

middlefield **BID**

BALLOT PROSPECTUS
2015–2020



Middlefield Industrial Estate

BID Vote



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Middlefield Industrial Estate BID Steering Group

Current BID Group Members

The BID Steering Group which has coordinated this project and acts as the BID Proposer, will, subject to a positive ballot, form a company, Middlefield Industrial Estate Ltd. This will be the BID body for the purposes of the BID Statutory Provisions and will be a company limited by guarantee. The board of the company will be open to all businesses in the BID area as a third of the board members retire by rotation each year. The current group members are as follows:

Name	Company
Group members	
Michael Tucker	Manor Concepts
Bill Freeman	Format Print
David Howard	DW Mouldings
Darren Bishop	ELS Displays
Sian Pritchard	Harry Major Machine UK
Mark Mckeown	Impulse
Chris Annis	Marshalls plc
Ian Parker	Harvey Wire
Susan Attew	Watkiss Automation
Mark Chapman	Marshalls plc
Nick Daldry	B S Motors
Cllr Naomi Shepherd	Central Bedfordshire Council
Advisors	
Donna Wilkinson	Central Bedfordshire Council
Ian Ferguson	Partnerships for Better Business Ltd

Forward

Middlefield – a strong base for a strong future Ballot 2015 - 2020

Message from the Chair

Middlefield Industrial Estate is one of the most significant employment areas in eastern Bedfordshire and yet it has no profile, little support and faces increasing challenges. Everyone has been hit by the recession and we need to make sure that we have as much help as possible to grow and develop turnover and profit here in Middlefield. Moving away due to growth of our businesses or because the area is no longer suitable is a very costly exercise and may not be an option for some.

I know that if we pool our collective commercial skills in taking control of the development of this estate as a key industrial area, then the prospects for us all will be that much better. With the smallest business only paying around £200 a year and the potential of seeing at least a two-fold return on investment, then a BID has to be the answer.

We have and will have some serious challenges on this estate. Where we are hidden away it gives rise to security issues. In some ways this will be helped by the closer proximity of the new housing development but this may also present other challenges such as noise at night. It is important that we all work together to present a really influential voice so that we can work with the Police and other agencies to ensure that we have an effective working environment and we can raise the profile of the companies based here.

Over the last few months the Steering Group has met with individual business people across the estate to identify the improvements that will be addressed through the BID. The Steering Group has also worked closely with Central Bedfordshire Council to baseline the services provided through the rates and this information has been used to help draw up this BID Business plan.

It is essential that the activity delivered by the BID is additional to the work of Central Bedfordshire Council. In places where BIDs are already established such as Brackmills Industrial Estate, Northampton, it has been proven that if the BID works with the local authority it can drive even more value from the services they deliver in addition to the activity of the BID itself.

With your help we have created a business plan which is fit for the next five years, and which will enable businesses to tackle the challenges together and take advantage of new opportunities which emerge. So please read this plan carefully and consider your future. This is all of our futures and I urge you to take hold of this opportunity, look out for the ballot papers which will be in the post at the end of February and make sure that you tick the box that says 'YES' to a Middlefield which provides a great base for your business.

Michael Tucker
Chair of Middlefield BID Steering Group
MD of Manor Concepts

2. Executive summary

BID background

Business Improvement Districts are driven by participating businesses who work together to draw up a business plan which is voted on and, if agreed, is then funded through a levy based on business rateable values, as well as leveraging in additional funding where possible for investment into the delivery of projects for the benefit of businesses.

This levy will be collected by Central Bedfordshire Council and paid directly to the Business Improvement District Company, Middlefield Industrial Estate Ltd (the BID Company for Middlefield). Middlefield Industrial Estate Ltd will be a not-for-profit company and will be accountable to the businesses in the Middlefield BID area to manage the business improvement district business plan

There are now over 170 BID areas in existence and two of the largest BIDs in the country are in industrial estate areas, Brackmills and Manor Royal Gatwick. The aims and objectives set-up by businesses in their BID business plans vary from place to place. Many BIDs have been operating for more than five years having gone through a renewal ballot. In virtually all cases, those BIDs seeking renewal have received an even greater endorsement in the second vote than they did in the initial vote, demonstrating the ability of the process to deliver on promises and contribute to improved business performance and profitability. BIDs have brought significant benefits to the trading environment of the businesses based in these locations.

Further details about BIDs are available on the official National BIDs Advisory Service ATCM web site: www.atcm.org

The benefits of the Middlefield Business Improvement District

The economy is now slowly recovering from an economic recession like no other and with the recovery comes new opportunities. Middlefield is well placed to raise the profile of its businesses and its profile as a place to do business.

The BID business plan has been developed to ensure that it:

- is balanced to cover all business sectors
- clearly defines the role of the BID
- seeks to create and take advantage of new opportunities
- has focused activities that will remain relevant for the next five years
- has deliverable and achievable objectives

It has been prepared in line with best practice and guidelines of the 'Industry Criteria and Guidance Notes' prepared for the British Retail Consortium (BRC) and the Inter-Bank Rating Forum (IBRF).

A set of definitions for terms used throughout this document is contained in Appendix 1.

The plan clearly lays out a business-led programme of investment to tackle issues identified by businesses with the aim of creating a positive and more profitable trading environment to potentially benefit all business sectors. To achieve this, in year one, the BID levy will be 2% of rateable value for businesses above £10,000 rateable value (capped at a rateable value of

£200,000) and £200 for businesses with a rateable value of between £3,000 and £10,000 with all charges rising in line with inflation each year for five years.

Finance

This levy will be collected by Central Bedfordshire Council on behalf of the Business Improvement District (BID) then paid directly to the BID Company in its entirety (less the cost of the levy collection which the Council is permitted to charge for). This charge is payable by non-domestic rate payers in the defined BID area, regardless of whether or not they voted in the BID ballot, or how they actually voted. It is collected by Central Bedfordshire Council in much the same way as business rates.

The budgeted income over the five-year period of the BID is planned to be in the order of £400,000. The yearly income will be made up of some £70,000 from the levy revenues and a sum averaging around £10,000 from voluntary private and public sector contributions. (See income and expenditure charts in Section 11)

The BID Company for Middlefield Industrial Estate will be a not for profit company, directed and controlled by nominated business people who manage the business improvement district business plan and are directly accountable to the businesses trading in Middlefield .

The manner in which the BID Levy charge is calculated is defined in Section 12

The area

The Middlefield industrial estate comprises of approximately 100 acres of industrial space located on the eastern side of Sandy, Bedfordshire and is home to approximately 120 companies. There is a significant number of these companies involved in engineering or the construction industry. A few of them are part of national companies but many are independent with a national and international customer base. It is estimated that currently there are around 1,000 people employed on the estate.

The Middlefield BID vision

Through a business-led programme of investment our vision is:

‘To create a safe, secure, effective and smart operating environment on Middlefield Industrial Estate which supports and attracts businesses and investment’.

Strategic objectives and activities

The BID investment programme will be delivered by working with partners to address two key strategic objectives and their related activities:

Objective 1 – Safe and secure working environment

To provide a safe and secure working environment for all businesses, vehicles, visitors and people who work in Middlefield Industrial Estate.

Objective 2 – Smart and effective for businesses

To provide a smart and effective operating environment for businesses and for people who work in Middlefield Industrial Estate.

Subject to a successful vote in March 2015, the new BID will start on 1st June 2015.

3. How a BID works

The “lifetime” of the BID is prescribed by the Regulations and is set at no more than five years. It is possible for a BID to be extended by proposing a new Business Plan at the end of the five years, with a renewal ballot taking place in much the same way as the initial one.

The purpose of a BID is to provide new or expanded works and services or environmental enhancements within the prescribed BID area, funded via a BID levy. We intend that all services/improvements within the Middlefield BID will be additional to those already provided by Central Bedfordshire Council.

