



Ferndown & Uddens Business Improvement District

BUSINESS PLAN 2019 -2024

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INTRODUCTION

This Business Plan sets out the benefits of renewing the Ferndown & Uddens Business Improvement District.

Voting “YES” to renew the Ferndown & Uddens BID will provide the mandate to create a package of investment over a five-year term (2019-2024) that will deliver the following benefits:

- Extended CCTV Coverage
- Partnership with Dorset Police including ANPR cameras monitored 24/7
- Out of hours Security Patrols
- An on-street parking management plan
- Better accessibility for current employees and to aid recruitment
- Improved infrastructure, including demanding more of SSE
- Improving the physical appearance of the estates
- Providing opportunities to reduce business costs
- Promote the provision of Ultrafast Broadband
- Attracting additional investment
- Strategic-level representation of Ferndown & Uddens to key stakeholders and decision makers
- Safeguarding and capitalising on the improvements and momentum already gained
- Active involvement in projects and policy matters to get the best deal for Ferndown & Uddens
- A tailored programme of locally delivered events and training
- Regular and dedicated PR and communications
- A dedicated point of contact and representative voice

MESSAGE FROM THE CHAIRMAN



Today the Ferndown and Uddens Industrial estates are a very different place to the one we were all working and trading in five years ago. The estates are better protected with more security and fewer crimes. It's easier to find your way around with better signs. They are tidier and well maintained. With your help a Travel Plan has been produced that provides a blueprint for actions to introduce a new dedicated bus service from Poole as well as a plan to manage on street parking.

We have gone from a place where no one knew their neighbour to a community. The BID has been the driving force and deliverer of these changes. From Broadband, security and infrastructure to new services, events, initiatives and cost reduction – the Ferndown & Uddens BID has been at the centre of it all.

I have now worked on Ferndown Industrial Estate for over 20 years and certainly remember the bad old days. Let me recap, I recall every time there was a breeze, the whole of the industrial estate would be filled with plastic bags and rubbish. Even recently, I remember when you came onto the Ferndown Industrial Estate, you would see posters and banners all over the place. Thefts were also much more common. On one particular morning, I arrived to discover that 13 catalytic converters had been removed from our lorries, the complete car park was full of Diesel and one van was stolen. I am sure we all have similar stories regarding those times. Since the BID things have dramatically improved.

My concern is that these improvements will be lost without the BID. More than that, without the BID we can't take estates to the next level, we will lose our collective ability to influence outside organisations and we will not be able to deliver the projects outlined in this document.

As businesses we have a choice to make. A 'yes' vote will ensure that we continue to work together, in partnership, to further develop the Ferndown & Uddens Business Estates where crime is low, customers are pleased to visit, employees happy to work and the business community works together for mutual benefit and is able to speak with one voice as a powerful business group. A 'no' vote will result in the loss of this major investment and all that has been achieved so far.

We would therefore ask you to read this proposal carefully and join with us to vote in favour of this Business Improvement District for the Ferndown & Uddens Industrial Estates. We look forward to working with you over the next five years, further improving our trading environment and enhancing the competitiveness of all our companies.

Danny Godfrey,

Ferndown & Uddens BID, Chair

EXECUTIVE SUMMARY

An overview of the Ferndown & Uddens BID Business Plan 2019 - 2024

A track record of delivery

Since its creation, the Ferndown & Uddens BID has built-up a track record of achievement. Guided by the original Business Plan, the BID has delivered a range of new and additional services, projects and infrastructure improvements for the benefit of Ferndown & Uddens based businesses and staff. This is in line with its vision “to continuously improve the trading and working environment on the Estates, so that it is a great and safe place to do business and to work”.

A vote to renew the BID

Having completed its first five year term, businesses must vote to extend the BID for a further five years in a renewal ballot taking place in June/July 2019, which will allow this new Business Plan to be delivered.

A new plan and new projects

This Business Plan has been developed only after extensive research and consultation. A successful renewal would see the Ferndown & Uddens BID continue to deliver those services, projects and initiatives already valued by businesses and extend the remit of the BID but without increasing costs. The levy rate - the contribution businesses would be expected to make annually for five years - will remain at 1.25% of the rateable value of each rated property. This general rule will be modified by the following factors:

1. A “floor” will be established below which the levy would not be applied in order to. The “floor” has been set at a rateable value of £7,500 this is an increase from £6,000 in the 2014 – 2019 Business Plan and reflects the desire to support the growth of businesses in small properties.
2. Levy contributions will be capped so that no single rated property would be liable for more than £2,000 per annum.

