

## EXECUTIVE DECISION RECORD SHEET

<b>Name of decision maker:</b>	<b>Councillor Ian Reay &amp; Councillor Nick Tiley</b>
<b>Portfolio:</b>	<b>Planning &amp; Regeneration; Finance and Resources</b>
<b>Date of Portfolio Holder Decision:</b>	

<b>Title of Decision:</b>	<b>Maylands BID Proposal approval</b>
---------------------------	---------------------------------------

**Decision made and reasons:**  
To approve the formal Maylands Business Improvement District (BID) Proposal in order to support the regeneration of Maylands Business Park.

**Reports considered: (here reference can be made to specific documents)**  
Maylands BID Proposal  
Cabinet Report – 27<sup>th</sup> May 2008 (report; appendix 1 background paper; appendix 2 &3 SPAROSC report and minutes 10<sup>th</sup> April 2008)

<http://www.dacorum.gov.uk/pdf/Cabinet-27-05-08-Maylands.summary.pdf>  
<http://www.dacorum.gov.uk/pdf/Cabinet-27-05-08-Maylands.report.pdf>

2004 No. 2443, LOCAL GOVERNMENT, ENGLAND - The Business Improvement Districts (England) Regulations 2004

Maylands Masterplan

**Officers/Councillors/Ward Councillors/Stakeholders Consulted:**

Danny Zammit – CEO  
Councillor Ian Reay – Portfolio Holder Planning and Regeneration  
Mike Peters – Director of Environment & Regeneration  
James Doe – Head of Planning & Regeneration  
Chris Taylor – Economic and Business Development Manager  
Richard Harbord – Interim Director of Finance  
David Martin – Head of Resources

**Monitoring Officer comments:** No further comments to add

**Chief Financial Officer comments:** The financial implications of this decision were considered by Cabinet on 27/5/08 and have not changed.

**Implications:** There are considerable implications for Dacorum's continued business growth and wealth creation.

**Risk:** A risk assessment has been compiled in respect of the Maylands BID scheme from the Council's perspective of operating the billing, collection, enforcement and balloting. The Council's risk assessment was completed in May (see appendix 6 <http://www.dacorum.gov.uk/pdf/Cabinet-27-05-08-Maylands.report.pdf>)

An unsuccessful, or vetoed ballot is a remote possibility; there are no precedents for a veto and the majority of BID ballots in businesses parks have been successful.

**Value for Money:** Following a successful BID ballot, there is potential for £3.5m of businesses

## EXECUTIVE DECISION RECORD SHEET

contribution over five years to be invested in the maintenance and development of the business park. In addition Maylands Partnership will seek additional contributions from the public sector and private sector from voluntary contributions and sponsorship.

**Options Considered and reasons for rejection:**

Not to proceed with the BID has been rejected because of the negative impact on the Hemel 2020 vision and the regeneration of Dacorum, specifically employment creation and housing growth.

**Portfolio Holders Signature:**

**Date:**

**Details of any interests declared and any dispensations given by the Standards Committee: None**

**For Member Support Officer use only**

Date Decision Record Sheet received from portfolio holder: 7 October 2008

Date Decision Published: 16 October 2008

Decision No: PH/050/08

Date of Expiry of Call-In Period: 23 October 2008

Date any Call-In received or decision implemented:

### BACKGROUND

#### INTRODUCTION

1. The Local Government Act 2003 enabled the operation of BIDs to enable businesses to invest in their local trading environment and fund works and/or initiatives through a supplementary levy based on Business Rate liabilities. In short, local businesses will agree to raise money to invest in their local area for the benefit of that area and trade in general. Whilst this is a narrow interpretation, the wider benefits for the business district can be significant in that a thriving trading environment generates greater interest and lead to increased prosperity in the area.