The vote

A mandate to form the BID Company and deliver the Business Plan is required from those companies that trade within the BID boundary and are likely to have to pay a levy to pay for it. This takes the form of a 28 day postal ballot.

In order for the proposals set out in this Business Plan to go ahead, more than 50 per cent of business ratepayers who vote have to vote ‘yes’. Those in favour also have to represent at least 50 per cent of the combined ‘rateable values’ of those who vote. If these two criteria are met, the Business Plan is activated and all businesses in the area concerned will be required to pay the levy, regardless of whether or not they voted or how they voted if they did.

The persons entitled to vote, and be liable for the levy, are the ratepayers of non-domestic premises in the Business Improvement District. Properties with a rateable value of less than £3,000 will be excluded from the vote and levy.

The council’s returning officer will be the ballot holder for the Business Improvement District vote, Central Bedfordshire Council’s Electoral Registration Officer, Richard Carr. Details of voting procedures and how you can confirm persons entitled to vote can be found by contacting Central Bedfordshire’s Revenues Team on 0300 300 8011 or by e mail at revenue.team@centralbedfordshire.gov.uk

Alteration of arrangements

The Business Improvement District, its boundaries, business plan and the levy percentage cannot be altered without an alteration ballot. The BID board can, however, adjust projects and spend as they feel appropriate, provided the basic tenets of the plan and its associated budgets are not compromised.

The levy

A levy of 2% of rateable value (R.V) is proposed for businesses which comply with the levy criteria laid down in Section 12 and have an R.V of £10,000 or more, up to a rateable value of £200,000. There will be a cap on the levy for those businesses with an R.V above £200,000. Any business with an R.V of between £3,000 and £10,000 will have a levy of £200. Any property with a rateable value of less than £3,000 will not be charged a levy. This levy arrangement will generate around £400,000 in ring-fenced funding over the life of the BID. This will be used to fund the projects identified in this Business Plan and run the BID Company. Details of the levy criteria can be found in Section 12.

Duration

Our proposal is for the Middlefield Business Improvement District plan to operate for five years to commence on the 1st June 2015. After five years, in 2020, it can be extended or renewed but only after being subject to a renewal ballot.

Timescales

Action	Schedule
Establish Register of Businesses as specified in BID proposal	By end of Oct 2014
Notice by BID Proposer to Billing Authority & Secretary of State of intention to hold ballot (at least 84 days before Ballot Holder requested to hold ballot)	Tues 4 th Nov 2014
BID Proposer requests Billing Authority to instruct Ballot Holder to hold a Ballot (BID proposals need to be completed)	Tues 27 th Jan 2015
Billing Authority formally requests Ballot Holder to hold ballot	Wed 28 th Jan 2015
Ballot Holder issues letter to Business Ratepayers to give information about the ballot and identify named person to receive ballot paper	Wed 4 th Feb 2015
Ballot Holder Publishes Notice of Ballot	Thurs 4 th Feb 2015
Ballot Holder issues ballot papers	Tues 18 th Feb 2015
Last day to appoint a proxy (10 days before Ballot Day)	Mon 16 th Mar 2015
Replacement of lost and spoilt ballot papers	From Fri 20 th March 2015
Ballot Day (up to 5pm)	Thursday 26 th March 2015
Count and announcement of result	Friday 27 th March 2015

It is intended that all businesses in the Middlefield Business Improvement District area will benefit from the BID initiatives., regardless of whether they have voted in the ballot or not, or are due to be charged a levy, or not, assuming the ballot is successful.

4. The Middlefield BID- New opportunities for business

Middlefield Industrial Estate is one of the few key employment hubs in the eastern part of Central Bedfordshire and it sits in an important strategic location. It is close to the A1 and due to its proximity to the east coast mainline, it is in prime position to benefit from the planned central section of the east west rail link, with the eastern section already completed and the western section due for completion 2016. There is also land to the north of Middlefield which has been identified in Central Bedfordshire Council Allocations Document as being appropriate for further development for employment use and potential extension of the current Middlefield industrial estate.

Despite these strategic advantages the estate has a very low profile and businesses have faced the economic challenges of recent years alone, even facing a change of land use on its western side to the development of new houses which, in itself has created new dynamics already being felt by neighbouring businesses.

There are important business sectors located here, particularly in manufacturing for specialist markets such as refrigeration, food processing equipment, specialist printing machines, specialist underground engineering equipment and construction. Many are specialist small and medium sized businesses which have national and international reputations but there are national businesses based here who all rely on an operating environment which is fit for purpose and able to fulfill their needs of having good access and being safe, secure and attractive.

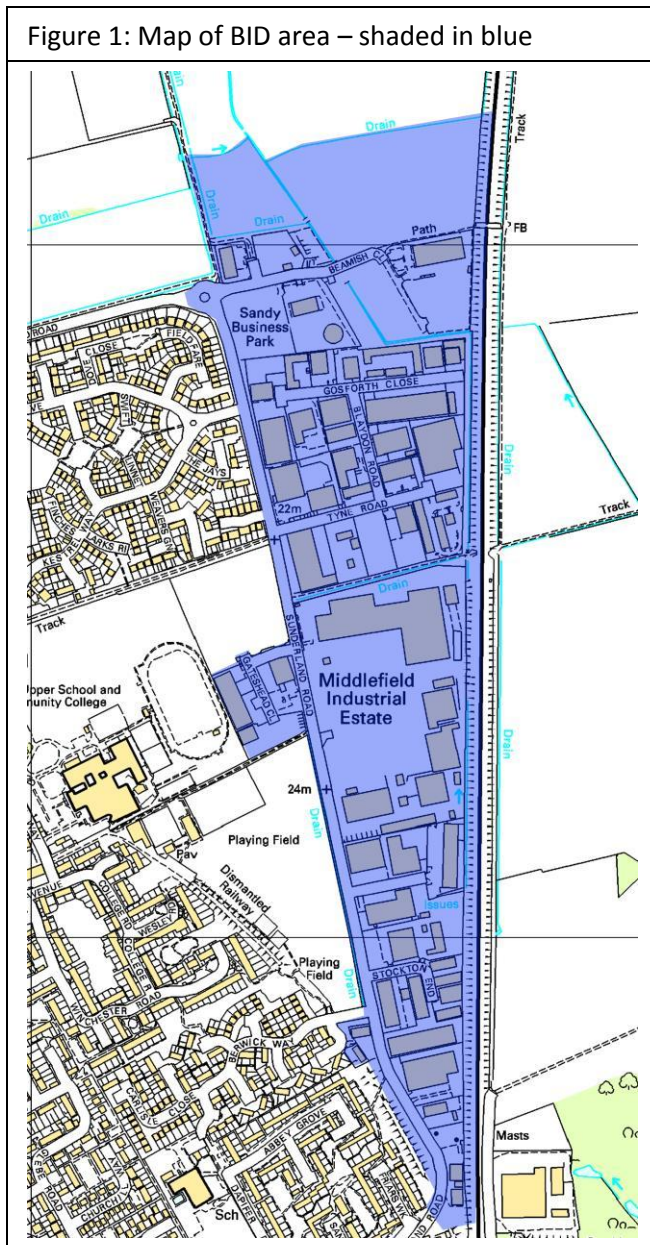
Businesses of all sizes face more challenges than ever before and even larger companies are not immune to the impact of other factors normally outside their control. A BID provides a unique opportunity for businesses to work together and influence decisions which directly impact upon their profitability and potential future value. A BID provides businesses with their own budget and a legally constituted company which they control and they can use as an important mechanism for the positive development of Middlefield industrial estate.

Some of the challenges and opportunities faced by businesses in Middlefield over the next five years include:

- Pressure for new homes putting pressure on land use close to employment areas, like Middlefield, creating new challenges for businesses and potentially increased costs.
- Recent government announcements on infrastructure investment to address increasing traffic congestion means that transport networks have to meet requirements
- Increased business costs are putting pressure on profit margins
- There is more dependence upon good IT and broadband connectivity
- As businesses strive to become more adaptable businesses look towards new technologies and other techniques to help them gain competitive advantage and stand out from the competition.
- An ageing global population and rapidly changing skill set requirements mean getting the right skills with a younger workforce become more of a challenge

Business managers recognise these issues and opportunities within their own businesses and make changes accordingly. However by working together through a Business Improvement District there is even greater potential to face the challenges and take advantage of new opportunities whether the business is large or small. .

