

**2024**

# BRACKMILLS BUSINESS IMPROVEMENT DISTRICT (BID) PROPOSAL



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## 1. Brackmills Industrial Estate Ltd

### Current BID Board Members

The BID Company, Brackmills Industrial Estate Ltd is the BID body for the purposes of the BID Statutory Provisions and is a company limited by guarantee. The board of the company is open to all businesses in the BID area. The current board members are as follows:

NAME	COMPANY
Sara Homer	BID CEO
Richard Baker	Prop-search.com
David Drummond	HARTING UK Ltd
John Harley	Honorary Director
Stephen Hylton	Alcura
Cllr Phil Larratt	Nene Valley Ward West Northamptonshire Council, Portfolio Holder for Environment, Highways, Transport & Waste Services
Kevin McAllister	Bechtle Ltd
Maria Mckeown	Travis Perkins
Mark Meadowcroft	Signs Express
Jon Morgan	In N Out Autocentres
Cllr Jonathan Nunn	West Northamptonshire Council, Leader of the Council
Charlotte Patrick	Northamptonshire Logistics Awards
Alistair Shepherd	Baxter Healthcare Ltd

## 2. Forward

### Message from Brackmills BID CEO Sara Homer

Our current five-year BID term is set to conclude at the end of May 2024, marking the end of our third consecutive BID term.

Reflecting on 2008, a time before our BID status was established, Brackmills was markedly different. Our estate was then a prime target for criminal gangs involved in thefts from and of lorries. Laybys and verges were crowded with parked cars, and several road hazards had resulted in fatalities.

Fast forward to the present, and crime is at an all-time low, our roads are well-maintained, we invest in annual winter gritting, we have managed cycle paths and safer footpaths and the overall ambience of the estate is cleaner and greener.

Through working together we have achieved so much. We must not take this for granted. So many of the positive things you see on Brackmills now are because of the BID, so please look out for the ballot papers which will be in the post in mid-February.

For this next five-year BID term we are pleased to announce that our directors have voted to reduce the BID levy from the current 1.13% to 1% of your property's rateable value (RV). This is a reflection of our current cost of living crisis and our commitment to supporting our resident businesses.

The pandemic – and the subsequent shortage in building materials – meant many of the road projects we had planned and budgeted for have had to be put on hold in the last few years. These will now be carried across to the next BID term – so there will be exciting and project-packed years ahead.

Make sure that you tick the box that says 'YES' to create a location which is the envy of your competitors and is respected by your clients.

A BID can only last five years and this BID term will end in May 2024. With your help we have created a new Business Plan which strives to build upon what we have achieved and ensure that we retain our status as the UK's premier business and logistics estate.



## 3. Executive Summary

### 3.1 BID background

Business Improvement Districts are driven by participating businesses – who work together to draw up a Business Plan which is voted on and, if agreed, is then funded through a levy based on business rateable values, as well as trying to lever in additional funding.

The Brackmills BID levy is collected by West Northamptonshire Council and paid directly to the Business Improvement District Company, Brackmills Industrial Estate Ltd (the BID company for Brackmills). Brackmills Industrial Estate Ltd is a not-for-profit company and is the Proposer of the BID as well as managing the BID's Business Plan and is accountable to the businesses in the Brackmills BID area.

### 3.2 BID Benefits on Brackmills

The priority for businesses 15 years ago was to address the serious crime issue and the estate's rapidly decaying environment. Today, Brackmills has been transformed and provides a more attractive and functional working environment for the businesses and people working here.

The Brackmills BID Business Plan (2024-2029) has been developed to ensure that it:

- Builds upon the achievements of the last 15 years
- Is balanced to cover all business sectors
- Clearly defines the role of the BID
- Seeks to create and take advantage of new opportunities
- Has focused activities that will remain relevant for next five years
- Has deliverable and achievable objectives

The Brackmills Business Plan takes account of the changes which have occurred over the last 15 years and clearly lays out a business-led programme of investment to tackle issues identified and prioritised by resident businesses.

To support businesses, the BID levy for this next five-year BID term is being reduced from the current 1.13% down to 1% of rateable value (RV). The BID is also carrying funds over from the current BID term (2019-2024) – monies earmarked for large projects that have had to be postponed due to covid and the subsequent shortage in building materials, including concrete and tarmac.

*Please note, the BID levy may be readjusted from the second year onwards, to allow for a potential annual inflationary increase.*

### 3.3 Finance

This levy will be collected on behalf of the Business Improvement District (BID) by the 'Billing Authority' which is the local authority that has responsibility for the public administration and collection of business rates of the area covered by the BID. This is West Northamptonshire Council. The levy will then be paid directly to the BID Company in its entirety. This charge is payable by eligible non-domestic rate payers in the defined BID area, regardless of whether or not they voted in the BID ballot, or how they actually voted. It is collected by the 'Billing Authority' in much the same way as business rates.

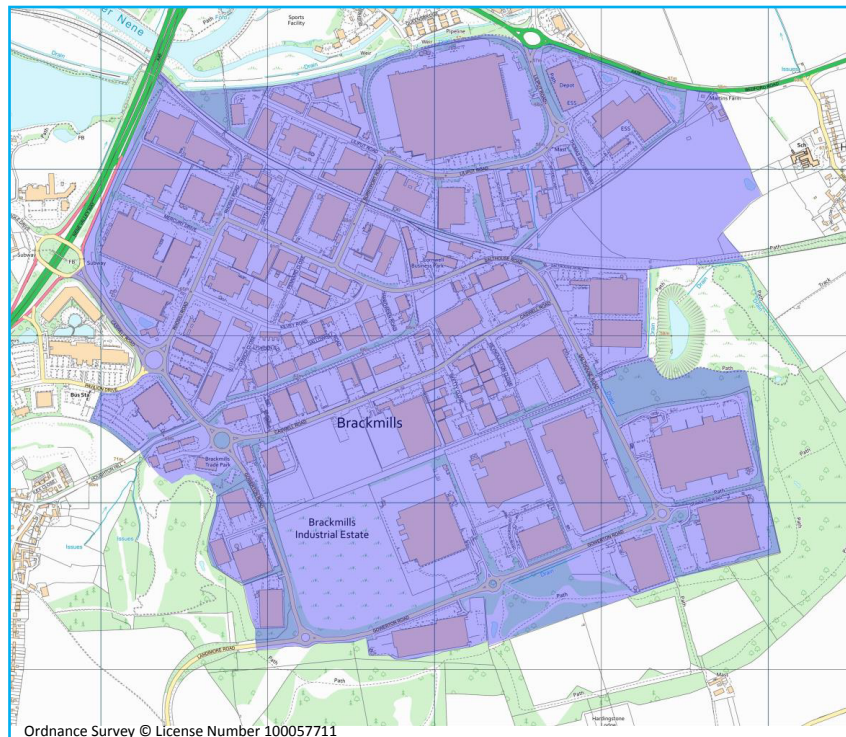
The budgeted income over the five-year period of the BID is planned to be just under £2.3million.

The yearly income will be made up of some £450,765.50 (year 1) from the levy revenue. We will also look to leverage in match funding for projects.

The BID Company for Brackmills Industrial Estate is a not-for-profit company, directed and controlled by nominated business people who manage the BID Business Plan and are directly accountable to the businesses trading in Brackmills.

### 3.4 The BID area

Brackmills Industrial Estate comprises some 3.9 sq km of industrial, warehousing and office space and is located on the south eastern side of Northampton. The estate is home to approximately 180 companies. Many are key, not to just Northampton and the county, but also nationally and internationally. Currently in excess of 18,000 people are employed on the estate.



*The BID area also includes some businesses on Pavilion Drive on the western edge of the estate.*

### 3.5 The Vision

Through a business-led programme of investment our vision is for: Brackmills Industrial Estate to continue to be recognised as the premier business and logistics park in the country.

### 3.6 Strategic objectives and activities

The BID investment programme will be delivered through four key strategic objectives and their related activities:

#### **Objective 1 - Infrastructure**

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.