Following these rules, it is expected that around £650,000 will be raised by the levy over the five year term of this plan which will be used to support investment projects and to run the BID.

Providing additionality and continuity

The Ferndown & Uddens BID adheres to the principal of “additionality” which means that what it delivers is in addition to and on top of what any other organisation currently provides or will provide. The BID is also the only organisation whose sole interest is the success of the Ferndown & Uddens estates and, most importantly, is run by and for Ferndown & Uddens companies.

A clear vision supported by five strategic objectives

The vision for the Ferndown & Uddens BID is “to continuously improve the trading and working environment on the Estates, so that it is a great and safe place to do business and to work”.

Objective 1: Increasing business security and preventing crime

Building on the developments initiated to date by actions such as extending the CCTV coverage and out of hours security patrols, developing the Partnership with Dorset Police and providing support to help manage the risk of Cyber Crime.

Objective 2: Improvements to transport and access

Implementing the 20 actions included in the estate's Travel Plan 2019 to improve accessibility to the estates. These will make things better for existing staff and help recruit new staff from areas where it has been traditionally difficult to access the estates other than by private car. It will also provide the framework for managing on street parking to improve the efficiency of the estates.

Objective 3: Better services and infrastructure

Ensure the infrastructure and facilities on offer meet expectations associated with a premier business destination so that businesses can function, staff are satisfied and visitors are impressed.

Objective 4: Trade and Save

Provide opportunities for companies to trade with each other and benefit from subsidised or free services.

Objective 5: Communications

Build upon the existing communication channels to ensure businesses receive useful information in a way that is best for them. Communicate with outside organisations to get the best deal for the estates.

Your BID, your Vote, your Choice

If businesses vote to renew the BID this will allow for a fund of circa £650,000 to be generated over a five year period, plus any additional funds the BID team secure from other parties.

A vote to renew the Ferndown & Uddens BID is the only way to ensure the additional services, projects and benefits outlined in this document are delivered.

THE BID AREA

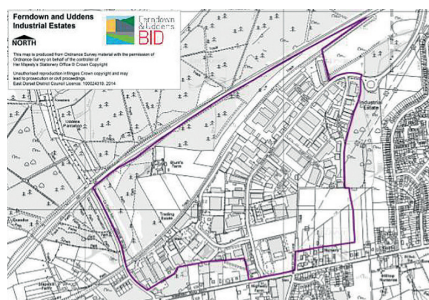
The BID covers the following areas as shown on the map below which is the same as the area covered by the 2014 – 19 business plan:

Ferndown Industrial Estate:

| | |
|----------------|----------------|
| Cobham Road | Nimrod Way |
| Haviland Road | Old Forge Road |
| Johnson Road | Telford Road |
| Lancaster Road | Vulcan Way |
| Lindbergh Road | Whittle Road |
| Mitchell Road | |

Uddens Trading Estate

The Cobham Gate and Blunts Farm Development sites



WHAT THE BID IS AND WHY WE NEED ONE

What is the BID?

A Business Improvement District (BID) is a precisely defined geographical area where the businesses vote to invest collectively in local improvements to enhance their trading environment. The businesses decide what they want the BID to do, they vote to create it and they run it by the rules they agree. BIDs were enabled by Parliament through the Business Improvement Districts (England) Regulations in 2004. This legislation was based on the experience of successful BID activity in America, and originally in Canada where they have been operating since the 1960s. BIDs must comply with these Regulations but are designed to allow businesses to create them to meet their needs and to operate how they want them to. BIDs can only be created for a maximum of five years through a vote (a ballot). In order for a BID to carry on businesses must vote in a renewal ballot every five years.

There are now almost 300 BIDs operating in town centres and industrial estates throughout the United Kingdom and Ireland. More information about BIDs is available from British BIDs at www.britishbids.info

Why we need to continue the Ferndown & Uddens BID

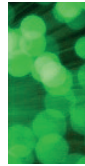
The reason businesses voted to create the Ferndown & Uddens BID in 2014 was because the business district needed to improve in a number of ways and there was no one else with the necessary means to deliver them.

Things have improved significantly since the creation of the BID but some of the same challenges remain. In some respects, the challenge is even greater. Specifically, there is still no other organisation or mechanism that will generate the necessary funds or whose sole purpose is to ensure Ferndown & Uddens is a great and safe place to do business. Ferndown & Uddens is a very different place now to what it was but there is no room for complacency.

The improvements experienced in Ferndown & Uddens in recent years have been delivered by or involved the BID. If we want to keep these and build on them it is essential to retain the BID as the influential “voice” of Ferndown & Uddens and the self-determining organisation for business-led delivery because no one else is going to do it.

