



# **BID Renewal Ballot Prospectus 2019 – 2024**

**VOTE 'YES'**



## The Vision

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

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

This prospectus should be read in conjunction with the full Business Improvement District business plan accessible on the Brackmills website  
[www.brackmillsindustrialestate.co.uk](http://www.brackmillsindustrialestate.co.uk)

## Working with others

The BID investment programme will be delivered through the four key strategic objectives and their related activities identified in this prospectus.

None of these will be done by the BID alone but through its collective voice and influence and working closely with other businesses, local authorities, organisations and agencies.



## Current BID Board Members



The BID Company, Brackmills Industrial Estate Ltd, is the BID body for the purposes of the BID Statutory Provision 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:

**Sara Homer (Executive Chair)**  
Sara Homer Consultancy

**John Harley (Vice Chair)**  
ACS Office Solutions

**Martin Paynter**  
Steril UK

**Mark Meadowcroft**  
Signs Express Northampton

**Richard Baker**  
Prop-search.com

**Michelle Coles**  
The White Company

**Charlotte Patrick (Wright)**  
University of Northampton

**Ian Lewis**  
Travis Perkins

**Howard Wilson**  
Startech.com

**James Hill (Cllr)**  
Northampton Borough Council

**Robert Whittle**  
Pidy UK

**Sharon Hacker**  
Cygnia UK



# Brackmills 2019-2024 BID Renewal Ballot

In 2008 Brackmills was a decaying industrial area, one of the top UK targets for criminal gangs for theft of and from lorries, an area littered with cars, muddy verges and road hazards resulting in fatalities.

Since the first BID was established in 2009 Brackmills has seen significant investment in new headquarters for international companies, such as Decathlon, and those who already operate on Brackmills who have decided to develop and grow their presence here, such as Dachser and Stanley, Black and Decker. Crime is at an all-time low, roads are gritted in winter and the overall feel of the estate is cleaner and greener, with bus services, managed cycle paths and safer footpaths.

Through the challenges of the recession and now the uncertainties surrounding Brexit, the last few years have been extremely challenging for all businesses and I believe that if we had not come together to form a Business Improvement District, the decaying environment of Brackmills of 2008 would have presented costly challenges to the businesses operating here today.

Through working together we have achieved a lot and it is very easy to take what we have achieved and which is so well established, for granted. However we have now reached a point where we have a strong platform from which to move Brackmills into the future and provide the perfect location for businesses who seek growth and aspire to the highest quality of service and product delivery for their clients.

A BID can only last five years and this second BID term will end in May 2019. With your help we have created a new business plan which strives to build upon what we have achieved and ensure that this truly is the premier business and logistics park in the UK.

So please look out for the ballot papers which will be in the post mid-February and 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.

**Sara Homer**, Executive Chair of Brackmills BID



**Sara Homer**  
Executive Chair of Brackmills BID



# Achievements in first two BIDs 2009 – 2019

Projects	Tick	How did we do?
Installation and monitoring of CCTV and ANPR	✓	Delivered
Upgrade to digital ANPR with hi-definition cameras driver imaging	✓	Delivered
Integrated communication between businesses, CCTV, Police and Estate Manager	✓	Delivered
Dedicated Police presence with direct links to CCTV	✓	Delivered
Specialist security patrols at vulnerable times across the estate	✓	Delivered
Crime rate at an all-time low and improved feeling of safety on the estate	✓	Delivered
New and upgraded signage and information for vehicles, cyclists and pedestrians	✓	Delivered
New traffic calming measures, junction improvements and removal of road humps	✓	Delivered
Comprehensive and upgraded Brackmills website with transport information	✓	Delivered
Management of parking, restrictions and alternative parking	✓	Delivered
Extension and improvement of bus services and bus stops across the estate	✓	Delivered
Provision of secure holding areas for lorries delivering on site	✓	Delivered
Interconnecting bicycle hub scheme with links to other travel hubs	✓	Delivered
Improved travel choices and easier travel for all who work on the estate	✓	Delivered
Upgrade maintenance of verge and shrub areas along roads	✓	Delivered
Created gateways into Brackmills signs, landscaping, lighting and branding	✓	Delivered
Maintained and upgraded key footpaths and cycle routes	✓	Delivered
New amenities where people can eat, meet and relax	✓	Delivered
Looks and feels good – new businesses moving onto the estate	✓	Delivered
Created new internet superfast broadband across estate	✓	Delivered
Encouraged and supported investment and new developments extending the footprint of the estate	✓	Delivered
Increased access to skilled labour and provided forums for knowledge exchange across the estate	✓	Delivered
Incident support for business continuity	✓	Delivered
New investment in rebuild and new build – extended footprint of Brackmills	✓	Delivered