#### **Objective 2 – 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 people who work on the estate.

#### **Objective 3 – Environment and Sustainability**

Provide a smart, tidy and safe environment and focus on sustainability, exploring options for electric vehicle charging points – supporting businesses on their low carbon journeys.

#### **Objective 4 – Supporting Businesses and People**

Continue to support businesses on Brackmills to grow and develop, ensuring a great working environment in which people can thrive.

Subject to a successful vote in March 2024, the new BID will start the day after the current one finishes, on 1st June 2024.

## 4. How a BID works

The lifespan of a Business Improvement District (BID) is 5 years and a ballot must take place, with a YES result, for the BID status to continue for a further 5 years.

The purpose of a BID is to provide new or expanded activities and services or environmental enhancements within the prescribed BID area, funded via a BID levy.

Business Improvement Districts (BIDs) are partnerships between local authorities and local businesses which are intended to provide additional services or improvements to a specified area. A BID must be agreed by ballot and is funded in whole, or in part, by a levy on those liable for non-domestic rates of the eligible hereditaments within the specified BID area.

We intend that all services/improvements within the Brackmills BID area will be additional to those already provided by the local authority and public bodies which have administrative responsibilities for the area - including West Northamptonshire Council and Northamptonshire Police.

### 4.1 The vote

In order for the proposals set out in this Business Plan to go ahead, more than 50% of votes cast must be in favour of the BID and the 'yes' vote must represent more than 50% of the aggregate rateable value of votes cast.

If these two criteria are met, the Business Plan is activated and all eligible businesses in the area concerned will be required to pay the levy, regardless of whether or not they voted or how they voted.

The persons entitled to vote, and be liable for the levy, are the ratepayers of non-domestic premises in the Business Improvement District area. Properties with a rateable value of less than £15,000 will be excluded from the vote and levy.

The council's returning officer will be the ballot holder for the Business Improvement District vote, West Northamptonshire Council's Monitoring Officer. Details of voting procedures and how you can confirm persons entitled to vote can be found by contacting Catherine Whitehead, Director of Legal and Democratic Services and Monitoring Officer: [catherine.whitehead@westnorthants.gov.uk](mailto:catherine.whitehead@westnorthants.gov.uk).

Please note, Civica will be carrying out the ballot on behalf of West Northamptonshire Council.

### 4.2 Alteration of arrangements

The Business Improvement District (BID) area and the levy, except for the potential annual inflationary increase, cannot be altered without an alteration ballot. The BID board can, however, adjust projects and spend as they feel appropriate, provided the basic tenets of the plan and its associated budgets are not compromised.



### 4.3 The levy

A levy of 1% of rateable value (RV) is proposed for businesses with an RV of £15,000 or more which comply with the levy criteria. This levy arrangement will generate around £2.3million in ring-fenced funding over the life of the BID. This will be used to fund the projects identified in the Business Plan.

### 4.4 Duration and commencement date of BID Arrangements

The current BID will remain in operation up to the end of its stated life which is the 31st May 2024. Our proposal is for this new Brackmills Business Improvement District plan to operate for a further five years and to commence the day after, on the 1st June 2024. After five years, in 2029, the BID could continue for another 5-year term – but only after being subject to a further ballot.

### 4.5 Timescales

ACTION	DATE
Formal Notification sent to Secretary of State with copy to Local Authority (at least 84 days prior to submission of Letter of Request to hold a Ballot to Local Authority)	25th October 2023
Submission of BID Proposal and Letter of Request to Local Authority	19th January 2024
Publication of Notice of Ballot (min 42 days before day of ballot)	29th January 2024
Beginning of ballot period (minimum 28 days)	15th February 2024
Deadline for proxy applications (5pm 10 working days prior to ballot day)	3rd March 2024
Date for issuing of replacement of lost ballot papers (4 working days prior to ballot day )	7th March 2024
Deadline for proxy cancellations (5 days prior to ballot day)	8th March 2024
Deadline for replacement of spoilt papers (3 working days prior to ballot day)	8th March 2024
Ballot Day - closes 5pm	13th March 2024
Count & declaration	14th March 2024

## 5. Looking back at our last 15 years as a BID

### 5.1.1 Crime and safety

Crime has continued to drop since the BID was first set up.

#### Projects delivered include:

- The BID continues to maintain 21 CCTV and digital high-definition Automatic Number Plate Recognition (ANPR) cameras, which are strategically placed across our estate and placed at all entrances and exits to the estate. Our cameras help Northamptonshire Police – who gather intelligence – and our PCSO monitor, prevent and tackle crime and security incidents.
- A dedicated estate Police Community Support Officer (PCSO) who monitors and patrols the estate and provides businesses with support and crime prevention tips.
- Additional security patrols during holidays and peak season.
- A new Business Watch Scheme, run in partnership with Northamptonshire Police, Action Fraud and Neighbourhood Watch.
- Counter Terrorism Training, as well as business continuity support for businesses.
- Regular security updates and Security Forum Meetings.
- Business Alerts, which are sent out to businesses across the estate.
- An estate management team providing incident support and a central point of communication.

### 5.1.2 Infrastructure

The BID focuses on improved access and travel around the estate, including the reduction of traffic hazards and increasing travel options including improved cycle ways and footpaths.

#### Projects delivered include:

- A £31,000 resurfacing project on part of Caswell Road.
- The removal of damaged road humps on Gowerton Road - replaced with a tarmac alternative.
- The installation of a toucan crossing at the bottom of Hardingstone Hill – an important safety measure.
- At the bottom of Landimore Road, where the road had deteriorated and road patching was no longer a viable option, the BID paid for the road to be re-laid, with the work taking place over a weekend to minimise disruption. This is one of the busiest routes on the estate so investing in the infrastructure was essential to keep the estate moving.
- Extra winter gritting throughout the estate, with hotspot prioritisation including Priority 1 gritting along Gowerton Rd in response to road traffic accidents in previous years.
- To protect a series of underground power and communications cables, the BID reinforced a section of Caswell Road that had been compromised due to trucks repeatedly mounting parts of the curb. The BID invested in wire caging to protect the cables – meaning the road can continue to support heavy duty vehicles without a risk of disruption to the estate.

### 5.1.3 Environment

The BID funds additional landscaping, including roundabout maintenance, the lopping of overhead branches and general planting and mowing.

**Projects delivered include:**

- £25,000 invested to protect roadside verges.
- Litter bins installed to reduce rubbish.
- Continued landscaping of gateway roundabouts, including Christmas trees and festive lighting.
- Roundabout maintenance, the lopping of overhead branches and general planting and mowing.
- More spring bulbs planted on estate.
- Additional verge litter removal and road sweeping.