2. This report sets out the matters that the Council needs to take into account when considering the Maylands BID proposal in the context of the Council's statutory obligations of:

- 2.1 Responsibilities as a billing authority
- 2.2 Electoral obligations
- 2.3 The ability to contractually provide complementary services

#### THE PROPOSED MAYLANDS BUSINESS IMPROVEMENT DISTRICT

3. The concept of a BID scheme for the Maylands business park is one that will be familiar to Cabinet members. It forms part of the Maylands Masterplan and has been linked to many Council priorities.

4. The background information on the scheme is set out in Appendix One to this report. The detail in Appendix One is based upon the Maylands Partnership work that is seeking the approval of a BID scheme.

5. BID schemes frequently involve a third party company that has been incorporated for the purposes of operating a BID.

## EXECUTIVE DECISION RECORD SHEET

6. The BID Company that will operate the proposed scheme is Maylands Partnership Ltd which is a separate limited liability company that was incorporated in April 2008. It has grown from the Maylands Partnership of businesses based in Hemel Hempstead and its directors are Roy Bain and Peter Blackwell. The company secretary is Janice Freed.

7. The proposed Maylands BID scheme was presented to the Strategic Planning & Regeneration Overview & Scrutiny Committee on 10 April 2008 by Roy Bain and Janice Freed. A copy of the report is attached at Appendix Two.

8. The Overview and Scrutiny Committee was very supportive of the proposed scheme and the minute relating to the meeting and the discussions that took place is set out in Appendix Three.

### PROPOSED PORTFOLIO HOLDER DECISION

9. The BID Company is required to submit a formal BID proposal to DBC for consideration and approval. At the Cabinet meeting on 27<sup>th</sup> May 2008 it was agreed that approval of the formal BID proposal would be delegated to the Portfolio Holders for Resources and Planning & Regeneration in consultation with, and on the advice of, the Section 151 Officer and Monitoring Officers.

### FINANCIAL IMPLICATIONS

10. In recognition that the Council is proposing to provide the billing, collection and enforcement of the BID Levy at no cost to the BID Company, a full exemption has been incorporated into the BID Levy Rules in respect of any BID Levy liabilities that would, ordinarily, arise against the Council as the rateable occupier of property within the BID Area.

11. Whilst it is not proposed that an external charge will be invoiced to the BID Company for this work, this does not infer that the Council will have no costs.

12. Agreement has been reached between the Director of Environment & Regeneration and the Section 151 Officer that there is scope within the Environment & Regeneration budget to cover the costs of operating the BID from 1 April 2009. The estimated cost is £25,000 per annum.

13 In order to ensure that appropriate provision is made in respect of this estimate, a virement has been agreed that ensures that such an amendment is incorporated into the 2009/10 budget preparation process and any subsequent years in which the BID is operating. (see appendix 5 <http://www.dacorum.gov.uk/pdf/Cabinet-27-05-08-Maylands.report.pdf>)

14. The Council is grateful to EEDA and the Maylands Partnership for its support in facilitating the preparatory work in relation to the Maylands BID. Monies have been made available to purchase the necessary software. A sum of £15,000 has been made available by EEDA to complete the preparatory work in terms of operating the BID Ballot and setting up all of the necessary billing, collection and enforcement arrangements. This ensures that there are no additional expenditure requirements over and above the Council's agreed budget for the financial year.

15. The administration process for operating the BID scheme is set out in an Operating Agreement that details the billing, collection and enforcement provisions as well as the arrangements for transmitting the BID receipts to the BID Company. The Operating Agreement will be formally executed prior to the BID ballot taking place.

### OTHER FINANCIAL MATTERS

16. The Council will be required to set up a separate BID Revenue Account in accordance with Section 47 Local Government Act 2003. This account is similar to the Collection Fund in terms of ring fencing the receipts for specific purposes; namely the BID Company, so that they can use the monies to carry out their stated objectives.

## **EXECUTIVE DECISION RECORD SHEET**

### **LEGAL IMPLICATIONS**

17. A BID scheme must be operated in accordance with the Local Government Act 2003 and the billing, collection and enforcement arrangements are governed by legislation and the BID Levy Rules.

