

## **ANNUAL REPORT 2020/2021**

The last 12 months have proved incredibly challenging and, against the backdrop of Covid, we have needed to think differently and creatively to support our BID levy paying businesses. Physical events had to be put on hold, but this did not stop us. We moved all our 'drop-in surgeries' to online events and had a record number of attendees.

In the summer we launched a new awards scheme, to recognise Brackmills staff, and in September we recruited a new Police Community Support Officer who, along with our other security measures including additional security, helped us secure a safe Christmas.

In response to requests for support from businesses on the estate, we launched the new Brackmills Virtual Jobs Fair in October. Within days of going live this online portal was promoting more than 1,500 jobs across the estate – and we were able to match job hunters with businesses seeking to attract new talent and fill both part and full-time positions.

Although many of us are yet to have the Covid vaccine we want to assure everyone on Brackmills that we are here for you and more responsive than ever before.

Thank you to all my fellow directors, who all volunteer their time to ensure that the BID remains on plan and on budget. If you would like to get more involved, to suggest projects, are interested in joining our board of directors or a working group, we would love to hear from you.



**Sara Homer,  
Chief Executive,  
Brackmills BID**

### **Read on for our highlights and achievements in 2020/2021.**

We would also like to ask for your input. What would you like to see the BID achieve and prioritise this year? You may have charitable suggestions, wellbeing projects you need support with, challenges we can support you with – whatever your ideas or suggestions please get in touch.

# DISCOVER BRACKMILLS



“  
Businesses repeatedly ask us for details about our estate’s facilities and amenities, to help with both recruitment and retention.  
”

In response to these enquiries, we have launched a new DISCOVER BRACKMILLS campaign. This series of short films showcases the best of Brackmills.

The films highlight our country park and green spaces, bus service, cycleways and footpaths, the people working on Brackmills and a host of other features that make our estate the UK’s premier logistics and transport estate in the UK.

[brackmillsindustrialestate.co.uk/discover-brackmills](http://brackmillsindustrialestate.co.uk/discover-brackmills)

“  
Through a business-led programme of investment the Brackmills BID vision is for ‘Brackmills Industrial Estate to be recognised as the premier business and logistics park in the country’.  
”



The BID website is constantly being refreshed during the year and now includes a searchable business directory, online jobs fair, Discover Brackmills page and much more.

# INFRASTRUCTURE

HIGHLIGHTS AND ACHIEVEMENTS 2020/2021

Provide a great infrastructure and a smart working environment for businesses to operate and people and services to access and move around – safely and effectively.

## Roads

The BID provided more than £31,000 of funding to resurface part of Caswell Road, between the main Gateway roundabout and Festo roundabout, with support from Northamptonshire Highways. It was split in several places.



## Utilities

Cables lying near to the top of estate verges were in danger of being damaged due to lorries turning and hitting verges. The BID funded near £25,000 of extra protection along Caswell Road to protect critical utilities.

## Flood prevention

In May 2019 there was a flood on the estate that adversely affected 18 businesses. The BID commissioned a flood report and is continuing to lobby and ensure the improvements recommended in the flood prevention report are followed through such as digging the pond deeper (this took place in July 2020).

## Winter gritting

We funded 76 applications of gritting, to keep the estate moving and in business during cold and frosty times. The winter gritting season is still underway at the time of writing but at the end of December 2020 57 had been undertaken.

## Transport

Electrical scooters are now on Brackmills, a scheme run by Voi in connection with Northamptonshire County Council. This cost effective mode of transport means it has never been easier to get on, off or around the estate. In the first few months, since the launch, 1,430 rides were taken on Brackmills (1% of the total rides in Northampton) and 408 unique riders in the area.



# CRIME PREVENTION AND SAFETY

Work closely with the Police and others to maintain a safe and secure working environment for freight transport, all vehicles, customers, and the people who work on the estate.

## PCSO

In September we waved goodbye to Ian Taylor, the estate's Police Community Support Officer (PCSO) for the past nine years and welcomed our new dedicated PCSO, Paul Hurst. Paul, who in 2019 won the Hughes Cup PCSO of the year for his work around Earls Barton, is doing an excellent job and will continue to play a key role on the estate in the year ahead.



### Low recorded crime rates

There were 71 incidents in 2019/2020 and this compares to 135 in 2008, the year prior to the BID commencing.

### Business Watch alerts

Email alerts are issued to businesses subscribed to receive Brackmills emails, warning of suspicious vehicles, providing security alerts, updating staff on traffic delays and more.

## CCTV

The BID continued to maintain and upgrade the 21 cameras, which are strategically placed across the estate. The CCTV Control team work closely with the Police and the estate management team.



# ENVIRONMENT AND IMAGE

Provide a smart, tidy, and safe environment and project an image which is consistent with the high-quality values and standards of the businesses which operate on Brackmills.

