

BUSINESS IMPROVEMENT DISTRICT PROPOSAL

BID BUSINESS
IMPROVEMENT
DISTRICT

PROPOSAL 2017

SBF

SEGENSWORTH
BUSINESS
FORUM

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1. Letter from the Chair & Committee of SBF

A Message from the Chairman and Committee of Segensworth Business Forum



Dear Business Owner/Manager

We are delighted to present to you the Segensworth Business Forum (SBF) proposal for a Business Improvement District on our estates to operate for a third term, between 2017 and 2022.

We do sincerely hope that you have felt involved in this process, and that this third Business Improvement District proposal reflects continuation of the benefits from our first two terms, as well as your requirements to be delivered over the next five years. The SBF have met and consulted with many of you, where possible, to understand your needs, enabling us to create plans for the next term around genuine, demonstrable and meaningful benefits for our estates and business community.

We believe that our first two terms not only met our original business objectives,

but in fact were an outstanding success in almost all of the areas we identified. You will see a recap of the achievements in the main body of this business plan, but transport improvements and crime reduction surely stand out for all to see.

The last 10 years has seen an evolution of the needs and potential benefits for Segensworth Estates to share. With the ongoing management of our existing achievements assured, we can turn our attention to progress and deliver new initiatives as outlined in this business plan.

In July 2017, businesses within the Segensworth BID area (see section 7 for a map and full voting details) will be asked to vote on whether or not they wish SBF to continue to be operational. We intend to improve upon, and sustain, the benefits already delivered, and to undertake the defined activities and projects defined in this business plan, which will be supported by the set annual levy.

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 Segensworth Business Estates into the premier industrial estate in Hampshire. An estate where crime is low, customers are pleased to visit, employees are happy to work and the business community works together for mutual benefit, able to speak with one voice.

A 'no' vote will result in the benefits that we have gained in recent years being lost. Benefits such as access and estate improvements, inter-trading, networking, a common approach to crime and

security (including the operation of the CCTV systems and security patrols) and our ability to lobby for change as a powerful business group with 180 businesses employing 6,500 people.

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 Segensworth Industrial Estates.

We look forward to continuing to work with you over the next five years, improving our trading environment and enhancing the competitiveness of all our companies. We actively encourage feedback, and should the BID succeed as we hope, then there is an ongoing invitation to attend all of our meetings, project teams, and events, as well as participate in the SBF committee governance and activity (subject to constitutional process of appointment).

Yours sincerely



Steve Adamson (Chairman, Segensworth Business Forum)

2. Introduction

2.1 Segensworth Business Forum

Segensworth Business Forum (SBF) has been representing the interests, concerns and issues of businesses on the Segensworth Industrial Estates since its formation in July 2005.

We are a single and coordinated voice lobbying and working on behalf of all businesses on the estates for better services and increased funding.

In May 2007 companies within the estates voted to become a Business Improvement District (BID) enabling the forum to implement a range of specific projects funded through a levy on the business rates. In 2012 they voted to continue for a further 5 years with an increased mandate.

The BID area covers the four Segensworth Estates – North, South, East and West and is managed by Segensworth Business Forum Ltd. It generates an income through a levy of 1p in the pound of rateable value for each business rate payer. Each BID period lasts for 5 years and over the last ten years it has enabled the SBF to deliver a range of significant improvements that have enhanced the trading environment for local companies both small and large.

Some of our achievements over the past 10 years include:

TRANSPORT

- Improvements to the Segensworth Roundabout and one way system for Segensworth East
- Access Improvements including upgrade to the underpass, footpaths and new pavements
- Improvements to traffic lanes at St Margaret's Roundabout
- Maps at the entrance to our estates for business visitors
- Maps for walkers and cyclists
- Improved access from Swanwick Station
- Installation of a pelican crossing on the A27 at Titchfield Lane, providing a safe crossing point for our employees walking from Lock Heath and surrounding areas
- Travel surveys - completed to facilitate better travel planning and reduce vehicular impact
- Corporate bus travel scheme
- Severe Weather Plan in operation including localized salting runs and additional grit bins throughout the estate

SECURITY

- Mobile security patrols operating seven days per week
- CCTV in operation across the estates.
- Number plate recognition
- Remote security patrols from national control centre (utilising our CCTV cameras)
- Text Alert System
- Liaison group with Local Police
- 40% reduction in crime, sustained over many years.

SAVINGS & SHARED SERVICES

- Business focus groups including an Environmental Club and HR Group
- Several sponsored networking events
- Discounted high speed broadband / lease line offering
- Cycle to work scheme established offering low cost bicycles
- Funding database available to all members
- Leveraged waste disposal projects, providing easier, cheaper waste and recycling options to our SMEs
- Defibrillators throughout the estates
- reducing risk to your employees and visitors if they fall ill.
- Local subsidised training courses, running on a regular basis
- Discounted key holding.
- Low carbon workshops.
- Schools environmental competition.
- Co-coordinated estate blood donating
- Corporate bus travel scheme.
- Local subsidized training running on a regular basis.

PLUS...

- Lobbying and liaison with local government and outside agencies.
- A central point of contact and reference for businesses on the estate.
- A central point of contact/reference and for passing information.

Many of these benefits will stop or be lost if the BID is not renewed.

The consultation exercise that has been undertaken has again demonstrated a wide-spread demand and need for the services and projects to continue being delivered through the SBF. What is required now is for the SBF to embrace another 5 years as a Business Improvement District to enable;

- Consolidation and continuation of services and projects that have proved effective;
- Introduction of new services and projects that will further enhance the trading environment for businesses and employees on the estate;
- Promotion of the interests of the estates, in a pro-active manner.

In order for the SBF to continue to meet the needs of companies on the estate in the future, the group has decided to go forward with another BID proposal to cover the 5 years from 2017.



The consultation exercise that has been undertaken has demonstrated a wide-spread demand and need for the services and projects to continue being delivered through SBF.