18. Cabinet should be aware that there are statutory provisions under which the Council has a veto. This is generally where the BIDs proposed work programme is already being carried out or if the scheme is unworkable. Whilst the powers are available, it should be noted that they have not yet been tested by other councils.

19. The approval of the BID proposal enables the ballot to take place.

20. In order to ensure that the legal arrangements are appropriately formulated, the Council will enter into an Operating Agreement with the BID Company in order to define:

20.1 The method of operating the BID scheme

20.2 The billing, collection and enforcement regime

21 When any complementary services are contracted by the Council to the BID Company, a Complementary Services Agreement will be drawn up.

22. The Council and its officers must be careful to ensure that its activities remain separate and transparent from those of Maylands Partnership Ltd to ensure that the principles of good governance are maintained.

### **LAND**

23. The proposed BID Area includes parcels of land that are owned by the Council. Examples of these are:

23.1 Cupid Green depot

23.2 Woodwells Cemetery and other land in the vicinity

23.3 Woodwells caravan store – the Council is in paramount control

23.4 Brickfields trading estate – let out to start up businesses

23.5 Lorry park – let out to a tenant

23.6 Ex-ELE site, Eastman Way

Other sites owned by DBC will be exempt from the levy (including those where ownership reverts back to the Council) and the operating agreement ensures this is the case.

24. The potential BID Levy liabilities flowing from the Council's land ownership are referred to above in paragraph 1.

### **RISK ASSESSMENT**

25. A risk assessment has been compiled in respect of the Maylands BID scheme from the Council's perspective of operating the billing, collection, enforcement and balloting.

26. There are a number of risks that could affect the proposed BID scheme and these have been mitigated by appropriate control measures.

### **TIMETABLE OF ACTIVITY**

27. The proposed timetable for the Maylands BID project in respect of the 2008/09 financial year is:

#### **Activity Timescale**

- Incorporation of Maylands Partnership Ltd Complete June 2008
- Marketing & communication campaign March 2008 – January 2009

## **EXECUTIVE DECISION RECORD SHEET**

- Development of Baseline & Service Level Agreements Complete Sept 2008
- BID proposal development Complete September 2008
- BID proposal sign off October 2008
- BID proposal launch November 2008
- Ballot January, closing 3<sup>rd</sup> February 2009
- BID levy bills distributed for 2009/2010 March 2009

### **APPENDICES**

1. Maylands Business Improvement District – Background Paper
2. Strategic Planning & Regeneration Overview & Scrutiny Committee report dated 10 April 2008
3. Minute of the Strategic Planning & Regeneration Overview & Scrutiny Committee dated 10 April 2008
4. Risk assessment - Dacorum Borough Council's risk implications from operating the proposed Maylands Business Improvement District

### **APPENDIX ONE**

#### **MAYLANDS BUSINESS IMPROVEMENT DISTRICT BACKGROUND PAPER**

##### **Introduction**

1 DBC is committed to the regeneration of Maylands and the economic importance of the business park for Hemel Hempstead, and beyond, was brought into stark relief in the aftermath of Buncefield. The Council was instrumental in establishing a Maylands Task Force, this has undergone a healthy evolution and Maylands Partnership, as it is now known, has recently been incorporated as a company limited by guarantee. The Council is represented, at the highest levels, on the Board of Maylands Partnership and collaboration between the Partnership and DBC is strong; we share an aspiration to deliver Maylands Masterplan, which in turn, makes a significant contribution towards the realisation of Hemel 2020.

2 The development of a Business Improvement District for Maylands has been a priority for some considerable time. Preliminary work commenced prior to the explosion, but was shelved in order to focus on damage limitation. The time is now right to put Buncefield behind us and renew the strategic imperative of transforming the business park into an area that is fit for the future. Progress towards accreditation as a Business Improvement District is a significant early milestone in the regeneration of Maylands.

