

**Gadbrook Park**  
Business Improvement District **(BID) 3**  
**Building on our success**



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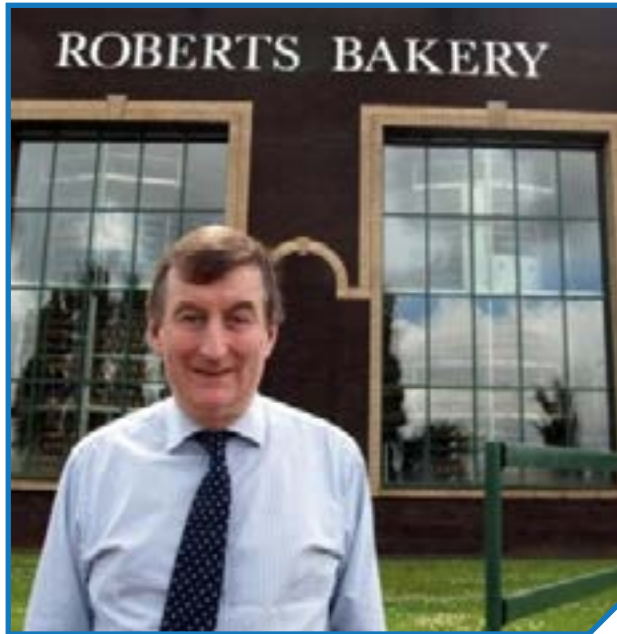
## OUR KEY AIMS FOR THE GADBROOK PARK BID

- 1 Retain its position as a flagship business park in Cheshire
- 2 Safer and secure Business Park
- 3 Greener, cleaner and sustainable
- 4 A great place to work and do business
- 5 A Private Sector led added value investment for Gadbrook Park



## WELCOME

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## MESSAGE FROM MIKE ROBERTS

### CHAIR OF THE BUSINESS IMPROVEMENT DISTRICT

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I am delighted to present this proposal for a successor Business Improvement District (BID) for Gadbrook Park. I am confident that this third term BID will provide a significant return on investment for all businesses through supporting our vision to retain our position as a premier location within Cheshire and the North West, capable of attracting, developing and supporting a broad spectrum of companies through the provision of a safe, sustainable, clean and connected trading environment.

There are now more than 300 BIDs across the UK, delivering great financial results for businesses large and small, supporting towns, business parks and Industrial Estates to enhance their offer on a daily basis. This proposal for a successor BID for Gadbrook Park is a unique opportunity for all businesses across the business park to continue to support what we have achieved since 2009 and what we propose to develop post 1st November 2019.

Through the BID over £1 million of investment for our business park will be delivered between 2019 and 2024, with the benefits from this investment clearly outlined within this proposal.

Looking at the national challenges that face us now, particularly with Brexit, I feel that with the BID in place we will continue to strive to embrace those challenges and continue to support companies to grow and prosper on Gadbrook Park.

This is our plan A - there is no plan B for the future management of Gadbrook Park. I would therefore encourage you to review this proposal and vote 'yes' to a successor BID.

## WHAT WE HAVE ACHIEVED SINCE 2014



# A SUCCESSOR BUSINESS IMPROVEMENT DISTRICT (BID) FOR GADBROOK PARK

## REASONS TO VOTE 'YES' BETWEEN THE 13TH JUNE AND 11TH JULY 2019

### WHAT THE SUCCESSOR BID WILL DELIVER FOR GADBROOK PARK...

#### WITHOUT A BID THERE WILL BE:

- Loss of the dedicated security services and initiatives, including security guard service & free key holding service
- Decommissioning of the CCTV and ANPR system
- Closure of the dedicated BID Team to support you with co-ordinating issues and opportunities in the Business Park e.g. car parking, planning and business growth, liaison with the local authority and other partners
- Ending of locally delivered BID funded training courses to upskill your employees
- Loss of planting schemes, hanging baskets, landscape projects and cleansing that is delivered above the council's baseline
- No single dedicated body that will provide you with a collective voice
- Loss of partnership working with Cheshire Police and Cheshire West and Chester Council
- Cessation of employee social and health events including the annual Bike To Work Day and Annual Employee Quiz

#### GADBROOK PARK BID COMMITMENTS 2019-2024:

- Sustain our position as a premier business park location in Cheshire and the North West
- £1 million added value investment in enhancing Gadbrook Park
- A safe and secure trading environment
- New added value image enhancement projects and delivery of maintenance services for existing initiatives through our greener and cleaner campaigns
- A single point of contact for your business to take forward opportunities for improvement and support for you to resolve business challenges



## ABOUT THE BID FOR GADBROOK PARK

This plan has been produced by the Gadbrook Park Executive Board and a team of representative businesses from across the business park who are determined to drive forward a sustained programme of investment and improvements that will benefit all.