2.2 Business Improvement Districts (BIDs)

2.2.1 What is a Business Improvement District?

A Business Improvement District enables groups of businesses to commission projects which will lead to improvements in their local trading environment, funded through a local increase in business rates. The funding cannot be used to support or pay for services already provided by the public sector, and is ring fenced locally and 100% used to commission and deliver the project or services demanded by local companies.

It is an arrangement under which local businesses plan how to improve their own business and trading environment. Businesses identify projects or services that will add value and agree on the level of funds which they will pay to make it happen. The duration of the deal is not more than five years.

2.2.2 About BIDs

Is it a just another Tax?

No, the money does not go to the Central Government or the Local Council. Funds are ONLY for the project(s) agreed and voted for, and controlled by, the participating businesses.

What sort of services will the BID levy cover?

Anything the businesses choose - it can be from improved transport links, creating a safer environment to marketing and promotion to attracting further investment.

Why should businesses get involved?

It enables them to have control over projects which directly affect the performance of their business. Those businesses who pay the BID levy have a voice and a vote.

If businesses already pay rates, why should they pay again?

The BID levy is a specific levy for projects identified and controlled by the businesses. It can only provide additional improvements and benefits to services already provided by local authorities.

Do the funds go to the local authority in any way?

No, the money is collected by the local authority and is transferred to the BID organisation to spend on the projects identified by the BID. In addition, the BID will also seek Baseline Agreements from the local authority and other public agencies such as the Police to ensure that businesses are getting value for money on existing services provided by them within the BID area.

Is it the Tenants or the Property Owners that Pay?

With the UK legislation, it is whoever is liable for the business rates within the defined geographical area of the BID subject to any exclusions outlined in the business plan.

What about businesses who vote against the BID Project and Plans?

The legislation requires that 51% of businesses who vote must be in favour in numbers and in terms of rateable value, of the BID project and plans. If this is the case, then the levy is mandatory on all in the BID area.

For more information on BIDS visit www.ukbids.org.

3. Business Consultation

3.1 Consultation

The consultation is based on:

- 10 years of communications with, and feedback from, Segensworth Businesses.
- 10 years of monthly committee meetings made up of representatives from Segensworth Businesses.
- 10 years of informal discussions between the BID project manager and Segensworth Businesses.
- Letter of notification and outline plan, inviting comment, sent to all businesses on the Segensworth Estates in January 2017.
- One-to-one conversations with over 140 Segensworth Businesses between December 2016 and April 2017.
- Discussions with local government.

3.2 Consultation Results - What you told us

ISSUE	MAIN CONCERN
1	Consolidation and Continuation of the Services and Initiatives provided over the last 10 years
2	Continued Security Measures
3	Transport/ Access Improvements
4	Estate Wide Savings and Shared Services
5	Continued Communication and Lobbying

3.3 The Next Stage

This business plan will be sent out for consultation in May 2017 to obtain comments on the proposals. The final version of the business plan will be available in June 2017.

If you wish to make any comments, please contact us. Our contact details are set out in section 8.

Although support is strong for the BID, it is important that every business continues to support the process and votes positively in the poll.





Although support is strong for the BID, it is important that every business continues to support the process and votes positively in the poll.



4. The Proposed Business Improvement District

4.1 Why We Need It

There continue to be significant challenges facing ageing Industrial Estates. They include access issues, safety and security concerns, and increased competition. It is more relevant than ever that we work together, attracting the right businesses and clients, and improving the quality of environment we trade in. The current BID has generated significant improvements throughout the estates. A further 5 years is a necessary step and the fairest way of safeguarding what we have already achieved and building the future competitiveness and prosperity of The Segensworth Industrial Estates.

Much of what we do is now even more relevant as local government and police resources become ever more stretched.

By collecting a BID levy from all businesses, SBF will, over the next 5 year term, generate over £950,000 of dedicated funding to be spent benefiting our business community. In addition, SBF will continue to lobby and act on behalf of all businesses within the estates to monitor and increase the services and spend that can be leveraged from the public sector over the same period.

These improvements will be decided and controlled by you, the businesses.

In July 2017, businesses within the Segensworth BID area (see section 7 for a map and full voting details) will be asked to vote on whether or not they wish SBF to continue to be operational and undertake the defined projects, supported by the set annual levy.

4.2 What Will It Deliver?

Our vision is that “companies and their staff located in Segensworth think this is a great place to work and do business”. The SBF mission is to improve the trading and working environment on the Segensworth Estates, continuously.

This business plan highlights the additional services we intend to deliver within the Segensworth BID area. It also spells out our goal, which is to see Segensworth become a safer, easier and more profitable and pleasant place in which to do business.

As a result of consultation SBF will focus on a number of themes for improvement:

- Developing initiatives to improve transport and access, and safeguard the interests of the Segensworth Estates as transport proposals develop;
- Increasing business security and preventing crime;
- Providing a range of shared service support functions that will benefit all businesses;
- Providing a focal point for communication both within the estates and with outside organisations.

Just as importantly, SBF will continue to provide and build upon our achievements over the past 10 years and to act as a single and coordinated voice lobbying and working on behalf of all businesses on the estates for better services and increased funding.

YOUR VIEWS ON THE BID



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Q. What key areas have improved for your company since SBF became a Business Improvement District (BID) and what have been the main changes?

A. The key areas that I've seen improvements in are transport, security and the joined up thinking that takes place across Segensworth. The road network has been improved which has removed a major bottle neck onto the main Segensworth roundabout. This is major work that would not and could not have been brought into reality without the SBF.

Q. What do you think is the main benefit of being part of a BID?

A. The main benefit as far as I see it, is having an organisation that is shaped by the businesses, for the benefit of the businesses. The SBF has no political agenda and can deliver projects suggested by its members. It provides a central voice for councils and others to communicate with the area and can enable real progress to be made on issues that affect local business without the red tape that can be associated with local government.

Q. What benefits do you hope will come if the BID is continued for another 5 years - to both your company and others on Segensworth?

A. I would like to see continued work in the areas of security, transport and improving general working conditions in the area. In essence this may sound like 'more of the same' however I believe that without the SBF, Segensworth would simply be another faceless industrial estate – and who wants to work in one of those!