3 Maylands Partnership is leading the process and now seeks Council endorsement for its plans to proceed with a ballot of businesses early in 2009; a successful outcome will result in the establishment of an accredited BID. DBC approval, at this time, will strengthen the Partnership's campaign to businesses and ensure that funds are not expended on unnecessarily on marketing a BID's potential.

4 If successful the proposed BID will operate for a period of five years, renewable, commencing April 2009.

##### **Legislative Background**

6 The legislation introducing BIDs is contained in the Local Government Act 2003, with detail defined within The Business Improvement Districts (England) Regulations 2004.

##### **Policy Implications**

7 The Maylands BID is an integral part of Council's strategy for the regeneration of Hemel Hempstead; it is consistent with corporate objectives and will contribute, specifically, to 'ensuring a sustainable local economy and jobs'.

## EXECUTIVE DECISION RECORD SHEET

8 The Hemel 2020 vision highlights the economic importance of Maylands and commits the Council to prioritise the rejuvenation of the business park: “The impetus for achieving our ambitions for Hemel Hempstead and Maylands business area are now stronger than ever” “Regeneration of Maylands is central to the Council’s economic ambitions” “[Buncefield] has increased the urgency and scope for the Council to...help Maylands achieve...a Business Improvement District.”. The BID is a formal project of the Hemel 2020 Vision, reference HH11.

9 The Maylands BID is incorporated with the Council’s IDP Project.

10 In furtherance of Hemel 2020, DBC has adopted the Maylands Masterplan; the BID is a significant element within this. In addition to DBC and Maylands Partnership, the following organisations have endorsed the Masterplan:

- 10.1 East of England Development Agency
- 10.2 Hertfordshire County Council
- 10.3 St Albans District Council
- 10.4 English Partnerships
- 10.5 Herts. Prosperity
- 10.6 Hertfordshire Chamber of Commerce

11 EEDA has confirmed that the renewal of the business park is amongst the region’s top priorities. In addition to support for a Business Support Centre and the Phoenix Gateway, EEDA granted Maylands Partnership £206k in 07/08 and a further £330k in 08/09 towards the growth team and BID development.

12 EEDA’s commitment is predicated on partner alignment and support, particularly HCC and DBC.

13 HCC have mirrored their commitment in a corresponding Memorandum of Understanding, which:

- 13.1 Supports the Maylands BID, and
- 13.2 Signals the Council’s intention to consider foregoing the application of any supplementary business rate (potential cost to HCC circa £500k pa)

14 DBC’s commitment has been expressed in a Memorandum of Understanding – Hemel Investment Plan (Portfolio Holders Decision 17/3/2008); this focuses the contribution to five key areas:

- 14.1 Property
- 14.2 People
- 14.3 Revenue
- 14.4 Capital
- 14.5 Land

15 The MoU confirms the Council’s support for the Maylands BID. DBC’s ‘in kind’ contributions have helped to achieve successful funding applications to EEDA.

### **BID Proposer**

16 The Maylands Partnership is leading the BID development; its Board is comprised of private (large and small businesses) and the public sector, including, DBC, EEDA and English Partnerships.

### **Roles & Responsibilities in establishing the BID**

17 DBC has a number of roles, the principal being the strategic enabler (monitoring adherence to BID protocols, conducting the ballot and collecting the levy); it will also be as a service provider.

## EXECUTIVE DECISION RECORD SHEET

18 Maylands Partnership is responsible for four main areas:

- 18.1 Marketing, communication and raising awareness
  - 18.2 Agreeing the BID levy and spending priorities with employers
  - 18.3 Developing the formal BID proposal, for submission to DBC
  - 18.4 Negotiating service level agreements in respect of public services.
- BID Proposal

19 The BID Proposal describes how monies will be raised by a levy on local businesses. Maylands Partnership has commenced consultation with businesses and partners on BID aims and objectives; the outcome of this will result in a formal submission of the BID proposal to the Council for agreement and an application to DCLG in August 2008.

