




APPENDIX 2

Local Discretionary Business Rates Relief Policy – consultation responses

Introduction and policy context



1. Do you support or reject this section of the draft policy?							Response Percent	Response Total
1	Support						50.00%	2
2	Object						25.00%	1
3	Neither						25.00%	1
Analysis	Mean:	1.75	Std. Deviation:	0.83	Satisfaction Rate:	37.5	answered	4
	Variance:	0.69	Std. Error:	0.41			skipped	0

2. Please say why							Response Percent	Response Total
1	Open-Ended Question						100.00%	4
1	30/05/2019 09:47 AM ID: 117984531	It depends on what types of business the rate relief is being aimed at, it should be used to encourage retail shopping in the town centre and support industries that provide skilled jobs.						
2	24/07/2019 18:29 PM ID: 122931825	Inward investment is good and incentives to encourage it are welcome but the thresh hold is too high to benefit and attract smaller businesses.						
3	01/08/2019 12:21 PM ID: 123530544	Royal Leamington Spa Town Council is supportive of the general principles of the Policy.						
4	22/08/2019 18:56 PM ID: 125117039	<p>The Warwick District area is a leading area for inward investment in the Midlands, and enjoys some of the strongest prices per sqft for industrial space in the region. It is home to the leading games and digital technologies cluster Silicon Spa, home to JLR Training Academy and JLR Fen End, and close proximity to HQs and Engineering Centres for Aston Martin Lagonda, JLR Geely LEVC and Volvo Truck and Bus; and a range of UK HQs including National grid, Calor Gas.</p> <p>Some of the prime industrial and office parks in the Midlands are here. Warwick Tech Park is home to global brands IBM, Siemens, ARM Holdings, Wolseley and Accenture. Middlemarch Business Park on the border with Coventry has Magna, Unipart and specialist manufacturer Penso. Tachbrook Park is home to Bridgestone UK HQ, Kantar, Pure Office.</p> <p>Developer AC Lloyd is speculatively developing an estate of smaller light industrial units, commanding top prices per sqft. Spec build of units of this smaller size is unusual. Next door at Spa Park, Stofords are building a spec development of larger units, quoting £8 per square foot, the highest prices in Coventry & Warwickshire, reflecting the prime nature of the location. These two examples demonstrate confidence in the market from the commercial property industry.</p> <p>Recent inward investment to the area has included Detroit Electric, Ubisoft, Sumo Digital, Rebellion Games and Sanoh. The Warwick District area is a popular destination for UK and foreign direct investment from leading brands.</p> <p>The area also performs well in terms of business start-up activity.</p> <p>Warwick District Council area benefits from a highly educated and skilled workforce,</p>						

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2. Please say why				Response Percent	Response Total
		<p>a high standard of commercial space and an existing cluster of high value businesses and jobs, close proximity to the M40, London and the HQs of some key businesses, which together provide a strong draw to the area. These USPs are ultimately more valuable in attracting and incentivising inward investment to the area.</p> <p>Warwick District doesn't struggle to attract inward investment in the way that many UK locations do, and who seek to close the gap by offering such financial incentive.</p> <p>Elsewhere in the local LEP area, Nuneaton & Bedworth and Hinckley & Bosworth operate similar schemes, but Coventry City, Rugby Borough, North Warwickshire Borough and Stratford on Avon District do not have any such scheme.</p> <p>Ultimately, the risk is that this policy will not attract any inward investment that would not already have come anyway, without this incentive in place. It risks giving up business rate income without generating any additional income. In this way, it may not be in the interests of Council Tax Payers.</p> <p>Supporting and stimulating business investment is to be welcomed, but perhaps there are other more effective ways to achieve this. For example, further funding to support the existing SME investment programmes, or specific funding channelled through partners to support a specific sector, such as creative and digital, or the creation of further local authority managed workspace are some examples.</p>			
				answered	4
				skipped	0

Policy objectives

3. Do you support or reject this section of the draft policy?							Response Percent	Response Total
1	Support						25.00%	1
2	Reject						0.00%	0
3	Neither						75.00%	3
Analysis	Mean:	2.5	Std. Deviation:	0.87	Satisfaction Rate:	75	answered	4
	Variance:	0.75	Std. Error:	0.43			skipped	0