# VOTE 'YES'



## Activities for 2019 to 2024 if you vote 'YES'

- Road and transport improvements for better access
- Extension of traffic calming without humps
- Higher standards of maintenance of footpaths, verges, roads
- Improved lighting at specific points
- Managed and more secure parking
- Crime intelligence sharing
- Extended coverage of CCTV across the estate
- ANPR monitoring 24/7
- Dedicated PCSO and security presence
- Winter gritting across the estate
- New generation broadband and digital IT
- Improved power supply
- Managed litter and waste
- Management of grass, shrubs and trees
- Support for recruitment, training and development
- Schemes and benefits for those working in Brackmills
- Incident and business continuity support
- BID team to support businesses

## A Business Improvement District (BID)



**Business Improvement Districts (BIDs) are the fastest growing partnership framework we have seen for decades in the UK. A BID is a geographically defined area where businesses pay into a collective pot of money to fund additional services they feel will benefit themselves and the local community.**

Each business pays according to its size (by rateable value: R.V) and all the money collected goes to buying the extras by common consent. The process is managed by the businesses themselves and lasts for up to five years. Brackmills BID first started in 2009. In 2014 businesses voted for a second term which will end in May 2019 and which is why the current Brackmills BID, is up for renewal.





## Highlights

### The First 10 Years – A Decade of Change

## Crime and safety

Crime down to an all-time low: 95% reduction in theft to/from lorries between 2008 and 2018 and reported crime 67% down against pre-2009 levels (145 incidents in 2007). (36 crimes recorded in 2018 by end of Sept).

#### Projects delivered include:

- 24/7 CCTV and ANPR monitoring.
- 100% dedicated estate Police Community Support Officer (PCSO).
- Business Watch alerts.
- Additional security patrols at vulnerable times.
- Estate Business Continuity Plan.
- Counter Terrorism Training for businesses.
- Upgrade to digital high definition ANPR and driver imaging.
- Illegal Immigrant stowaway incident response rolled out as best practice across police force.
- Estate management team providing incident support and a central point of communication.

## Environment

Improving the attractiveness of Brackmills with installation of new signage, grassing and protection of verges, clearing of major mud bunding on cycle routes and acquisition of roundabouts into Brackmills control and landscaping.

#### Projects delivered include:

- Welcome signs installed on estate entrances.
- Road name plates replaced throughout estate.
- 54 new litter bins installed to tackle major littering issues.
- Upgrade and landscaping of gateway roundabouts to include Christmas trees and festive lighting.
- 10,000 spring bulbs planted on estate.
- Additional verge litter removal and road sweeping.
- Northamptonshire Business Excellence Awards Environmental Award Runner-up.





## Infrastructure

**Improve access and travel around the estate, reduction of traffic hazards and increased travel options including new bus services and cycle hire hubs. Superfast Broadband now available to all businesses across the estate.**

### **Projects delivered include:**

#### **Major road improvement project:**

- Phase 1 – £390,000 highway improvement scheme completed in February 2012, which reduced the number of speed humps and eased traffic congestion.
- Phase 2 – £200,000 scheme along Caswell Rd improved site access, removed humps and improved access from the central area of the estate.

#### **Road safety improvement:**

- Extended parking restrictions and additional yellow lining on junctions to ensure safer navigation for drivers.
- Extra winter gritting throughout the estate, with hotspot prioritisation in response to road traffic accidents in previous years.

#### **Travel options:**

- £470,000 worth of new bus services established to provide workers with new bus services covering key shift patterns across the estate.
- 3 new cycle hubs linked to the Northampton network with upgraded cycle routes and signage with time and distance.

#### **IT Infrastructure:**

- Upgrading of Broadband across the estate to superfast speeds.

## Profiling Brackmills and its businesses

**Our BID exerts considerable influence bringing benefit to businesses and the estate as a whole.**

The BID has held high profile national seminars and events such as the one at the House of Commons and meetings with Minister of State for Transport improving the national influence of the BID for its businesses.