5. Where the Middlefield BID will operate



The shaded area represents the full extent of the Middlefield Business Improvement District. A full list of roads and streets within the BID area is shown in Appendix 2.

All non-domestic hereditaments listed on the Non Domestic Rating List within the BID area will, if the BID is approved, and subject to the detailed levy criteria in Section 12, be liable for the BID levy, as defined in section 12, and contribute to the BID's collective funding and activities flowing from the combined budget for five years, from June 2015. The BID covers those businesses, whose rateable value is £3,000 or greater.

6. Statutory and other services provided by Central Bedfordshire Council

Council's Support for the Middlefield BID

Central Bedfordshire Council fully supports the Middlefield BID. In particular, it endorses the fundamental principle of additionality within the BID by agreeing to maintain the provision of existing services from the Council to businesses at their current level (subject to budgetary constraints) across the Middlefield BID area. Thus, in line with BID legislation, BID services within the Middlefield BID will be additional to (not in substitution for) those provided by the Council. If there is a need for any change in service levels provided by the Council these will not be disproportionate to other parts of Central Bedfordshire outside the BID area and will be discussed in advance with the Middlefield BID Company.

The Council's commitment to the Middlefield BID and the working relationships between the Council and Middlefield BID Company are set out in complementary documents agreed between the Council and Middlefield BID Steering Group currently acting on behalf of the Middlefield BID Company which has yet to be formed:

- A Memorandum of Understanding and Operating Agreement which defines the working relationship between the Council and Middlefield BID Company and sets out the Council's Operational Support to the BID on a number of specific issues
- A set of Baseline Agreements, each defining the benchmark for a specific service provided by the Council and other agencies to the businesses in the area

Council's Vision for the BID

Beyond its clear commitments set out in the Memorandum of Understanding, the Council welcomes the opportunity offered by the BID disciplines to develop a strong and more dynamic partnership between the Council itself and Middlefield industrial estate businesses. The Council intends that this forward looking evolution of its relationship with businesses should take shape along the following lines during the five year BID period:

- Establishing a serious dialogue with Middlefield businesses on issues that can promote an improved operating environment for them.
- Exploring more effective means of delivering council services to businesses. This will include more cohesive ways of tailoring and delivering specific services to Middlefield industrial estate.

Council Services for Business

Businesses will continue to benefit from all the standard council services provided for the benefit of all stakeholders on the estate (e.g cleaning, lighting, road and highway maintenance). In addition, the Council with a number of business support partners, delivers and facilitates a range of support for businesses, from newsletters, business to business support, and tailored assistance in areas including recruitment and training, exporting, access to funding and innovation support.

Details of these services are provided on the dedicated business page of the Council's web site.

Individual Baseline Statements

In full support of the above commitments, Heads of Service within the Council will draw up Baseline Statements on the specific services they are responsible for. These documents define the benchmarks for the provision of these services and the fact that any change will not disproportionately impact upon the BID area more than any other area outside the BID within the Council's administrative boundary. They also cover how the services will be measured.

The Baseline Services are defined below:

- Grounds & Trees Maintenance (including grass verges)
- Roads & Highways Maintenance (including street furniture maintenance, gully emptying)
- Street Cleansing (fly posting, graffiti removal, fly tipping)
- Road/Highway Lighting Maintenance
- Parking Services / enforcement
- Trading Standards
- Environmental Health
- Health and Safety
- Road/Street Signs
- Public Transport
- Waste Services (waste collection, trade waste)
- Community Safety
- Public CCTV

The process of creating the baseline agreements proves valuable to both the service providers and the BID company. The development of these partnerships and the additional focus on the services provided in the area, will give tangible benefits over and above those derived from the projects outlined below.

Council's Operational Support for Middlefield industrial estate BID

The Council's support for the BID will take practical shape in the following specific ways:

- Conducting, through the council's Democratic Services, the formal BID vote in accordance with current BID legislation and procedures
- Assuming a positive outcome to the BID vote, collecting the BID levy defined in the BID Business Plan from Middlefield industrial estate businesses and transferring the levy sums direct to the Middlefield BID Company. The Council proposes to make a charge for the BID levy collection and will pay the gross levy sums to the Middlefield BID Company within 30 days of collecting it.
- Provide a Councillor from the Executive to sit as a Director on the BID Company Board
- Provide a senior council officer to act as adviser to the Middlefield BID Company Board and to provide a business-focused dynamic link on all BID matters with senior Council staff

Monitoring and Review

The Council is committed to the regular monitoring of the operation of the BID Operating Agreement and reviewing its effectiveness in conjunction with the Middlefield BID Company. This will be carried out as follows:

- An annual monitoring of each of the specific services for which a Baseline Statement is shown above. This will be led by the respective Head of Service who will provide an account to the Middlefield BID Company of how the service commitments have been actually delivered during the period, actions in hand to remedy any shortfall and scope to improve the service delivery.
- An annual review of the overall effectiveness of the Operating Agreement. This will be led by the Cabinet member with responsibility for the Council's relationship with the BID and will reflect the Executive's commitment to address any shortfalls and propose measures to evolve the partnership to the mutual benefit of the Council and Middlefield industrial estate BID. These reviews will be scheduled to best effect for the Council's and Middlefield BID Company's yearly budgeting cycles.

7. The Research and Consultation Process

Background

Over the last nine months there has been a considerable amount of work undertaken, listening to businesses to ensure that the plan which has emerged has an in depth understanding of the views and aspirations of the businesses in the area.

Key activity

- All businesses in the proposed BID area were sent and asked to complete questionnaires seeking their opinions on a variety of issues
- Approximately 30% of businesses across the Middlefield BID area, including global brands and smaller independent businesses participated in detailed one to one interviews.
- All businesses were invited to seminars and workshops to discuss their ideas and thoughts about the BID and identify objectives and budgets they would like in the business plan.
- Middlefield Newsletters were distributed to every business and rate payer, informing them of progress and developments.
- The business plan is also informed by the conclusions formed from discussions with Central Bedfordshire Council and reference to strategic plans for the local economy and business.

What were the aims of the research?

The objectives of the research were to:

- Identify the key issues which directly impact upon all businesses in the area across all business sectors and to develop and deliver solutions that would help businesses achieve their own internal objectives
- Identify any specific issues and opportunities by physical area, to ensure that their impact on businesses were fully appreciated
- Understand current perceptions of Middlefield and identify those issues which would affect whether or not businesses invest / remain in the vicinity and then generate solutions to them
- Appreciate the views of people who work in the area on a daily basis and what would ensure people with the right skills want to come and work here.