4. Please say why				Response Percent	Response Total
1	Open-Ended Question			100.00%	4
1	30/05/2019 09:47 AM ID: 117984531	Again, it depends on the type of business it is aimed at, we don't need to be encouraging any more coffee shops or the increasing take over of the high street by service industries.			
2	24/07/2019 18:29 PM ID: 122931825	As before			

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4. Please say why			Response Percent	Response Total
3	01/08/2019 12:21 PM ID: 123530544	Whilst the Town Council is generally supportive of the Policy Objectives, it notes that the opportunity to encourage business to introduce measures to minimise its Carbon footprint have not been recognised. It is suggested that measures to recognise the impact of new developments on the achievement of climate change targets could be included in this Policy.		
4	22/08/2019 18:56 PM ID: 125117039	Seem like sensible goals, although the scheme as proposed may not protect the interests of council tax payers, and there may be more effective ways of achieving these goals than the policy under review. See next previous and next answers.		
			answered	4
			skipped	0

Eligibility criteria




5. Do you support or reject this section of the draft policy?						Response Percent	Response Total	
1	Support					0.00%	0	
2	Reject					50.00%	2	
3	Neither					50.00%	2	
Analysis	Mean:	2.5	Std. Deviation:	0.5	Satisfaction Rate:	75	answered	4
	Variance:	0.25	Std. Error:	0.25			skipped	0

6. Please say why			Response Percent	Response Total
1	Open-Ended Question		100.00%	4
1	30/05/2019 09:47 AM ID: 117984531	Only for big business, then it's a no from me, what about those businesses with a rateable value between £12,000 and £75,000?		
2	24/07/2019 18:29 PM ID: 122931825	The threshold is too high . Warwick needs to encourage smaller businesses to relocate here and this is too high to encourage businesses to move to centre of town./		
3	01/08/2019 12:21 PM ID: 123530544	Please refer to earlier comment. The Town Council suggests that the following be added to the eligibility criteria:- () applicants are required to demonstrate that in the case of any business expanding into new or larger premises, such premises are fully compliant with the objectives set out in Local Plan Policy CC1 (Planning for Climate Change Adaptation)		
4	22/08/2019 18:56 PM ID: 125117039	The RV level at £75,000 or above will include properties occupied by businesses of a scale where such a financial incentive will be of less importance than access to the right skills and market. The risk is that we financially incentivise a business to move here that would have come anyway.		

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6. Please say why				Response Percent	Response Total
		<p>A lower RV value may incentivise a smaller business who is likely to be more price sensitive, but care would need to be taken here to avoid duplicating an existing national relief scheme, such as the help introduced for retail or the small business rate relief scheme.</p> <p>For long term vacant units, landlords and agents will usually offer a several months rent free for a 5 year lease period. Therefore, a financial incentive already exists in the market for businesses moving into such properties. There are few, if any, long term vacant pieces of commercial land in the area.</p> <p>For commercial space in listed buildings, these are often offices. Such offices are often laid out as separate rooms over multiple floors. Ultimately, the layout will be more important than this incentive for those looking for a modern open plan space.</p> <p>The Warwick District area operates in a very tight property market, where demand exceeds the supply of commercial property in certain locations and for certain use classes. Very often the brake on further inward investment is not lack of demand or interest, but the availability of the right property in the right location.</p> <p>In terms of the wider benefits to the community suggested above, these may be of interest to many businesses, not just those new to the area or expanding here, and perhaps some kind of business rate incentive could be extended to all businesses in the area who satisfy these criteria.</p>			
				answered	4
				skipped	0

Outside the scope of the scheme



7. Do you support or reject this section of the draft policy?							Response Percent	Response Total
1	Support						25.00%	1
2	Reject						25.00%	1
3	Neither						50.00%	2
Analysis	Mean:	2.25	Std. Deviation:	0.83	Satisfaction Rate:	62.5	answered	4
	Variance:	0.69	Std. Error:	0.41			skipped	0

8. Please say why				Response Percent	Response Total
1	Open-Ended Question			100.00%	4
1	30/05/2019 09:47 AM ID: 117984531	Why no support for small businesses?			
2	24/07/2019 18:29 PM ID: 122931825	Dont understand why it cant apply to a business moving into a council owned property.			