20 The BID application will include:

- 20.1 BID area and membership
- 20.2 BID company constitution and board structure
- 20.3 The income derived from the levy and how this has been implemented
- 20.4 A description of the process leading to the application
- 20.5 The outcome of consultations
- 20.6 Services that the BID company will provide (prioritised by businesses)
- 20.7 The business plan, including cash flow financial management arrangements

### **BID Levy**

21 The proposed levy is a straightforward 1.5% of the rateable value of the property for all businesses within the BID area.

22 We estimate that there are more than 420 hereditaments; this figure is taken from the 2005 NNDR data supplied by DBC Business Rate department who also estimate that the total rateable value of the BID area is £35m pa.

23 A successful BID ballot in February 2009 will generate approx £500k per annum for five years. Maylands Partnership is committed to securing matched contributions from other quarters, resulting in a potential £5m investment over five years.

### **Business Support**

24 Businesses will be asked to vote for the BID in Feb '09. Two triggers must be satisfied; a majority vote must be obtained by number and by rateable value.

25 Several larger businesses have been informally canvassed and already Maylands Partnership has positive responses from occupiers with total rateable value of approximately £15m (nearly 50% of the total). A marketing and communication exercise has recently commenced; this will strengthen support across a wider platform.

### **Benefits arising from the BID**

26 Three primary benefits will contribute to the regeneration of Hemel Hempstead:

- 26.1 Alignment of private and public sector interest in creating local prosperity and the attraction of funds from manifold partners to realise the Masterplan objectives.
- 26.2 A successful BID ballot in February 2009 will generate approx £760k per annum for five years. Maylands Partnership are committed to obtaining additional contributions from other quarters, resulting in £5m investment over five years
- 26.3 The incorporation of Maylands Partnership, as a not for profit company, will provide a business led focus and increase accountability, resulting in a stronger partnership.

# EXECUTIVE DECISION RECORD SHEET

## APPENDIX TWO

### STRATEGIC PLANNING & REGENERATION OVERVIEW & SCRUTINY COMMITTEE MEETING - 10 APRIL 2008 REPORT

#### 1. Background to the BID

The Maylands BID is an integral part of DBC strategy for the regeneration of Hemel Hempstead. The Hemel 2020 vision highlights the economic importance of Maylands and commits the Council to prioritise the rejuvenation of the business park:

- “The impetus for achieving our ambitions for Hemel Hempstead and Maylands business area are now stronger than ever”
- “Regeneration of Maylands is central to the Council’s economic ambitions”
- “[Buncefield] has increased the urgency and scope for the Council to...help Maylands achieve...a Business Improvement District.”

Maylands BID is incorporated with the Council’s IDP Project. In furtherance of Hemel 2020, DBC has adopted the Maylands Masterplan; the BID is identified a significant element within this. In addition to DBC and Maylands Partnership, the following organisations have endorsed the Masterplan: EEDA, Herts CC, St Albans DC, English Partnerships, Herts Prosperity and Herts Chamber of Commerce EEDA have confirmed that renewal of the business park is amongst the region’s top priorities. In addition to support for a Business Support Centre and the Phoenix Gateway, EEDA granted £206k in 07/08 and a further £330k in 08/09 towards growth team and BID development. EEDA’s commitment is predicated on partner alignment and support, particularly HCC and DBC.

DBC’s commitment has been expressed in a Memorandum of Understanding; this focuses the contribution to five key areas:

- Property People Revenue
- Capital Land
- The MoU confirms the Council’s support for the Maylands BID. DBC’s ‘in kind’ contributions have helped to achieve successful funding applications to EEDA.
- HCC have mirrored their commitment in a corresponding Memorandum of Understanding, which:
  - Supports the Maylands BID, and signals the Council’s intention to consider foregoing the application of any supplementary business rate (potential cost to HCC circa £500k pa)

#### 2. Benefits arising from the BID

Three primary benefits contribute to the regeneration of Hemel Hempstead:

- I. Alignment of private and public sector interest in creating local prosperity and the attraction of funds from manifold partners to realise the Masterplan objectives.
- II. A successful BID ballot in February 2009 will generate approx £500k per annum for five years. Maylands Partnership are committed to obtaining matching contributions from other quarters, resulting in £5m investment over five years
- III. The incorporation of Maylands Partnership, as a not for profit company, will provide a business led focus and increase accountability, resulting in a stronger partnership.