BID'S KEY ACHIEVEMENTS TO DATE

The following is a list of the key achievements that you asked the BID to deliver. They have made our estates a safer, more efficient and more pleasant place to work.



superfast dorset
broadband for our future

1. The first Industrial estate in Dorset to be upgraded to Superfast Broadband.

2. A ground-breaking partnership with Dorset Police.



3. CCTV coverage monitored 24/7 that helps deter crime and assists the Police catch and convict criminals. ANPR Cameras installed at all the estates entrances, monitored by Dorset Police.



4. Evening and weekend security patrols.



5. Deploying drone technology to improve security.



6. New entrance signs raising the profile of the estates.



7. Zoning, advanced warning and new road name signs making it easier to navigate around the Ferndown Estate.



8. Cost saving of £150,000 identified through the Meercat partnership.



9. Savings through the reduction of business insurance costs as a result of CCTV and other security provision.

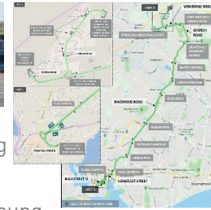




10. The production of a comprehensive Travel Plan for the estates to help current staff get to work and to aid recruitment of future staff.



11. A new bus service from/to Poole improving accessibility for current employees and aiding recruitment including young people and apprentices.



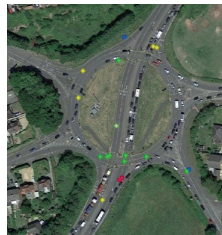
12. A plan to better manage on-street parking deterring unneighbourly parking practices and improve the efficiency of the estates.



13. Cybercrime awareness and practical advice to manage the threats.



14. Agreement with Highways England and Dorset County Highways to review the phasing of lights at the Canford Bottom Roundabout.



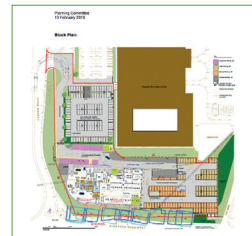
15. Required SSE to make improvements to the electricity network to provide a more robust service.



16. Entering in a partnership with the SW Ambulance Trust to provide a network of 12 defibrillator machines throughout the estates, the largest concentration of live saving machines in Dorset.



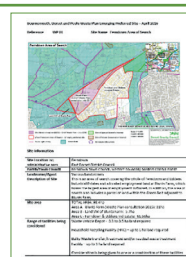
17. Developing a Planning protocol whereby the BID is recognised as a formal consultee on all planning applications.



18. Practical crime prevention events, providing information on simple measures to protect premises and property.



19. Successful lobbying to have all allocations for waste treatment uses in the BID area removed from the Waste Local Plan.





20. Establish an estates Apprenticeship group to support apprentices on the estate and provide information and contacts for businesses looking to recruit apprentices.



21. Develop a relationship with local schools and colleges promoting the estates as locations for quality employment.



22. An estates handyman through a partnership with the Ferndown Town Council.



23. Informative events on key topics.

24. Practical GDPR preparation for businesses.



25. Preferential rates for waste collection through the Dorset Waste Partnership.



26. Establish and Engineering and Manufacturing topic group.



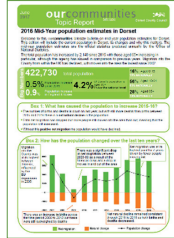
27. A programme of affordable business relevant training events held on the estates.

28. Provide a knowledgeable point of contact.

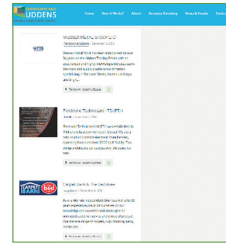


29. The estates website.

30. 50 e-newsletters published providing Ferndown & Uddens businesses with the latest news and information.



31. The estates on line Business Directory, providing the opportunity to promote your business and intra estate trading.



32. Wildflower landscaping at the entrances of the estates.

33. A gull deterrent programme preventing establishment of a colony.



34. A programme working with school leavers to help prepare them for the world of work.



35. Increasing channels of communication.



36. Two new replacement and renamed bus shelters on Wimborne Road for users of the no 13 service.



37. Access to grant funding such as the Low Carbon Programme and Innovate UK.

38. Christmas decorations for positive promotion.



39. Collaborations with the local councils.



RESEARCH

Informed by YOU

Fundamental to how the Ferndown & Uddens BID operates is the opinion of businesses. To inform the renewal process, a variety of methods have been used to ensure the widest possible participation and feedback about what the priorities ought to be and how the BID Levy fund ought to be invested.

