



Longhill & Sandgate Business Improvement District (BID) Renewal

Business Plan
2023 to 2028

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PROJECT SUMMARY

The renewal of the current Longhill & Sandgate Business Improvement District (BID) will continue to provide a safe and secure environment for the customers and businesses based on the Longhill & Sandgate Industrial Estates area.

This will be achieved by the continuation of the established estate wide 17 CCTV camera system and CCTV Monitoring Centre services. This initiative provides cost effective security for all of the businesses on the Longhill & Sandgate Industrial Estates against instances of crime and vandalism.

The BID will also fund a regular estate wide cleansing service to improve the general environment of the estate for businesses and customers.

The initiatives will be funded through the continuation of the Business Improvement District, the mechanism for collecting the revenue needed through a self-imposed levy on the businesses in the Longhill & Sandgate industrial estates area.

The current BID has a lifetime of five years and comes to an end in March 2023.

The key priority of the Longhill & Sandgate Business Association is to continue to improve the security of the area and improve the general environment.

It is therefore proposed by the Executive of the Longhill & Sandgate Business Association to pursue a renewal of the current BID for a further 5 years to:

1. Ensure the existing estates wide CCTV remains operational.
2. Provide a reactive security response service to incidents picked up by the CCTV Monitoring Centre.
3. Provide a regular estate wide environmental cleansing service.



1. THE CONCEPT OF A BUSINESS IMPROVEMENT DISTRICT

The Business Improvement District Regulations 2004 enable local businesses and other stakeholders to form partnerships to implement improvements, which will benefit their local area.

BIDs work by raising funding for additional services over and above those services provided by the Local Authority. The aims are to encourage the revitalisation of an area, addressing issues such as security, image, environment and transport.

Businesses will decide on the issues they want to address, the amount of funding to be raised and the services they want to implement in their area.

Any proposals must be agreed upon by a majority of ratepayers in the BID area via an independent ballot. Approval of the BID would have to meet two key tests:

1. Firstly, a simple majority of those voting in the BID ballot must vote in favour; and,
2. Secondly, those voting in favour must represent a majority by rateable value.

Once agreed the additional services will be funded via a supplement to the National Non-Domestic Rates that are billed by the Local Authority.

2. THE NEED FOR A BID

The Longhill & Sandgate BID began on 1st April 2008 and has continued to operate for three 5 year terms with the successful renewal ballots having taken place in 2013 and 2018. This will be the fourth Longhill & Sandgate BID ballot renewal anticipated to run from 2023 to 2028.

Initially funded in 2008 by the Hartlepool New Deal for Communities programme in response to the crime issues raised by businesses, an estates wide CCTV system has been successfully operating since that time.

The 17 camera CCTV system has reduced reported crime across the estates and acted as a crime deterrent. Cleveland Police fully support the initiative in assisting its role to prevent and reduce crime.

However, the fight against crime needs to be maintained and the established CCTV system needs to continue to be operational in order to ensure that that a safe and secure environment for customers and businesses is sustained.

There have been various consultations undertaken with the businesses on the Longhill & Sandgate Industrial Estates area to date that have highlighted that the provision for safety and security on the estates is still the top priority.

The consultations undertaken include:

- Longhill and Sandgate Business Association meetings
- Online Survey
- Individual canvassing of businesses by members of the Executive of the Longhill & Sandgate Business Association and by Officers of Hartlepool Council.

The Executive of the Longhill & Sandgate Business Association have considered the feedback from the consultations that has highlighted that there is sufficient demand demonstrated to continue funding the estates wide CCTV system in addition to monitoring services and an environmental cleansing service.

The Executive has determined that the best way to administer the running costs of the initiatives fairly to all businesses would be through continuing the current BID arrangements and pursuing a renewal of the current BID for a further 5 years.



3. LOCATION

The boundary of the Longhill & Sandgate BID includes the industrial areas of the Longhill Industrial Estate and the Sandgate Industrial Estate, in the Borough of Hartlepool. The estates area consists of over 300 businesses.