Delegations from European nations including Denmark, France and the Netherlands have visited or contacted the estate over the last five years to learn about how becoming a BID has transformed the estate.

Seminars and events for landlords, commercial agents and developers have provided further opportunities for the estate to leverage its influence to support the delivery of the objectives in the BID business plan.

## Business Support

**One central point of contact for Project Management of the Estate to support your businesses.**

- Dedicated Executive Chair who provides the business leadership and Chairs the board that drives initiatives forward.
- Project development, coordination and contract delivery overseen by the Estate Manager.
- A Board of Directors open to all businesses responsible for ensuring good value for levy payers and effective delivery.
- A dedicated team to support businesses implement their ideas, shape the priorities, deliver the projects and help tackle their issues and concerns.
- Website, telephone help desk and promotional support for all businesses to supplement their own business marketing.

**Please refer to the 'Decade of Change' publication for further information.**





## Research and Consultation

This proposal has been determined by you. Extensive research and consultation has been undertaken by the BID development team between June and November 2018 to understand and highlight key issues for businesses and stakeholders and to explore potential future projects for the Brackmills BID.

Research consisted of one-to-one discussions, surveys, workshops and personal visits to businesses across the estate to confirm priorities so that the plan reflects the views and aspirations of the businesses in Brackmills.

## Overview

### Current situation

In 2008, when the first BID was being developed, 88% of businesses considered that the area had either stayed the same or become worse. In the survey in 2013, only 12% said that it had either stayed the same or become worse and 80% of businesses said the area had improved as a place to do business. In 2018 no business said it had become worse.

Brackmills is healthier in 2018 than it was in 2008. In 2008, 56% of businesses had no plans for the future other than 'survival'. In 2013, 83% of businesses started talking about growth and many reported significant growth of between 20% and 40% year on year. This trend has continued into 2018 with 90% of businesses reporting that their key aim for the next five years is growth and 53% of businesses are planning to refit, refurbish, extend or even re-locate within Brackmills to accommodate the growth. No business surveyed is planning to move off Brackmills.



# The Future

Although businesses have told us they want to continue the work on creating a functional and effective operating environment they also felt that now was the time to build on this work and improve Brackmills even further to be recognised as the premier business and logistics park in the country.

Businesses' priorities remain roads, access, and transport for getting people and goods on and off the estate, security, utilities and the environment. Businesses said support for staff in terms of benefits and welfare was also important as well as starting to create some sense of 'identity' for the estate.

The changing trends and requirements of businesses together with the success of the first two BIDs in tackling issues such as the crime problems and improving the roads have been clearly reflected in the survey results and feedback from businesses used in the preparation of this plan.



## Your priorities

The business priorities have been grouped into four key objectives.

### 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 the people who work in the estate.

### Objective 3 – Brackmills 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.

### Objective 4 – Business growth and investment

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

# 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.



## AMOUNT THE BID WILL SPEND:

Initial budget per year Yr 1 **£141,904**

Increased by Yr 5 to **£152,243**

Total over five years of **£735,049**



The biggest challenge for businesses today across Brackmills is road access on and off and around the estate with 67% of businesses rating traffic flow in and out of Brackmills between 7-9 am and 4-6pm as being poor or very poor. This was also considered by businesses to one of the most important factors for effective operation on the estate.

One of the top two activities undertaken by the BID which has been most highly valued by businesses also relates to the

access on and off and around the estate, namely winter gritting with 67% of businesses saying that this is beneficial.

Despite the successes in addressing some of the transport issues, when considering new activities for the new BID, traffic congestion and improving the roads were the top two requirements for businesses, with 76% saying that each one of these would be very beneficial if addressed.

**76%**

of businesses said that roads to the estate need to be improved

**76%**

of businesses said that traffic control systems are needed to ease congestion

**67%**

of businesses said that all road humps should be removed

## What we can deliver if you

**VOTE YES**



### Activities

#### 1. Improved roads and footpaths

- Additional winter gritting.
- Alternative traffic calming measures to road humps.
- Improve the general condition and appearance of roads, footpaths, cycle ways and verges.
- Improve lighting on roads and footpaths and selected vulnerable points.

#### 2. Transport access

- Ease congestion and improve traffic management.
- Increase the availability of cost-effective travel options.
- Manage, improve parking and access to businesses and provide or facilitate alternative safe and secure parking for all vehicles.
- Improve navigation around the estate for all road users, cyclists and pedestrians.