An evidence-based approach

To formulate this Business Plan a number of sources of information has been drawn upon, including:

- Ferndown & Uddens BID Surveys (2018 and 2019)
- BID information and training event
- The Ferndown & Uddens Travel Plan and Bus Provision Surveys (2018 and 2019) which included employee surveys and business consultation
- Coverage in the e-newsletters and annual bulletins
- The BID Annual General Meetings
- Face-to-face meetings and interviews as well as gathering views submitted directly to the BID during the normal course of business
- Levypayers Business Plan consultation meeting

The results

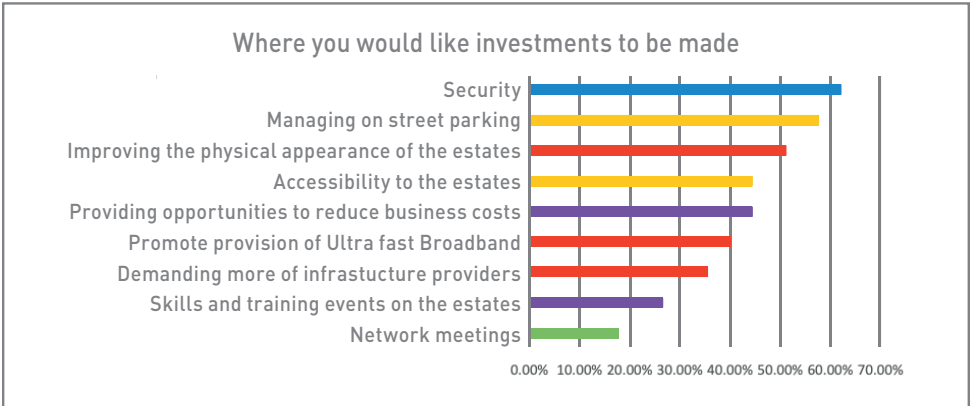
Represent, promote and inform

85% of businesses valued the provision of CCTV along with similar percentages for the evening and weekend security patrols. Two thirds of respondents were also very pleased by the improvements the BID was able to require to the service provided by SSE and also to the appearance of the estates. Keeping companies informed, promoting businesses and helping to reduce costs also featured highly.

Every business recognised and valued at least one of the BID's actions undertaken to date as well as the role the BID plays in representing Ferndown & Uddens at a strategic level. This has delivered increased levels of investment to the area and influenced the plans and policies that directly impact Ferndown & Uddens.

Valued projects

The chart below identifies the priorities identified by Ferndown & Uddens businesses for future investments.



- Legend
- Increasing business security and preventing crime
 - Improvements to transport and access
 - Better services and infrastructure
 - Trade and Save
 - Communications

Addressing the priority issues

When businesses were asked directly about their priorities, a number of trends emerged. First among them were security related issues. CCTV provision and Evening and Weekend Security patrols. These are dealt with in the “Increasing business security and preventing crime” objective.

A very close second were accessibility and parking related issues which fall under the “Improvement to transport and access” objective. Broadband, electricity supply, and tidiness also feature prominently and are dealt with in the “Better services and infrastructure” objective.

These findings were borne out by the one to one conversations held over the past year. These findings have informed this Business Plan and the case for renewing the Ferndown & Uddens BID.

VISION, OBJECTIVES & DELIVERABLES

(Projects & Services)

Vision

The vision for the Ferndown & Uddens BID is “to continuously improve the trading and working environment on the Estates, so that it is a great and safe place to do business and to work”. This vision captures a future for Ferndown & Uddens that works for businesses and staff through a shared commitment to collaborate to deliver that vision where the BID provides the necessary momentum, energy and drive.

Objectives

The Ferndown & Uddens BID will act on five objectives in support of our vision. The following list is indicative of the sort of actions the BID will undertake.

Objective 1: Increasing business security and preventing crime

Building on the developments initiated to date by actions such as developing the Partnership with Dorset Police and providing support to help manage the risk of Cyber Crime.

Investments are expected to include:

- Maintain and extend the monitored CCTV and ANPR coverage
- Maintain and extend the evening and weekend security patrols
- Further develop the partnership with Dorset Police to ensure maximum effective collaboration of the service provided and appreciation within the force of the needs and expectations of the estates
- Provide support and advise to help businesses manage the risk of Cyber Crime.
- Provide regular updates on incidents within the estate, highlighting any patterns or trends to better inform businesses about possible threats to be managed
- Provide the link to crime prevention advice
- Organise regular security events to share advice and information.

