

IT'S TIME TO VOTE

**'YES'**



# BUSINESS PLAN

2024 - 2029

# WELCOME FROM THE BID CEO SARA HOMER ...

It gives me enormous pleasure to be CEO of Brackmills Business Improvement District (BID) and, as we approach the end of our 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.

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.

So, this is 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 (BID). It was in March 2009 that businesses on Brackmills first voted YES to BID status.

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. Lay-bys 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 ambiance of the estate is cleaner and greener.



## IN OUR SECOND FIVE-YEAR BID TERM WE:

- Continued to invest in winter gritting
- Relunched 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.

## IN OUR FIRST TERM AS A BID WE:

- Installed CCTV and ANPR cameras
- Funded additional yellow lines and parking lay bys
- Launched our new website, complete with a business directory and transport information
- Invested in extra winter gritting
- Recruited our first Police Community Support Officer (PCSO)
- Implemented new traffic calming measures
- Created new cycle paths
- Invested in more bus stops and litter bins

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 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

PS: For more information about Brackmills BID, BID levy rules, the ballot timeline, governance, BID delivery and monitoring view the Brackmills BID Proposal 2024. Visit:

[brackmillsindustrialestate.co.uk/bid-resources](https://brackmillsindustrialestate.co.uk/bid-resources)

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# BACKGROUND TO BIDS

A BID is a business-led and business-funded body formed to improve a defined geographical area, in our case Brackmills Industrial Estate in Northampton. BIDs charge a levy to local businesses in return for providing services over and above the usual council provision.

There are now over 330 BIDs in the UK and the BID concept has become a well-established model for town, city centre and industrial estate regeneration. A BID can only be formed following consultation and a ballot in which businesses vote on a proposal or business plan for the area.

BIDs must go through a ballot process to secure another term of up to five years.

## MEET OUR BID BOARD MEMBERS

- Sara Homer, Brackmills BID CEO
- Richard Baker, Prop-search.com
- David Drummond, HARTING UK Ltd
- John Harley, Honorary Director
- Stephen Hylton, Alcura
- Kevin McAllister, Bechtel Ltd
- Cllr Phil Larratt, Nene Valley Ward West Northamptonshire Council, Portfolio Holder for Environment, Highways, Transport & Waste Services
- 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



**Since moving to Brackmills, we have thrived. We have a workforce of more than 280 people, our transport links are fantastic for distribution and our access to the estate is a bonus. We supply to many major retailers so we need a high standard of security and the BID guarantees this for us which is reassuring. We also take full advantage of the regular job fairs that the BID host. These are an opportunity for us to advertise positions and attract the best talent in the area."**

*Tom, British Pepper & Spice*



**As a sports brand, we really appreciate having the clean and green spaces around our base. We have cycle paths and walking and running routes which are good to utilise on our breaks and lunches.**

*Ellie, Decathlon UK*



# 2019 - 2024 HIGHLIGHTS

## 1. INFRASTRUCTURE

- Winter gritting to keep the estate moving during cold and frosty times.
- A £31,000 resurfacing project.
- The removal of damaged road humps - replaced with a tarmac alternative.
- The installation of a toucan crossing – an important safety measure.
- Road relaying on one of the estate's busiest routes.
- Road reinforcement to protect a series of underground power and communications cables.



## 2. CRIME AND SAFETY

- A dedicated Police Community Support Officer (PCSO) who monitors security, checks the estate's CCTV and ANPR cameras and provides businesses with support and crime prevention tips.
- Additional security patrols during holidays and peak season.
- Maintenance of 21 CCTV and digital high-definition Automatic Number Plate Recognition (ANPR) cameras.
- A Business Watch Scheme in partnership with Northamptonshire Police, Action Fraud and Neighbourhood Watch.
- Counter terrorism training, as well as business continuity support.
- Security Group meetings.
- A collective commitment to keeping crime on Brackmills at an all-time low.
- An estate management team providing incident support and a central point of communication.



## 3. ENVIRONMENT

- £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.



