roadworks
- Funded Business Park signage maintenance
- Helped retain free & unrestricted parking in Marlborough Rd Car Park
- Reported highway repairs & raising maintenance priorities
- Addressed long-term parking on the park
- Helped clear abandoned vehicles and caravans throughout the park
- Co-ordinated BID approach protecting BID Area from residential development
- Responded to the A27 Improvements consultations.

## CLEAN

- Conducted regular site surveys to identify issues and address them
- Identified Fly-Tippers and action taken to prevent future incidents
- Helped provide fly-tipping clearance & additional litter picking across the park
- Liaised with businesses to address specific litter issues
- Funded weekly paper and card recycling with 100 tonnes recycled each year
- Funded all year round grounds maintenance of the 'grey' areas on the park
- Funded LBP Annual Big Clean to improve the business park's appearance
- Liaised with businesses to minimise odour and pest issues on the park.

## CONNECT

- Provided weekly LBP News emails to circa 350 business contacts to update on issues, business support and opportunities (opening rate now averaging 50%)
- Launched and maintained the LBP Coronavirus Business Support Factsheet to help businesses with information, support and advice throughout the pandemic
- Launched the LBP Sponsorship Scheme raising £29,500 additional income so far
- Secured £8,428 of grant funding to supplement BID income
- Provided funding advice and application support to businesses on the park
- Upgraded the LBP Website and launched the Sponsors, Property & Job pages
- Hosted free business and leisure events, meetings and workshops
- Supported business growth plans and helped identify suitable expansion sites
- Encouraged new businesses onto the park raising the occupancy rate to 99.6%
- Promoted Inter-park Trading and business park discounts
- Connected and promoted businesses via LBP social media channels
- Liaised with businesses, landlords, partners and residents to resolve park issues
- Attended local & regional business partnership meeting to raise business issues
- Published the LBP Looking to the Future discussion paper to kick start investment into the wider Lancing area
- Connected local students to business on the park
- Supported 'LBP's Charity Of The Year' throughout the BID Term.

## SAFE

- Monitored the park throughout the pandemic to help keep premises safe
- Encouraged a '20mph is Plenty' ethos across the park
- Addressed speeding and unsafe parking issues
- Upgraded the LBP CCTV network to 30 high quality cameras across the park
- Expanded LBP Defibrillator Network to 16 sites across the park
- Supported businesses and liaised with the Police to address crime on the park
- Utilised the LBP Text Alert Service to communicate urgent issues to businesses
- Worked with Partners to deter Traveller incursions
- Monitored & reported highway issues and potholes which qualify for repair
- Arranged for the roads on the park to be referred for carriageway assessment
- Helped maintain safe pedestrian & wheelchair access across the park
- Installed a bollard to prevent vehicles using the Elm Grove pedestrian access
- Provided winter management guidelines, alerts and updates
- Co-ordinated emergency support for the 2020 Chartwell Rd Fire.



# Issues Supported



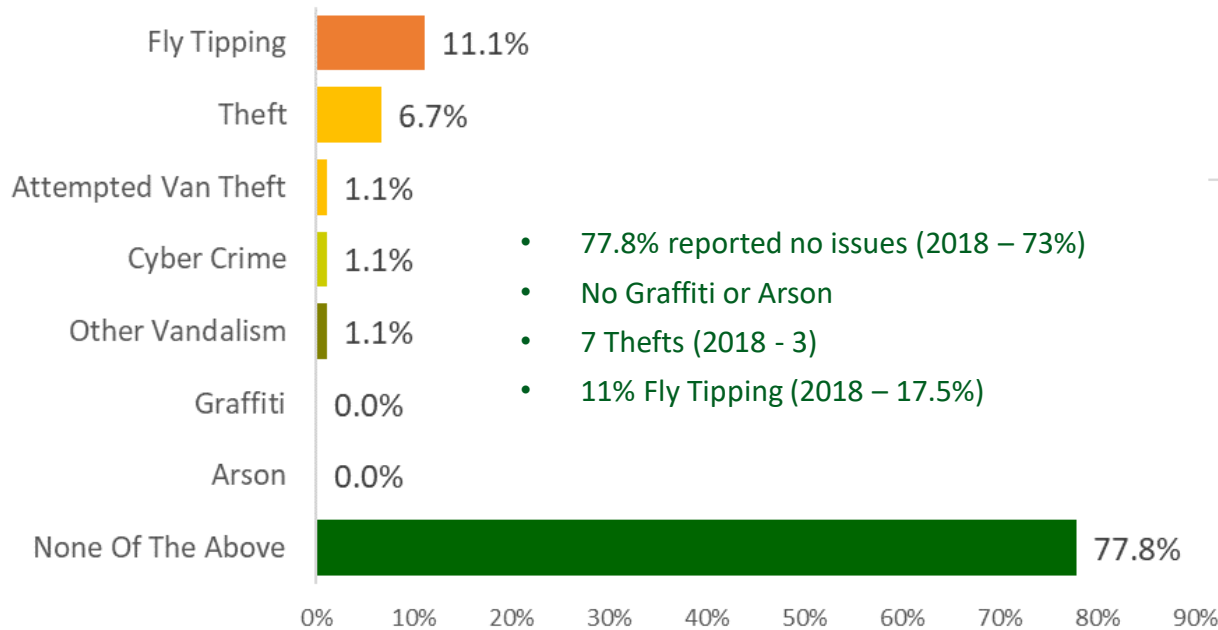


# 2022 / 2023 LBP BID Survey

Lancing Business Park BID conducted an online survey (via Google Forms) between 28<sup>th</sup> October 2022 and 31<sup>st</sup> April 2023. This survey was aimed at businesses based on the park to review BID services, support and priorities. 90 responses were received to the survey, including 60% of the BID Levy Payers on the business park, compared to 50% in the 2018 LBP BID Survey.