Research results

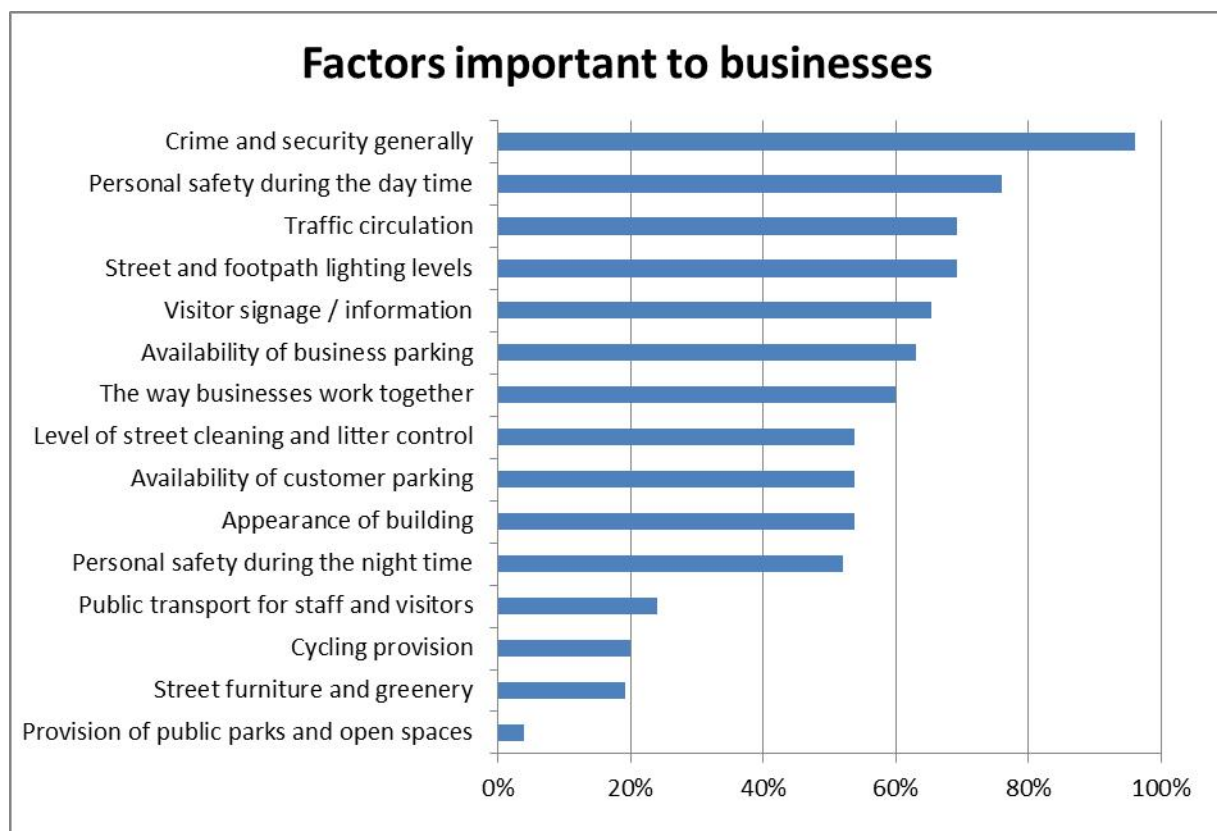
Research results – current situation

In response to the question about whether businesses thought the area had declined in the last two to three years, 86% of businesses declared that the area had either stayed the same or become a worse place to do business and 14% said that the area had improved.

It is also evident that, despite the improvement in economic circumstances businesses are still relatively cautious about the future with two thirds of businesses not planning for any growth or change in their premises and more than half of businesses anticipating no change in staff numbers in the next 12 months or so.

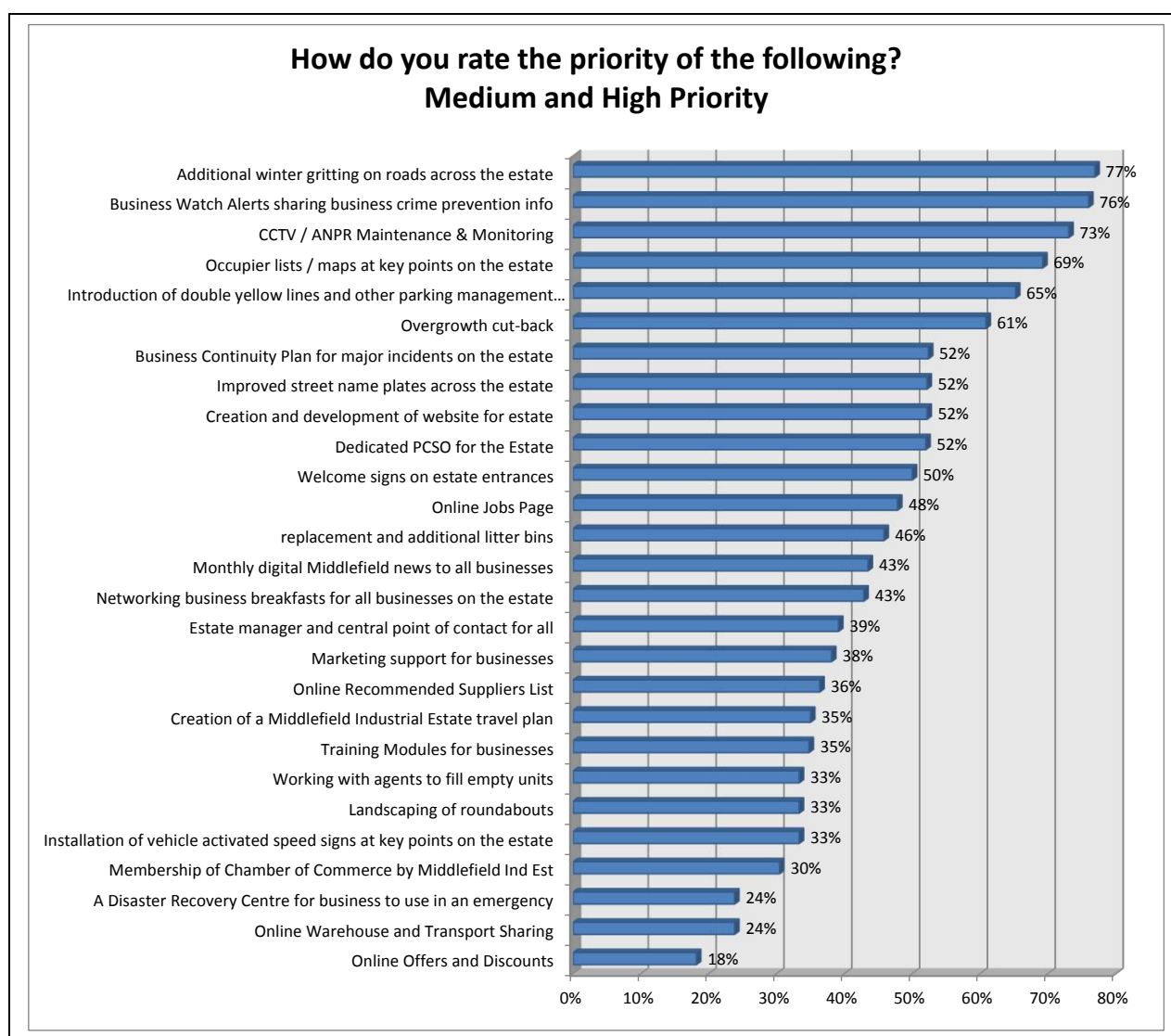
Research results – the future

It is clear that the main thrust of the projects and activity required by businesses, is to make the operating environment of Middlefield as functional and as effective as possible. This was reflected in the way businesses rated the current status, importance and relative priority of different types of aspects of the estate which affect the access, security and attractiveness of the area. The factors identified by businesses to be addressed by the BID are; security, access for people and goods and the environment.



Security for businesses – the highest priority

96% of businesses say that Crime Prevention and Security is the most important issue they think about as a business. Although the incidence of crime on the estate was perceived to be relatively low with only a third of business considering the situation to be either poor or very poor, prevention of crime activities featured in two of the top three activities in terms of being the highest priorities. Security is seen as a continuous potential threat by businesses and creates a cost to keep it under control. Any estate wide scheme not only has the potential to reduce crime but also has the potential to reduce costs to businesses.



The installation of an estate wide CCTV system with a scheme for business watch alerts was considered by two thirds of businesses as being important to their business.

Good access for freight and visitors – essential requirement

Signage and information for deliveries and visitors ranked the highest in terms of being poor or very poor by around three quarters of the businesses. Some identified there is the additional

challenge when large lorries cannot find their destination and try to turn-around within the relatively narrow roads which run through the estate. 'Occupier lists and maps at key points on the estate' was ranked as the second most important activity for three quarters of businesses and 'Improved street name plates across the estate' was considered the fifth highest priority.