## Summer and winter landscaping

Additional landscaping is performed on the estate during the year to include roundabout maintenance and litter picking (this is over and above the services undertaken by Northampton Borough Council).



## Cycle ways and paths

Overhanging branches were lopped, and the verges tidied up, to ensure safe and easy to navigate cycle ways and footpaths. The BID works with two different contractors – one for grass cutting and another for more specific landscaping projects.



## Litter bins

The BID has more than 50 bins on the estate that are collected once or twice weekly. The BID's dedicated PCSO monitors bins to ensure they are not overflowing. Where they are, he reports these issues to the council, to ensure they are promptly emptied.



# BUSINESS GROWTH AND INVESTMENT

**Support businesses on Brackmills to grow, develop and invest by creating a great working environment.**

**Website** – The BID website [www.brackmillsindustrialestate.co.uk](http://www.brackmillsindustrialestate.co.uk) is constantly being refreshed during the year and now includes a searchable business directory, online jobs fair, Discover Brackmills page and much more.

**Communications** - To keep everyone up to date on the estate we have regular e-newsletter and business alerts. We also keep everyone connected via our social media channels – Facebook, Twitter, and LinkedIn.

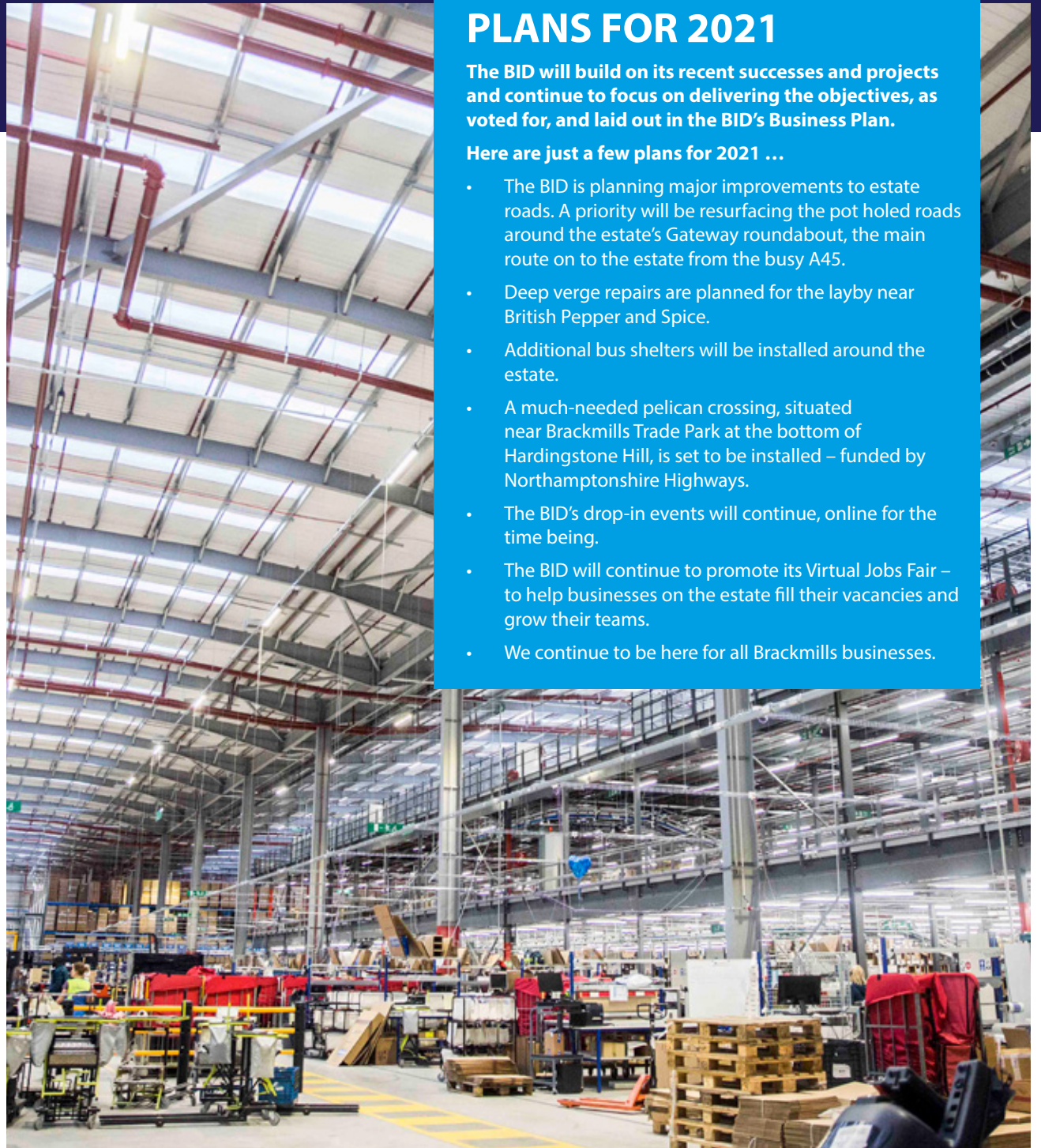
**Drop-in Surgeries** – Covid meant the BID had to postpone all face-to-face meetings, so instead it has held monthly 'surgeries', in partnership with the University of Northampton, for businesses and employees across the estate to ask questions, share their news, and seek support.