Have you been the victim of any of the following issues in the past year?

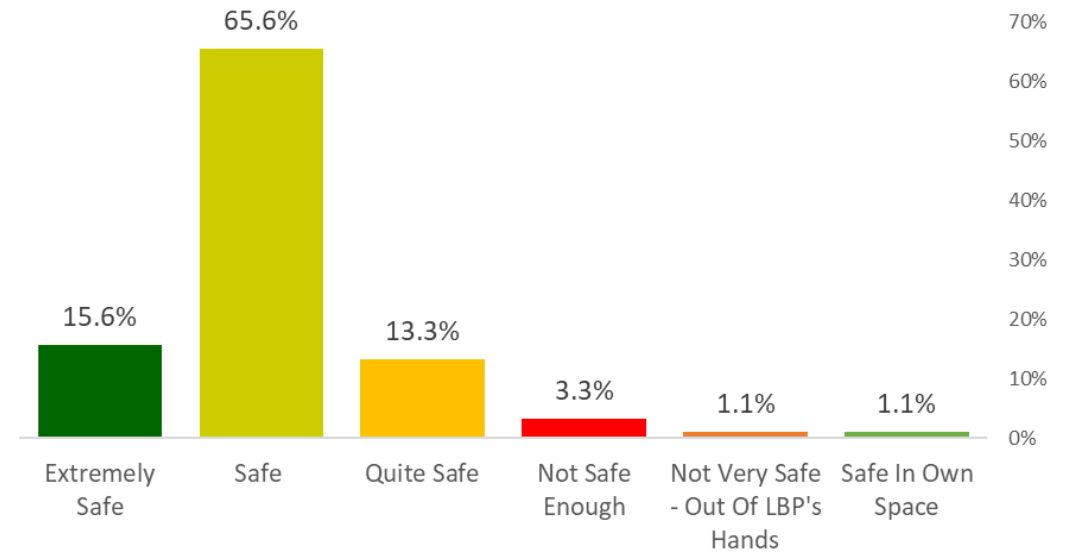
Answered: 90



- 77.8% reported no issues (2018 – 73%)
- No Graffiti or Arson
- 7 Thefts (2018 - 3)
- 11% Fly Tipping (2018 – 17.5%)

How safe do you feel your business and staff are on Lancing Business Park?

Answered: 90



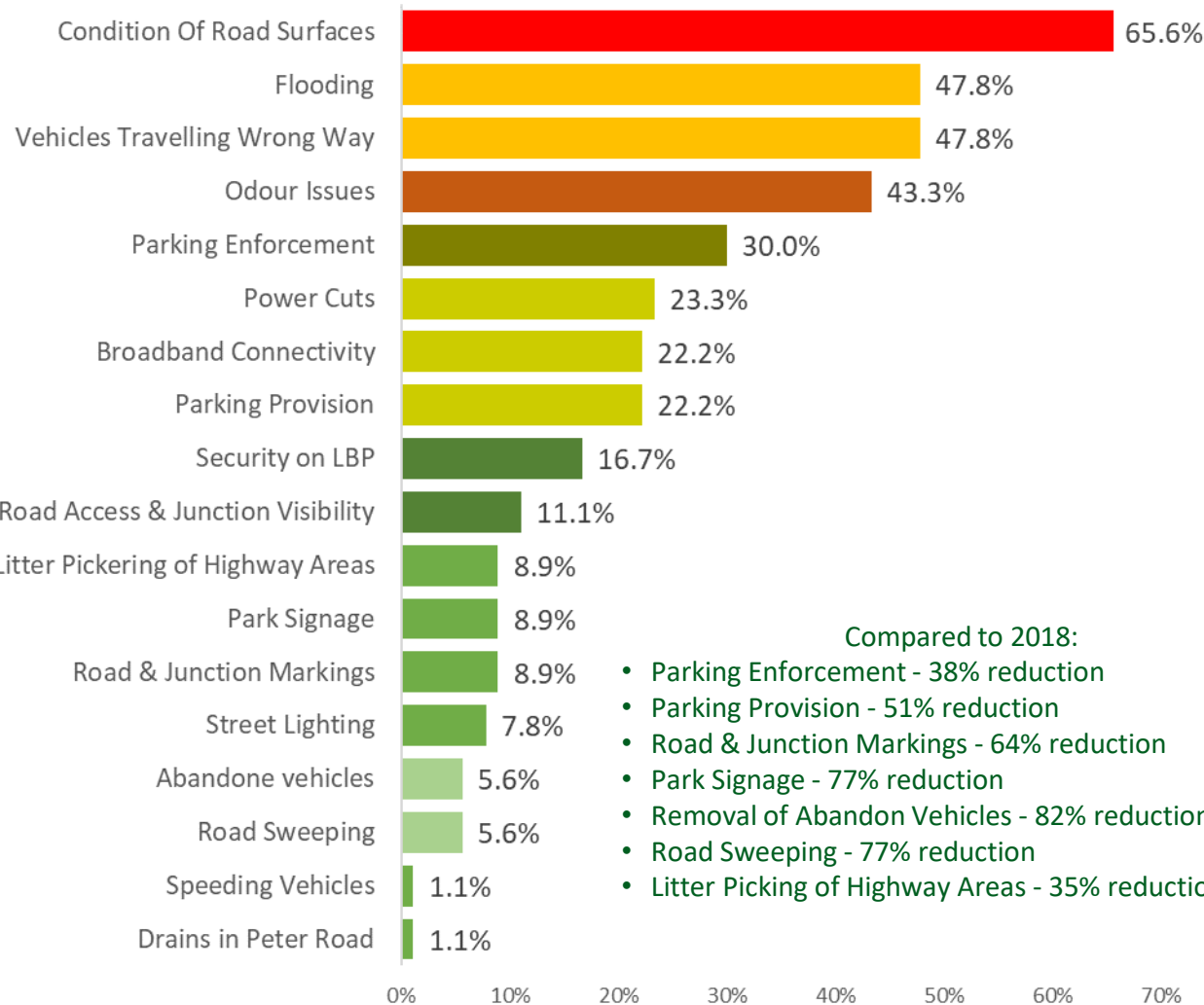
- Extremely Safe – 15% increase on 2018
- Safe – 11% increase on 2018