Additional winter gritting was the most important factor identified by 83% of businesses and it ranked third in terms of priority of issues to be tackled.

Parking varied from area to area across the estate as to whether it was an issue or not. Where it was an issue it created serious problems and potential hazards for business deliveries and staff vehicles. Although it only featured as a being poor or very poor by around a quarter of the businesses the problem was serious enough to pull it up the overall rankings so that it featured in the top ten issues of importance and priorities to be addressed.

Smart and functional environment – needs addressing

The overall feeling of the environment of Middlefield is determined by a number of aspects including the state of the roads, lighting levels, traffic management and the feeling of safety as well as landscaping and litter control. The 'harder' elements of the environment which directly impact upon business operation are clearly important to businesses and are covered in other sections.

Two thirds of businesses consider the way in which the estate looks from a litter and landscaping, important to their business. Two thirds of businesses considered that the state of greenery on the estate was poor or very poor and a third of businesses consider, lighting, the appearance of buildings and street cleaning and litter control as all poor or very poor. This is a feature which has a positive impact upon reduction of crime and it is considered important to retain a tidy estate. Nearly two thirds of businesses considered this to be a medium or high priority.

8. The BID's response

Businesses in Middlefield range in size and structure, from independent to national brand names and represent important commercial sectors supplying clients from global to local businesses.

Following the research with the businesses, two key project areas for the Middlefield BID have emerged. The activities within each of the project areas have been specifically designed to address common needs or take advantage of shared opportunities.

If these activities succeed in meeting the objectives, then Middlefield will become an attractive hub for companies and those who seek a great functional environment from which to base their manufacturing or service businesses. It is important that the environment reflects the quality and values of the businesses which currently operate in Middlefield that it is able to attract additional investment from landlords needed to maintain competitiveness of the businesses operating here and that it becomes a destination of choice for both businesses and highly skilled individuals.

The BID will address the issues with the continued support from Central Bedfordshire Council and the Police. With its growing authority, Middlefield BID will be able to influence key decision makers at local and national level to address issues which impact directly upon businesses operating in Middlefield and to the benefit of the other parts of their organisations.

Your organisation stands to benefit directly from these additional projects and activities that have been identified by businesses as crucial to the future of their success in Middlefield:

- Maintain the low crime levels and continue to minimise crime as much as possible to protect businesses and individuals from being victims of crime.
- To improve the infrastructure expected in a modern business environment, demanded by Middlefield businesses and staff and in which businesses can operate effectively and efficiently and where clients will be impressed.
- Ensure that the environment of the industrial estate is maintained in a way which reflects the values and standards of the businesses operating here.

How will the BID delivery be monitored?

Monitoring and measuring the performance and effectiveness of the BID activities is an integral and essential part of the plan. Businesses need to be confident that their levy money is being invested as productively as possible to maximise results.

The effectiveness of the measures undertaken will be gauged by relevant Key Performance Indicators (KPIs) for each project area. They will include business surveys, photographic evidence, vacancy levels, new investment into the area and the ability of businesses to recruit people with the right skill levels.

9. Vision and objectives

Assuming a positive BID vote by a majority of businesses by both rateable value and number of hereditaments, BID operations will start on 1st June 2015 and will continue for a total of 5 years.

The Vision

Through a business-led programme of investment our vision is:

'To create a safe, secure, effective and smart operating environment on Middlefield Industrial Estate which supports and attracts businesses and investment'.

Strategic objectives and activities

The BID investment programme will be delivered through two key strategic objectives and their related activities:

Objective 1 – Safe and secure working environment

To provide a safe and secure working environment for all businesses, vehicles, visitors and people who work in Middlefield Industrial Estate.

Objective 2 – Smart and effective for businesses

To provide a smart and effective operating environment for businesses and for people who work in Middlefield Industrial Estate.

Objectives, activities and outcomes

Objective 1 – Safe and secure working environment

To provide a safe and secure working environment for all businesses, vehicles, visitors and people who work in Middlefield Industrial Estate.

Expenditure

Ranging from Yr 1 £33,000 to Yr 5 £36,000 a total over the five years of £172,000

Activities

1. Closed Circuit Television (CCTV)
 - a. Work with partners and businesses to install where possible and integrate where appropriate CCTV systems which are monitored and maintained and potentially provide Automatic Number Plate Recognition (ANPR) to deter crime and provide an effective crime solving tool.
2. Support from additional policing presence
 - a. With Police support create a visible policing presence in Middlefield to maintain confidence in the Middlefield business community, provide an important link between the businesses and the Police and support the practical application of crime prevention tools such as CCTV and businesses' own systems.

3. Crime prevention information, bulletins and alerts
 - a. Maintain and develop information and intelligence flow between partners and businesses to help prevent crime and create a safer environment for all who work and use Middlefield Industrial Estate.

Measures and results

- Increased police support for businesses on Middlefield Industrial Estate
- Integrated and additional coverage of CCTV at key locations
- Regular flow of information and sharing of intelligence to support business crime prevention
- Lower than average crime reported on Middlefield Industrial Estate
- Reduced costs for businesses for security and crime prevention measures
- Reduced costs for businesses from lower insurance premiums and reduced crime

Objective 2 – Smart and effective for businesses

To provide a smart and effective operating environment for businesses and for people who work in Middlefield Industrial Estate.

Expenditure

Ranging from Yr 1 £30,000 to Yr 5 £33,000 a total over the five years of £152,000

Activities

1. Transport and access
 - a. Work with others to improve access and movement around Middlefield through additional gritting of roads in the winter
 - b. Work with partners to maintain and improve where necessary, the general condition and appearance of roads, footpaths and verges throughout the industrial estate.
 - c. Work with others to manage and improve parking and provide appropriate stopping and turning places in the industrial estate, reducing traffic hazards, maintaining and improving traffic flow and access to businesses.
 - d. Improve signage across Middlefield to raise business profiles, create a sense of identity and improve navigation to, from and around the Industrial Estate
2. Broadband and internet access
 - a. Work with others to improve broadband and the IT infrastructure in the industrial estate to ensure all businesses have the option to access effective digital communication.
 - b. Development of web and on-line presence to provide a Middlefield website to, provide recruitment advertising, list and profile all Middlefield businesses and highlight cost effective group/shared buying opportunities.
3. Smart and Safe
 - a. In collaboration with landlords, businesses and the local authority, maintain signage and all street furniture in a good, clean condition
 - b. Maintain and improve the management of the grass, shrubs and trees on roads, verges and footpaths to ensure that they are safe, functional and smart.
 - c. Work with partners and encourage users and businesses of Middlefield industrial estate to manage and eliminate rubbish and other waste products from the public environment.

4. Opportunities to increase trade and reduce cost
 - a. Work with businesses to identify and take advantage of opportunities, where working together will contribute towards reduction of business overheads
 - b. Encourage and promote the feeling of 'community' and 'belonging' to Middlefield between those who work in the area, through joint business initiatives both to reduce costs and target new and current markets
5. Maintenance and investment
 - a. Work closely with partner organisations, landlords and other businesses to encourage a coherent approach to the use of properties and sites to develop Middlefield as a respected industrial estate and a hub for manufacturing, engineering and distribution.
 - b. In collaboration with landlords, contribute to providing short term and interim solutions to improving the appearance of vacant sites and properties across Middlefield industrial estate.

Measures and results

- Safer and easier access for all vehicles during periods of ice and snow
- Safer and improved parking in Middlefield industrial estate
- Reduction of pot holes and cracks in roads and footpaths
- Sign management scheme to improve navigation to businesses and consolidate and reduce sign 'clutter'
- Decreased business costs as a direct result of BID initiatives
- Reduced levels of vacant and derelict properties in Middlefield
- Improved download and upload access speeds for broadband connections to businesses on Middlefield industrial estate
- Improved perception of physical attractiveness of the area measured through surveys of businesses in Middlefield Industrial Estate
- Increased numbers of businesses in Middlefield
- Increased numbers of people employed in Middlefield

10. Organisation, resources and delivery

The preparation of this plan has been managed by the Middlefield BID Steering Group which is made up of a cross section of businesses from across Middlefield together with representatives from Central Bedfordshire Council. The ‘BID Steering Group’ will form a company to act as the BID Company. It will be a not for profit BID company, limited by guarantee which will be legally and operationally responsible to the businesses in the BID area for the delivery of the BID business plan and its associated activities and will act on their behalf.