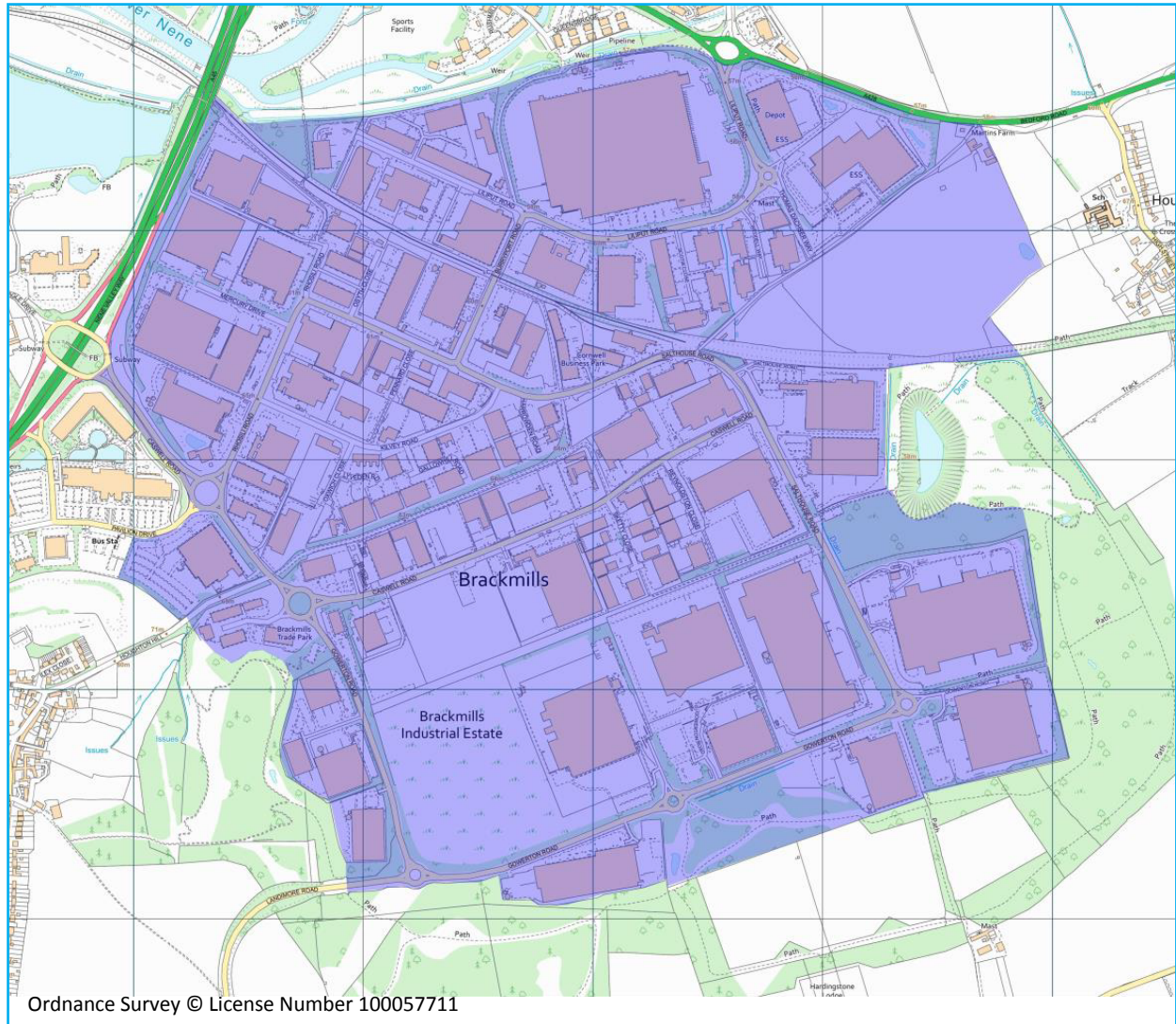
### 5.1.4 Business Support

One central point of contact for project management of the estate to support your businesses.

- A dedicated Chief Executive who provides the business leadership for the BID and represents the best interests of Brackmills at all times, supporting businesses across the estate on a wide variety of issues and opportunities.
- A small, dedicated team to support businesses to implement their ideas, shape the priorities, deliver the projects and help tackle their issues and concerns.
- A partnership with Aquarius Life, an organisation which supports people affected by alcohol, drugs and gambling, and offers support to employers.
- An online jobs page, to help businesses secure and retain talent, and a series of face-to-face jobs fairs – to promote Brackmills as a great place to work and to help businesses on the estate fill vacancies.
- Support with Covid business grants.
- Forums, business support events, drop-in surgeries and webinars.
- Regular email updates, alerts and newsletters.

Brackmills also hosted a Covid testing unit for six weeks, testing hundreds of people - most being employees on the estate or nearby residents.

## 6. Where Brackmills BID will operate



The shaded area represents the full extent of the Brackmills Business Improvement District.

All eligible non-domestic hereditaments listed on the Rating List within the BID area will (if the BID is approved) be liable for the BID levy and contribute to the BID's collective funding and activities flowing from the combined budget for five years, from June 2024. The BID covers those businesses, whose rateable value is £15,000 or greater.

The BID area includes any smaller business areas located off these roads or streets that are located within the boundary of the BID area defined by the shaded area illustrated on the map and any other roads or streets, even if they are not listed and will include any new road or street which is developed or created during the life of the BID which is within the BID area.

## 7. Statutory and other services provided by the local authorities

### Council's support for Brackmills BID

West Northamptonshire Council fully support Brackmills BID. In particular, it endorses the fundamental principle of 'additionality'. This means it agrees to maintain its provision of existing services at the current level across the Brackmills BID area. Thus, in line with BID legislation, BID services within the Brackmills BID will be additional to (not in substitution of) those provided by the council.

The council's commitment to Brackmills BID is set out in a:

- Memorandum of Understanding and an Operating Agreement which defines the working relationship between the council and the BID Company, Brackmills Industrial Estate Ltd. This sets out the council's operational support to the BID on a number of specific issues including the collection of the BID levy.
- A set of Baseline Statements, each defining the benchmark for a specific service provided by the council and other agencies to the businesses in the area.

### Council services for businesses

Businesses will continue to benefit from all the standard council services provided for the benefit of all stakeholders in Brackmills (cleaning, lighting, access, safety and highways maintenance). In addition, the council delivers certain services either directly or indirectly specifically for individual businesses.

### Individual Baseline Statements

In full support of the above commitments, the council's Head of Service will draw up Baseline Statements on the specific services they are responsible for. These documents define the benchmarks for the provision of these services and how these will be measured.

The Baseline Services are defined below:

- Grounds & Trees Maintenance (including grass verges)
- Highways & Lighting Maintenance
- Community Safety & Policing
- Trading Standards
- Environmental Health
- Street Name Plates
- Public Transport
- Public Access (Car parking, street parking, bicycle facilities...)
- Roads & Highway Maintenance
- Street Cleansing & Grounds Maintenance (fly posting, graffiti removal, street furniture maintenance, gully emptying)
- Waste Services (waste collection, trade waste)



The process of creating the Baseline Statements proves valuable to both the service providers and the BID company. The development of these partnerships and the additional focus on the services provided in the area will give tangible benefits over and above those derived from the projects outlined below.

## **BID legislation requirements for the council**

BID regulations also determine that West Northamptonshire Council meets the following obligations:

- Conducting, through the council's Democratic Services, the formal BID vote in accordance with current BID legislation and procedures
- Assuming a positive outcome to the BID vote, collecting the BID levy defined in the BID Business Plan from eligible Brackmills' businesses and transferring the levy sums direct to the Brackmills BID Company. The council will continue to make a charge for the BID levy collection and will transfer the levy sums to Brackmills BID within 30 days of collecting it.
- Pay the appropriate BID levy set out in the Business Plan in respect of all its own hereditaments within the Brackmills BID area.

The council's support for the BID will also take practical shape in the following specific ways:

- Continue to provide at least one Councillor from the council to sit as a Director on the Brackmills industrial Estate Ltd Board.
- Continue (where appropriate) to provide senior council officers to act as advisers to the Brackmills Industrial Estate Ltd Board.

## **Monitoring and Review**

West Northamptonshire Council is committed to the regular monitoring of the operation of the BID Operating Agreement and reviewing its effectiveness in conjunction with the Brackmills BID Company. This will be carried out as follows:

- An annual monitoring of each of the specific services for which a Baseline Statement is shown above. This will be led by the respective Head of Service who will provide an account to Brackmills BID Company of how the service commitments have been actually delivered during the period.
- An annual review of the overall effectiveness of the Operating Agreement. This will be led by the Cabinet member with responsibility for the BID and will reflect the Cabinet's commitment to address any shortfalls and propose measures to evolve the partnerships to the mutual benefit of the council and Brackmills BID Company.

## **Monitoring of basic service provision**

West Northamptonshire Council is committed to sustaining core or basic services to the Brackmills BID area for the duration of the BID so that the BID's activities will be additional and complementary. Provision of Baseline Assessments and Service Level Agreements will allow the BID Company to regularly appraise the delivery of core services and compare them with the details stated in the SLAs.