4.3 The Benefits... For You And The Estate

Businesses will continue to benefit from the BID in the following ways:

Better access arrangements and road improvements designed to save you time and money:

- Safer, less congested estates with improved road links
- Improved footpaths and cycle access.
- Better signing.
- Roads cleared during severe weather.
- Continue dialogue with Hampshire County Council to provide advice and assistance in resolving transport issues.

Improved security will reduce theft and damage as well as offer a safer environment for you, your staff and your property:

- Reduced levels of crime and vandalism through the deterrent of mobile security patrols and CCTV cameras throughout the estates.
- Regular meetings with the police.
- Police presence on the estate.

Shared services will help drive your business costs down:

- Providing a range of shared service support functions that will benefit all businesses

A strong and effective business voice will lobby for greater benefits and increased funding:

- A single voice lobbying, promoting and developing the estate to improve your trading environment.
- A forum for engaging with public sector and other support agencies.
- Businesses to influence governmental decisions on key issues.

Better maintenance of the estates will provide a more appealing environment for you, your staff and your clients:

- Improved use of our green space.
- Enhanced image for Segensworth estates, appealing to new businesses and helping retain and entice new employees to our business district.

There will be full time SBF staff:

- Locally based and working with you and for you.
- Delivering the aims, projects and aspirations of the BID.
- Lobbying, promoting and developing the estate to improve your trading environment.
- Acting as a focal point for information and intelligence
- Monitoring baseline services from local government, police etc.

The Estate will have a higher profile.

Property owners will have their assets protected and enhanced, giving stronger tenant demand, increased income and added value.



Much of what we do is now even more relevant as local government and police resources become even more stretched.



4.4 How It Will Operate

The Business Improvement District (BID) will be governed through the established Segensworth Business Forum. Under the terms of the BID every company will become a member of Segensworth Business Forum. Each company will enjoy full voting and membership rights as specified in the Segensworth Business Forum constitution.

Administration costs will be kept to a minimum. For maximum efficiency, there will be full-time SBF staff responsible to the Board of Directors.

Locally based, working with you and responsible for:

- Working on the individual projects;
- Delivering the aims, projects and aspirations of the BID;
- Lobbying, promoting and developing the estate to improve your trading environment;
- Monitoring baseline services from local government, police etc.

For full details of how SBF will operate see the constitution in appendix 1.

4.5 Performance Indicators

As experienced business people, we understand the requirement to monitor the progress of the BID. Each project will be monitored by board and committee so you, as investors in the BID, have evidence that we are delivering what we promised and that you are enjoying a return on the levy paid.



SBF will continue to provide and build upon our achievements over the past 10 years.



YOUR VIEWS ON THE BID



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Q. What key areas have improved for your company since SBF became a Business Improvement District (BID) and what have been the main changes?

A. Improvements to access such as the main roundabout along with improved security.

Q. What do you think is the main benefit of being part of a BID?

A. Companies have access to a central information source, training opportunities, and various networking events.

Q. What benefits do you hope will come if the BID is continued for another 5 years - to both your company and others on Segensworth?

A. The benefits of joint purchasing power, transport solutions and training.

5. The BID Projects

Our consultation has identified that the biggest requirement from Segensworth Businesses is for us to continue to provide the services we have already delivered. This will form one of the main thrusts of our objectives. Additionally, we will continue to develop further projects as outlined within this document.

5.1 Transport Improvements

The consultation identified that businesses want the measures already introduced to continue. Further measures helping employees access the estates and reducing the level of traffic congestion at peak times is an important means of staff recruitment and retention.

Our achievements over the past 10 years include:

- Improvements to the Segensworth Roundabout and one way system for Segensworth East
- Access Improvements including upgrade to the underpass, footpaths and new pavements
- Improvements to traffic lanes at St Margaret's Roundabout
- Maps at the entrance to our estates for business visitors
- Maps for walkers and cyclists
- Improved access from Swanwick Station
- Installation of a pelican crossing on the A27 at Titchfield Lane, providing a safe crossing point for our employees walking from Lock Heath and surrounding areas
- Travel surveys - completed to facilitate better travel planning and reduce vehicular impact
- Corporate bus travel scheme
- Severe Weather Plan in operation including localized salting runs and additional grit bins throughout the estate

Many of these benefits will stop or be lost if the BID is not renewed.

We will continue to provide the benefits outlined above. Additionally, we will build upon these achievements by delivering the following:

New measures to improve access/egress from the estates

- We have evidence that traffic issues have impacted on recruitment and we are working with local authorities on traffic easing options, including new roads and capital projects. We will look to secure funding along with LEP and local government to enhance traffic flow onto and off the estate.
- A data capture system that we could use to provide real time traffic information to businesses on the estates, linked, if possible, to the wider Hampshire traffic management system (Romance).

Continued pedestrian improvements

- Work with HCC to identify and implement further improvements to footpaths and cycle ways.
- Continue to lobby to leverage funding from the appropriate authorities.

Lobbying local government on behalf of our members

- Continued lobbying of key agencies by SBF to ensure a voice for businesses in identifying, acting and communicating on transport and access issues. This to include the Highways Agency, for motorways and trunk roads, and Hampshire County Council, the Local Highway Authority.
- Future proposals for material changes to Junction 9 and the surrounding areas are ongoing, the output of which may result in very favourable, or disfavoured, impacts upon our estates. The SBF are working with various government agencies, and third parties, to ensure we are part of this process, to help to protect our interests within the wider scope of the Whitely / North Fareham expansion.

WHEN WILL IT HAPPEN?

From Year 1.

HOW MUCH WILL IT COST?

17/18	18/19	19/20	20/21	21/22	TOTAL
£	£	£	£	£	£
105,000	88,725	11,457	11,695	11,941	228,819

PERFORMANCE INDICATORS

Improvement in complaints raised against congestion issues.

HOW WILL IT BENEFIT MY BUSINESS?