#### 3. Broadband and electricity supply

- Ensure broadband, digital communication and the IT infrastructure across the industrial estate continues to evolve and meet the needs of businesses.
- Ensure that the electricity supply to the industrial estate and new developments in the BID area meets the needs of businesses, with an awareness of minimising carbon outputs where possible.

#### 4. Flood prevention

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

## Measures and benefits

- Improved download and upload access speeds for broadband connections to businesses.
- Increased IT options for communication available.
- Reduced travel times into, out of and around Brackmills especially at peak times.
- Improved perception of the 'parking experience'.
- Increased level of people using other travel options besides a car.
- Avoidance of electricity outages across Brackmills industrial estate.





## 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 the people who work on the estate.



### AMOUNT THE BID WILL SPEND:

Initial budget per year Yr 1 **£121,225**

Increased by Yr 5 to **£130,057**

Total over five years of **£627,934**



*"I support the BID because the BID supports us. We opened in 2015 and business has soared. One of the highlights was a summer charity event, with businesses across the estate getting involved – together we raised thousands of pounds for a local charity. Thank you Brackmills. Vote yes to ensure this community spirit continues."*

**Gordon Gaze, On Target**



Considerable progress has been made with crime and safety on the estate and reported crime is at a record low and 61% of businesses perceive that levels of crime on the estate are good or very good. However crime is still considered to be an important issue and potential threat and businesses still rank the dedicated ANPR / CCTV cameras, PCSO and the security bulletins as top initiatives to continue and top in terms of the benefit the businesses gain from them.

When considering new initiatives for the BID the businesses ranked 'more CCTV at particular locations' and 'additional security patrols at vulnerable times' as two of the top five to be introduced in the new BID.

**76%**

of businesses said that security bulletins and regular updates are very beneficial

**67%**

of businesses said that CCTV and ANPR is very beneficial

**64%**

of businesses said that CCTV coverage should be extended across the estate

## What we can deliver if you

**VOTE YES**



### Activities

#### 1. Closed Circuit Television (CCTV)

- Extend coverage, monitor and maintain the CCTV and Automatic Number Plate Recognition system (ANPR) infrastructure.

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

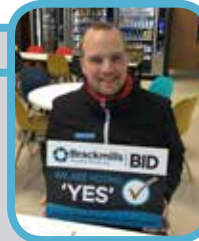
- Maintain visible policing presence on across Brackmills with a dedicated PCSO.
- Provide additional privately sourced security patrols and cover where appropriate.
- Support and coordinate the practical application of the crime prevention tools between partners, such as the CCTV, the PCSO, private security firms and businesses' own security teams.

#### 3. Crime prevention information, bulletins and alerts

- Maintain and develop the information and intelligence flow between all partners and business security teams.

*"Brackmills", Where our logistic journey started."*

**Zsolt Kabai,**  
Decathlon



## Measures and benefits

- Lower than average crime for comparable locations, in the Brackmills BID area.
- Good perception of crime on Brackmills at different times of the day and night.
- Regular flow of information and sharing of intelligence to support business crime prevention.
- Numbers of partners and crime preventions initiatives deployed to tackle any incident.





## Objective 3 – Brackmills environment and image

To 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.



### AMOUNT THE BID WILL SPEND:

Initial budget per year Yr 1 **£41,575**

Increased by Yr 5 to **£44,604**

Total over five years of **£215,354**

The overall feeling of the environment of Brackmills is determined by a number of aspects including the state of the roads, lighting levels, traffic management, the feeling of safety as well as landscaping and litter control. The way in which the estate looks from a litter and landscaping perspective is still important but does not feature as highly as other factors.

There was a clear message from businesses that the over-all appearance and image of the estate was increasingly important to them and that the estate should not simply be functional but should aspire to be the premier business and logistics park in the UK.

**64%**

of businesses stated that environmental improvements to raise the image of the estate benefited them a lot

**52%**

of businesses stated that they have benefited a lot from street cleaning and landscaping

**42%**

of businesses stated that they would benefit a lot from improving the appearance of the buildings generally



## What we can deliver if you

**VOTE YES**



### Activities

#### 1. Develop a sense of identity for Brackmills Industrial Estate

- a. Create a coherent identity for Brackmills which is visible in the area and reflects the high standards and values of the businesses which operate in the BID area.