## 8. The Research and Consultation Process

### 8.1 Background

We ensured extensive research was undertaken across a wide range of stakeholders to shape our new BID Business Plan (2024-2029) and to ensure it is embedded in an in-depth understanding of the views and aspirations of the businesses in the area as well as an appreciation of the perceptions of those who visit and also work in the area.

Here's an overview of our consultation and research:

- We sent all businesses in the proposed BID area surveys (both a Business Survey and Employee Survey) seeking opinions and suggestions and asking all to help us shape the next five years.
- We launched our Brackmills BID Prospectus 2023 at a business breakfast event and then shared our Prospectus online, via all our BID social media channels, via BID enewsletters and at key BID events. Our CEO and PCSO also hand delivered our Prospectus to resident businesses.
- Our BID CEO and PCSO held one-to-one meetings with more than 85 businesses.
- We sent regular enewsletters to Brackmills businesses, complete with BID updates and links to our Prospectus and surveys.
- We held a series of business events and drop-in surgeries, inviting resident businesses to ask questions and help shape the next five years.
- We launched a new Brackmills app, promoting the consultation period and key ballot.
- Updates about the consultation and research period and the launch of the new ballot made the press – with a series of articles published in local and business media outlets.

#### **What were the aims of the research?**

The objectives of the research were to identify:

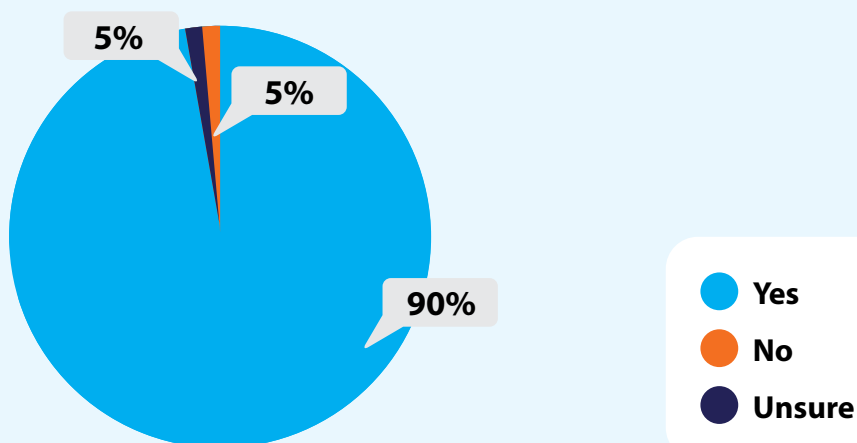
- What is most important to businesses and staff on the estate.
- Which of the current BID's activities have proved most valuable and had the most impact.
- Any key issues businesses want the BID to focus on in the next five years.
- Any specific challenges or opportunities that exist in the BID area.
- Current feelings and perceptions of the estate.

## 8.2 Research results

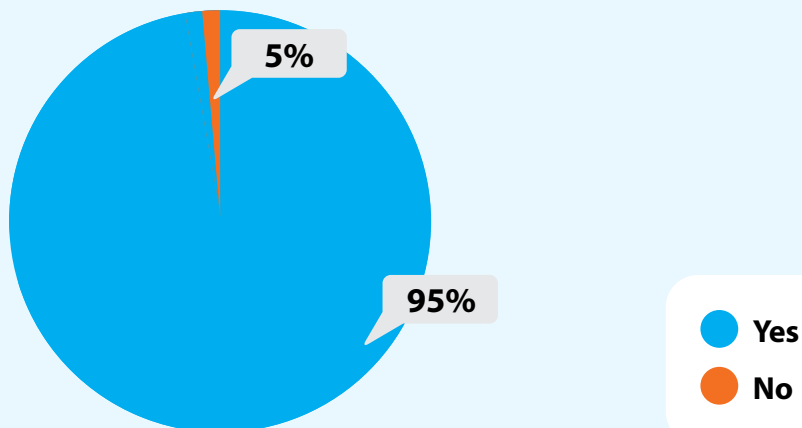
### Business Survey Research Results

90% of business have told us they are 'broadly in favour of Brackmills BID continuing for the next 5 years', with 95% saying they feel Brackmills BID has made 'a positive difference to the Brackmills estate'. 69% said Brackmills BID had 'made a positive difference' to their own individual business.

#### BROADLY IN FAVOUR OF BRACKMILLS BID CONTINUING FOR NEXT 5 YEARS



#### DO YOU THINK BRACKMILLS BID HAS MADE A POSITIVE DIFFERENCE TO THE BRACKMILLS ESTATE?



## What we want over the next 5 years

Businesses have ranked road improvements and road safety measures (92%) as their number one priority for the next 5 years.

Other infrastructure priorities identified by businesses include electric car charging points (67%) and improved bus stops and bus shelters (64%).

Supporting people was a clear theme, with 67% of businesses asking for wellbeing projects, events and support for employees. Businesses have also prioritised the below projects.

Wellbeing projects, events and support for employees	67%
Extended business continuity support – workshops and business recovery plans to plan for the event of an emergency	64%
Improved accessibility to the estate for cyclists and walkers	60%
Working with landlords to encourage inward investment and new development opportunities	54%
Carbon reduction projects	54%
More food and drink outlets	51%

## Here is what else businesses have said and asked for:

### Infrastructure

- Winter gritting: 80% said this was beneficial, with 97% clearly stating they wanted this gritting to continue.
- Working with local authority partners to enhance and improve road conditions: 90% want this to be prioritised in the next BID.
- Improved bus service and shelters: 81% said this should be part of the next BID term's project priorities.

### Crime prevention and safety

- CCTV and ANPR cameras: 55% say these are beneficial to business, with 82% requesting this investment in security and safety continues into the next 5-year BID term.
- PCSO: 97% want our investment in a Police Community Support Officer to continue and 74% say our PCSO is 'good for business'.
- Security alerts: 95% of businesses were aware of these alerts, with 100% asking for them to continue.
- Additional security patrols 59% said these were beneficial, with the remaining 41% stating they were unsure. 90% requested this additional security continues into the next BID term.

### Environment and sustainability

- Street cleaning and landscaping: 67% said this was beneficial to their business and a resounding 95% said they wanted it to continue in 2024-2029.
- Improved signage on cycle ways and footpaths: Although less than half (45%) of businesses said this felt beneficial to business, over three quarters (77%) said they wanted it to continue.

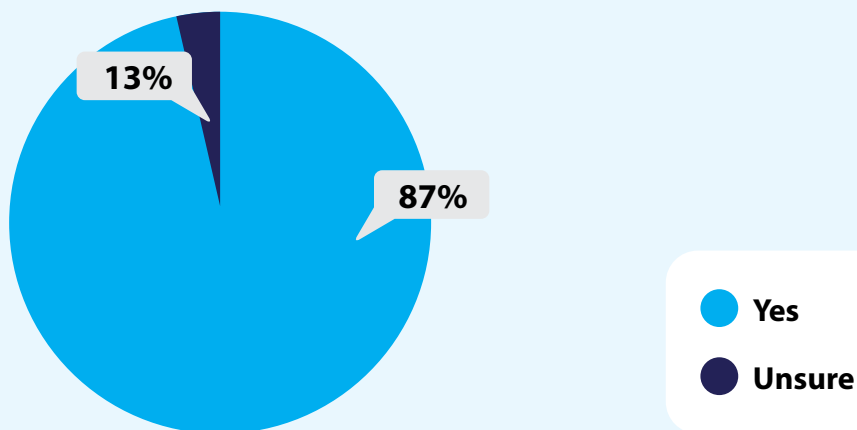
### Supporting businesses and people

- Incident business continuity support: 82% say 'yes' to continuing this support.
- Networking breakfasts, workshops and other BID events: 83% want these events to continue for the next five years.
- Jobs Fairs and online job page: Not everyone was sure if these were beneficial (48% were unsure, 10% said they didn't think they were), with 41% saying they were 'beneficial'. 82%, however, want this online jobs page and face to face jobs fairs to continue.
- Brackmills website and social media channels: This includes news, events, business spotlights and a detailed business directory, and 80% want this to be prioritised moving forwards.
- Newsletters and update bulletins: While 14% were unsure (they neither agreed nor disagreed if these should continue), 86% said they should continue for the next five years.
- Positive PR and media headlines for Brackmills and resident businesses: Three quarters (75%) wanted this positive profiling to continue. The other quarter were neutral and didn't agree or disagree.