**Training, skills, and recruitment** – In the autumn, in response to requests for support from businesses on the estate, we launched our all-new Brackmills Virtual Jobs Fair. Within days of going live this online portal was promoting more than 1,500 jobs across the estate – and we were able to match job hunters with businesses seeking to attract new talent and fill both part and full-time positions. Thank you to all the recruitment companies and businesses that promoted their vacancies, many providing mini films that we uploaded to our online portal - <https://brackmillsindustrialestate.co.uk/virtual-jobs-fair>

**Covid testing** – Brackmills hosted a Covid testing unit for six weeks, testing hundreds of people - most were employees on the estate or nearby residents. The BID also linked with the University of Northampton and Public Health Northamptonshire to run a host of Covid-relevant events, including ones which focused on mental health and wellbeing.

**Funding and grants** - Throughout the lockdowns BID Chief Executive Sara Homer supported dozens of businesses on the estate seeking help. Some were struggling to apply for a business grant, while others were desperately seeking an update on their application. Sara and the BID team were able to liaise directly with Northampton Borough Council to help.

**Promoting our units** – The BID continues to work with several partners, including property developers, to promote newly built and vacant units.



## PLANS FOR 2021

The BID will build on its recent successes and projects and continue to focus on delivering the objectives, as voted for, and laid out in the BID's Business Plan.

Here are just a few plans for 2021 ...

- The BID is planning major improvements to estate roads. A priority will be resurfacing the pot holed roads around the estate's Gateway roundabout, the main route on to the estate from the busy A45.
- Deep verge repairs are planned for the layby near British Pepper and Spice.
- Additional bus shelters will be installed around the estate.
- A much-needed pelican crossing, situated near Brackmills Trade Park at the bottom of Hardingstone Hill, is set to be installed – funded by Northamptonshire Highways.
- The BID's drop-in events will continue, online for the time being.
- The BID will continue to promote its Virtual Jobs Fair – to help businesses on the estate fill their vacancies and grow their teams.
- We continue to be here for all Brackmills businesses.

# PAYING YOUR BID LEVY

Businesses in the Brackmills Industrial Estate BID area are required to pay a levy, which is in addition to Business Rates and needs to be paid separately (regardless of how you pay your Business Rates).

Prompt payment will help ensure that the objectives that were voted on in the BID Business Plan come to fruition.

## YOU CAN PAY THE LEVY IN THE FOLLOWING WAYS

Please always quote your BID account reference. This is a nine-digit number starting with a 7.

- By debit or credit card telephone **0845 372 1745** online [www.northampton.gov.uk/payments](http://www.northampton.gov.uk/payments)
- Online by creating a new Payee 'West Northamptonshire Council' and using the following account details; Barclays Bank, sort code 20-17-19 account number 70509035.

If you have any questions regarding your levy payment, please contact the Business Rates office at West Northamptonshire Council. Telephone **0300 330 7000** (Option 1 for Business Improvement District) E-mail: [businessrates@northampton.gov.uk](mailto:businessrates@northampton.gov.uk)

## BID FINANCIALS 2020/2021

Businesses in Brackmills Industrial Estate BID area pay a levy which is used to pay for the projects and services provided by Brackmills Industrial Estate Ltd.

In 2020/2021 the BID has worked with a total budget of £679,138. 57 based on levy contribution in 2020/2021 and £257, 525 from the retained income from 2019/2020.

The split of actual and committed expenditure for the current financial year to 31/03/2021 shown in the table on the right.

## GET INVOLVED IN YOUR BID

Business Improvement Districts (BIDs) are driven by participating businesses working together to maximise benefits for the BID area and those businesses within it.

Business hereditaments with a rateable value of £12,000 or more are liable for a BID levy to contribute to the costs of projects and activities undertaken by the BID.

The greater your involvement or the more activities and opportunities you take advantage of, the better value for money you will receive from your BID levy.

For further information please call Sara on **07891016896** or **07704146772**.

Objective	Actual & Committed Expenditure
Infrastructure	£133,361
Crime prevention	£111,337
Environment	£10,942
Business growth & investment	£19,410
Central admin & overheads	£72,438
Levy Collection costs	£7,000
Contingency	£21,081
Total	£375,569

*Unaudited accounts including estimated accruals as of January 2021.*

# Brackmills Industrial Estate Ltd

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 [www.brackmillsindustrialestate.co.uk](http://www.brackmillsindustrialestate.co.uk)