#### 2. Litter control and cleanliness

- a. Manage and eliminate rubbish and other waste products from the public environment.
- b. Maintain signage and all street furniture in a good, clean condition.

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

- a. Maintain and improve the management of the grass, shrubs and trees on roads, roundabouts and footpaths.

#### 4. Property maintenance and investment

- a. 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.
- b. Provide short term and interim solutions to improving the appearance of vacant sites and properties.

## Measures and benefits

- Improved perception of physical attractiveness of the area measured through surveys of businesses in Brackmills Industrial Estate.
- Measured assessment of the degree of litter and tidiness of the roads, paths and verges.
- Recognition of Brackmills' identity which is visible within the estate.
- PR about Brackmills which profiles the estate at a regional and national level.



## Objective 4 – Business Growth and Investment

Support businesses on Brackmills to grow, develop and invest by creating a great working environment through these activities and all other activities identified in this range of objectives.



### AMOUNT THE BID WILL SPEND:

Initial budget per year Yr 1 **£37,425**

Increased by Yr 5 to **£40,152**

Total over five years of **£193,858**



Only 33% of businesses considered that the ability to get the right staff on Brackmills was either good or very good, highlighting a distinct problem in recruitment. However, once they had obtained the right people the ability to retain them was considered by 73% of the businesses, to be either good or very good.

On the whole there was a sense of a Brackmills community with 64% of businesses said that there was a good or very good sense of being

part of a community. There was also a distinct feeling that more could be done to encourage this further and activity such as newsletters and bulletins informing people about what was happening on Brackmills were considered to be very beneficial by 52% of businesses.

58% of businesses thought the reactive incident support is very beneficial to them and should be continued in the new BID.

**58%**

of businesses said that they want business events to raise the profile of the businesses and the estate to continue

**58%**

of businesses stated that they benefit a lot from reactive incident support

**52%**

of businesses stated that they have benefited a lot from the support of the Estate Manager and Executive Chair



## What we can deliver if you

**VOTE YES**



### Activities

#### 1. Recruitment, Training and Development

- Support businesses in attracting the best people to meet their needs.
- Encourage and support relationships and schemes between businesses and organisations which seek to develop skills and have a positive impact upon their current business performance and future business development.

#### 2. 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.
- 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.

#### 3. Business continuity

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

#### 4. Information and profiling

- Provide regular information and events for business and all those who work on Brackmills to support their operation and work in a way which is consistent with the Brackmills identity.
- 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.

## Measures and benefits

- Skills audit to show an increase in skills levels of people being recruited on Brackmills Industrial Estate.
- The view of people working in Brackmills as a place to work measured through perception surveys.
- Increased use of facilities and amenities by people working on Brackmills for eating, meeting, shopping and relaxing.
- Awareness and successful deployment of incident recovery plans to support businesses and those who work in Brackmills.
- Additional funding and value in-kind leveraged into the BID area in support of the BID objectives.





# The BID Area

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

## Roads Listed Alphabetically

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

The BID area includes any and all of the smaller business areas, courtyards and parks located off these roads that are located within the boundary of the defined BID area as per the shaded area on the map shown in this prospectus, even if they are not listed in the table.