### Business Interviews - Research Results

In addition to the detailed feedback sourced from Brackmills surveys (as outlined above), the BID CEO had face to face meetings with more than 85 businesses. 87% of businesses interviewed were in favour of the BID continuing for a further five years, with the remaining 13% stating they were unsure.

#### VOTE YES FROM FACE TO FACE INTERVIEWS





The estate's dedicated PCSO and low crime rates combined with enhanced security, was applauded by many businesses, as were the green spaces, benches and network of footpaths and cycle ways.

When asked about the next five years requests and suggestions also included:

- More eateries on Brackmills
- Even more events and networking opportunities
- Road improvements including pot holes
- More buses and a better bus timetable

## 9. The BID's response

Following extensive research, it is concluded that businesses would like the BID to continue to focus on the four key project areas first voted for in the last five-year BID term (2019-2024).

- To continue to invest in and improve the estate's roads and infrastructure.
- To maintain the low crime levels and continue to prioritise safety and security.
- To care for and invest in the estate's environment, with a focus on sustainability and protecting the green spaces
- To continue to support businesses on Brackmills to grow and develop, ensuring a great working environment in which people can thrive.

### How will the BID delivery be monitored?

Monitoring and measuring the performance and effectiveness of the BID activities will be an integral and essential part of the plan. This will include business surveys, photographic evidence, regular meetings with businesses across the estate, feedback from businesses and partner organisations.

## 10. Vision and objectives

Assuming a positive BID vote by a majority of businesses by both rateable value and number of hereditaments, BID operations will start on 1st June 2024 and will continue for a total of 5 years until 31st May 2029.

### The Vision

Through a business-led programme of investment our vision is for:

Brackmills Industrial Estate to continue to be recognised as the premier business and logistics park in the country.

### Strategic objectives and activities

The BID investment programme will be delivered through four key strategic objectives and their related activities:

**Objective 1** - Infrastructure

**Objective 2** - Crime prevention and Safety

**Objective 3** - Environment and Sustainability

**Objective 4** - Supporting Businesses and People

### Objectives, activities and outcomes

#### Objective 1 - Infrastructure

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,

#### Expenditure

A total over the five years of around £689,700.

#### Activities

Improved roads and footpaths

- Work with others in the winter to enable access and movement around Brackmills through additional winter gritting.
- Traffic calming measures.

- Working with partners to maintain and improve where necessary, the general condition and appearance of roads, footpaths, cycle ways and verges throughout the industrial estate.
- Improve lighting where possible on roads and footpaths generally and in particular at vulnerable junctions, parking bays and places of more frequent pedestrian activity to ensure safety of all road and footpath users.

#### Transport access

- Identify and deliver where possible, short- and longer-term solutions to ease congestion and improve traffic management onto, off and around the industrial estate, including modifications to junction layouts and priorities, additional access roads and travel options.
- Increase the availability of cost-effective travel options for all and work with others to develop innovative and attractive solutions for public transport on, off and around the industrial estate. Work with others to continue to manage and improve parking across the industrial estate to reduce traffic hazards, maintain and improve traffic flow and access to businesses or facilitate alternative safe and secure parking for all vehicles.
- Improve navigation around the estate for all road users, cyclists and pedestrians through information, signage and other innovative methods.
- Identify and work with partners to seek to develop short- and longer-term solutions to ease congestion and improve traffic management onto, off and around the industrial estate, including modifications to junction layouts and priorities, additional access roads and travel options.
- Work with partners to increase the availability of cost-effective travel options for all.
- Work with others to develop innovative and attractive solutions for public transport on, off and around the industrial estate.
- Work with organisations and partners to continue to manage and improve parking across the industrial estate to reduce traffic hazards, maintain and improve traffic flow and access to businesses or facilitate alternative safe and secure parking for all vehicles.

#### Flood prevention

- Work with local authorities and appropriate agencies to ensure that the risk of ground flooding in the area is managed and minimised wherever possible.

### **Objective 2 - 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 people who work on the estate.

#### **Expenditure**

A total over the five years of around £689,700.

#### **Activities**

Closed Circuit Television (CCTV) and Automatic Number Plate Recognition system (ANPR) cameras.

- Continue to work with partners to extend coverage, monitor, enhance and maintain the CCTV and ANPR infrastructure which operates across Brackmills industrial estate to provide a deterrent to crime, a strong evidence- based record and an effective crime solving tool.

#### Police Community Support Officer (PCSO) and Private Security Teams

- Continue to maintain visible policing presence on, and across Brackmills with a dedicated PCSO to maintain confidence in the Brackmills business community and provide an important link between the businesses and the Police.
- Provide additional privately sourced security patrols and cover where appropriate to supplement the patrols and cover of the PCSO.
- Support and coordinate the practical application of the crime prevention tools between partners, such as the CCTV, the PCSO, private security firms and businesses' own security teams.

#### Crime prevention information, bulletins and alerts

- Maintain and develop schemes which share and provide information and intelligence between partners and business security teams involved in the prevention of crime and the creation of a safe environment for all who work and use Brackmills Industrial Estate.
- Continue to run Security Forum events, business continuity workshops and to prioritise the Business Watch scheme.

### Objective 3 - Environment and Sustainability

Provide a smart, tidy and safe environment and focus on sustainability, exploring options for electric vehicle charging points – supporting businesses on their low carbon journeys.

#### Expenditure

A total over the five years of around £183,950.

#### Activities

##### Litter control and cleanliness

- Continue to work with partners and encourage users and businesses of Brackmills industrial estate to manage and eliminate rubbish and other waste products from the public environment.
- In collaboration with landlords, businesses and the local authorities, maintain signage and all street furniture in a good, clean condition.

##### Control and management of grass, shrubs and trees

- Maintain and improve the management of the grass, shrubs and trees on roads, roundabouts and footpaths to ensure that the infrastructure is safe, functional and smart.



- Continue to develop and enhance green spaces, with an emphasis on the physical wellbeing of staff.

#### Property maintenance and investment

- Encourage a coherent approach to the use of properties and sites which serves to develop Brackmills as a respected hub for specialist warehousing and distribution.

### **Objective 4 - Supporting Businesses and People**

Continue to support businesses on Brackmills to grow and develop, ensuring a great working environment in which people can thrive.

#### **Expenditure**

A total over the five years of around £114,970.

#### **Activities**

##### Supporting businesses

- To run job fairs to help businesses attract and recruit the best people to meet their needs.
- Encourage and support relationships and schemes between businesses and organisations which have a positive impact upon their current business performance and future business development.
- Regular bulletins and newsletters to update businesses across the estate of items of interest and relevance.

##### Facilities and Benefits

- Encourage the development of even more facilities and amenities in pleasant surroundings where people who work across the estate can eat, meet or relax away from their place of work.
- Develop schemes, benefits and events for those who work in businesses on Brackmills which promote the feeling of a Brackmills community, a sense of well-being and encourages staff retention and productivity.
- Continue to prioritise projects which support the wellbeing of Brackmills employees, with regular reviews conducted and feedback sought from companies and employees.

##### Business continuity

- In collaboration with the emergency services and local authorities, Brackmills supports businesses in the BID area to mitigate the impact of an event or emergency situation in Brackmills.

## Business Support

- Provide regular information and events for businesses and all those who work on Brackmills to support their operation and people.
- Hold regular business events to support companies – such as health and safety and sustainability.
- Continue to invest in the dedicated Brackmills app.
- Raise the awareness, profile and significance of Brackmills and its businesses to leverage in additional value and funding to support the delivery of the BID's objectives.