The management structure of the BID will be a Board responsible for governance and coordinating activity and delivery. There will be working groups responsible for developing the individual projects which will report to the Board.

The Board will be elected by the members of the BID Company, drawn predominantly from those paying a levy in the area ensuring that there is a representative cross-section of the businesses in Middlefield by both business type and geography of the BID area. It will be completely driven by the private sector and will include one Councillor from Central Bedfordshire Council as a Director and one Council Officer who will act as an advisor, but not as a Director. Other stakeholders of the area and key agencies who may be valuable in supporting the successful delivery of the BID project, such as the Police, will be invited as advisers to the Board as appropriate.

The main role of the Board is to safeguard the interests of levy payers, ensuring that the business operates in line with the BID plan, is professional and offers consistent value for money in line with its targets. The Board will ensure that the implementation of the BID will be monitored and delivered cost-effectively; keeping overheads to a minimum and using methods which will optimise the use of the revenue budget and add real value to the delivery of the plan. They will also assist in attracting additional income from external sources to build the BID's available budget beyond merely the income from the levy.

All businesses will be encouraged to be actively involved in the Board and associated working groups to represent the levy payers. Through specific working groups, the Board will be instrumental in prioritising the requirements of the levy payers into deliverable projects which address their needs, within the framework of the business plan.

The Board will provide a consistent, collective and effective voice for the businesses in the Middlefield Industrial Estate on all matters of concern to the levy payers.

The role of ‘Director’ on the Board and roles on the specific working groups will be voluntary and undertaken with a commitment to represent the interests of all businesses in the BID area and must take into consideration that businesses all have the right to input into the delivery of the BID.

Collaborative working will be actively encouraged to build upon the sense of the business community in the area taking into consideration all business's needs, ensuring wherever possible that there are no measures put in place that may be detrimental to their day to day operation, and ensure that the skills and resources available for delivery of the BID are enhanced and deliver best value.

There will be hands-on Project Management to support the initiatives from the working groups. This role will provide administrative support and project delivery for the BID Company as well as coordinating activity with partner organisations and ensuring cost-effective delivery of projects through tendering and careful management of contracts.

The Middlefield BID will be annually reviewed and the effectiveness of the measures undertaken will be gauged by Key Performance Indicators for each project area, including business surveys, photographic evidence, vacancy levels, levels of new investment into the area and levels of crime and cost savings to businesses created through BID activities.

Besides regular newsletters and other forms of bulletins, there will be an annual report providing details on activities and performance of the company against the objectives of the delivery plan for the previous year.

All levy payers shall be entitled to be members of the BID Company. There will be an Annual General Meeting at which all members are invited to attend and vote and at which Directors will be retired by rotation and new Directors elected in accordance with the articles of the company.

11. Middlefield budget and finances

The Steering Group of the Middlefield Industrial Estate made up of business representatives from across Middlefield have tried to balance the wishes of businesses to address the objectives identified in Section 10 above with the need to ensure that the businesses see a return on their investment in these activities. As a result the BID levy has been set at 2% of rateable value of businesses in the BID area.

In the next five years we will strive to lever in additional cash funding and value in kind to support the delivery of this plan and add to the investment made by Middlefield businesses through the BID.

The investment being sought from businesses in the BID area is still modest in relation to what can be achieved. For the smallest business in the business improvement district, the daily cost is less than the cost of a postage stamp and even for a large business, the daily cost is less than the price of a sandwich'.

Michael Tucker
Chair of the Middlefield BID Steering Group
MD of Manor Concepts – Middlefield Industrial Estate

With a 2% levy, the indicative costs to a business would be:

Ratable Value	Annual Levy @ 2%	Weekly sum	Daily equivalent
£200,000	£4,000	£76.92	£10.99
£100,000	£2,000	£38.46	£5.49
£90,000	£1,800	£34.62	£4.95
£80,000	£1,600	£30.77	£4.40
£70,000	£1,400	£26.92	£3.85
£60,000	£1,200	£23.08	£3.30
£50,000	£1,000	£19.23	£2.75
£40,000	£800	£15.38	£2.20
£30,000	£600	£11.54	£1.65
£20,000	£400	£7.69	£1.10
£10,000	£200	£3.85	£0.55
£3,000 to £9,999	£200	£3.85	£0.55

Middlefield BID 5 year budget: 2015 – 2020

	Year 1	Year 2	Year 3	Year 4	Year 5	Total	% to total
Income							
BID levy revenue (Note 1)	£ 70,000	£ 72,100	£ 74,263	£ 76,491	£ 78,786	£ 371,640	88%
Other Income (Note 2)	£ 10,000	£ 10,300	£ 10,609	£ 10,927	£ 11,255	£ 53,091	13%
Total Income	£ 80,000	£ 82,400	£ 84,872	£ 87,418	£ 90,041	£ 424,731	100%
Expenditure							
Objective 1 – Safe and secure working environment	£ 33,000	£ 33,729	£ 34,479	£ 35,252	£ 36,049	£ 172,509	41%
Objective 2 – Smart and effective for businesses	£ 30,000	£ 30,663	£ 31,345	£ 32,048	£ 32,772	£ 156,827	37%
Central Management Costs, Administration, Office (Note 3)	£ 9,500	£ 9,785	£ 10,079	£ 10,381	£ 10,692	£ 50,437	12%
Levy Collection costs (LBC)	£ 4,000	£ 4,120	£ 4,244	£ 4,371	£ 4,502	£ 21,237	5%
Contingency (Note 4)	£ 3,500	£ 3,605	£ 3,713	£ 3,825	£ 3,939	£ 18,582	4%
Accrual for Renewal (Note 5)	£ -	£ 499	£ 1,012	£ 1,542	£ 2,087	£ 5,139	1%
Total Expenditure	£ 80,000	£ 82,400	£ 84,872	£ 87,418	£ 90,041	£ 424,731	100%

Notes

1. Assumes a 95% collection rate and 3% per annum inflation
2. Including income from landlords, associate members of the BID and other sources (including in-kind)
3. Central admin, office and fixed overheads
4. Calculated as 5% of total levy billed
5. Accrual retained from levy revenue to provide for costs of renewal of the BID for any additional term, otherwise they will be spent on additional projects in the final year

Cost of the BID Development

The costs incurred in undertaking the research, developing the BID proposals and holding the ballot are being met by Central Bedfordshire Council, for which we give sincere thanks.

Sources of Additional funding

The Middlefield BID Company is committed to seeking additional funding to increase the benefits that can be delivered by the BID to businesses. Additional income will be generated by way of voluntary contributions from property owners, companies and organisations outside the BID area, those companies not liable for the levy and grants. We estimate that this could be around £50,000 over the five-year period.

Discussion will be held with property owners and other stakeholders of the area who will be invited to participate in the Business Improvement District and improve delivery against the business plan objectives even further.

Application of BID funds

The BID funds are ring-fenced and will be controlled by participating businesses. Details of the Middlefield BID Company's accountability to businesses are given in Section 8 'The BID's Response'.

The budget headings and the project costs can be altered within the constraints of the revenue received through the levy. The Middlefield BID Company will be empowered to move funds between budget headings to provide the services which best meet the requirements of the BID

area. Such adjustments will be fully accountable to the businesses through the performance monitoring arrangements set out in Section 8.

Governance and management of the BID Budget

In order to ensure that the projects remain relevant and continue to address needs and priorities of the businesses in Middlefield during its five year life, the Board may from time to time make modifications to the budget allocations for each of the main projects and the management and administration of the BID.