- Reduced congestion at peak times.
- Reduced travel costs.
- Easier and less stressful access for clients and staff.
- Improved access will make recruitment easier and aid retention.
- Easier and more environmentally friendly access will make Segensworth a better place to work as well as reducing traffic onto the estates.
- Improved signage will make it easier for visitors and clients to travel through the estates.



Further measures helping employees access the estates and reducing the level of traffic congestion at peak times is an important means of staff recruitment and retention.



5.2 Security And Crime Prevention

The consultation identified that businesses want to see our security measures to continue and further estate security measures introduced. The police have informed us that crime is less within the Segensworth estates than comparable industrial areas due to the security measures we already undertake. The best way to ensure that this continues is to provide an integrated deterrent aimed at discouraging crime and preventing Segensworth being seen as a "soft target". With the closure of Park Gate Police Station, our security measures are even more vital.

Our achievements over the past 10 years include:

- Mobile security patrols operating seven days per week
- CCTV in operation across the estates.
- Number plate recognition
- Remote security patrols from national control centre (utilising our CCTV cameras)
- Text Alert System
- Liaison group with Local Police
- 40% reduction in crime, sustained over many years

Many of these benefits will stop or be lost if the BID is not renewed.

“

The closure of the Park Gate Police Station makes our security measures even more vital.

”

We will continue to provide the benefits outlined above. Additionally, we will build upon these achievements by delivering the following:

Upgrade and expansion of our CCTV cameras.

- Replace aging CCTV cameras. This will provide a higher quality image for evidential purposes and improved access for Police investigations.
- Additional cameras to provide greater coverage of our estates.

Police presence on the estate.

- With the closure of Park Gate Police Station, we will provide our local beat PCs with a local base on the estates, ensuring a more visible presence.

Liaising with Police

- SBF will continue to liaise with and lobby police on key issues relating to security on the estates.

WHEN WILL IT HAPPEN?

From Year 1.

HOW MUCH WILL IT COST?

17/18	18/19	19/20	20/21	21/22	TOTAL
£	£	£	£	£	£
79,500	80,400	81,327	57,828	58,265	356,774

PERFORMANCE INDICATORS

Reported and Recorded Crime Statistics.

HOW WILL IT BENEFIT MY BUSINESS?

- Reduced levels of crime.
- You, your business and your staff will be safer
- Your possessions, vehicles and premises will have greater protection.
- Reduction in costs such as insurance, theft and damage replacement.
- SBF maintain a very close relationship with the local Police force, for the benefit of all Segensworth businesses.

YOUR VIEWS ON THE BID



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Q. What key areas have improved for your company since SBF became a Business Improvement District (BID) and what have been the main changes?

A. SBF has been a key stakeholder in greatly improving access to Segensworth for car drivers, car sharers, cyclists, bus and train passengers alike. Shared training courses and discounted health club memberships have also been a valuable benefit. CCTV and security patrols were an early and obvious benefit.

Q. What do you think is the main benefit of being part of a BID?

A. SBF secretariat work hard to foster a sense of community within Segensworth businesses. They also lobby local government and agencies very effectively on behalf of Segensworth businesses.

Q. What benefits do you hope will come if the BID is continued for another 5 years - to both your company and others on Segensworth?

A. Continued lobbying / funding of road, footpath and cycle way access improvements. Further training and shared cost service opportunities. Evolution of estate-wide security patrols & CCTV.

5.3 Savings and Shared Services

The consultation identified that many businesses want to continue and increase inter-company co-operation to take advantage of a range of common services and knowledge. Businesses are also keen to build on our specialist training events, shared intelligence and joint initiatives.

Our achievements over the past 10 years include:

- Business focus groups including and Environmental and HR club.
- Sponsored networking events
- Discounted key holding.
- Discounted high speed broadband / lease line offering
- Cycle to work scheme established offering low cost bicycles.
- Funding database available to all members
- Leveraged waste disposal providing easier, cheaper waste disposal options. Waste management scheme offered to members.
- Low carbon workshops.
- Schools environmental competition.
- Co-coordinated estate blood donning
- Defibrillators throughout the estates – reducing risk to employees and visitors
- Corporate bus travel scheme.
- Local subsidized training running on a regular basis.

Many of these benefits will stop or be lost if the BID is not renewed.

We will continue to provide the benefits outlined above. Additionally, we will build upon these achievements by delivering the following.

More group and estate wide shared services

- Corporate Membership offers for fitness centres, with smaller companies / SMEs being offered similar discounted terms normally only provided to the larger corporations.
- Further training courses, evolving to meet the various needs of our members
- More group and estate wide shared services

Broadband

- Continue to investigate Superfast broadband in areas where it is currently unavailable using either wireless or cabinet, and provide further lease line opportunities to our members at reduced cost.

Estate Usage, Appearance and Safety Improvements

- Outdoor benches and tables enhancing the use of our green areas
- Additional defibrillators and locally based First Responders
- Additional appearance improvements as identified.

Contact with the Local Community

- Further links to educational establishments building a relationship that will bring benefits to our business and the future employees within our businesses.

Further to this we will continue to liaise and consult with businesses to understand requirements for other shared services. This will enable us to build and develop valuable offers to benefit all businesses on our estates.

WHEN WILL IT HAPPEN?

Year 1 and then continually monitored and developed.

HOW MUCH WILL IT COST?

17/18	18/19	19/20	20/21	21/22	TOTAL
£	£	£	£	£	£
39,000	25,000	25,000	25,000	25,000	139,000

PERFORMANCE INDICATORS

Take-up of services.

Numbers of employees trained locally under SBF provided courses.

HOW WILL IT BENEFIT MY BUSINESS?

- Reduced costs for your business.
- Able to tackle the big issues that may prove un-economic to address individually.
- Keep you informed and enable you to communicate on issues of interest.
- Draw on the combined knowledge and purchasing power of Segensworth businesses.
- Improved networking and awareness.



Businesses are also keen to build on our specialist training events, shared intelligence and joint initiatives.