## 11. Organisation, resources and delivery

The management structure of the BID will continue to be the Board of Brackmills Industrial Estate Ltd (BIEL), responsible for governance and coordinating activity and delivery, and working groups developing individual projects.

The BIEL is a legal entity and a not-for-profit BID Company, limited by guarantee. It is legally and operationally responsible to the businesses in the BID area for all BID activities and will continue to act on their behalf.

The Board is elected by the members of the Brackmills Industrial Estate Ltd drawn predominantly from those paying a levy in the area and made up of a representative cross-section of the businesses and stakeholders of the area and key agencies associated with the successful delivery of the BID projects.

The main role of the Board is to safeguard the interests of levy payers, ensuring that the business operates in line with the BID plan, is professional and offers consistent value for money in line with its targets. The Board will ensure that the implementation of the BID will be monitored and delivered cost-effectively; keeping overheads to a minimum and using methods which will optimise the use of the revenue budget and add real value to the delivery of the plan. The Board will also continue to work with partner organisations in a bid to lever in and/or generate matching funds – as has happened successfully in the first three terms of Brackmills BID.

All businesses will be encouraged to be actively involved in the Board and associated activities and forums to represent the levy payers. The Board will be instrumental in prioritising the requirements of the levy payers into deliverable projects which address their needs, within the framework of the business plan.

The Board will continue to provide a consistent, collective and effective voice for the businesses in the Brackmills Industrial Estate on all matters of concern to the levy payers.

The role of 'Director' on the Board will be voluntary and undertaken with a commitment to represent the interests of all businesses in the BID area.

Collaborative working will be actively encouraged to build upon the sense of the business community in the area and ensure that the skills and resources available for delivery of the BID are enhanced and deliver best value.

In addition to regular newsletters and other forms of bulletins, there will be an annual report providing details on activities and performance of the company against the objectives of the delivery plan for the previous year.

All levy payers are entitled to be members of the BID Company. There will be an Annual General Meeting at which all members are invited to attend and vote and at which Directors will be retired by rotation and new Directors elected in accordance with the articles of the company. Company members/ levy payers

can be invited by the board of Directors to become a director, as and when vacancies arise. Company members/ levy payers are also welcome to directly approach the BID CEO to express an interest in becoming a director.

The BID's Annual Accounts are published in the Brackmills BID Annual Review which is presented at the AGM, posted directly to businesses (accompanying annual levy bills) and also uploaded to the BID website.

The Directors elect the BID Chair and this is reviewed in accordance with the BID terms of reference.

## 12. Brackmills budget and finances

The Brackmills Industrial Estate Board has tried to balance the costs to businesses with the requirement to generate sufficient funds to make a tangible difference on the ground. The new BID levy will be set at 1% of rateable value of eligible hereditaments within the BID area. The BID levy income shown is based on the levy proposed for the new BID term and has allowed for a slight inflationary rise.

The BID levy is a statutorily compulsory payment and is regulated in a similar way to business rates. The investment being sought from businesses in the BID area is still modest in relation to what can be achieved. For the smallest business in the business improvement district, the daily cost is less than the cost of a postage stamp and even for a larger business, the daily cost is less than the price of a sandwich.

With a 1% levy, the indicative costs to a business would be:

RATEABLE VALUE	LEVY RATE	ANNUAL	THIS EQUATES TO WEEKLY	THIS EQUATES TO DAILY
£1 - £14,999	0%	£0.00	£0.00	£0.00
£15,000.00	1%	£169.50	£3.26	£0.47
£17,500.00	1%	£175.00	£3.37	£0.48
£20,000.00	1%	£200.00	£3.85	£0.55
£75,000.00	1%	£750.00	£14.42	£2.06
£125,000.00	1%	£1,250.00	£24.04	£3.43
£200,000.00	1%	£2,000.00	£38.46	£5.49
£350,000.00	1%	£3,500.00	£67.31	£9.62



## Brackmills BID 5-year budget: 2024-2029

	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	TOTAL
<b>INCOME</b>						
<b>BID levy revenue *</b>	450,765.50	455,273.16	459,825.89	464,424.15	469,068.39	2,299,357.09
<b>EXPENDITURE</b>						
<b>Objective 1 - infrastructure</b>	135,229.65	136,581.94	137,847.76	139,327.24	140,720.51	689,707.10
<b>Objective 2 – crime prevention and safety</b>	135,229.65	136,581.94	137,847.76	139,327.24	140,720.51	689,707.10
<b>Objective 3 – environment and sustainability</b>	36,061.24	36,421.85	36,786.07	37,153.93	37,525.47	183,948.56
<b>Objective 4 – supporting businesses and people</b>	22,538.28	22,763.66	22,991.29	23,221.21	23,453.42	114,967.86
<b>Central Management Costs</b>	90,153.10	91,054.63	91,965.17	92,884.82	93,813.67	459,871.39
<b>Levy Collection Costs</b>	9,015	9,105	9,196	9,288	9,381	45,986
<b>Contingency</b>	22,538.28	22,763.66	22,991.29	23,221.21	23,453.42	114,967.86
<b>Total expenditure</b>	450,765.52	455,272.83	459,625.54	464,423.81	469,068.00	2,299,155.70

\* This is based on a 95% levy collection rate.

The BID is carrying funds over from the 2019-2024 BID term - monies earmarked for large projects that had to be postponed due to covid and the subsequent shortage in building materials including concrete and tarmac.

### **Cost of the development of the new BID term**

The costs incurred in undertaking the research and developing the new BID proposals have been built into the budget of the current BID. The costs for holding the ballot are being met by West Northamptonshire Council, for which we give sincere thanks.

### **Application of BID funds**

The budget headings and the project costs can be altered within the constraints of the revenue received through the levy. The Brackmills BID Company Board will be empowered to move funds between budget headings and between financial years, to provide the services which best meet the requirements of the BID area within the framework of the BID Proposal and Business Plan's objectives. Such adjustments will be fully accountable to the businesses through the performance monitoring arrangements.

### **Governance and management of the BID Budget**

In order to ensure that the projects remain relevant and continue to address needs and priorities of the businesses in Brackmills during its five-year life, the Board may from time to time make modifications to the budget allocations for each of the main projects and the management and administration of the BID.

It will be the responsibility of the Board to make adjustments to the allocations of expenditure budget as and when they deem appropriate and to ensure that all the main aims of the BID continue to be addressed and that all BID activity contributes towards the achievement of the vision.

## 13. BID levy criteria for Brackmills Industrial Estate 2024 - 2029

The majority of Business Improvement Districts (BIDs) use rateable values of businesses as a means of calculating levy and determining the associated criteria. This provides the basis for an equitable approach to charging to reflect the value which businesses will receive in services and support from the activities of the BID. The Board of the Brackmills Industrial Estate Ltd has decided on a levy structure which takes account of the potential benefits of businesses dependent upon their size.

1. Assuming a positive BID vote by a majority of businesses by number and rateable value, the BID levy will be charged on all eligible hereditaments listed in the local non-domestic rating list located within the BID area. This applies irrespective of whether or how a business has voted in the formal BID ballot. The levy is collected by the 'Billing Authority', which is West Northamptonshire Council. The Brackmills BID Company will invoice the Billing Authority for the levy collected for exclusive use of the BID.
2. Each property or hereditament subject to the BID levy will be entitled to one vote in respect of the proposal in a 28-day postal ballot which will commence on 15th February 2024 and close at 5pm on 13th March 2024. Ballot papers received after 5pm on 13th March will not be counted. The result will be announced on 14th March 2024.
3. All eligible businesses that are subject to the BID levy will be those shown on the West Northamptonshire Council non-domestic rating database of having a rateable value of £15,000 or more on the close of canvass (conducted by Civica) on Monday, 15th January 2024 and will be entitled to vote in the ballot.
4. If the ballot is successful, the BID will be fixed for a term of 5 years. The BID will commence operation on 1st June 2024 and will run until 31st May 2029. Levy bills will be issued for the first payment due 1st June 2024 and thereafter on the 1st April each year with the first and last year's bills adjusted accordingly.
5. The levy amounts will be applied as follows:
  - The BID levy will be 1% of the rateable value shown on the Non-Domestic Rating List for the existing Billing Authority, West Northamptonshire Council on 1st June 2024 and for the Billing Authority each year thereafter and subject to the changes as stated in the clauses below, for each defined business within the scope of the BID, with the exception of those premises with a rateable value of less than £15,000.
  - Non-Domestic Ratepayers with an RV of less than £15,000 will not pay a levy for these properties and will not have a vote for these properties although they will enjoy the benefits that come with trading in the BID area.
6. The levy will be due from all businesses that are liable that have an entry on the Non-Domestic Rating List, including empty properties (other than those that are exempt).