## Which of the following do you feel requires improvement on Lancing Business Park?

Answered: 90

### Top 3 Priority Areas For Improvement:

- Condition of Road Surface
- Flooding
- Vehicles Travelling The Wrong Way

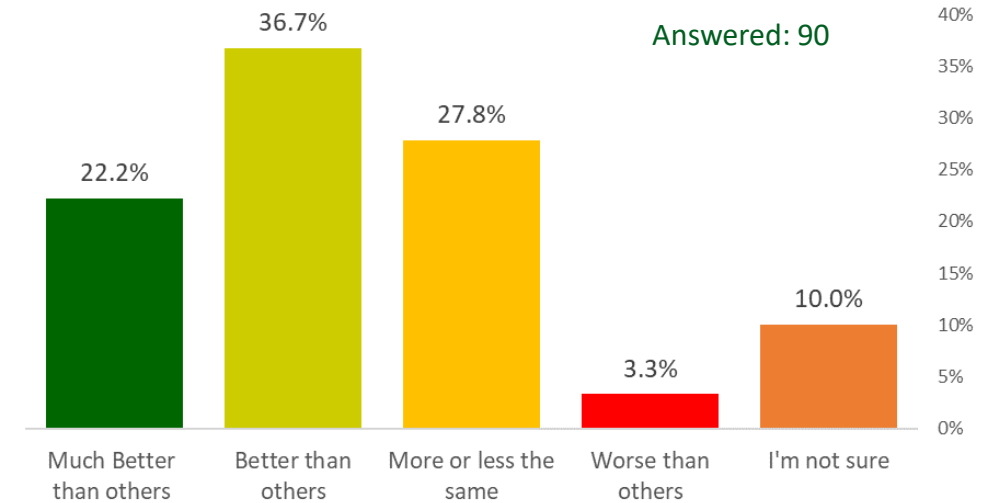


### Compared to 2018:

- Parking Enforcement - 38% reduction
- Parking Provision - 51% reduction
- Road & Junction Markings - 64% reduction
- Park Signage - 77% reduction
- Removal of Abandon Vehicles - 82% reduction
- Road Sweeping - 77% reduction
- Litter Picking of Highway Areas - 35% reduction

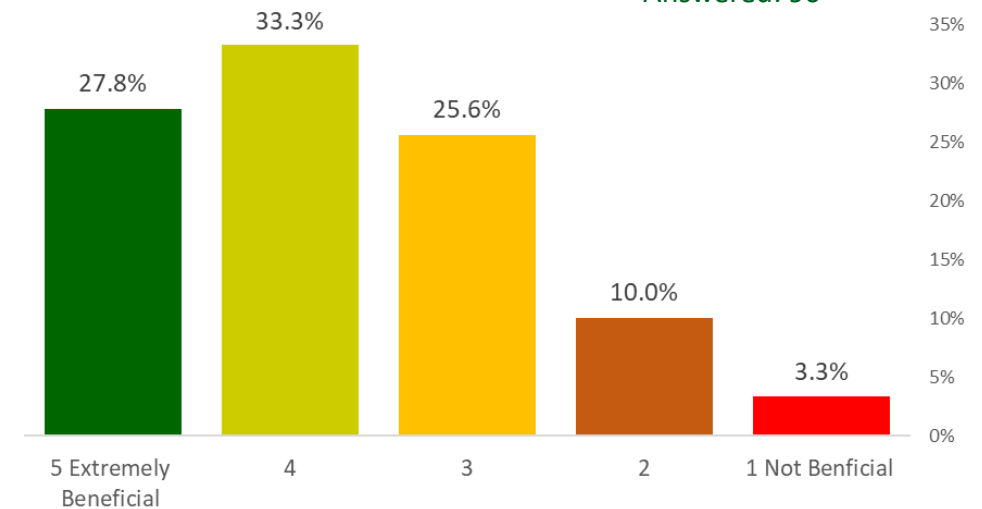
## Compared to other business parks / industrial estates, how well maintained do you think LBP & its grey areas are?