It will be the responsibility of the Board to make adjustments to the allocations of expenditure budget as and when they deem appropriate and to ensure that all the main aims of the BID, stated in section 9, continue to be addressed and that all BID activity contributes towards the achievement of the vision. The Board will also monitor and gauge the effectiveness of the BID operations and activities.

12. BID levy criteria for Middlefield Industrial Estate 2015 - 20

Every BID has to establish its own levy rules. Reference has been made to the use of the 'Industry Criteria and Guidance Notes' prepared for the British Retail Consortium (BRC) and the Inter-Bank Rating Forum (IBRF) in developing the rules which will apply to the Middlefield BID.

Business Improvement Districts use rateable values of businesses as a means of calculating levy and determining the associated criteria. This provides the basis for an equitable approach to charging to reflect the value which businesses will receive in services and support from the activities of the BID. The Board of the BID Company to be known as Middlefield Industrial Estate Ltd has decided on a levy structure which takes account of the potential benefits of businesses dependent upon their size.

1. Assuming a positive BID vote by a majority of businesses by number and rateable value of those who vote, the BID levy will be charged on all hereditaments listed in the local Non-Domestic Rating List located within the BID area. This applies irrespective of whether or how a business has voted in the formal BID ballot. Legislation within the Local Government Finance Act (2003) enables the local authority to issue a bill for the levy. The levy is collected by the billing authority, Central Bedfordshire Council. The Middlefield BID Company will invoice the billing authority Central Bedfordshire Council, for the levy collected for exclusive use of the BID.
2. All businesses which will be subject to the BID who are shown on Central Bedfordshire Council Rating Database on the day before the postal ballots are printed and who should be shown as the liable party for the 1st February 2015, subject to final check and after audit, will be entitled to vote for the BID proposal in a 28 day postal ballot which will commence on 25th February 2015, with the close of ballot at 5pm on 26th March 2015. The result will be announced as soon as possible thereafter.
3. If successful at the ballot, the BID will be fixed for a term of 5 years. The BID will commence operation on 1st June 2015 and will run until 31st May 2020. Levy bills will be issued for the first payment due 1st June 2015 and thereafter on the 1st April each year with the first and last year's bills adjusted accordingly. (see paragraph 17 for more detail)
4. The levy amounts will be applied as follows:
 - a. The BID levy will be 2% of the rateable value (R.V) shown on Valuation Office Agency's 2010 Non Domestic Rating List for Central Bedfordshire Council (the billing authority) on 1st February each year for each defined business within the scope of the BID, with the exception of those premises with a rateable value of less than £10,000 and those properties with a rateable value in excess of £200,000 showing on the billing authority's Civica system as at 1st February 2015.
 - b. Ratepayers with a rateable value of less than £10,000 but more than £2,999 will pay a contribution of £200.
 - c. The total levy payable in any one BID financial year for ratepayers with a rateable value of more than £200,000 or ratepayers with a collective rateable value within the

BID area of more than £200,000, will be no more than a levy based on a rateable value of £200,000 as defined in section 4 a of this criteria.

- d. Ratepayers with a rateable value of less than £3,000 will pay nothing for these properties and will not have a vote for these properties although they will enjoy the benefits that come with operating in the BID area
5. The levy will be due from all businesses that are liable that have an entry on the Non Domestic Rating List, including empty properties other than those that are exempt within the stated criteria (paragraph 12).
 6. The liable person is the ratepayer liable for occupied or unoccupied premises for 1st February in the year of the collection of the levy (or a later date when paragraph 8 applies). In accordance with the Non-Domestic Rating (Collection and Enforcement) (Local Lists) Regulations 1989 (S.I. 1989/1058) and the Non-Domestic Rating (Collection and Enforcement) (Miscellaneous Provisions) Regulations 1989 (S.I. 1989/1060), Central Bedfordshire Council will be responsible for the imposition, administration, collection, recovery and application of the BID levy. The Council will also be responsible for any enforcement action that may be appropriate in case of non-payment of the levy.
 7. There will be an annual inflationary increase of all levy charges year on year for the duration of the Business Improvement District. This will be a minimum of 3% increase year on year or the inflation percentage as determined by the Consumer Price Index as at the 1st February of the year of the next billing process, whichever is the greater, rounded to the nearest tenth of a penny. Negative inflation will not apply. Inflation will not apply for the first billing cycle in 2015.
 8. The levy will normally be charged in advance upon service of a Demand Notice. Any business which ceases to become the liable party during the year must apply to Central Bedfordshire Council for a refund for the remainder of the period if an apportionment is required between the outgoing and incoming liable parties, and the new liable party will be charged on a pro-rata basis.
 9. If a property is deleted from the Rating List revised bills will be issued provided that the amount due on charge or refund is £10 or more. The charge or refund amount will be calculated pro rata between the date of the change in occupation and the date of the financial year end.
 10. The BID levy is payable in one installment. This installment date will be specified on the Demand Notice. The notice will be served as soon as practicable after the Council becomes aware of a BID levy liability and the liability will be calculated from the effective date of any of the following changes being recorded on the Rating List:
 - a. A new property comes in to the Rating List within the BID area.
 - b. A property which undergoes a split or merger in the Rating List.
 - c. A property where the rateable value is decreased or increased.

11. New premises, or properties which were not in the Rating List but become subject to rates in the BID area or new streets or roads raised in the BID area after the BID is in force will be expected to pay a BID Levy based on the appropriate levy % applicable in that levy billing year, of its new/current rateable value from the effective date of the property appearing on the Rating List. The levy will be charged pro-rata for the period of the financial year remaining.
12. No other relief will be given to any class of non-domestic ratepayer and there is no distinction made between occupied or unoccupied hereditaments, both occupancy status attracting the full BID levy, unless it is a hereditament: -
 - a. whose liable party is prohibited by law from occupying it or allowing it to be occupied;
 - b. which is kept vacant by reason of action taken by or on behalf of the Crown or any local or public authority with a view to prohibiting the occupation of the hereditament or to acquiring it;
 - c. which is included in the Schedule of monuments compiled under section 1 of the Ancient Monuments and Archaeological Areas Act 1979(b);
 - d. where, in respect of the owner's estate, there subsists a bankruptcy order within the meaning of section 381(2) of the Insolvency Act 1986(c);
 - e. whose owner is entitled to possession of the hereditament in his capacity as trustee under a deed of arrangement to which the Deeds of Arrangement Act 1914(d) applies;
 - f. whose owner is a company which is subject to a winding-up order made under the Insolvency Act 1986 or which is being wound up voluntarily under that Act;
 - g. whose owner is a company in administration within the meaning of paragraph 1 of Schedule B1 to the Insolvency Act 1986 or is subject to an administration order made under the former administration provisions within the meaning of article 3 of the Enterprise Act 2002 (Commencement No. 4 and Transitional Provisions and Savings) Order 2003(e);
 - h. whose owner is entitled to possession of the hereditament in his capacity as liquidator by virtue of an order made under section 112 or section 145 of the Insolvency Act 1986.

in which case the hereditament will be exempt.
13. For clarity a hereditament which is the subject of a building preservation notice within the meaning of the Planning (Listed Buildings and Conservation Areas) Act 1990(a) or is included in a list compiled under section 1 of that Act will be subject to levy unless its use is covered by any of the other exemptions listed in this paragraph.
14. The BID levy contribution will not be reassessed if the rateable value is amended after the end of the BID. Altered properties entered into the Rating List will become liable for the levy, and will be charged pro-rata for the remainder of the billing year at the appropriate % and at the new rateable value.
15. Businesses with a rateable value of less than £3,000 will be exempt from the levy and will not be permitted to vote in the ballot. Any business with a rateable value which falls below this will be encouraged to enter into a voluntary arrangement direct with the BID Company so that they can benefit from the full range of services provided by the BID.