Objective 2: Improvements to transport and access

Implementing the recommendations of the estate’s Travel Plan 2019 to improve accessibility to the estates. These will make things better for existing staff and help recruit new staff from areas where it has been traditionally difficult to access the estates other than by private car. It will also provide the framework for managing on street parking to improve the efficiency of the estates.

Investments are expected to include:

- Develop an estates wide on street parking policy including preparing a new Traffic Regulation Order in association with Ferndown Town and Dorset Councils.

- Review the effectiveness of the Poole estates bus to benefit existing employees and to help recruit new employees to jobs on the estates
- Provide additional bus routes to the estates should the evidence from the Poole service demonstrate their effectiveness
- Promote the provision of a pedestrian refuge island at the Wimborne Road entrance to the Ferndown Estate
- Promote a cycleway route along Cobham Road including preparing designs for consideration by Dorset Council
- Promote cycleway construction along the Wimborne Road, from Leeson Drive and the Brickyards Lane extension to Haviland Road
- Ensure the footpath route to and on the Uddens estates

Objective 3: Better services and infrastructure

Ensure the infrastructure and facilities on offer meet expectations associated with a premier business destination so that businesses can function, staff are satisfied, and visitors are impressed.

Investments are expected to include:

- Improve the physical appearance of the estate by employment of the estates handyman to keep the public areas neat and tidy
- Promote the provision of Ultrafast Broadband by facilitating a fibre to the premises service
- Work closely with the new neighbouring Bournemouth, Christchurch and Poole Council along with Dorset Council to benefit from the Smart Cities and other funding opportunities that can provide better services to the estates
- Maintain and extend the network of Defibrillator machines linked with training in their use
- Develop programmes with local schools and colleges promoting the estates as locations for quality employment
- enhance the already improved relationship with SSE to demand regular investment in the electricity supply system to provide a more robust service
- Deliver an affordable, local and convenient training and skills development programme based on a survey of business needs
- Enhance the area by strategic landscaping and seasonal decorations
- Protect the area from infestation by continuing the Gull deterrent programme

Objective 4: Trade and Save

Provide opportunities for companies to trade with each other and benefit from subsidised or free services.

Investments are expected to include:

- Expand the Meercat cost reduction partnership and initiate other relationships to offer businesses access arrangements to reduce business costs
- Develop the new estates business directory to help promote the services of businesses on the estates to both other businesses on the estates and the wider community
- To work with Ferndown Chamber and other organisations to promote the retail and public service offerings provided on the estate
- Procure services from businesses on the estates whenever possible and in line with cost efficiency requirements
- A tailored programme of exclusive and free events
- Negotiated staff benefits through a bespoke programme

Objective 5: Communications

Build upon the existing communication channels to ensure businesses receive useful information in a way that is best for them. Communicate with outside organisations to get the best deal for the estates.

Investments are expected to include:

- Represent your views as we work with policymakers to deliver a healthy environment for businesses to succeed
- Provide regular communications through a variety of channels to ensure businesses receive the information they need in a convenient form
- Agree a new Planning Protocol with the new Dorset Council to ensure the estates voice is heard and appreciated in decisions that shape the future for the estates
- Maintain the Engineering & Manufacturing and Security Groups as well as establishing other sector or topic groups that may be required to improve focus

“For Ferndown & Uddens to be widely regarded as the place where companies and people choose to be for the strength of its business community and the quality of its trading and working environment.”

What it will cost

An agreed set of rules

Every BID must establish a set of levy rules. Reference has been made to the use of the 'Industry Criteria and Guidance Notes' (source: British BIDs 2017) in developing the rules which will apply to the Ferndown & Uddens BID.

Levy payments will be calculated at the unchanged rate of 1.25% of the rateable value of business premises within the BID area that has a rateable value above the "floor" of £7,500. A cap will be in place so that no individually rated property attracts a levy charge of more than £2,000.

The levy charge will be payable annually based on the Valuation Office Agency's ratings list.

Contributing businesses will be expected to make annual payments to the Local Collection Authority for the five year term of this Plan.

Your rateable value is shown on the front of your business rate bill or can be found on the Government website at: www.gov.uk/correct-your-business-rates

A nominal investment is identified to fund the renewal process to support a third BID term from 2024. The decision on whether or not a proposal shall be made will be subject to prior consultation with levypayers before the end of the proposed second term.

The operating costs includes three components; Central running costs levy collection charge and Audit costs.

Central running costs are made up of staff admin costs, office costs and fixed overheads.

Only the local authority can collect the BID levy. The new Dorset Council has indicated a general policy of introducing a charge for contributions to the cost of levy collection for second term BID's. The Council has indicated that it will charge 3% for this service from 1st September 2019.