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8. Please say why			Response Percent	Response Total
3	01/08/2019 12:21 PM ID: 123530544	The Council supports this section of the Policy		
4	22/08/2019 18:56 PM ID: 125117039	Seems a sensible approach.		
			answered	4
			skipped	0

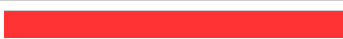

Discount

9. Do you support or reject this section of the draft policy?					Response Percent	Response Total
1	Support				75.00%	3
2	Reject				0.00%	0
3	Neither				25.00%	1
Analysis	Mean:	1.5	Std. Deviation:	0.87	Satisfaction Rate:	25
	Variance:	0.75	Std. Error:	0.43		
					answered	4
					skipped	0

10. Please say why			Response Percent	Response Total
1	Open-Ended Question		100.00%	4
1	30/05/2019 09:47 AM ID: 117984531	Seems reasonable		
2	24/07/2019 18:29 PM ID: 122931825	Nil to add		
3	01/08/2019 12:21 PM ID: 123530544	The Council supports this section of the Policy		
4	22/08/2019 18:56 PM ID: 125117039	Seems a sensible approach. Other regional schemes include 40% over three years and 50% over two years.		
			answered	4
			skipped	0



Application and decision process

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11. Do you support or reject this section of the draft policy?						Response Percent	Response Total	
1	Support					75.00%	3	
2	Reject					0.00%	0	
3	Neither					25.00%	1	
Analysis	Mean:	1.5	Std. Deviation:	0.87	Satisfaction Rate:	25	answered	4
	Variance:	0.75	Std. Error:	0.43			skipped	0

12. Please say why						Response Percent	Response Total
1	Open-Ended Question					100.00%	4
1	30/05/2019 09:47 AM ID: 117984531	Seems reasonable					
2	24/07/2019 18:29 PM ID: 122931825	Nil to add.					
3	01/08/2019 12:21 PM ID: 123530544	The Council supports this section of the Policy					
4	22/08/2019 18:56 PM ID: 125117039	Seems a sensible approach.					
						answered	4
						skipped	0

Request for a review of decision

13. Do you support or reject this section of the draft policy?						Response Percent	Response Total	
1	Support					50.00%	2	
2	Reject					0.00%	0	
3	Neither					50.00%	2	
Analysis	Mean:	2	Std. Deviation:	1	Satisfaction Rate:	50	answered	4
	Variance:	1	Std. Error:	0.5			skipped	0

14. Please say why						Response Percent	Response Total
1	Open-Ended Question					100.00%	4

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14. Please say why			Response Percent	Response Total
1	30/05/2019 09:47 AM ID: 117984531	No idea		
2	24/07/2019 18:29 PM ID: 122931825	Sensible approach.		
3	01/08/2019 12:21 PM ID: 123530544	The Council supports this section of the Policy		
4	22/08/2019 18:56 PM ID: 125117039	No particular view on this.		
			answered	4
			skipped	0

Policy review

15. On a scale of 1 to 6, where 1 being the least and 6 being the most, please rate the suitability of the 'Policy review'.					
Item	Average	Min	Max	Std. Deviation	Total Responses
	4.50	3.00	6.00	1.12	4
				answered	4
				skipped	0




16. On a scale of 1 to 6, where 1 being the least and 6 being the most, please rate how fair you consider the 'Policy review'.					
Item	Average	Min	Max	Std. Deviation	Total Responses
	4.25	3.00	6.00	1.30	4
				answered	4
				skipped	0