7. The liable person or organisation will be the non-domestic ratepayer liable for eligible occupied or unoccupied premises in the year of the collection of the levy. In accordance with the Non-Domestic Ratings regulations, the existing Billing Authority, West Northamptonshire Council, will be responsible for the imposition, administration, collection, recovery and application of the BID levy. The Billing Authority will also be responsible for any enforcement action that may be appropriate in case of non-payment of the levy.
8. The BID financial year will last for 365 days (366 in a leap year). The first year will run from 1st June 2024 to 31st March 2025 and the last billing period will run from 1st April 2028 to 31st May 2029. In the first year, the levy charge will fall due on the 1st June 2024 instead of 1st April. The BID charge is a daily charge based on rateable value and is to be paid in full in advance, the payment date normally being the 1st April for each year. The only exception to the due date is where a proportional liability exists, in which case, the levy charge will fall due one month after the demand is issued. The annual inflationary increase will be applied from the 1st April each year, subject to approval by the BID board who will review this annually. The daily BID levy charge for each individual ratepayer is to be calculated by multiplying its rateable value by the BID percentage levy and dividing the result by the number of days in the financial year.
9. The levy will be charged annually in advance upon service of a Demand Notice. Any business which ceases to become the liable party during the year must apply to West Northamptonshire Council for a refund for the remainder of the period if an apportionment is required between the outgoing and incoming liable parties, and the new liable party will be charged on a pro-rata basis.
10. If a property is deleted from the Rating List, revised bills will be issued provided that the amount due on charge or refund is £10 or more. The charge or refund amount will be calculated pro rata between the date of the change in occupation and the date of the financial year end.
11. The BID levy is payable in one instalment. This instalment date will be specified on the Demand Notice. The notice will be served as soon as practicable after the Billing Authority becomes aware of a BID levy liability and the liability will be calculated from the effective date of any of the following changes being recorded on the Rating List:
  - New premises, or properties which were not on the rate valuation list but become subject to rates in the BID area or new streets raised in the BID area after the BID is in force will be expected to pay a BID Levy based on the % appropriate to the date at which it is entered onto the rate valuation list in respect of its new/current rateable value.
  - Where property is split, two or more BID levies should be made on the revised premises from the date of split on the basis of the revised new/current rateable values.
  - Where premises are merged the BID Levy should be charged at the appropriate % of the revised properties new/current valuation.

- Any change of use or ownership (or the creation of a new business within the BID boundary) will be liable to the levy rate current at the time of the change.
  - Adjustments will be made for changes in occupation and if a property is deleted from the rating list and revised bills issued provided that the amount due on charge or refund is £50 or more. The charge or refund amount will be calculated pro rata between the date of the change in occupation and the date of the financial year end. Where the rateable value of the property changes as a result of any general or property specific re-valuation.
12. No other relief will be given to any class of non-domestic ratepayer and there is no distinction made between occupied or unoccupied hereditaments, both occupancy status attracting the full BID levy, unless it is a hereditament:
- Whose owner is prohibited by law from occupying it or allowing it to be occupied.
  - Which is kept vacant by reason of action taken by or on behalf of the Crown or any local or public authority with a view to prohibiting the occupation of the hereditament or to acquiring it.
  - Which is included in the Schedule of monuments compiled under section 1 of the Ancient Monuments and Archaeological Areas Act 1979(b).
  - Where, in respect of the owner's estate, there subsists a bankruptcy order within the meaning of section 381(2) of the Insolvency Act 1986(c).
  - Whose owner is entitled to possession of the hereditament in his capacity as trustee under a deed of arrangement to which the Deeds of Arrangement Act 1914(d) applies.
  - Whose owner is a company which is subject to a winding-up order made under the Insolvency Act 1986 or which is being wound up voluntarily under that Act.
  - Whose owner is a company in administration within the meaning of paragraph 1 of Schedule B1 to the Insolvency Act 1986 or is subject to an administration order made under the former administration provisions within the meaning of article 3 of the Enterprise Act 2002 (Commencement No. 4 and Transitional Provisions and Savings) Order 2003(e).
  - Whose owner is entitled to possession of the hereditament in his capacity as liquidator by virtue of an order made under section 112 or section 145 of the Insolvency Act 1986.
13. For clarity a hereditament which is the subject of a building preservation notice within the meaning of the Planning (Listed Buildings and Conservation Areas) Act 1990(a) or is included in a list compiled under section 1 of that Act will be subject to levy unless its use is covered by any of the other exemptions listed in this paragraph.
14. The levy will be due from businesses or individuals who are liable to pay business rates, from any hereditaments on any roads which have not yet been constructed or named at the time of the ballot and any new hereditaments built or created within the shaded

area of the map in this which fall within the levy criteria, from 15th January at any time during the life of the BID but which are not specifically identified on the map, with effect from the date at which their rateable value takes effect.

15. The BID levy contribution will not be reassessed if the rateable value is amended after the end of the BID. Altered properties entered into the Rating List will become liable for the levy and will be charged pro-rata for the remainder of the billing year at the appropriate % and at the new rateable value.
16. Businesses with a rateable value of less than £15,000 will be exempt from the levy and will not be permitted to vote in the ballot. Any business with an R.V which falls below this will be encouraged to enter into a voluntary arrangement direct with the BID Company so that they can benefit from the full range of services provided by the BID. These businesses will also receive the BID bill with zero charge to aid administration.
17. Places of religious worship will be exempt from the levy for that hereditament and will not be permitted to vote for this hereditament in the ballot. No other discounts or reductions shall apply.
18. Subject to this criteria stated above and within the BID boundary as defined in this document, the BID levy is a statutorily compulsory payment regardless of whether the business exercised its vote or voted against the BID.



## 14. Risk analysis

### **The responsibilities of the Brackmills BID Company – Brackmills Industrial Estate Ltd**

Brackmills Industrial Estate Ltd is a legal entity and a significant business in its own right. It not only has all the attendant risks and responsibilities that go with this but also, subject to the vote being in favour of the BID, has a mandate from the businesses in the area to deliver the BID Business Plan. This is a significant responsibility which has an influence over the commercial viability of the Brackmills Industrial Estate as a key employment hub and home to companies in logistics, manufacturing, business services and other sectors and their staff who rely upon Brackmills for their living.

It is important therefore, to articulate some of the external and internal issues that have a direct bearing on the ability of the Company to trade successfully, as well as highlight the consequences of not adopting the principles of the BID and the benefits that accrue from the delivery of the plan.

BIDs have been proving their worth and commercial value across the UK over the last 20 years as effective mechanisms to improve trading environments for all sorts and types of businesses. Where BIDs have reached the end of their first term the majority have seen even greater votes in favour and larger turnouts than the first time of voting. They are seen as providing businesses with very effective returns on investment.

### **Complacency is too much of a risk**

Brackmills has come a long way since it started in 2008. When we reflect on the pre-BID era we remember an estate that was a prime target for criminal gangs involved in thefts from and of lorries. Laybys and verges were crowded with parked cars and several road hazards had resulted in fatalities.