5.4 Lobbying and Communication

The consultation process identified that businesses want to see a central business “voice” working on behalf of Segensworth interests.

Our achievements over the past 10 years include:

- Lobbying and liaison with local government and other agencies for improvements outlined in other projects.
- A central point of contact/reference and for communication of applicable information.
- A central point for information and action on key issues such a road works, planning applications that may impact our businesses and long-term strategic infrastructure changes.

Many of these benefits will stop or be lost if the BID is not renewed.

We will continue to provide the benefits outlined above. Additionally, we will build upon these achievements by delivering the following.

Continued contact with other with outside agencies and organisations to enable us to act as a point of communication/reference/update

- We will act as a point of reference for outside agencies organisations to enable us to quickly and efficiently pass relevant information to Segensworth Businesses.
- We will be a central point to lobby or co-ordinate the views of Segensworth businesses on matters of concern or interest.
- We will reflect the views of Segensworth businesses to Local Government and other agencies.

Continue to lobby to leverage funding from the appropriate authorities.

- We will continue to lobby on behalf of Segensworth businesses to Local Enterprise Partnerships, Local Government and other agencies to leverage funding for the projects outlined above.

WHEN WILL IT HAPPEN?

From year 1

HOW MUCH WILL IT COST?

The costs associated with this project are primarily staff and SBF committee time (voluntary).

PERFORMANCE INDICATORS

Segensworth concerns included in planning process and output.

HOW WILL IT BENEFIT MY BUSINESS?

- Keep you informed and enable you to communicate on issues of interest.
- Full time staff working for Segensworth.
- Central point for of information and co-ordinated lobbying.
- Save time by disseminating and distributing information.
- A single voice lobbying, promoting and developing the estate to improve your trading environment.
- A forum for engaging with public sector and other support agencies.

5.5 Baseline Agreements

We have no intention of and indeed are not allowed to ask you to pay for services that are already covered by your Business Rates (although this tax is collected locally it is handed over to central government with only part of the total collected returned to the local authority to offset some of the costs of local services).

It is important that the existing baseline services, against which we have drawn up the additional projects, remain constant and consistent. Working with the providers of our services, we have established baseline agreements that clearly define the scale, extent and frequency of their activities in future. As the BID levy will fund the continued existence of SBF, we will continue to monitor these services as part of our responsibilities under the BID.

The Baseline Agreements cover the following areas in this case:

Fareham Borough Council, Winchester City Council

Graffiti, Fly Tipping, Litter Picking, Sweeping, Litter Bins, Shrub Removal, Tree Work, Grass verge cutting.

Hampshire County Council

Highway maintenance, including: road maintenance and road works, winter salting, flooding and highway drainage, verge maintenance, street lighting and highway regulation.

Hampshire Police

The provision of personnel and response to the Segensworth area.

The precise details of these Baseline Agreements can be viewed in the Segensworth Business Forum offices. Their existence will allow us to monitor service effectiveness on your behalf to ensure consistency and compliance.

6. Business Improvement District Income and Expenditure

6.1 Income, Expenditure and Cash Flow

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

6.1.1 Income raised

	17/18	18/19	19/20	20/21	21/22	TOTAL
	£	£	£	£	£	£
Levy from BID	195,000	195,000	195,000	195,000	195,000	975,000
TOTAL	195,000	195,000	195,000	195,000	195,000	975,000

6.1.2 Expenditure

	17/18	18/19	19/20	20/21	21/22	TOTAL
	£	£	£	£	£	£
Levy from BID	195,000	195,000	195,000	195,000	195,000	975,000
TOTAL	195,000	195,000	195,000	195,000	195,000	975,000

Expenditure

Transport	105,000	88,728	11,457	11,695	11,941	228,819
Security	79,500	80,400	81,327	57,282	58,265	356,774
Shared Services	39,000	25,000	25,000	25,000	25,000	139,000
TOTAL Project Costs	223,500	194,125	117,784	93,977	95,207	724,593
Administration Costs	60,000	61,800	63,654	65,564	67,531	318,548
TOTAL ALLOCATED	283,500	255,925	181,438	159,541	162,737	1,043,141
Surplus/(Deficit)	-88,500	-60,925	13,562	35,459	32,262	-68,141

Notes:

- 1) All prices based on 2017 with average inflation rate of 3%.
- 2) Deficit funded by current balance sheet.
- 3) VAT included at 20%.
- 4) Income based on current rates and allows for bad debt.

7. The Voting, Levy, Collection and Alteration Arrangements

7.1 How Will It Work?

In July 2017, businesses within the Segensworth Estates (see below for a map showing the details) will be asked to vote on whether or not they wish the BID to continue, supported by the set annual levy. The ballot will be conducted independently by the returning officers of Fareham Borough and Winchester City Councils or their appointed agent.

The vote will have to meet two tests for the BID to go ahead. First a majority in favour (more than 50%) of those that vote is required and secondly the aggregate rateable value of those that vote in favour must be greater than the aggregate value of those that vote against. The BID will last for five years.

Because the businesses within the BID area cover the local authority regions of Fareham Borough Council and Winchester City Council, there will in practice be two BIDs, one for each local authority. For the BID to proceed, a yes vote must take place in both areas.

To minimise administrative costs and demonstrate fiscal propriety, the BID levy will be collected annually and a separate, distinct bill will be issued by Fareham Borough Council on behalf of both local authorities. All the money collected will be passed directly to Segensworth Business Forum to be spent on the projects you have nominated.

The projects agreed by you can, within reason, be modified by the SBF Committee that you elect, but only to reflect business priorities and conditions at the time.

All costs associated with conducting and administering the BID will be met by Fareham Borough Council and Winchester City Council.

Although support is strong for the BID, it is important that every business continues to support the process and votes positively in the poll.



Although support is strong for the BID, it is important that every business continues to support the process and votes positively in the poll.