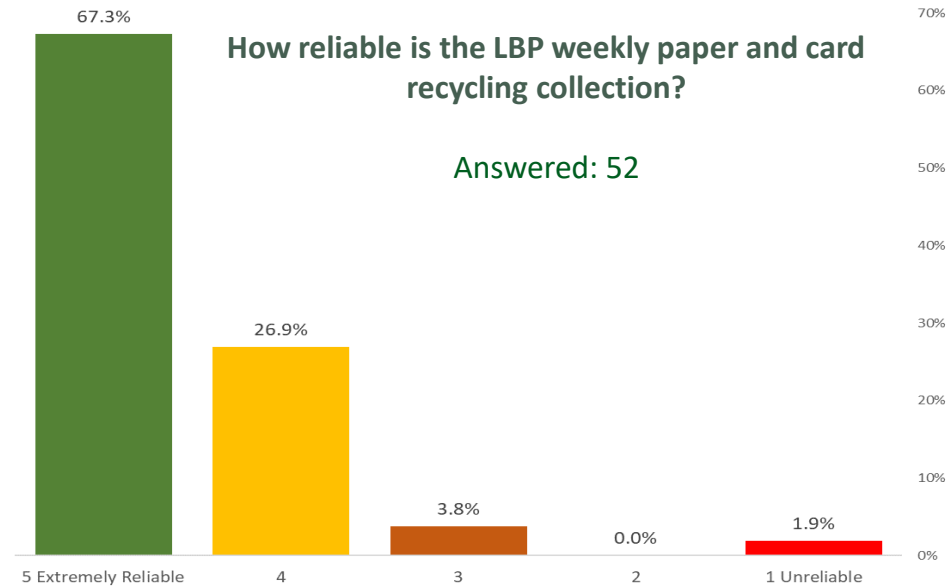
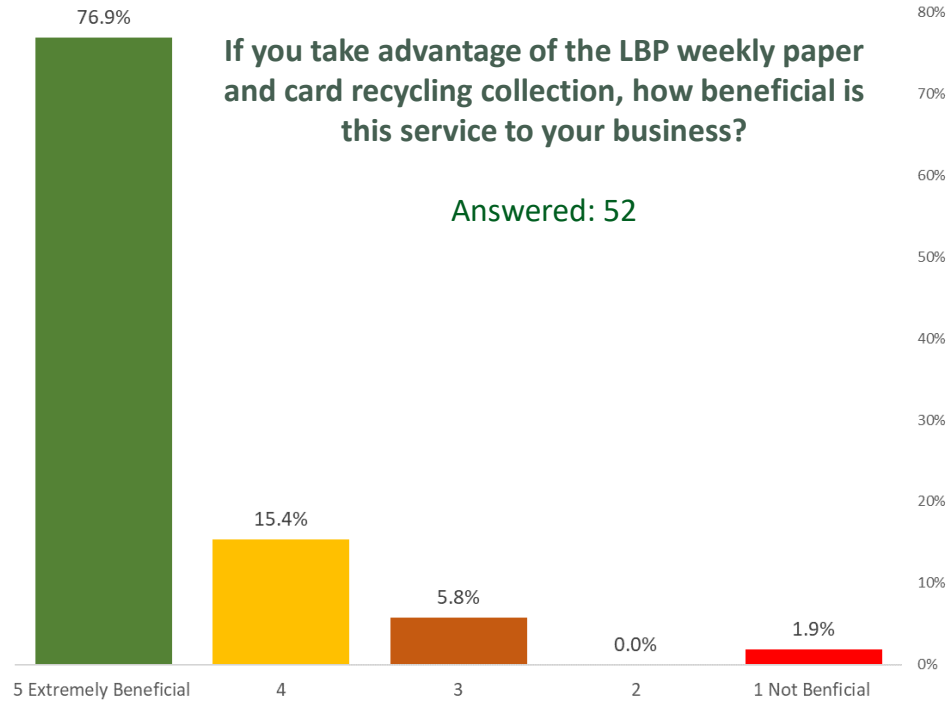
- Exceeding others parks - 47% increase on 2018
- Worse than other parks – 62% reduction on 2018