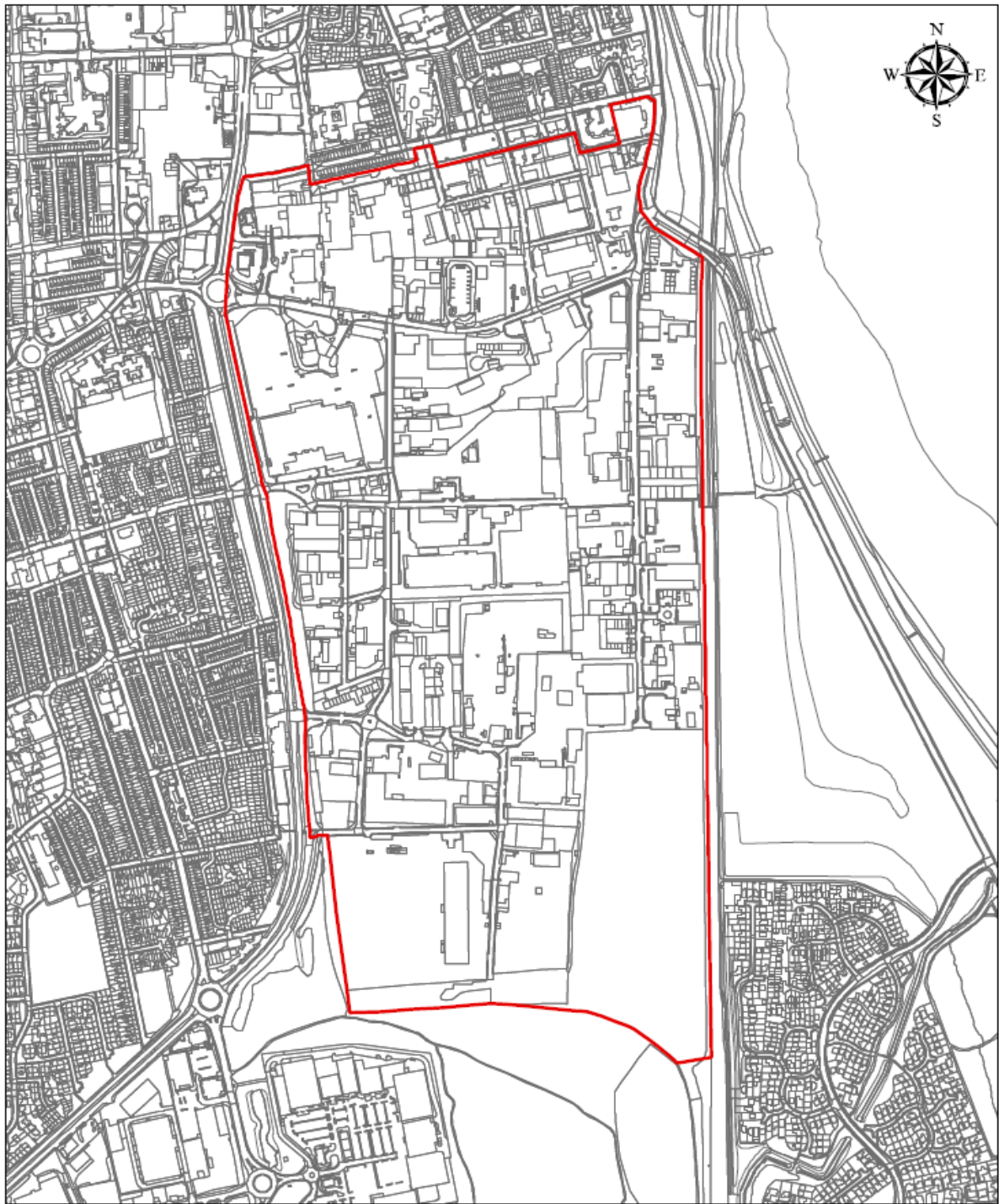
The location is formed by the following boundaries:


- To the north - Burbank St (part)/Moreland St.
- To the east - Railway line.
- To the south - The boundary of the industrial estate.
- To the west - The A689 Belle Vue Way.

It includes the following roads within its boundary:

- Windermere Road
- Redworth Street (part)
- Moreland Street
- Green Street
- Thompson Street
- Clark Street (part)
- Coniston Road
- Thomlinson Road
- Ullswater Road
- King Street
- Sarah Street
- Ladysmith Street
- Sydenham Road (part)
- Casebourne Road
- Greatham Street
- Baltic Street
- Lower Oxford Street
- Burn Road
- Mainsforth Terrace
- Ainsley Street
- Wood Street
- Sadler Street
- Havelock Street
- Burbank Street (part)
- Lynn Street South (part)
- Whitby Street South (part)
- Pilgrim Street
- Dundas Street
- Bowser Street
- Cromwell Street
- Freville Street
- Bertha Street
- Nelson Street

PROPOSED MAP OF THE AREA OF THE LONGHILL & SANDGATE BID



LOCATION Longhill & Sandgate Industrial Estates		DRAWN BY CT	DATE 12/08/22
		SCALE 1:8000	
DEED PACKET -	OS MAP NZ -	DRWG No E/G/1033	
 Hartlepool Borough Council Resources and Development Civic Centre Victoria Road Hartlepool TS24 8AY		TEL: 01429 266522 FAX: 01429 523899	
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4. THE BID PROPOSAL

The Longhill & Sandgate Business Association proposes the renewal of the Longhill & Sandgate BID for a 5 year term.