## 4. BUSINESS SUPPORT

- A dedicated Chief Executive who provides the business leadership for the BID and represents the best interests of Brackmills at all times.
- A Board of Directors responsible for ensuring good value for levy payers and effective delivery.
- A small, dedicated team to support businesses to implement their ideas, shape the priorities, deliver the projects and help tackle their issues and concerns.
- Support with Covid business grants.
- 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.
- Forums and business support events and webinars.
- Social media campaigns and ongoing press and PR.



**We are grateful for the BID's dedication to securing the estate, and for all the security advice we receive from the BID CEO and her team.**

*Gordon, Ontarget*

# YOUR IDEAS AND OPINIONS ARE SHAPING THE NEXT 5 YEARS

Brackmills BID is focused on delivering projects and services that matter most to your business.

The BID is business led and that's why feedback and suggestions are so important.

We have carried out the following to establish business priorities:

- Distributed business and employer surveys.
- Held one-to-one meetings with businesses and stakeholders.
- Organised a series of events, inviting businesses to ask questions and help shape the next five years.
- Launched a new Brackmills app, promoting the consultation period and key ballot dates.
- Sent regular newsletters to Brackmills businesses, complete with BID updates and links to our Prospectus and surveys.



## PUTTING YOUR IDEAS INTO ACTION

You've told us what you want to see from the BID over the next five-year term. We're committed to delivering that vision.

Here are some of the initiatives you want us to focus on in the next 5 years:

Read on to find out what else Brackmills BID can and will deliver if you vote YES.

IT'S TIME TO VOTE  
**'YES'**

# THE NEXT 5 YEARS – WHAT YOU HAVE ASKED FOR:

- 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 the wellbeing of people working on Brackmills and to support the businesses based on the estate to thrive and to attract and retain talent.

## OBJECTIVE 1 - INFRASTRUCTURE

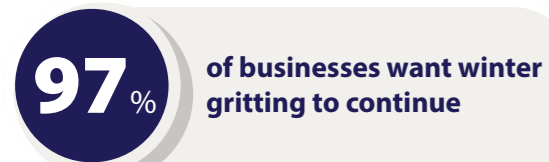
Provide a great infrastructure and a smart working environment for businesses to operate and people and services to access and move around, safely and effectively.

**TOTAL BUDGET FOR THE 5 YEARS: £689,700**

- Improved roads and footpaths, including traffic calming measures and improved lighting
- Winter gritting
- Improved bus service and shelters
- Improved navigation for all road users, cyclists and pedestrians
- Partnership working to ease congestion and improve traffic flow
- Flood prevention planning



### WHAT BUSINESSES HAVE TOLD US THEY WANT ...



## 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.

**TOTAL BUDGET FOR THE 5 YEARS: £689,700**

- Closed Circuit Television (CCTV) and Automatic Number Plate Recognition system (ANPR) cameras
- Police Community Support Officer (PCSO)
- Crime prevention information, bulletins and alerts
- Dedicated security meetings



### WHAT BUSINESSES HAVE TOLD US THEY WANT ...





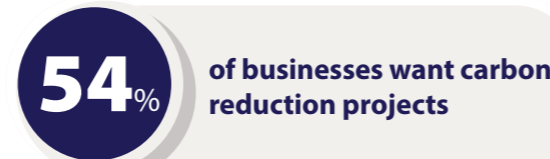
## OBJECTIVE 3 – ENVIRONMENT AND SUSTAINABILITY

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.

**TOTAL BUDGET FOR THE 5 YEARS: £183,950**

- Street cleaning and landscaping
- Improved signage on cycle ways and footpaths
- Litter control and cleanliness
- Control and management of grass, shrubs and trees
- Property maintenance and investment
- Positive PR and media headlines for Brackmills and resident businesses

### WHAT BUSINESSES HAVE TOLD US THEY WANT ...



## 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.

**TOTAL BUDGET FOR THE 5 YEARS: £114,970**

- Projects which support the wellbeing of employees
- Job fairs to help with recruitment
- More facilities and amenities where people can eat, meet and relax
- Continued investment in the Brackmills app
- Regular bulletins and newsletters to update businesses and employees
- Regular business and networking events
- Business continuity planning, to prepare the estate in case of emergency
- Continued support for local charities and good causes



### WHAT BUSINESSES HAVE TOLD US THEY WANT ...



## 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



# THE BID AREA

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

- 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
- Tungsten 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 blue boundary 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.