17. Are there any comments you wish to add?			Response Percent	Response Total
1	Open-Ended Question		100.00%	4
1	30/05/2019 09:47 AM ID: 117984531	Why are we being asked to give a detailed rating to this section when we have no idea about the policy review process.		
2	24/07/2019 18:29 PM ID: 122931825	It is good for large businesses but not applicable to smaller ones.		
3	01/08/2019 12:21 PM ID: 123530544	None		
4	22/08/2019 18:56 PM ID: 125117039	An initial 12 months is useful, but such a policy would need more time to fully understand the benefits. For example, it would take time for the commercial		

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17. Are there any comments you wish to add?				Response Percent	Response Total
		property agent community to fully understand and make use of the scheme when promoting properties.			
				answered	4
				skipped	0

Reporting on compliance

18. Do you support or reject this section of the draft policy?						Response Percent	Response Total	
1	Support					25.00%	1	
2	Reject					25.00%	1	
3	Neither					50.00%	2	
Analysis	Mean:	2.25	Std. Deviation:	0.83	Satisfaction Rate:	62.5	answered	4
	Variance:	0.69	Std. Error:	0.41			skipped	0

19. Please say why				Response Percent	Response Total
1	Open-Ended Question			100.00%	4
1	30/05/2019 09:47 AM ID: 117984531	Can't see section 7 yet, so how can you ask me to support or reject this section?			
2	24/07/2019 18:29 PM ID: 122931825	^ months is too soon. It should start at yearly.			
3	01/08/2019 12:21 PM ID: 123530544	The Council supports this section of the Policy			
4	22/08/2019 18:56 PM ID: 125117039	Seems a sensible approach.			
				answered	4
				skipped	0

Clawback of monies

20. Do you support or reject this section of the draft policy?				Response Percent	Response Total
1	Support			50.00%	2
2	Reject			0.00%	0

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20. Do you support or reject this section of the draft policy?						Response Percent	Response Total	
3	Neither					50.00%	2	
Analysis	Mean:	2	Std. Deviation:	1	Satisfaction Rate:	50	answered	4
	Variance:	1	Std. Error:	0.5			skipped	0

21. Please say why				Response Percent	Response Total	
1	Open-Ended Question			100.00%	4	
1	30/05/2019 09:47 AM ID: 117984531	Fair enough for those providing false information, but seems a bit harsh to try and claw back money from a genuinely failed business.				
2	24/07/2019 18:29 PM ID: 122931825	It is fair for the business to stay in district for 5 years if they are taking advantage of this relief.				
3	01/08/2019 12:21 PM ID: 123530544	The Council supports this section of the Policy				
4	22/08/2019 18:56 PM ID: 125117039	No particular view here.				
				answered	4	
				skipped	0	

Alternative options

22. Please rate the possible options below in order of preference, where 1 is most preferable and 3 is least preferable. Where we state 'policy' we refer to the final policy once updated in accordance with the feedback received.				Total Score ¹	Overall Rank
Item					
Trial the proposed policy				10	1
Do not implement a discretionary rates relief scheme of this nature				8	2
Introduce the policy without a trial period				6	3
¹ Score is a weighted calculation. Items ranked first are valued higher than the following ranks, the score is a sum of all weighted rank counts.				answered	4
				skipped	0

23. Please say why you have chosen this order				Response Percent	Response Total	
1	Open-Ended Question			100.00%	4	
1	30/05/2019 09:47 AM ID: 117984531	Mainly because the scheme only targets big business				

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23. Please say why you have chosen this order			Response Percent	Response Total
2	24/07/2019 18:29 PM ID: 122931825	It is important to trial it to see what the take up is.		
3	01/08/2019 12:21 PM ID: 123530544	The Council considers the Policy appropriate to the needs of the District subject to the suggested inclusion of a condition requiring applicants to demonstrate measures to reduce the carbon footprint of their business in instances where an existing building is expanded or a new building constructed.		
4	22/08/2019 18:56 PM ID: 125117039	Ultimately, I do not think this policy is necessary in the Warwick District area, and risks reducing LA revenue unnecessarily at a time of financial pressure. Some of the component ideas, such as incentivising apprenticeships, listed building occupancy, links to schools, reaching those considered 'hard to employ' are valuable but could be and are being incentivised in other ways.		
			answered	4
			skipped	0