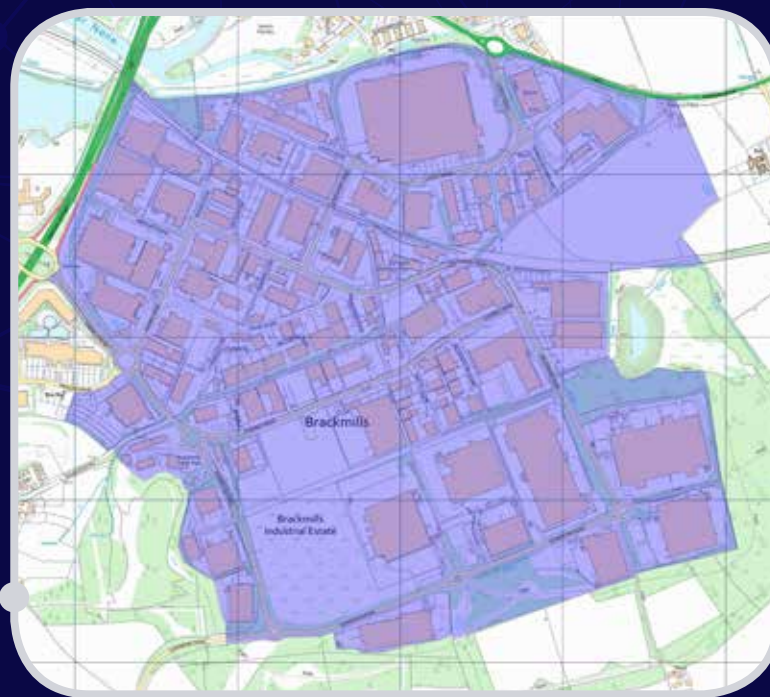






*We support the BID because we feel safe, secure and looked after. Around three years ago a group of travellers moved on to our site which meant it was very difficult for us to get deliveries out. Our staff couldn't park and in general it made business very difficult. With the help of the BID we were able to move the travellers on fairly quickly and resume business. Vote yes to keep Brackmills safe and secure for years to come."*

**John Chauhan**, Falcon Bags



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*"We have had tremendous help from the BID. We have been on the estate for four years, receiving excellent support from the BID, most recently during some flash floods, when rain came flooding through the ceiling, down the stairs, damaged all our carpets and roof. We couldn't do any business. I was abroad so there was some detail we needed and I didn't know who to turn to. I rang the BID team and thanks to the BID we were up and running within three days. Fantastic."*

**Howard Wilson**, Startech.com





# Budget

Total five year levy **£2,036,333**

BID's five year budget will be:



Objective 1  
Infrastructure  
**£735,409**



Objective 2  
Crime and Safety  
**£627,934**



Objective 3  
Environment  
**£215,354**



Objective 4  
Growth and Investment  
**£193,858**

	Year 1	Year 2	Year 3	Year 4	Year 5	Total	% to total
<b>Income</b>							
BID levy revenue (Note 1)	£387,406	£397,091	£407,018	£417,194	£427,624	£2,036,333	91%
Other Income (Note 2)	£40,000	£41,000	£42,025	£43,076	£44,153	£210,253	9%
<b>Total Income</b>	<b>£427,406</b>	<b>£438,091</b>	<b>£449,043</b>	<b>£460,270</b>	<b>£471,776</b>	<b>£2,246,586</b>	<b>100%</b>
<b>Expenditure</b>							
Objective 1: Infrastructure	£141,904	£144,394	£146,946	£149,562	£152,243	£735,049	33%
Objective 2: Crime and Safet	£121,225	£123,352	£125,532	£127,767	£130,057	£627,934	28%
Objective 3: Environment	£41,575	£42,304	£43,052	£43,819	£44,604	£215,354	10%
Objective 4: Growth and Investment	£37,425	£38,082	£38,755	£39,445	£40,152	£193,858	9%
Central Management Costs, Administration, Office (Note 3)	£59,407	£60,892	£62,414	£63,975	£65,574	£312,263	14%
Levy Collection costs	£6,500	£6,663	£6,829	£7,000	£7,175	£34,166	2%
Contingency (Note 4)	£19,370	£19,855	£20,351	£20,860	£21,381	£101,817	5%
<b>Total Expenditure</b>	<b>£427,406</b>	<b>£435,541</b>	<b>£443,880</b>	<b>£452,426</b>	<b>£461,187</b>	<b>£2,220,440</b>	<b>100%</b>
Accrual for Renewal (Note 5)	£-	£2,550	£5,164	£7,844	£10,590	£26,148	

## Notes

- Assumes a 95% collection rate and 2.5% per annum inflation
- Including income from landlords, associate members of the BID and other sources (including in-kind)
- Central admin, office and fixed overheads
- Calculated as 5% of total levy billed
- Accrual retained from levy revenue to provide for costs of renewal of the BID for any additional term, otherwise they will be spent on additional projects in the final year



## How Much Will You Pay?

The Brackmills Industrial Estate Board have 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 1.13% of rateable value of businesses in the BID area which is based upon the levy in this current BID but has allowed for a slight rise in inflation.

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.