Fast forward to the present and we can proudly declare that crime is at an all-time low, our roads are well-maintained, we invest in annual gritting and the overall ambiance of the estate is cleaner and greener.

We don't take this for granted. If we don't get a YES result in our March 2024 ballot much of this will disappear and Brackmills will be back to its darker days. This is why we are so determined and committed to achieving the YES vote and securing a further 5 years of BID investment.

### **Working with key partners**

In order to deliver exceptional value for money within the framework of the aims and objectives of the plan, the BID will work closely with key stakeholders such as property owners, developers, the Council, and the Police. It will seek, wherever possible, to influence and shape larger projects to the benefit of its own aims while supporting others to achieve their own objectives. In working with others, the overriding principle of the BID should not be compromised.

By that we mean that the BID is providing services and benefits additional to those which would have happened if the BID had not been in existence.

## **Sustainable mechanism for the development of Brackmills**

The BID is a unique mechanism which combines solid business support with a compulsory payment scheme which creates benefit for all on an equitable basis. It also guarantees sustainability through constant cash flow to deliver the projects and priorities identified by the businesses. It provides a solid platform for the BID Company to control costs, plan over the longer term and rise to the expectations of its stakeholders.

In the unlikely event that circumstances beyond the control of the BID Company mean that it fails to bring about the benefits envisaged, the business electorate will have the final say. At the end of the five years, if no discernible difference is detected then a vote against renewal can simply “switch off” the BID and with it all business contributions.

There is no plan to rely upon bank or other financial support other than the levy and so there is no prospect of financial insecurity. In any event, the Company will produce monthly management accounts and financial forecasts for information of the Board, nominated by the levy payers. Appointed auditors will produce end-of-year accounts, made available to all contributors and the local authority and these will be filed at Companies House in the normal way. The regular meeting with Billing Authority related to the Operating Agreement will allow the Authority to monitor the fiscal probity of the BID Company and fulfil the obligations that the BID legislation places on it to ensure the BID Company trades in a legitimate fashion and remains solvent.

The Company is VAT registered so that the tax can be reclaimed on expenditure. It benefits from mutual trading status meaning that it is exempt from any Corporation Tax liability.

## 15. In summary

It gives me enormous pleasure to be CEO of Brackmills Business Improvement District (BID) and, as we approach the end of third five-year term, I am proud to look back at the projects, events and initiatives that have made such a positive, transformative difference to our estate.

This also feels like the perfect opportunity to not just reflect on the last five years but also to look back at our last 15 years as a Business Improvement District. It was in March 2009 that businesses on Brackmills first voted YES to BID status.

### **We had an incredible first few years:**

- CCTV and ANPR cameras were installed and monitored
- Yellow lines and parking laybys were installed
- We launched our new website, complete with a business directory and transport information.
- The BID invested in extra winter gritting
- We recruited our first Police Community Support Officer (PCSO)
- New traffic calming measures were implemented and road humps removed
- New cycle paths were created and bus stops installed
- Litter bins were installed

### **In our second five-year BID term we:**

- Continued to invest in winter gritting
- Funded additional security
- Relaunched our website
- Invested in major infrastructure improvements
- Funded a range of landscaping projects
- Upgraded our cameras and invested in additional security

The last five years, our third term as a thriving BID, have been particularly exciting. Our focus on safety and security has seen crime continue to drop to an all-time low, the estate's environment has never looked cleaner or greener and we have continued to focus on infrastructure projects – which we are committed to ramping up over the coming five years. We have also focused on supporting businesses – and their employees – to thrive.

Looking ahead, our focus is on delivering a clear plan for the next five years – with security, safety, infrastructure, the environment, our businesses and people at the very heart of all we do.

Please join us, vote YES in the forthcoming ballot and help us create another five years we can all be proud of.

Sara Homer, CEO of Brackmills BID.

[sara.homer@brackmillsindustrialestate.co.uk](mailto:sara.homer@brackmillsindustrialestate.co.uk), Call on 07704 146772

## 16. Appendices

### Appendix 1 – Definitions

This document is a BID proposal for the purposes of the Act. If approved it will become the BID arrangements which govern the way in which the BID levy can be used.

The following terms, used throughout this Proposal document, shall have the same meaning as provided in the Local Government Act 2003 and the Business Improvement Districts (England) Regulations 2004: “the 2003 Act” means the Local Government Act 2003.

- “the 1988 Act” means the Local Government Finance Act 1988
- “BID” means Business Improvement District
- “BID ballot” means a ballot under section 49(1) of the Local Government Act, 2003
- “BID body” or “BID Company” means, the body (whether corporate or not corporate) responsible for the implementation of the arrangements: in this instance the Brackmills BID Company is Brackmills Industrial Estate Ltd.
- “BID proposer” means a person who draws up BID proposals.
- “Billing Authority” means the Billing Authority as defined in Part 1 Section 1 of the Local Government Finance Act 1992 meaning the Common Council of the town or city as defined by Part XII Section 270 of the Local Government Act 1972.
- “commencement date” subject to regulation 9(12) of the Business Improvement Districts (England) Regulations 2004, means the day, pursuant to section 53 of the 2003 Act, the BID arrangements are to come into force.
- “hereditament” means anything which is or is treated as being a hereditament by virtue of the provisions of or any provisions made under section 64 of the 1988 Act including any hereditament to which regulation 6 of the Non-Domestic Rating (Miscellaneous Provisions) Regulations 1989 applies but otherwise excluding any hereditament to which regulations made under section 64(3)(b) of the 1988 Act apply
- “renewal ballot” means a ballot under section 54(2) of the 2003 Act

## **Appendix 2 – Streets/Roads included in the BID area Roads (Listed Alphabetically)**

- Brackmills Trade Park
- Burryport Road
- Caswell Road
- Compass Business Park
- Cornwell Business Park
- Galowhill Road
- Gowerton Road
- Harrowden Road
- Kilvey Road
- Lilliput Road
- Lyveden Road
- Mercury Drive
- Monarch Courtyard
- Osyth Close
- Oxwich Close
- Pavilion Drive (eastern end)
- Pennard Close
- Redbourne Park
- Reynoldston Close
- Rhosili Road
- Salthouse Road
- Scotia Close
- Sketty Close
- Sterling Business Park
- Thomas Dachser Way
- Weddell Way

The BID area includes any roads yet to be constructed and named and any new development sites created within the shaded area of the map and all of the smaller business areas and parks located off these roads that are located within the boundary of the defined BID area, even if they are not listed above.

## Appendix 3



c/o IN n OUT Autocentres  
Brackmills Business Park  
Caswell Road  
Northampton NN4 7PW

January 16th, 2024

**Anna Earnshaw**  
**Chief Operating Officer**  
**West Northamptonshire Council**  
**One Angel Square**  
**Angel Street**  
**Northampton**  
**NN1 1ED**

Dear Anna,

**Brackmills Industrial Estate BID – Intention to hold a Ballot.**

As per the Business Improvement District Regulations (2004), 4(2)(a)(ii), please accept this letter requesting the billing authority to instruct the ballot holder to hold a BID ballot in relation to the BID proposal:

**Name of BID: Brackmills Industrial Estate Limited**

**Name of billing authority:** West Northamptonshire Council  
One Angel Square  
Angel Street  
Northampton  
NN1 1ED

**BID Contact details:** Mrs. Sara Homer  
C/o In N Out Autocentres  
Brackmills Business Park  
Caswell Road  
Northampton  
NN4 7PW

Tel: 07891016896  
E mail: sara.homer@brackmillsindustrialestate.co.uk  
Web site: www.brackmillsindustrialestate.co.uk

**Timeline:** Ballot day 5pm – 13<sup>th</sup> March 2024  
Formal BID start – 1<sup>st</sup> June 2024

If you have any questions, please contact me on 07891016896.

Yours sincerely




Sara Homer  
**BID Chief Executive Officer**

cc Cllr Jonathan Nunn, Paul Hanson, Mark West.

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

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