## How beneficial do you feel the LBP Community Highway Scheme has been for the park?

Answered: 90



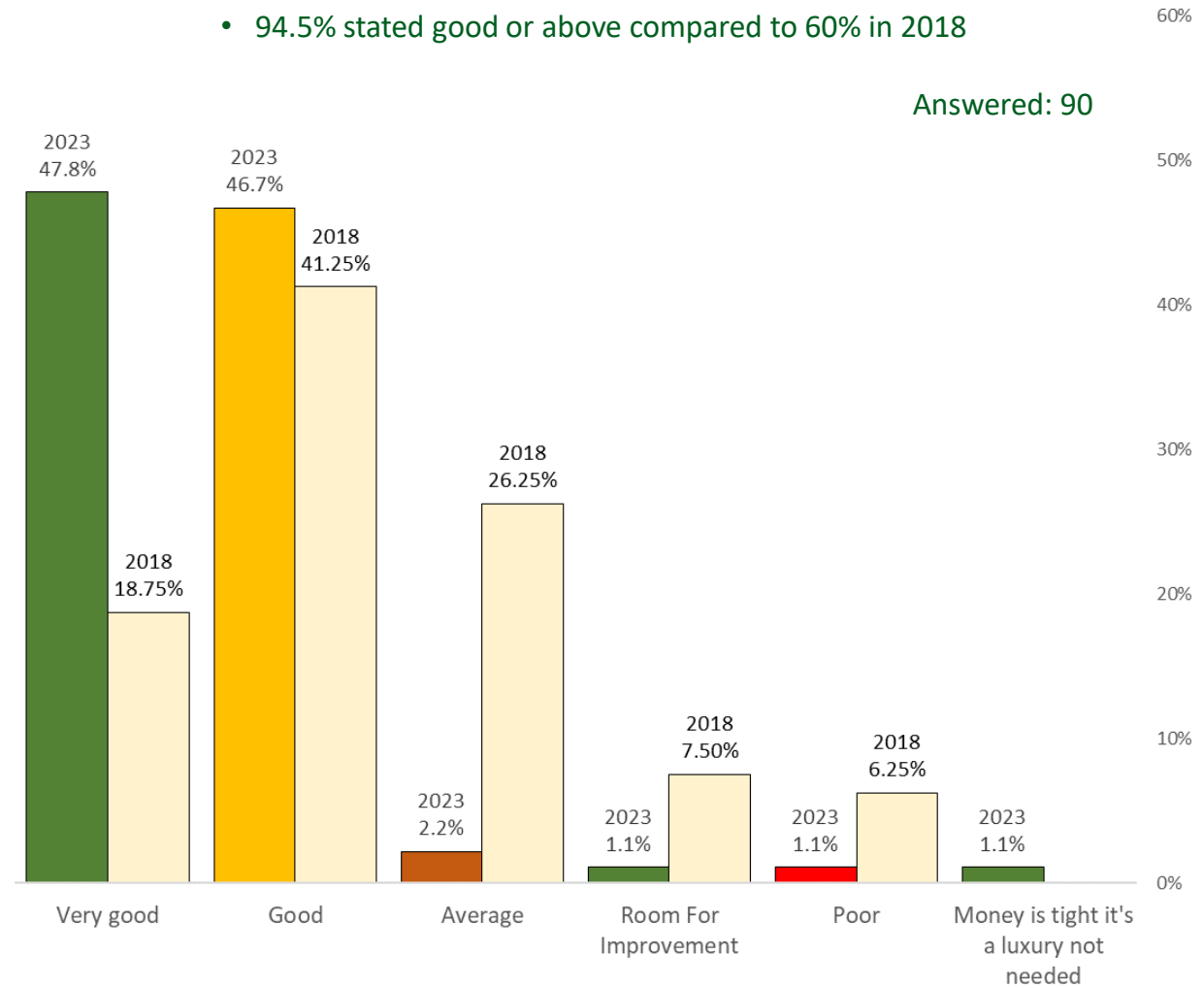


**57.5% Increase in LBP Business Satisfaction**

Overall how would you rate Lancing Business Park BID?