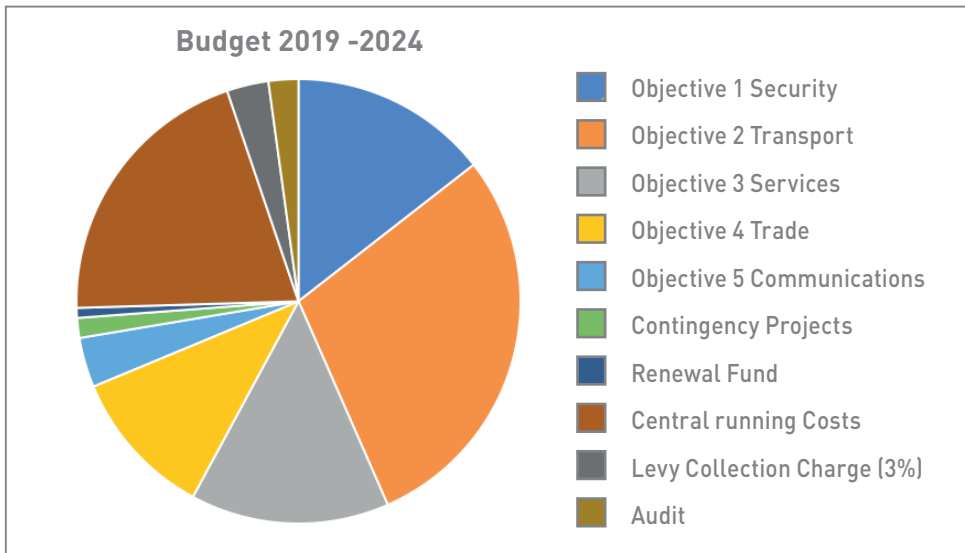
Audit costs reflect the best practice of providing an independent review on the operations of the BID company and to ensure confidence in investment decisions.

THE BUDGET

The Ferndown & Uddens BID budget: 2019 – 2024

| | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 | Full Term |
|-----------------------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| Income | | | | | | |
| Annual Levy Income | £130,000 | £130,000 | £130,000 | £130,000 | £130,000 | £650,000 |
| Surplus from BID 2014-2019 | £10,000 | - | - | - | - | £10,000 |
| TOTAL | £140,000 | £130,000 | £130,000 | £130,000 | £130,000 | £660,000 |
| Expenditure | | | | | | |
| Objective 1 Security | £20,000 | £20,000 | £25,000 | £20,000 | £22,000 | £107,000 |
| Objective 2 Transport | £40,000 | £35,000 | £20,000 | £23,000 | £23,000 | £141,000 |
| Objective 3 Services | £20,000 | £20,000 | £25,000 | £25,000 | £20,000 | £110,000 |
| Objective 4 Trade | £15,000 | £10,000 | £10,000 | £10,000 | £10,000 | £55,000 |
| Objective 5 Communications | £5,000 | £5,000 | £5,000 | £10,000 | £10,000 | £35,000 |
| Contingency Projects | £2,000 | £4,000 | £4,000 | £4,000 | £5,000 | £19,000 |
| Renewal Fund | £1,000 | £1,000 | £1,000 | £1,000 | £1,000 | £5,000 |
| SUB TOTAL | £103,000 | £95,000 | £90,000 | £93,000 | £91,000 | £472,000 |
| Operating Costs | | | | | | |
| Central running Costs | £28,000 | £28,500 | £30,000 | £30,500 | £31,000 | £148,000 |
| Levy Collection Charge (3%) | £4,200 | £4,200 | £4,200 | £4,200 | £4,200 | £21,000 |
| Audit | £3,000 | £4,000 | £4,000 | £4,000 | £4,000 | £19,000 |
| SUB TOTAL | £35,200 | £36,700 | £38,200 | £38,700 | £39,200 | £188,000 |
| TOTAL EXPENDITURE | £138,200 | £131,700 | £128,200 | £131,700 | £130,200 | £660,000 |
| Cumulative Balance | £1,800 | £100 | £1,900 | £200 | £0 | £0 |

The Balance of investments at a glance



Application of funds

The BID funds are collected by the local authority and are ring-fenced so they may only be used by the BID Board in accordance with this plan.

Accountable

Appointed auditors will produce end-of-year accounts, made available publicly to all and these will be filed at Companies House in the normal way.