16. Charitable shops, theatres, arts centres, dance studios or meeting rooms where the rates are paid by a charitable organisation will be exempt from the levy for that hereditament only and will not be permitted to vote for this hereditament in the ballot. Any other hereditament where rates are paid by a charitable organisation will be included. Places of religious worship will be excluded. No other discounts or reductions shall apply. Charity shops, theatres, arts centres, dance studios and meeting rooms will be permitted to enter into a voluntary arrangement with the BID company.
17. With the exception of the first year and last year the BID financial year will last for 365 days (366 in a leap year) between 1st April and 31st March. The first year will run from 1st June 2015 to 31st March 2016 and the last year will run from 1st April 2019 to 31st May 2020. In the first year, the levy charge will fall due on the 1st June 2015 instead of 1st April, The BID charge is a daily charge based on rateable value. It is to be paid in full in advance, the payment date normally being the 1st April for each year. The only exception to the due date is where a proportional liability exists under paragraph 8, in which case, the levy charge will fall due 1 month after the demand is issued. The annual inflationary increase will be applied from the 1st April each year. The daily BID levy charge for each individual ratepayer is to be calculated by multiplying its rateable value by the BID percentage levy and dividing the result by the number of days in the financial year.
18. Subject to this criteria stated above and within the BID boundary as defined in this document, the BID levy is a statutorily compulsory payment regardless of whether the business exercised its vote or voted against the BID.

13. Risk analysis

The responsibilities of BID Company

The BID Company will be a legal entity and a significant business in its own right. It will not only have all the attendant risks and responsibilities that go with this but also, subject to the vote in favour of the BID, will have a mandate from the businesses in the area to deliver the BID Business Plan. This is a significant responsibility which has an influence over the integrity of Middlefield as an employment hub and an Industrial Estate, the businesses in the area and their staff who rely upon it for their living.

It is important therefore, to articulate some of the external and internal issues that have a direct bearing on the ability of the Company to trade successfully, as well as highlight the consequences of not adopting the principles of the BID and the benefits that accrue from the delivery of the plan.

BIDs have been proving their worth and commercial value across the UK over the last nine years as effective mechanisms to improve trading environments for all sorts and types of businesses. Where BIDs have reached the end of their first term the majority have seen even greater votes in favour and larger turn-outs than the first time of voting. They are seen as providing businesses with very effective returns on investment. Many are in towns and cities but there are some in industrial estates and most notably the largest is Manor Royal, Gatwick which has 500 businesses employing over 30,000 people, gaining BID status in April 2013. Brackmills industrial estate near Northampton has had a BID since 2009 and in 2014 the businesses voted again in strength to continue with a second BID term due to the success of the first BID in delivering against the objectives set by the businesses.

Working with key partners

In order to deliver exceptional value for money within the framework of the aims and objectives of the plan, the BID will work closely with other key stakeholders such as property owners, developers, Central Bedfordshire Council and the Police. It will seek, wherever possible to influence and shape larger projects to the benefit of its own aims while supporting others to achieve their own objectives.

In working with others, the over-riding principle of the BID should not be compromised i.e that the BID is providing services and benefits additional to those which would have happened if the BID had not been in existence.

Sustainable mechanism for the development of this important employment area

The BID is a unique mechanism which combines solid business support with a compulsory payment scheme which creates benefit for all on an equitable basis. It also guarantees constant cash flow to deliver the projects and priorities identified by the businesses. It provides a solid platform for the BID Company to control costs, plan over the longer term and rise to the expectations of its stakeholders.

A contingency is contained within each of the project areas, meaning, that should the income from the additional voluntary contributions fall short of those budgeted for any period, costs can be adjusted accordingly.

In the unlikely event that circumstances beyond the control of the BID Company mean that it fails to bring about the benefits envisaged, the business electorate will have the final say. At the

end of the 5 years, if no discernable difference is detected then a vote against renewal can simply “switch off” the BID and with it all business contributions.

There is no plan to rely upon bank or other financial support other than the levy and so there is no prospect of financial insecurity. In any event, the Company will produce regular management accounts and financial forecasts for information of the Board, nominated by the levy payers. Appointed auditors will produce end-of-year accounts, made available to all contributors and the local authority and these will be filed at Companies House in the normal way.

The Company will be VAT registered to ensure that the tax can be reclaimed on expenditure. It is also anticipated that it will benefit from mutual trading status meaning that it is exempt from any Corporation Tax liability.

Final thoughts

I have been privileged, over the last year to work closely with businesses who have been committed to creating a new opportunity for all Middlefield businesses, in an increasingly competitive and challenging world. Many of them have been based on Middlefield for many years.

Middlefield is hidden away at the back of a small Bedfordshire town, but this industrial estate has the potential to raise its profile and the profile of the businesses which exist here. If we work together we can address issues which directly impact upon our operating environment and which will be provide us with a much more effective and profitable base.

A Business Improvement District provides us with an opportunity to forge strong links between us and work on projects which we initiate and which are important to us as committed and hardworking business people.

There are some exciting opportunities for Middlefield which will increase the profile of all of our businesses. The land to the north of the estate has already been identified as development land to increase the size of the industrial area and this estate is well placed to take advantage of the planned final central section of the east west rail link to be completed between Oxford and Cambridge.

Together we can play an important role in how these developments can benefit our businesses.

This plan has a clear focus and as a result of listening to your challenges it has identified and prioritised the activities which will make the most difference to your business whether large or small. I urge you to consider this plan and the potential benefits of working together and vote YES in the ballot in March.

Chris Annis
Middlefield BID Steering Group Member
Business Units Manager Sandy & St.Ives
Marshalls plc

Appendices

Appendix 1 – Definitions

This document is a BID proposal for the purposes of the Act. If approved it will become the BID arrangements which govern the way in which the BID levy can be used.

The following terms, used throughout this Proposal document, shall have the same meaning as provided in the Local Government Act 2003 and the Business Improvement Districts (England) Regulations 2004: “the 2003 Act” means the Local Government Act 2003

- “the 1988 Act” means the Local Government Finance Act 1988
- “BID” means Business Improvement District
- “BID ballot” means a ballot under section 49(1) of the Local Government Act, 2003
- “BID body” or “BID Company” means, the body (whether corporate or not corporate) responsible for the implementation of the arrangements: in this instance the Middlefield BID Company is Middlefield Industrial Estate Ltd.
- “BID proposer” means a person who draws up BID proposals.
- “commencement date” subject to regulation 9(12) of the Business Improvement Districts (England) Regulations 2004, means the day, pursuant to section 53 of the 2003 Act, the BID arrangements are to come into force
- “hereditament” means anything which is or is treated as being a hereditament by virtue of the provisions of or any provisions made under section 64 of the 1988 Act including any hereditament to which regulation 6 of the Non-Domestic Rating (Miscellaneous Provisions) Regulations 1989 applies but otherwise excluding any hereditament to which regulations made under section 64(3)(b) of the 1988 Act apply
- “renewal ballot” means a ballot under section 54(2) of the 2003 Act

Appendix 2 – Streets/Roads included in the BID area

Road (Listed Alphabetically)
Beamish Close
Blaydon Road
Cuckoo Close
Darlington Close
Gosforth Close
Stockton End
Sunderland Road
Tyne Road
Woodcock Close

The BID area includes any and all of the smaller business areas and parks located off these roads that are located within the boundary of the defined BID area as per the shaded area on the map shown in section 5 above, even if they are not listed above. It will also include any roads yet to be constructed and named and any new development sites created within the shaded area of the map shown in section 5 above.

Acknowledgements

The Middlefield Steering Group would like to acknowledge the support of the following in preparing this Business Plan:

Central Bedfordshire Council
Partnerships for Better Business Ltd

Middlefield Industrial Estate
BID Vote



This prospectus should be read in conjunction with the full Business Improvement District business plan accessible on the Central Bedfordshire Council web site www.centralbedfordshire.gov.uk/middlefield or by phoning Julie Brown of Manor Concepts on Tel 01767 222100.