- 94.5% stated good or above compared to 60% in 2018

Answered: 90

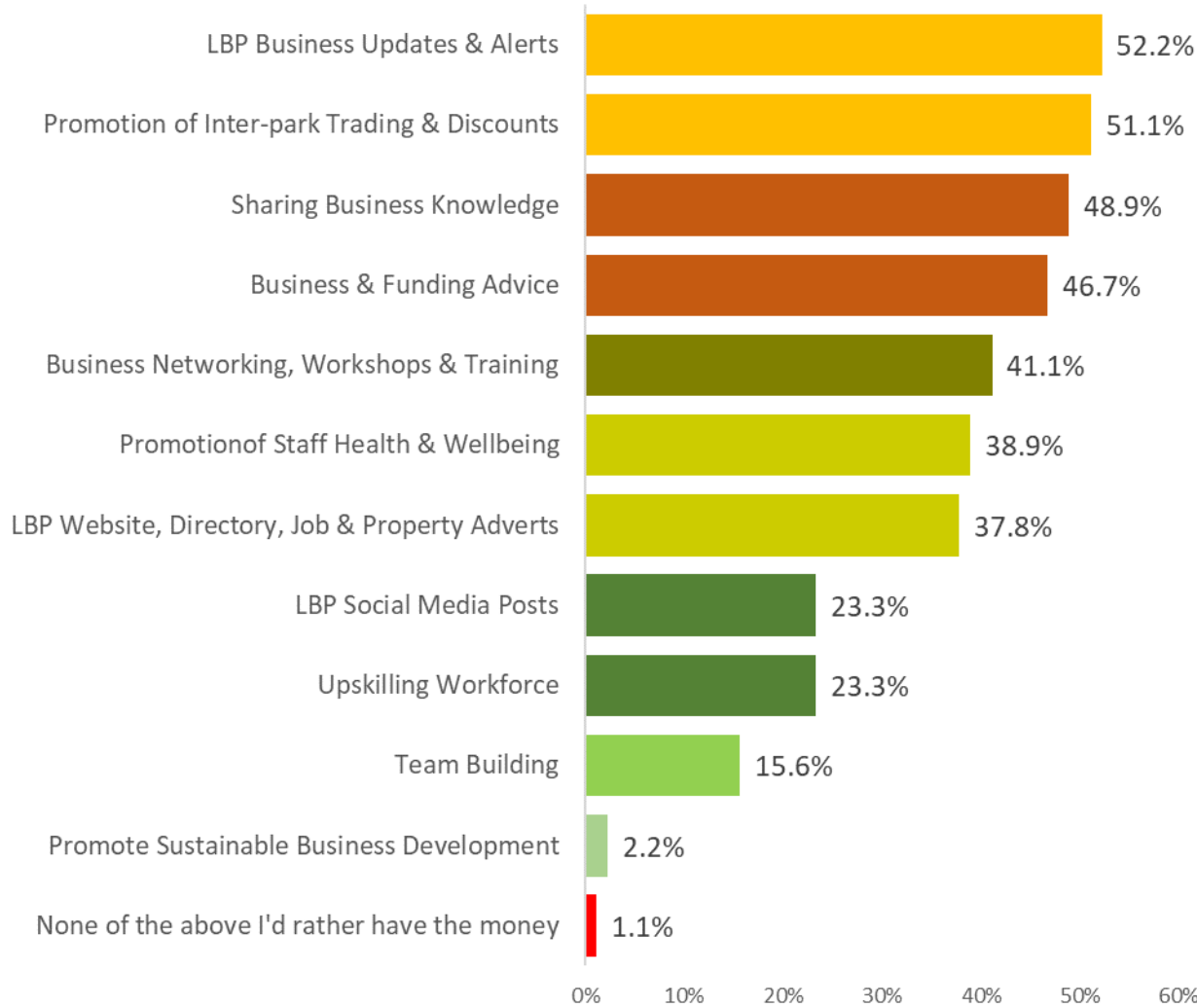




# 2023 -2028 Priorities

What services would you like included in the 2023 - 2028 LBP BID?

Answered: 90

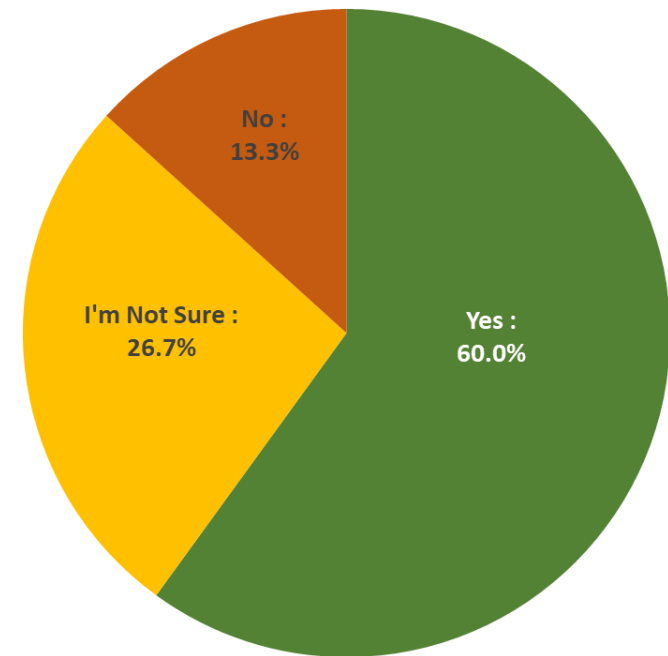


**Top 3 Priority Areas For Improvement:**

- Condition of Road Surface
- Flooding
- Vehicles Travelling The Wrong Way

Is your business interested in learning more about sustainability and how to save money whilst planning for Net Zero?

Answered: 90



# 2023 – 2028 LBP BID Proposal

## WHAT WILL HAPPEN GOING FORWARD AND WHY?

### ACCESS

The 3 priority areas for improvement in the 2022/23 LBP BID Survey all fall within the Access objective. 65.6% stating that the condition of road surface needs improving, 47.8% stated flooding needs addressing and 47.8% stated there needs to be further work done to reduce the number of vehicles travelling the wrong way around the one-way system. This was closely followed by odour issues, parking enforcement, power cuts, broadband connectivity and parking provision across the park.

In 2011 West Sussex Highway invested circa £100,000 to repair the roads across the park. Over the past twelve years the high level of HGV movements, 3000 staff and additional delivery and visitor vehicles driving on the park each day, have resulted in significant deterioration of the road surface, with large scale potholes and joint cracks appearing throughout the park, which currently do not qualify for repair due to the concrete road base. These issues cause damage to vehicles and areas of danger where vehicle swerve to avoid issues on the road. In May 2023 West Sussex Highways implemented preventative works to safeguard Winston Road, the only road on the park that hasn't suffered significant deterioration. The BID has recently received confirmation that West Sussex Highways have referred the remaining roads on the park for carriageway assessments. LBP will continue to work with West Sussex Highways to encourage these works and minimise impact to businesses.

In March 2023 the BID established the LBP Partner Flooding Forum to address the severe flooding issues in Commerce Way. LBP will continue to work with partners to help resolve this issue and encourage regular maintenance of the gullies across the park.

In the 2022 LBP Community Highway Scheme, West Sussex Highways refreshed all the road and junction markings across the park and added one-way arrows in the one-way system to reduce the number of vehicles traveling the wrong way. LBP also identified problem access points and has implemented new signage to help combat this issue. LBP will continue to monitor this issue and address findings.

LBP will continue to work with businesses and partners to help address all access issues raised in the 2022/23 LBP BID Survey.