#### 3. Maylands Partnership

The partnership is leading the development of the BID. The Partnership Board is comprised of private and public sector members, including DBC and EEDA.

#### 4. Roles & Responsibilities in establishing the BID

DBC will act as the strategic enabler, monitoring adherence to BID protocols, conducting the ballot and collecting the levy. Maylands Partnership is responsible for four main areas including:



## EXECUTIVE DECISION RECORD SHEET

- A. Marketing, communication and raising awareness
- B. Agreement of BID levy spending priorities with employers
- C. Developing the formal BID proposal, for submission to DBC
- D. Negotiation of service level agreements in respect of public services.

### 5. Set up cost

Maylands Partnership has given DBC £35k to compensate for the cost of developing the business rate database to enable levy collection. We understand there are no additional financial implications over and above previously agreed Departmental budgets for 08/09; DBC will oversee:

- The BID Ballot (Electoral Services);
- The levy collection (Finance)
- Development of Service Level Agreements (Legal Services)
- Continued 'hosting' of the Maylands Partnership (Env & Regen)

### 6. Business Support

Businesses will be asked to vote for the BID in Feb '09. Two triggers must be satisfied; a majority vote must be obtained by number and by rateable value. Several larger businesses have been informally canvassed and already Maylands Partnership has positive responses from occupiers with total rateable value of approx £15m (nearly 50% of the total). A marketing and communication exercise has recently commenced; this will strengthen support across a wider platform.

### 7. Next steps (timeline)

Activity	Timeline	By Whom
Incorporation of Maylands Partnership Ltd	April 2008	MP
NNDR database development	April 2008	DBC
Marketing & communication campaign	March 2008	MP
Development of Baseline & Service Level Agreements	Mar – Jan 2009	MP & DBC
BID proposal development	May – July 2008	MP
BID proposal sign off	August 2008	DBC
BID proposal launch	October 2008	MP
Intensive face to face marketing campaign	October – Feb 2009	MP
Ballot	5th February 2009	DBC
BID Levy Bills distributed	March 2009	DBC

The Maylands BID will be tabled at the DBC Cabinet meeting on the 29<sup>th</sup> April 2008, the purpose of this meeting will be to ensure we have full Cabinet support and for agreement to delegate authority for the formal BID proposal to the appropriate DBC officer.

## EXECUTIVE DECISION RECORD SHEET

### APPENDIX THREE STRATEGIC PLANNING & REGENERATION OVERVIEW & SCRUTINY COMMITTEE MEETING - 10 APRIL 2008 MINUTE OS/089/08

#### OS/089/08 MAYLANDS BUSINESS IMPROVEMENT DISTRICT (BID)

R Bain, Executive Director, Maylands Partnership explained that the purpose of the report was to inform the committee of progress to date and the proposals for formal BID endorsement by DBC Cabinet.

He reminded members that a BID for Maylands was being considered prior to Buncefield. A Masterplan for Maylands regeneration has been endorsed by the council and it was now listed as a project for the Improving Dacorum Programme. The Masterplan looked beyond recovering Maylands to pre-explosion activity, the Masterplan was a blueprint for the renewal of the business park to ensure that its developments were fit for future needs of business. He also informed the committee that the Maylands website would be completely refreshed by early May 2008.

J Freed, Business Improvement District Development Manager, Maylands Partnership explained that consultation had been carried out with the Maylands businesses in order to gain widespread support for the Masterplan. From this, five key themes were identified and these form the basis of the Masterplan, they were Congestion, Safety & Security, Improving the Appearance, Connecting Businesses and Going Green.