Hartlepool Borough Council is the Local Authority and the billing authority for National Non-Domestic Rates for the Longhill & Sandgate Industrial Estates area.

The Longhill & Sandgate BID renewal proposal involves the partnership of the Longhill & Sandgate Business Association, Hartlepool Borough Council and Cleveland Police (Hartlepool District).

If the Longhill & Sandgate BID renewal proposal is approved then the BID will start on 1st April 2023 and operate until 31st March 2028.

5. WHAT THE BID WILL COVER

Crime continues to be the top priority for resident businesses on the Longhill & Sandgate Industrial Estates area and the current estates wide CCTV system has been successful in reducing levels of crime and vandalism.

Resident businesses also identified the need to improve the general environment of the estates with the main issue being litter.

It is therefore proposed that the renewal of the current Longhill & Sandgate BID will:

- Maintain the safety and security of businesses, customers, employees and visitors through continuing to fund the monitoring and maintenance of the estates wide CCTV. The service consists of 17 cameras recorded during 24 hours and monitored for 12 hours in the evening and 24 hours at weekends (including Bank Holidays).
- Provide reactive security response service to incidents picked up by the CCTV Monitoring Centre.
- Provide a regular and reactive estates wide environmental cleansing service to tackle issues associated with litter.

The Longhill & Sandgate Business Association, Hartlepool Borough Council and Cleveland Police (Hartlepool District) have agreed that they will continue to utilise the policies, procedures and good practices that are currently used within the management of the CCTV system. This will ensure all regulatory and legislative requirements are met and they will positively pursue the security and safety of everyone who works, uses or visits the area.

6. THE LONGHILL & SANDGATE BID PARTNERSHIP

The Longhill & Sandgate BID Partnership consists of the Longhill & Sandgate Business Association, Hartlepool Borough Council and Cleveland Police (Hartlepool District).

The make-up of the Board that manages this partnership is set out below:

Longhill & Sandgate Business Association	2 representatives (Chair and Vice-Chair from the Executive of the Business Association).
Hartlepool Borough Council	2 representatives (From the Council's Economic Growth Team).
Cleveland Police (Hartlepool District)	1 representative.

The Longhill & Sandgate BID Partnership will continue to operate under the existing agreed constitution that will provide the rules and regulations that will govern the running of the Partnership.

The accountable body will continue to be Hartlepool Borough Council who will continue to manage the finances on behalf of the BID Partnership.



7. FUNDING

The estimated Longhill and Sandgate BID income and expenditure is shown in the tables below.

INCOME	2023/24	2024/25	2025/26	2026/27	2027/28	Total
BID levy	£66,840	£66,840	£66,840	£66,840	£66,840	£334,200
EXPENDITURE						
CCTV Monitoring	£30,000	£30,500	£31,000	£31,500	£32,000	£155,000
Maintenance	£3,000	£3,300	£3,600	£4,000	£4,500	£18,400
Transmission	£12,800	£12,800	£12,800	£12,800	£12,800	£64,000
Electricity	£500	£550	£600	£650	£700	£3,000
IT, Billing and Recovery	£5,700	£5,800	£5,900	£6,000	£6,100	£29,500
Security Response Service	£1,200	£1,200	£1,200	£1,200	£1,200	£6,000
Environmental Cleansing Service	£11,000	£11,200	£11,400	£11,600	£11,800	£57,000
TOTAL EXPENDITURE	£64,200	£65,350	£66,500	£67,750	£69,100	£332,900
BALANCE	£2,640	£1,490	£340	-£910	-£2,260	£1,300

8. BID BALLOT

The Longhill & Sandgate BID renewal proposal will only proceed if a formal BID ballot is successful.

The BID ballot will be a postal ballot and will be administered by CIVICA (formally known as the Electoral Reform Services) on behalf of the Longhill BID Partnership in accordance with the BID Ballot Regulations (2004).