7.2 Area

The Bid covers the following areas:

- Apple industrial Estate
- Barnes Wallis Road
- Barrett Industrial Estate
- Brunel Way
- Cockerell Close
- Concorde Way/Concorde Close
- Crompton Way
- Dewar Close
- Fleming Close
- Gloster Court
- I/O Centre
- Kingdom Close
- Manor Court
- Matrix Park
- Mitchell Close
- Stevenson Road
- Segensworth Business Centre
- Talbot Road
- Titchfield Park
- Whittle Ave

Cartwright Drive as far as Stephenson Road from the north.

Little Park Farm Road as far as the railway bridge.



7.3 The Business Improvement District – Who Votes?

Each business ratepayer within the BID Area will have a vote provided they are liable for National Non-Domestic Rates (NNDR) for business premises within the defined area at the time notice of the ballot is given, in early June 2017. Where a rateable property is vacant or undergoing refurbishment, the ratepayer will be entitled to vote.

Hereditaments that are occupied wholly or mainly as a serviced office by a business tenant paying rent to a facility management company will be exempt from the BID process.

This is because we have listened to the concerns of businesses on the estates and we recognise that the benefits of SBF membership may not be as relevant to the smaller businesses working in serviced offices. We also recognise that many of these businesses are start-ups and we don't want to discourage entrepreneurs within the Segensworth districts. Additionally, some of these businesses only stay for a short time and so do not gain the full benefits that the BID can bring.

Each business entitled to vote will have one vote in respect of each Non-Domestic property in the defined area. Details of the arrangements for the ballot will be sent by the ballot-holder to all those eligible to vote.



Improved communications and a central business support and knowledge centre.



7.4 Annual Levy- Who Pays?

For properties in the defined area of the BID, and not in the exemptions listed in 7.3 above, the ratepayer (the Occupier or Owner liable for National Non-Domestic Rate) will be liable for the BID levy on 1st October annually when BID levy Notices will be issued. Payment will be due by 31 October in the given year.

Where a Non-Domestic property is vacant or undergoing refurbishment, the ratepayer will have the responsibility for paying the BID Levy even when the premises are exempt from National Non-Domestic Rates. The justification for the BID levy falling to the property owner/landlord is that the Business Improvement District will support the landlord/owner in attracting companies to their premises through improving the estate. Therefore, it is considered appropriate that they should contribute financially.

YOUR VIEWS ON THE BID



Jo East
Managing Director
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Q. What key areas have improved for your company since SBF became a Business Improvement District (BID) and what have been the main changes?

A. We weren't here prior to the BID but the main changes we have seen are defibrillators, text alert for suspicious movements, additional security, gritting of roads during icy periods, training e.g. first aid, health and safety.

Q. What do you think is the main benefit of being part of a BID?

A. It helps to maintain and improve working standards / environment for all businesses irrespective of size.

Q. What benefits do you hope will come if the BID is continued for another 5 years - to both your company and others on Segensworth?

A. Introduction of first responders within the sites, additional security measures, providing benches around the site.

7.5 Annual Levy – What will you pay?

All businesses liable for the BID levy will pay 1% of their rateable value as at 1 October, capped to a maximum of £6,000. Where businesses occupy more than 1 property within the BID area capping will be £6,000 per business, not property. The cap will rise in line with any increase in rateable value.

Some Examples:

RATEABLE VALUE AT 1 OCTOBER IN THE GIVEN YEAR	LEVY PAYMENT @1% OF RV (CAPPED)
£	£
3,000.00	30.00
7,500.00	75.00
10,000.00	100.00
50,000.00	500.00
100,000.00	1,000.00
200,000.00	2,000.00
400,000.00	4,000.00
550,000.00	5,550.00
650,000.00	6,000.00
850,000.00	6,000.00

7.6 BID Timetable

The expected timetable for the ballot is shown below. Full details of the arrangements and final dates will be included in the notice of ballot to be sent out by the ballot-holder to all those eligible to vote.

Launch of Business Plan	May 2017
Notice of Ballot Sent Out	May 2017
Ballot Paper Sent Out	June 2017
Close of Ballot	19th July 2017

YOUR VIEWS ON THE BID



Mark Gowing
Operations Manager
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Fareham, Hampshire PO15 5SB
Mgowing@mbairsystems.co.uk

Q. What key areas have improved for your company since SBF became a Business Improvement District (BID) and what have been the main changes?

A. Transport on & off the estate, I have only worked on the estate for 4 years having moved here from another area. The estate I was on before did not have BID status & suffered a much higher level of crime.

Q. What do you think is the main benefit of being part of a BID?

A. Additional funds available to put together a comprehensive security package for the estate – CCTV & security patrols.

Q. What benefits do you hope will come if the BID is continued for another 5 years - to both your company and others on Segensworth?

A. Continued funding of the security package, with the reduction to local policing this is now more important than ever. More improvement for getting on & off the estate both by road & foot/cycle. This will help with both attracting & retaining staff as we have found that travel time is a major issue to a lot of staff.

8. Contact Details

If you have any questions or comments about this plan or the BID processes, then please do not hesitate to contact:



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The contents of this Business Plan are entirely the work of the Segensworth Business Forum. While every effort has been made to ensure the accuracy of its contents, we cannot accept liability for any errors or omissions that may have appeared during its preparation.

We would like to thank the following partners and support:

Fareham Borough Council, Winchester City Council, Hampshire Police and all Businesses who have given their time during this project.



Appendix 1 The SBFL Constitution

1. Name

Segensworth Business Forum Limited (SBFL) is a company limited by guarantee whose members are the companies on the Segensworth Industrial Estates who subscribe to the business levy. The company will hereinafter be referred to as 'SBFL'.

2. Mission

The SBFL mission is to improve, continuously, the trading and working environment on the Segensworth Estates.

3. Our vision:

"The Companies and their staff located in Segensworth think that it is a great place to do business and to work."

4. Key objectives 2012-2017

- 4.1. To continue to provide a range of support functions that will benefit all businesses
- 4.2. To continue to increase security and prevent crime
- 4.3. To continue to develop initiatives to improve transport and access
- 4.4. To continue to implement a range of environmental and imaged enhancement measures across the estate
- 4.5. To act as a catalyst for engaging with local business organisations, local government and the local community

These general objectives will be implemented under the auspices of a Business Improvement District proposal.