## Indicative costs

Rateable Value	Levy Rate	Annual	This equates to: Weekly	This equates to: Daily
£1 – £11,999	Zero	Zero	Zero	Zero
£12,000	1.13%	£136	£2.61	£0.37
£20,000	1.13%	£226	£4.35	£0.62
£75,000	1.13%	£848	£16.30	£2.32
£125,000	1.13%	£1,413	£27.16	£3.87
£200,000	1.13%	£2,260	£43.46	£6.19
£350,000	1.13%	£3,955	£76.06	£10.84



## Finance and Budget

There will be an annual inflationary increase of all levy charges year on year for the duration of the Business Improvement District. This will be a minimum of 2.5% increase year on year or the inflation percentage as determined by the Consumer Price Index as at the 1st December of the year before the next billing process, whichever is the greater.

## Sources of additional funding

The Brackmills BID Company is committed to seeking additional funding and value in-kind to increase the benefits that can be delivered by the BID to businesses. Additional income will be generated by way of voluntary contributions from property owners, companies and organisations outside the BID area, those companies not liable for the levy and grants. We have leveraged in over £1 million in additional value and funding in the last ten years but have continued to budget prudently estimating that this would be around £250,000 over the next five-year period.



*"I support the BID because it has made great changes to Brackmills and it will continue to do so. The Brackmills Country Park is just one of the hidden gems here on the estate, a short walk from businesses and where many employees walk around at lunchtime. The estate is transformed. Before the BID Brackmills was known as the 'golden mile' for lorry crime. With the BID's introduction of CCTV and Automatic Number Plate Recognition (ANPR) crime is now at an all-time low. Vote yes to make sure all these improvements continue on the estate and we don't go back to where we were a decade ago."*

**Charlotte Patrick**, University of Northampton



# Monitoring Success

## Ballot and voting

Businesses in Brackmills will be asked to vote on whether or not they wish the Brackmills BID Company to implement the business plan over the next five years 2019 to 2024. Ballot papers will be sent out on Thursday 14th February 2019 to the person identified in the specially prepared register of potential voters held by Northampton Borough Council.

Each rateable property has one vote. A proxy vote will be available. Completed ballot papers are to be returned no later than 5pm Thursday 14th March 2019. The result will be announced on the following day.

## Mandatory Levy

Following a successful ballot the levy becomes mandatory on all defined ratepayers. Any necessary enforcement of payment is undertaken in the same way as it is for business rates.

*"I support the BID because it has made a tremendous difference to the accessibility and safety and security of the estate, to our employees and to our visitors as well. Ten years ago the roads were in a bad state, people were illegally parking and speeding so we needed to invest in those roads to make them safer for people working on the estate but also visiting us. Vote yes to make sure our roads continue to be properly maintained."*

**Peter Hanning**, Harting







## The Importance of Voting 'YES'

If the vote does not get sufficient votes in favour both by number and rateable value the BID and all its associated activities will stop as of 31st May 2019 and businesses will be left to face the challenges and uncertainties of the future alone. CCTV services, ANPR, dedicated police and security along with all the other services and support we can so easily take for granted, will stop.

If you want the BID and its collective influence and all its associated benefits to continue and support your business you will need to vote for it.

# VOTE 'YES'



### Timetable

**Tuesday 15th January 2019** – Launch of BID Proposal and Business Plan

**Thursday 14th February 2019** – Ballot Papers issued

**Thursday 14th March 2019** – Ballot closes at 5pm

**Friday 15th March 2019** – Ballot results announced

**Saturday 1st June 2019** – Operations of the new BID start

**This is your BID**  
**Vote 'YES' in the BID Renewal ballot.**

*"The environmental changes have been dramatic over the last 10 years. The BID has installed new bins across the estate, to ensure there is no rubbish or litter laying around. There are extra bin collections to ensure these are collected and not overflowing. We have installed Cycle CONNECT bikes on the estate to allow easier access for employees to attend work."*

**Michelle Coles**, The White Company



*"Without voting yes the estate will go back to how it was 10 years ago. About 10 years ago crime was soaring, and the estate was deteriorating. We had vehicles parked on the grass verges which was making the roads and pathways dangerous. The signage was really poor but has now been replaced and it is easy to find your way around. We have a brand new amenities site offering various food and drink options to our employees. We also have lots of businesses on the estate that have been here a long period of time, choosing to reinvest and build and grow their business. Please vote yes to make sure the estate continues to grow and thrive."*

**Sara Homer**

Executive Chair of Brackmills BID



*"All the members of the BID team are really helpful and forewarn us of any suspicious activity or anything going wrong on the estate so we can alert our security teams. Vote yes to ensure all this good work continues."*

**John Harley,**

ACS Office Solutions



## Monitoring Success

### 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 other key stakeholders such as property owners, developers, the local 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 i.e. that the BID is providing services and benefits additional to those which would have happened if the BID had not been in existence.