All listed National Non Domestic ratepayers within the BID boundary on 30/11/2022 will be entitled to one vote per 'hereditament'. In the case of a vacant property the property owner will be entitled to vote.

The ballot will need to meet two tests.

- Firstly, a majority (51%) in number of those voting must be in favour of the proposal; and,
- Secondly, there must be a majority in the proportion of the aggregate rateable value of those voting.

Full voting procedures will be issued with ballot papers.

9. BID LEVY & COLLECTION

The BID levy will consist of one payment over and above the normal National Non Domestic Rates (NNDR) paid by all businesses.

The current BID levy from 1st April 2018 to 31st March 2023 is a basic levy of 1.5% of the rateable value charged on all hereditaments within the Longhill & Sandgate BID area. The minimum payment threshold of £50 and a maximum payment of £1,500 per hereditament.

The Longhill & Sandgate BID renewal proposal from 1st April 2023 to 31st March 2028 will change from the current BID levy to ensure sufficient funds are generated to cover the BID activities.

It is proposed a basic levy of 1.75% of the rateable value will be charged on all hereditaments within the Longhill & Sandgate BID area in the next 5 year term. There will be a minimum payment threshold of £75 and a maximum payment of £1,500 per hereditament.

No individual hereditaments within the Longhill & Sandgate BID area will be exempt from the BID levy.

The levy will be based on the 2023 NNDR Rating Assessment as will be listed on the Valuation Office website (www.voa.gov.uk).

Any new hereditaments added to the National Non Domestic Rating List during the initiative will be charged the basic levy that applies.

Where any business is in occupation of a hereditament for a part of any chargeable period, that business will only be liable for a proportionate BID levy.

Where a premise is vacant, the liability to pay the annual BID levy, or proportion thereof, will revert to the legal occupier (e.g. leasehold or freehold interest etc).

Hartlepool Borough Council will collect the levy through the Direct Debit system using the ten monthly payment process, as it uses at present for collection of NNDR. This does not remove the right for a business to pay in one payment if it so wishes.

A separate bill will be sent out for the BID levy, this bill will show the amount of BID levy that each business will pay.

10. ALTERATION OF BID ARRANGEMENTS

The BID area cannot be changed nor the BID levy percentage increased without an alteration ballot that is put to businesses for a vote.

The Longhill & Sandgate BID Partnership will have the power to reprofile budget headings and costs within the constraints of the revenue received throughout the BID period and for the purposes set out for the BID.

11. BASELINE

Part of the legislative requirement of undertaking a BID is to have a baseline agreement with the Local Authority for all of the services provided by the Authority within the proposed BID area.

The renewal of the Longhill & Sandgate BID is focused on security and environmental cleansing however the baseline agreement is still required as the BID can be expanded to cover further environmental improvements or traffic or highways improvements if the Longhill & Sandgate BID Partnership were to agree further projects.

For the purpose of the baseline agreement, the geographical areas mapped out for inclusion.

Furthermore only those areas of adopted highway or land in the Council's ownership which fall within the Councils remit of responsibility for maintenance have been included. All other areas within the estate are not adopted and are therefore not included within this baseline agreement.

Cleansing

Manual Street Cleansing	Monthly.
Mechanical Street Cleansing	Monthly.
Weed spraying of hard standing area	All adopted carriageways & footways treated 3 times per year – Approximately March- July & October.
Fly Tipping Removal	Responsive service only.
Graffiti Removal	HBC property within 48 hours of notification.

Grounds Maintenance

Grass Cutting	Council owned grassed areas cut on a 14-21 day cycle.
Landscaping	There is no programmed activity currently in place.
Shrub Bed Maintenance	4 times per year.
Weed Spraying	All adopted carriageways & footways treated 3 times per year – Approximately March- July & October.

Highway Maintenance

Highway Inspection (statutory duty)	Walked inspection twice per financial year with all actionable defects identified and orders raised.
Winter Maintenance / Gritting	This estate is currently not on any gritting route.
Salt Bins	There are no Highways salt bins on the estates.
Pavement Maintenance	Inspected twice per financial year and all actionable defects identified and orders raised.
Road Maintenance	Inspected twice per financial year and all actionable defects identified and orders raised.
Street Furniture Maintenance	Inspected twice per financial year and all actionable defects identified and orders raised.
Street Lighting Maintenance	All the street lights are stress tested and maintained once per financial year.



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