Monitoring performance

The performance of the BID will be monitored and publicly reported in the following ways:

- A detailed Annual Report produced for each AGM and published online
- Accounts independently audited, presented at each AGM and published online
- A levy leaflet distributed to every business describing at the start of each year how funds were invested in the previous year and how they will be invested in the next financial year. Again, this will be published online
- Regular public meetings where the BID Team and Board Members will be present and available
- Regular surveys, including a mid-term review, to measure business satisfaction
- As far as possible to accommodate interest from those who wish to be involved in the operation of the BID
- Regular reporting online and in other communications, including e-newsletters
- Crime statistics produced by Dorset Police

GOVERNANCE

A not-for-profit company run by businesses

The Ferndown & Uddens BID Company Limited is a not-for-profit Company, limited by guarantee. It is legally and operationally responsible for all BID activities and will act on behalf of businesses on the estates. A Board is responsible for governance, coordinating activity and delivery. A Constitution governs the way the Board operates.

The Board will be elected by levypayers and made up of a representative cross-section of businesses on the estates. The main role of the Board is to safeguard the interests of levy payers, ensuring that the business operates in line with the BID Business Plan, is professional and offers consistent value for money in line with its targets. All levy payers shall be invited to attend Annual General Meeting and vote for Board members will be retired in accordance with the Constitution.

The Board

The Ferndown & Uddens BID is led by a Board made up of local business people who are elected at the Annual General Meeting by levy paying businesses. Members of the Board give their time for free on a voluntary basis. The BID Constitution allow for Board membership of up to six executive members. A further three non-executive members who have specialist skills may be seconded to the Board. One such secondee is the Economy Lead Member at the local Council.

A Security Group has been established led by a Board member that reports to the Board. This group includes representatives from Dorset Police, SWL, the company that provides evening and weekend patrols as well as representatives from two substantial businesses on the estates.

The Board structure provides good representation of Ferndown and Uddens by size, sector and geography.

Management

A BID manager is responsible for delivering decision of the Board. Kevin Poulton has been contracted to fill that role since the inception of the BID. Recently, Nell Nicholson has been contracted to deliver projects focusing on social media communications and developing relationships and projects with schools and colleges including forming an apprenticeship network on the estate.

THE BOARD



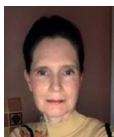
Danny Godfrey
Chairman of the BID
Board, MD and CEO
The Warmer Group Ltd



Mark Wallis
Commercial Director,
Superior Seals Ltd



Martin Lawrence
Head of
Manufacturing,
Farrow & Ball



Sarah Bredda
Quality Manager,
Spicers



David Calvert
Owner and MD,
Bayquest Ltd



Clivina Wills
Owner Cis for Café



Duncan Graham
Managing Director
Technical Window
Films Ltd



Paul Webb
Owner, Dorset Water
Softeners



Representative from
Dorset Council

MANAGMENT



Kevin Poulton
BID Manager



Nell Nicholson
No Time for IT
Social Media and
Schools Engagement

THE BALLOT

How the voting works

The “lifetime” or “term” of the BID is prescribed by the Regulations and is set at no more than 5 years. It is possible for a BID to be extended by proposing a new Business Plan at the end of the current BID term, with a renewal ballot taking place in much the same way as the initial one. The ballot takes the form of a 28 day postal ballot. For the BID to go ahead two requirements must be met:

1. More than 50% of business ratepayers who vote have to vote ‘yes’.
2. Those that vote “yes” have to represent more than 50% of the combined ‘rateable values’ of those who vote.

If these two requirements are met, the Business Plan is activated. In accordance with the agreed rules of the BID Company, those businesses in the BID area who meet the criteria will be required to pay the levy each year for five years, regardless of whether or not they voted or how they voted.

As the renewal ballot is planned to be held after 1st April it will be the responsibility of the new Dorset Council to manage in accordance with the BID Regulations (2004).

Who can vote?

Each business ratepayer within the BID Area will have a vote, provided their property's rateable value is £7,500 or more at the time that the notice of ballot is issued. Properties that have a rateable value below £7,500 fall below the levy contribution "floor" will not be eligible to vote and will be exempt from contributing to the BID.

Where a qualifying business premises is vacant or undergoing refurbishment, it is the person responsible for paying business rates, usually the owner, who will be entitled to vote and will be responsible to pay the levy.

Each business entitled to vote will have one vote per qualifying property in the BID area. Details of the arrangements for the ballot will be sent by the Electoral Reform Service to all those eligible to vote.

Businesses who decide not to vote will not be counted for or against the proposal, but they will be bound by the decision of the ballot.

The levy

The levy is the amount ratepayers will be liable to pay. For the Ferndown & Uddens BID a levy of 1.25% of rateable value (RV) is proposed for businesses with an RV of £7,500 or more which comply with the levy criteria set out above.