### CLEAN

In the 2022/23 LBP BID Survey, 58% of respondents stated that LBP is maintained 'much better or better' than other business parks/industrial estates. 8.9% of respondents stated litter picking of highway areas needed improvement and 5.6% stated road sweeping. 76.9% of respondents stated that the LBP Paper & Card Recycling Scheme was extremely beneficial, with 94% rating the service as extremely reliable or better than average. 60% of respondents stated they are interested in learning more about sustainability and how to save money whilst planning for Net Zero.

The deterioration of the road surfaces across the park is causing stones to be sprayed across the roads and pavements, making the roads unsightly and causing issues to businesses, pedestrians and cyclists. LBP will continue to report these issues and request they be cleared whenever possible.

The BID is committed to providing a clean environment in which we work and will continue to make 'Clean' a priority objective for the BID, to raise standards further and help business work towards their Net Zero targets.

The BID will continue to work with businesses and partners to provide services such as :

- The LBP Paper & Card Recycling Scheme for BID Levy payers and look at ways to help increase recycling targets
- Regular business park site surveys to identify issues and address them
- Monitor and report issues on the business park i.e. fly-tipping and litter
- Promote Net Zero information, training and funding opportunities
- Fund an annual LBP Big Clean of the business parks roads and pavements
- Fund a Grounds Maintenance Contractor to:
  - Maintain the 'grey' areas of the park
  - Provide seasonal planting
  - Undertake regular grass cutting
  - Assist with the annual LBP Big Clean
  - Provide additional litter picking when required



## CONNECT

The 2022/23 LBP BID Survey respondents requested the following top six services from the next BID Term:

- LBP Business Updates & Alerts – 52.2%
- Promotion of Inter-park Trading & Discounts – 51.1%
- Sharing Business Knowledge – 48.9%
- Business & Funding Advice – 46.7%
- Business Networking, Workshops & Training – 41.1%
- Promotion of Staff Health & Wellbeing – 38.9%

The 2022 LBP Charity Golf Day was a resounding success with more than 20 businesses helping to raise £4,867 for the LBP Charity of The Year. LBP are looking to provide similar events throughout the New BID Term to bring businesses together, but with differing activities to ensure inclusion of all types of business based on the park.

LBP aim to connect businesses and provide the support requested by:

- Further developing the LBP News Emails to provide relevant, informative and timely business news, training, funding & support opportunities
- Developing LBP's Events Programme to provide networking, training and health & wellbeing opportunities on the park
- Working with partners and businesses to identify opportunities to share business knowledge
- Working with partners to identify funding opportunities and promote these to businesses on the park
- Encouraging Inter-park Trading & discounts
- Promoting businesses based on the park through the LBP News and social media channels.
- Further develop LBP's Sponsorship Scheme to promote businesses, provide no-conflicting external supply chain opportunities and raise essential additional income to help fund BID projects
- Providing the Text Alert Service to update businesses on urgent issues
- Representing Lancing Business Park on local and regional business partnerships, to raise awareness of business park issues, and identify business initiatives
- Support the work of local education providers to connect students to businesses on the park.

## SAFE

In 2020 LBP replaced all the existing CCTV cameras on the park and increased the network to 30 cameras. These improvements, coupled with the BID Manager's time has helped to resolve a number of long term issues on the park and prevent crime. 81.2% of the respondents to the 2022/23 LBP BID Survey reported feeling extremely safe or safe on the business park, with 13.3% feeling quite safe.

77.8% of responses state that none of the previous issues highlighted on the park have been experienced in the past year. 16.7% of respondents stated that security on the park needs improving.

LBP would like to build on previous success in the next BID Term, to reduce theft and further reduce fly-tipping on the park. LBP will continue to work with the Police to address issues and provide CCTV evidence to support prosecutions.

The BID will continue to make 'Safe' a priority objective by providing support such as:

- Maintaining the CCTV cameras and reviewing options for further improvement
- Utilising the CCTV footage to help deter, identify and enable prosecution of crime
- Promote LBP's network of defibrillators on the business park
- Publish an up to date defibrillator map of the business park
- Work to address speeding and parking issues on the park
- Reduce the risk of vehicles travelling the wrong way
- Work with businesses and partners to identify crime trends
- Help to raise the perception of safety on the business park
- Liaise with the Police regarding business concerns.

The services and support listed in this BID Proposal are in no means exhaustive. The LBP BID Committee will continually review issues and services to ensure the BID continues to provide relevant support, to meet current and future business needs.



# 2023–2028 Budget Projections

	2023-24 (7 months)	2024-25	2025-26	2026-27	2027-28
BID Levy Income	50,048	85,797	85,797	85,797	85,797
Sponsorship	4,667	8,000	8,000	8,000	8,000
<b>TOTAL INCOME</b>	<b>54,715</b>	<b>93,797</b>	<b>93,797</b>	<b>93,797</b>	<b>93,797</b>
<b>PROJECTS</b>					
Safe	3,717	6,563	6,759	6,962	7,171
Access	1,458	2,575	2,652	2,732	2,814
Clean	7,875	13,905	14,322	14,752	15,194
Connected	2,917	5,150	5,305	5,464	5,628
Recycling	12,833	22,660	23,340	24,040	24,761
<b>PROJECT COSTS</b>	<b>28,800</b>	<b>50,853</b>	<b>52,378</b>	<b>53,949</b>	<b>55,568</b>
Staffing	19,167	33,843	34,859	35,904	36,981
Office Costs	1,013	1,789	1,843	1,898	1,955
Legal & Professional Levy collection fees	393	693	714	735	757
Bank Charges	1,517	2,678	2,758	2,841	2,926
Insurance	117	206	212	219	225
Other	467	824	849	874	900
	700	1,236	1,273	1,311	1,351
<b>TOTAL EXPENDITURE</b>	<b>52,173</b>	<b>92,122</b>	<b>94,886</b>	<b>97,732</b>	<b>100,664</b>
<b>NET SURPLUS/ DEFICIT</b>	<b>2,524</b>	<b>1,675</b>	<b>-1,089</b>	<b>-3,936</b>	<b>-6,867</b>
<b>CUMULATIVE</b>	<b>2,542</b>	<b>6,033</b>	<b>4,944</b>	<b>1,008</b>	<b>-5,859</b>