### Monitoring of basic service provision

The principle of the BID Regulations is that the public bodies of the Police and Local Authorities have an obligation to sustaining core or basic services to the area for the duration of the BID so that the activities of the BID will be totally additional and complementary. Provision of Baseline Statements will allow the BID Company to regularly appraise the delivery of core services and compare them with the services identified in the statements.

From experience elsewhere, we also know that this has an impact on their delivery and helps to guarantee that money provided to the authorities via the business rates mechanism is well spent and that standards are maintained. So, local businesses have some direct control of Business Rates investment in their area and the quality of local authority service provision.

### Monitoring BID delivery

Brackmills BID will be fully transparent and accountable to the businesses paying the BID levy. Monitoring and measuring the performance and effectiveness of the BID activities is an integral and essential part of the plan. Businesses need to be confident that their levy money is being invested as productively as possible to maximise results.

The effectiveness of the measures undertaken will be gauged for each project area. They will include business surveys, photographic evidence, vacancy levels, new investment into the area, parking, crime data and PR.



## Governance

The management structure of the BID will continue to be the Board of Brackmills Industrial Estate Ltd (BIEL). 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 project. It will continue to be driven by the private sector and include one Councillor from the Northampton Borough Council or the new unitary authority which replaces it, as a Director and Council Officers from both the local authority who will act as advisors, but not as Directors.

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.

All businesses will be encouraged to be actively involved in the Board and associated working groups to represent the levy payers. Through specific working groups, 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.

## Risk Analysis

Complacency is too much of a risk, Brackmills has come a long way in ten years, from the hot spot for crime and lorry theft at gun point, road hazards and poor roads and verges. It is too easy to assume that now that crime has been reduced and the roads improved we do not need to do any more and traffic volumes are as they are.

However we all know that the world is continually changing and presenting new challenges. Crime will never disappear, and businesses are planning to grow which means even more vehicle movements on Brackmills. New housing developments on the edge of the estate and new logistics park developments at Junction 15 will only add to traffic pressures across the local network and on and off the estate.

The success of Brackmills is fundamental to the future performance of Northampton's local economy. Its location and transport access provide significant potential for the future. However, weaknesses such as traffic flow challenges at peak travel times, ageing building stock and the pressure on surrounding road network, coupled with external challenges of economic uncertainty and a weak local labour force means future success is not guaranteed.

The scale of Brackmills is such that to prevent it from slipping back into decline and becoming a costly operating environment, it will require a commitment from all in the area to continue to work together, through the BID, to ensure that Brackmills operates efficiently and effectively and is the place where the best companies and people choose to be.



*"Cygnia has been on Brackmills for the last 20 years and in the last 10 years we have seen significant improvements and a dramatic change to the recruitment process. Northampton town centre is three miles away and the M1 is just around the corner, which means Brackmills is very accessible. Vote yes to keep our estate moving and mobile."*

**Sharon Hacker**, Cygnia

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## Final thoughts

A Business Improvement District provides us with collective business voice which not only enables us to deliver the projects but to influence and shape delivery of more strategic initiatives such as use of land around us, highways infrastructure and flood prevention schemes.

We need to ensure that Brackmills is not simply an effective and efficient operating environment but projects the high qualities and standards of the businesses based here. We need to raise the bar to another level and to do this some significant changes and developments are required.

The BID can be instrumental in this process but partners and key stakeholders will also have a big part to play. The recent investment by companies across the estate is helping to bring Brackmills into the 21st Century but there is more to be done in terms of infrastructure and the environment.

This plan delivers a clear direction for this exciting new era. I urge you to get involved and work together for the future of Brackmills and our businesses by voting YES in the ballot in February.

**Sara Homer**

Executive Chair of Brackmills BID



This prospectus should be read in conjunction with the full Business Improvement District business plan accessible on the Brackmills website [www.brackmillsindustrialestate.co.uk](http://www.brackmillsindustrialestate.co.uk)

Please also refer to the 'Decade of Change' publication for further information.

This is your BID

**VOTE 'YES'**



in the BID Renewal ballot.