5. Principles

The following are the principles under which SBFL has been formed and will operate in future.

- 5.1. To improve the commercial trading environment through joint action
- 5.2. To ensure meaningful engagement with the whole community
- 5.3. To work in partnership
- 5.4. To undertake work that has due regard to safe practices
- 5.5. To undertake work that balances economic, social and environmental development to create a sustainable business community.
- 5.6. To achieve best value for businesses on the industrial estate in the delivery of the Business

Improvement District proposal

- 5.7. To communicate effectively
- 5.8. To ensure adherence to equal opportunities
- 5.9. To encourage Partners and stakeholders to operate efficiently and effectively in response to our needs
- 5.10. To instil community cohesion, and develop a connected estate

6. Politics and Religion

6.1. SBFL will be non-party in Politics and non-sectarian in Religion.

7. The role of SBFL

SBFL is committed to identifying business needs and ambitions and enabling projects to be delivered by:

- 7.1. Influencing change
- 7.2. Attracting investment (internal and external)
- 7.3. Linking two or more parties to deliver a common goal

8. Geographical area of responsibility

The geographic area covered by SBFL includes Segensworth North, South, East and West Industrial Estates.

9. Affairs of SBFL

- 9.1. The Memorandum of Association and the Articles of Association set out the purpose of SBFL and its terms of governance, these documents take precedence over the Constitution and its contents.
- 9.2. SBFL is managed by a board of directors appointed from member companies. Directors are appointed at the Annual General Meeting of SBFL and normally serve for a term of 3 years. Retiring Directors may stand for re-election for one additional term to a maximum of 6 years. The maximum number of directors who can be appointed at any one time is six and the minimum three. Each member of the board has one vote.
- 9.3. The board will meet twice a year to manage the company, its finances, and its responsibilities to stakeholders and ensure legal compliance.
- 9.4. SBFL will employ a Project Manager and, optionally, take on employees as required to manage the work activities of the company. The Project Manager will report to a nominated director of the company. Meetings will take place on a regular basis between the Director and Project Manager.
- 9.5. The general affairs of SBFL shall be directed and managed on a day to day basis by a committee formed from member companies and other

stakeholders, who shall meet not less than four times per year. The Committee will not be subject to a limited number and one member will be the SBFL Project Manager.

9.6. Specific areas of interest and relevant actions within the plan will be directed and managed by sub-groups known as Project Groups. Each Project Group will be headed by a project leader, and the group shall meet as appropriate and report directly to the Committee on their allocated responsibility.

10. Membership

10.1. Once BID status has been achieved all businesses in the area that are paying the business levy are eligible to become members of SBFL.

10.2. An Owner may not resign as a member while holding (either alone or jointly with others) a Qualifying Legal Estate in a Unit.

10.3. An Owner will automatically cease to be a Member on the registration of a successor to his interest in a Unit.

10.4. On the death or bankruptcy of a Member (if an individual) or the receivership, administrative receivership, administration, liquidation or other arrangement for winding up of a Member (if a company) the legal personal representatives, trustee in bankruptcy, supervisor, receiver, administrator or administrative receiver (as appropriate) shall be entitled to be registered as a Member upon his or its becoming an Owner of the Unit.

10.5. The Company shall maintain a register of Members.

11. Business Improvement District

11.1. SBFL intends to use the provisions of the Business Improvement District (BID) statutory rights to raise funding through the business rates to further its purpose.

11.2. All businesses will be legally obliged to contribute to the levy under the terms of a successful BID.

11.3. The levy will relate to the rateable value of the premises occupied by the member company.

11.4. The BID will cover both Winchester Council and Fareham Borough Council areas of the estates.

11.5. A successful BID ballot entitles the Segensworth Business Forum to operate under these terms for a period of 5 years from the date of the ballot. Each 5 years on the expiry of the BID period the forum will ask the companies/members to reaffirm their support for the BID as an equitable means of raising the necessary funds for continued operation.

12. Inclusion and Equality

12.1. SBFL will seek to undertake its activities in an inclusive manner, and will encourage participation from all areas of society irrespective of age, sex, sexual orientation, race, nationality or Political or religious or other opinion.

13. Affiliations

SBFL may join, support or affiliate to other initiatives when it is deemed necessary in the realisation of its objectives. Affiliations will be agreed by the Committee.

14. Partnership Affiliates

Other organisations, statutory authorities, associations, individuals, community groups, schools or churches who wish to support the objectives of SBFL may be invited to become partnership associates. Partnership associates will not have any voting rights at the meeting of SBFL.

15. The Committee

15.1. The Committee shall have no less than six, which will include a Chairperson who will be the Chairperson of SBFL, a Treasurer and the SBFL Project Manager.

15.2. The Committee corporate members are volunteers elected from the membership of SBFL.

15.3. Secretariat for the Committee will be provided by the Project Manager appointed by SBFL

15.4. Representatives from local organisations/agencies and authorities may be called upon to advise the Committee but will carry no voting powers.

15.5. The Committee shall retire from office together at the conclusion of the Annual General Meeting but may be re-elected or re-appointed.

15.6. Four weeks prior to each Annual General Meeting eligible persons will be invited to present themselves for election at the same time. Applications will be presented to the SBFL to vote upon at the Annual General Meeting. The election process will be completed at the Annual General Meeting where resignations will be formally received and election results confirmed.

15.7. If casual vacancies occur among the elected members of the Committee it shall have the powers to fill these from among the members of SBFL. In this case the decision shall be minuted.

15.8. If any member of the Committee is not present for 3 consecutive meetings they may be asked to resign.

16. Project Groups

16.1. Project Groups shall have between 2 and 10 members which will include a Chairperson who has been a member of the Committee for a minimum of 3 months.

16.2. Each Project Group will be given a brief by the Committee providing as a minimum,

objectives, budgets, timescales and resources.