Following a successful vote early in 2009, the BID will be licensed for a period of five years (renewable).

#### Key points of discussion

Councillor Lloyd noted that the long-term funding afforded many flexible opportunities and invited comment. In response, R Bain explained that anticipated income derived from the rates levy would be about £500k per annum and it should be feasible to double this with project match funding. He emphasised Maylands economic importance to the wider Dacorum economy stating that the equivalent of one in three of the District's adult population is directly, or indirectly, dependent upon the success of Mayland's employers.

Councillor White was glad to hear of the success already made. He was delighted to note, as shown in the report, that EEDA had confirmed that renewal of the Business Park was amongst the regions top priorities.

Councillor Holmes asked if the process had been aligned with planning, to ensure that future developments were incorporated into the plan.

J Doe explained that the Masterplan had not been through the same statutory process as the Borough Plan, but sought to update and modify adopted development plan policy to bring it into line with current circumstances and as such provides the Council with an up to date and ambitious policy base to guide new development.

R Bain said that growth of Maylands Business Park could be aligned to housing growth if the Council is required to adopt new targets, he continued, saying that a clearer and more robust and all-embracing economic development strategy was needed to ensure that Dacorum residents are put at the forefront of any new employment opportunities emerging. Such a strategy will require significant multiparty investment in Maylands as well housing, transport and infrastructure.

Councillor Rance said that reducing congestion within the Maylands area was most important and should be linked to the transport plan. She asked how many organisations were involved with this aspect.

## **EXECUTIVE DECISION RECORD SHEET**

R Bain replied that the requirements of Maylands needed to be considered as part of the wider transport plan and that he was attending a meeting with transport planners soon.

Councillor Holmes informed members that the Urban Transport Plan Workshop for Dacorum would be held on 1st May 2008.

Councillor Restall suggested that the parking issues within Maylands be addressed. He congratulated the team on the work and improvements already carried out since Buncefield and welcomed the structured plan.

J Freed said that the parking issues were recognised and the Masterplan raised the possibility of establishing a Park & Ride within Maylands, with a rapid shuttle bus connecting the town centre and railway station.

Councillor Foster congratulated the team for their magnificent work and for showing so much enthusiasm. She felt that there were interesting and difficult times ahead and that the challenge would be to keep the business on-board.

R Bain said explained that Maylands Partnership did not deserve all the credit; officers' of Dacorum Borough Council had made a significant contribution and the appreciation for progress should reflect on them, similarly.

Councillor Douris believed the work already carried out was impressive, but he expressed concern that the facilities available were inappropriate for the number of people working with Maylands.

R Bain agreed and said this was recognised in the Masterplan, which proposed that a new 'heart' be created. Ideally, this would have an attractive square where employees could enjoy lunch. The square would be attractively landscaped, with a range of quality eating establishments, shops, banks, etc. He also said that the new sculpture, to be installed just off the M1 would be the first significant landmark in transforming the appearance of Maylands. It should, however, be noted that there were no quick fixes, improvements planned for the area might take 15-20 years before being fully realised, but at least we now had a plan and some successful first steps.

### **Outcome**

3) The SPAR OSC noted and unanimously supported the progress of the Maylands BID.

4) The SPAR OSC noted and formally supported the BID and referred it to the Cabinet meeting on 29 April.

Copies of the Maylands Masterplan would be distributed to the committee.

### **APPENDIX FOUR**

#### **RISK ASSESSMENT – DACORUM BOROUGH COUNCIL'S RISK IMPLICATIONS FROM OPERATING THE PROPOSED MAYLANDS BUSINESS IMPROVEMENT DISTRICT**

To be found on Dacorum Borough Council website, as reported and approved by Cabinet on 27 May 2008 at:

<http://www.dacorum.gov.uk/pdf/Cabinet-27-05-08-Maylands.report.pdf>