In accordance with the requirements of The Business Improvement Districts (England) Regulations 2004 collection of the levy will be the responsibility of the local billing authority. The levy collected will be retained in a separate ring-fenced account which will be transferred to the BID Board to be used to fund the projects identified in this Business Plan.

The levy is expected to generate around £650,000 in ring-fenced funding over the five-year term of the BID.

WHEN THINGS HAPPEN

Dates & milestones

| | |
|--|-------------------|
| Notice to Secretary of State with copy to the Local Authority of the intention to hold a ballot | 12 December 2018 |
| Draft BID Proposal and letter of request to Local Authority to hold a ballot | By 12 April 2019 |
| Dorset Council checks and agrees the BID renewal proposal and issues notice of ballot, including the arrangements for the ballot. | By 09 May 2019 |
| Dorset Council commissions the Electoral Reform Service (ERS) to hold the ballot and provides list of voters and wording for all documents | By 16 May 2019 |
| Notification of ballot published | By 30 May 2019 |
| The Electoral Reform Service dispatches the ballot packs | By 13 June 2019 |
| Deadline for proxy nominations | 01 July 2019 |
| Deadline for replacement of lost/spoilt ballot papers | 05 July 2019 |
| Close of ballot (up to 5pm) | 11 July 2019 |
| Count and declaration | 12 July 2019 |
| End of current BID period | 31 August 2019 |
| Start of renewed BID | 01 September 2019 |

Thank you for taking the time to read this Business Plan

We hope you can see how seriously the Ferndown & Uddens BID takes its responsibilities and how it has to date delivered on its promise “to continuously improve the trading and working environment on the Estates, so that it is a great and safe place to do business and to work”. We cannot be complacent about the progress that has been made. This that could not have happened without businesses working together in the way they have since 2014.

The potential for the second term of the BID beginning in September 2019 is even more exciting. That depends solely on each positive vote cast at the ballot in July 2019 which would allow for us to continue the journey that we have only really just begun to help create an even better place for our businesses, staff and visitors.

STAKEHOLDERS AND SUPPORTERS

All these Important and influential stakeholders support the BID Renewal

Dorset Council

This fruitful partnership enables the business voice to be heard with greater clarity to promote economic growth.



Christopher Chope MP

I am delighted to give my enthusiastic support for the Ferndown and Uddens BID extension for a further five years.



The Dorset Local Enterprise Partnership

The Ferndown and Uddens BID is particularly important as it is the largest business concentration of its type in Dorset and has considerable potential for further growth.



Dorset Chamber of Commerce & Industry

Business Improvement Districts are able to make a significant positive impact for businesses within the defined area.



Police and Crime Commissioner

The Ferndown and Uddens BID provides an important opportunity to further develop partnerships with the local business community to understand better policing needs for the area and provide new mechanisms for addressing them.



Dorset Police

The innovative partnership formed with Dorset Police has provided effective methods to reduce crime and increase business security on the estates.



Police Digital Security Centre

The Police Digital Security Centre (PDSC) is delighted to be working in partnership with the BID to support local businesses in reducing their vulnerability to cyber crime.



Ferndown Town Council

The Town Council supports the BID and its actions to enhance the estates which are a major asset for the Town.



SWL Security

Working in partnership with the BID improves security for the estates, especially during evenings and the weekend.



Bournemouth University

Collaborative activity with BIDs underpins the effective engagement with the regional business community. We fully endorse the proposal.



Bournemouth and Poole College

The College fully support the renewal of the BID and is very keen to engage closely with the BID to ensure local businesses have access to the training that they need, and to help them secure the workforce of the future.



Ferndown Upper School

We are excited to be partners in the collaborative project to help our students develop self awareness and employability through professional input and engagement with local businesses on the estate.



QE School

Our links with businesses on the estates has been enhanced greatly by the work of the BID particularly in partnering with us in projects to support the development of students.



WSX Enterprise Ltd

The BID area is a major hub in the county and success in achieving these aims will have a major economic impact both locally and across the region and we are delighted to offer our support.



Dorset Engineering & Manufacturing Cluster

Dorset Engineering and Manufacturing Cluster works in collaboration with the BID to support the 70+ manufacturing and engineering companies operating on the Estates.



Go South Coast

Morebus is pleased to work alongside the BID to find ways to improve public transport accessibility to Ferndown and Uddens Estates.



Velocity

Our partnership with the BID will help tackle congestion, parking, road safety, speeding and encourage cycling.



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YOUR OPINION COUNTS