16.3. Project Group Chairs will make decisions within the group and will refer to Committee for clarification/approval.

1. Resignation and termination of membership from the Committee

17.1. Any member of the Committee may resign from his/her appointment as a member of the committee by giving the Chairperson written notice to that effect.

2. Rules of procedure at all meetings

18.1. Voting

18.1.1. Any question arising at a meeting of SBFL or one of its committees shall be decided by a simple majority of those business members present and voting. Voting shall be undertaken through a show of hands with the exception of votes to approve the Committee, amendments to the constitution and for votes where the Chair decides that a secret vote would be more appropriate, or where specifically requested by any full member.

18.1.2. Each business present shall have one vote in any given ballot, regardless of the number of representatives present from any one business at the meeting.

3. Committee Quorum

19.1. Any five elected members of the Committee shall constitute a quorum for a meeting of the Committee.

4. Minutes

20.1. Minutes shall be kept of the Committee meetings by the Project Manager. Accuracy of minutes shall be the responsibility of the meeting Chair. Minutes shall remain draft until formally approved by the relevant meeting Chair. Any queries arising from the minutes shall be raised at the subsequent meeting. The Committee have responsibility for ensuring that accurate minutes are kept for all meetings.

5. Declaration of interest

21.1. Members must declare interest where partnership decisions will impact on SBFL stated interest.

6. Annual General Meeting

Once each calendar year, an Annual General Meeting of SBFL shall be held at such time and place as the Committee shall determine, being not more than fifteen months after the adoption of this constitution and thereafter the holding of the preceding Annual General Meeting. At least 21 clear days' notice shall be posted given to members of SBFL.

The business of each Annual General Meeting shall be:

22.1. To receive the Annual Report of the Committee, which shall incorporate the accounts of SBFL referred to below

22.2. To give an account of the work of SBFL and its activities during the preceding year;

22.3. To receive the accounts of SBFL for the preceding financial year;

22.4. To appoint the auditors for the coming year.

22.5. To accept resignations from the members of the existing Board of Directors.

22.6. To appoint new directors to the board of SBFL

22.7. To formally accept resignations from the members of the existing Committee and to elect new members.

22.8. To announce the results of the election process, note the names of the persons appointed and to elect those others to serve as members of the Committee;

22.9. To appoint a Chairperson to lead the Committee and SBFL;

22.10. To consider and vote on any proposals to alter this constitution;

22.11. To consider any other business of which due notice has been given.

22.12. The Annual General Meeting will be chaired by a senior representative from Local Government.

7. Records

23.1. The proposal for the Business Improvement District on Segensworth Estates and minutes of meetings will be available from SBFL.

23.2. Financial information will be presented at the Annual General Meeting and will be available for inspection at reasonable notice at SBFL's offices.

8. Finance and delegated powers of authority

24.1. Segensworth Business Forum Ltd will be the Accountable Body. SBFL will be directly responsible for holding funds and will be responsible for agreeing funding priorities.

24.2. Financial reports and records will be the responsibility of SBFL Finance Director and will be presented at Annual Meetings or periodically at the request of the Board of Directors or the Committee.

24.3. The delegated authority level for financial expenditure will be set by the SBFL internal controls policy.

9. Employees

25.1. SBFL will be directly responsible for employing staff. Employment, development and management responsibility for the SBFL Project Manager and other support staff will be the

responsibility of the Directors and will be subject to internal appraisal procedures.

25.2. The Committee may make recommendations to guide and steer SBFL Project Manager and other staff dedicated to supporting SBFL but ultimate Line-Management and directive responsibility lies with the Board of Directors as the employer.

10. PR and Media protocol

26.1. Press and media enquiries shall be referred to SBFL Project Manager or Chair before any official statement is made by individual members of the Committee or Project Groups on behalf of SBFL. Any information must be approved by the chairperson prior to release to the press/media.

11. Powers

27.1. The Committee are key influencers and enablers and the powers of this group are defined as follows:

27.2. Approving new projects presented to SBFL for inclusion in the annual delivery plan.

27.3. Guiding and directing the appointed Project Groups in the delivery of the Business Improvement District.

27.4. Ensuring that the appointed Project Manager is held accountable for expenditure of BID monies.

27.5. Approving eligible expenditure in line with the delegated powers detailed within paragraph 24 of this constitution.

27.6. Monitoring and reporting to members of SBFL on the achievement of key performance indicators and expenditure.

27.7. Representing the views and desires of the business community.

12. Disbandment

28.1. Any disbandment of the BID arrangements will have to comply with section 18 of The Business Improvement Districts (England) Regulations 2004. The Committee shall have power to dispose of assets held by the managing organisation, in accordance with the objectives of the Vision Statement.

13. Indemnity

29.1. In the executions of the trusts hereof no member of the Committee shall be liable:

29.2. For any loss to the property of SBFL by reason of any improper investment made in good faith : or

29.3. For the negligence or fraud of any agent employed by him/her or by any other member of the Committee in good faith (provided reasonable supervision shall have been exercised);

29.4. And no member of the Committee or Project Groups shall be liable by reason of any mistake or

omission made in good faith by any member of the Committee or the Project Group other than wilful and individual fraud, wrongdoing or wrongful omission on the part of the member who is sought to be made liable.

14. Powers to call extraordinary general meeting

30.1. Where seven or more business members wish to call an extraordinary general meeting, this may be arranged through providing in writing to the Chairperson notice of such a request, detailing:

30.1. 1. Purpose of the extraordinary general meeting

30.1. 2. Proposed Date (minimum of 28 days after notice is provided to Chairperson

30.1. 3. Note: Extraordinary general meeting can be used to vote on any matters including those items usually voted on at an Annual General Meeting.

15. Alterations to the Constitution

31.1. Any proposals to alter this constitution must be delivered in writing to the Chairperson of the Committee not less than 28 days before a General Meeting at which it is to be considered.

30.2. Any alteration will require approval by a majority of the total membership present at the General Meeting.



BID BUSINESS
IMPROVEMENT
DISTRICT

PROPOSAL 2017

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