# 2023 BID Ballot



## TIMETABLE:

- 13<sup>th</sup> June 2023 - Despatch of Ballot Papers
- 14<sup>th</sup> June 2023 - First Day of Ballot
- 3<sup>rd</sup> July 2023 - Latest Date to Appoint Proxy
- 7<sup>th</sup> July 2023 - Deadline for Issue of Replacement Ballot Papers
- 8<sup>th</sup> July 2023 - Latest Date to Cancel Proxy
- 13<sup>th</sup> July 2023 - Close of Ballot at 5pm
- 14<sup>th</sup> July 2023 - Issue of Result by 5pm

Adur District Council have appointed CIVICA Electoral Services to independently conduct the BID Ballot via a confidential postal vote. Ballot papers will be sent out to the appropriate person/ organisation with any relevant documentation on 13<sup>th</sup> June 2023, to be returned no later than 5pm on 13 July 2023, with the result of the ballot being published on 14 July 2023, on the Lancing Business Park website and communicated to businesses liable for payment of the BID Levy.

Each property listed for Business Rates with the Council on the 16<sup>th</sup> May 2023 and with an RV of £8,501 or more, will qualify the liable party registered for Business Rates, to a vote in the BID ballot, except those receiving Charity Rate Relief. Therefore companies with multiple Business Rates listings, will qualify for multiple votes in the BID ballot. A proxy vote is available and details will be sent out with ballot papers.

For the ballot to be successful and enable Lancing Business Park BID to continue, it must meet the two tests, 'a majority in favour (51%) of those that vote' and 'the aggregate rateable value of those that vote in favour, must be greater than the aggregate value of those that vote against'.

If successful, the BID will operate for a four year seven months term, commencing on 1<sup>st</sup> September 2023 and expiring on 31<sup>st</sup> March 2028.

# Key Performance Indicators

Managing the Lancing Business Park BID through the Key Performance Indicators is critical. The BID Committee understand the need to monitor and communicate activities undertaken to demonstrate the value of the BID.

The following indicators have been identified as best reflecting the activities valued by the businesses operating on Lancing Business Park:

- 1. Business Satisfaction Survey & Feedback:** Throughout the BID Term the BID Manager will look for opportunities for feedback, to ensure the BID focuses resource on any emerging matters that will improve the business park. A Satisfaction Survey will be undertaken during the final year of the BID Term, to gain vital feedback on the progress that Lancing Business Park BID is making against the projects outlined in the BID Proposal. Survey results with comparison to previous surveys, will be published on the LBP website.
- 2. Crime:** The Committee will work closely with the local Police to ensure that Police presence is maximised on Lancing Business Park and to minimise criminal activity on the business park. The BID will provide CCTV footage of criminal activity to the Police within 72 hours of a request, to enable prompt investigation and evidence for court action.
- 3. Recycling Volumes:** Lancing Business Park BID acts as a conduit to encourage all businesses on the park to recycle waste wherever possible to help minimise their general waste costs and improve their carbon footprint. The BID offers a weekly recycling collection service to all BID Levy payers. Statistics reporting the annual waste recycled volumes will be reported at the AGM.
- 4. Communications:** Publicising business park news, the business directory, discounts, jobs, property vacancies and events is critical to the success of the Connect project. The following statistics will be generated on a quarterly basis to report the success of the BID's communication:
  - Website Visits
  - Email Opening Rates
  - Social Media Interactions

**5. Event Attendance:** The BID plans to expand the networking and business workshop/training opportunities offered to businesses on the business park. Attendance at these events will be monitored and reported annually.

**6. Business Park Occupancy Level:** Lancing Business Park BID is committed to ensuring that the BID Area remains an attractive location for businesses to operate. The BID works with businesses and property agents to promote vacant properties and ensure swift tenancy. Occupancy rates will be calculated and monitored on an annual basis.

## BASELINE AGREEMENTS

The following baseline agreements will be published on the LBP website to ensure the services provided by the BID offers additionality and do not duplicate or replace local authority provision:

- **Adur District Council:**
  - Street Cleansing
- **West Sussex County Council:**
  - Signage & Street lighting on adopted highway
  - Road maintenance on adopted highway
  - Footway maintenance on adopted highway
  - Associated drainage on adopted highway

We hope this plan demonstrates how seriously the BID takes its responsibilities. The BID is committed to delivering support and services that are fit for purposes and best value, to support the success of your business.

Please feel free to call the BID on 07584 503729 to discuss the information contained within this document or if you would like support with a business issue.