## BRACKMILLS BID 5-YEAR BUDGET: 2024-2029

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.

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.

	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.



# LEVY RULES

The BID levy will apply to all persons or organisations liable to pay the non-domestic rates for eligible hereditaments located within the BID Area which are approximately 212.

The levy rate to be paid by each eligible property or hereditament is to be calculated as 1% of its rateable value, using the non-domestic ratings list supplied by West Northamptonshire Council. Please note, the BID levy may be readjusted from the second year onwards, to allow for a potential annual inflationary increase.

All properties or hereditaments with a rateable value of £15,000 or more will be liable for payment of the levy, including empty properties (other than those that are exempt).

The owners of untenanted properties or hereditaments will be liable for payment of the levy. There is no reduction for a vacant property.

The BID levy will have to be paid by a new ratepayer occupying an existing or new rateable property within the BID area up until the end of the five-year term on 31st May 2029 even if they did not vote in the ballot.

Any property removed from the ratings list during a chargeable period will be removed from the date the local authority are notified of the update by the Valuation Office (not the effective date of the change).

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.

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.

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.

The levy will be charged annually in advance for each chargeable period, starting in June 2024. The person or company responsible for the non-domestic rates on the 1st day of each chargeable period will be liable for the entire year's charge.

West Northamptonshire Council will be responsible for collection of the levy.

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.

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.

In order for the Proposal to be successful at ballot, the result will need to meet, as a minimum, two independent criteria: (a) of those ballots returned by the close, those voting in favour must exceed those voting against, and (b) of those ballot papers returned by the close, the total rateable value of those properties or hereditaments which vote in favour must exceed the total of those voting against.

Brackmills BID recognises the importance of accountability and transparency within its governance arrangements.

The Proposer of the new BID and the BID Body is the Brackmills Industrial Estate Limited (Company Number 06883227), a not-for-profit organisation, limited by guarantee.

The Directors of the BID (the 'Board') shall continue to be representative of levy-paying businesses. The Board will continue to meet monthly, with responsibility for governance matters such as financial arrangements, contractual obligations, human resources, standards, performance and compliance. The Board of the BID may nominate and appoint Directors.

The BID Board, (available to all levy payers) is comprised primarily of levy payers and with at least one reserved position for the local authority.

Levy paying businesses may become Members of the BID Company.

## 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.

How much will you pay?

The Brackmills Industrial Estate Board has endeavoured to balance the cost to businesses with the requirement to generate sufficient funds to make a tangible difference on the ground.

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 not only a reflection of our current cost of living crisis and our commitment to supporting our resident businesses. It is also a decision made as a result of covid.

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

## HOW TO VOTE

You will receive a ballot paper for each property that you are eligible to vote for, by post.

If you do not, or if you require a replacement ballot paper, please email

Claire Traynor at Civica Election Services: bids@CESvotes.com

Please check that each ballot paper has its own return envelope and that the ballot is returned in the correct envelope.

Complete the ballot paper putting a cross (X) beside your choice.

Write your name in BLOCK capitals, your position in the business and your signature.

Each ballot paper must be returned in its own separate envelope.

Return your completed ballot paper(s) by post.

IT'S TIME TO VOTE

# 'YES'



## TIMETABLE

- **February 15<sup>th</sup>, 2024: Ballot period begins**
- **March 13<sup>th</sup>, 2024: Ballot closes at 5pm**
- **March 14<sup>th</sup>, 2024: Ballot result announced**
- **June 1<sup>st</sup>, 2024: New BID 5-year term commences**

## GOVERNANCE

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

## 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:

- Baseline Agreements are in place
- An annual review of the overall effectiveness of the Operating Agreement.

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.



### THIS IS YOUR BID

# VOTE YES IN THE BID BALLOT





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

IT'S TIME TO VOTE  
**'YES'** 

The text "IT'S TIME TO VOTE" is in a small, blue, sans-serif font. Below it, the word "YES" is in a large, bold, white, sans-serif font. To the right of "YES" is a circular icon with a blue border and a white background, containing a blue checkmark.