BIDs have been widely adopted across the UK, and have a proven ability to create improved, stronger and more successful business parks.

All eligible businesses across the business park will have the opportunity to vote in a postal ballot to approve the BID. For the BID to be approved a majority will need to vote in favour of the proposal from the number of votes cast, and these will need to include a majority of rateable value from votes cast in favour of approving the proposal. Once approved, the BID will introduce a levy for eligible businesses / organisations - the levy is set out in the table in the finances sections of this proposal document.

**“NEARLY 80% OF BUSINESSES THINK GADBROOK PARK HAS IMPROVED AS A PLACE TO TRADE AND OPERATE SINCE THE INCEPTION OF THE BUSINESS IMPROVEMENT DISTRICT IN 2009 ,”**





## MEET THE GADBROOK PARK BID EXECUTIVE BOARD MEMBERS

**Mike Roberts** – Roberts Bakery (Chair of the Board)

**Mike Bracegirdle** – Butcher Barlow Solicitors (Vice Chair of the Board)

**Fran Johnson** – Howard Worth (Treasurer)

**Paul Baker** – Caffé Arabica

**Chris McLoughlin** – MIS

**Gareth Rigby** – Weaver Vale Housing Trust

**Jo Mitton** – Barclays Bank

**Andy Hunt** – The Hut Group

**Heidi Bennett** – Fifield Glyn

## GADBROOK PARK BID TEAM

The Gadbrook Park BID Team will continue to be provided by Groundwork as part of their role as the BID's accountable body partner. This will ensure on-going delivery of BID management, communications and events through the team between 2019 and 2024.

## THE BID AREA

The area covered by the Business Improvement District for Gadbrook Park is represented by the area shaded in dark blue. The Business Improvement District does not extend beyond the traffic lights at the entrance to the park or the business centre at the back of the park. The geographical area does however extend to land that has been opened up for economic development to the west side of the park and the area of land at the rear to the park.

The BID area includes:  
Gadbrook Way,  
School Road,  
Rudheath Way,  
Gadbrook Road  
and the Business Centre.





## CONSULTATION

During 2018/2019 the BID invited all 64 businesses across Gadbrook Park to share their views about the projects and services that could be delivered through a successor BID. We have heard back from over 50% of businesses, who have provided their ideas and thoughts on what is needed to continue to support Gadbrook Park. Businesses have responded online, through face to face meetings, and through written responses.

This consultation work has formed the basis for developing this plan for a successor Business Improvement District for Gadbrook Park.

## FROM THIS CONSULTATION WORK, THE KEY OPPORTUNITIES AND CHALLENGES FROM BUSINESSES HAVE BEEN:

- It is very important to retain the level of security services that are provided on Gadbrook Park
- It is essential to continue to invest in the image of Gadbrook Park
- Businesses really value the support from the BID Team
- Opportunities exist to share in purchasing of common services, including training and business support services
- The programme of training courses and seminars has been highly valued by BID members and their employees
- Businesses want to continue to work together to raise the profile of Gadbrook Park



**92%** of businesses stated that they would like to see the **security projects** retained on the business park



**86%** of businesses stated that they would like to see further investments into **image enhancement** projects on the business park



**More than 90%** of businesses stated that they would like to see the **current training course schedule** retained and **further investments** made into new training courses and seminars to upskill their employees



**95%** of respondents stated that the business park management service was important to their business

## WHAT WE AIM TO DELIVER BETWEEN 2019 - 2024

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### THEME ONE – SAFE AND SECURE

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- Continued investments in the dedicated CCTV and ANPR system on the Business Park
- Provision of a two manned security guard service delivered throughout the week, at weekends, bank holiday periods and the festive break
- Dedicated key holding service for Gadbrook Park businesses
- Retain and develop our links with Cheshire Police and share best practice through improved communications with the policing team



### THEME TWO – A CONNECTED AND SUPPORTED BUSINESS PARK

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- The Gadbrook Park Business Park Management Service - A dedicated BID team supporting your business
- A schedule of training courses will be delivered to you and your employees. Training courses could include:
  - First Aid, Health & Safety, Manual Handling, Mental Health First Aid, Fire Marshal, Risk Assessment and Fire Risk Assessment Training
  - People Management, Leadership Skills & Management and Employment Law
  - Cyber-crime prevention and other crime prevention topics
- Events for Gadbrook Park employees could include: Christmas Carol Concert, Annual Business Park Quiz, regular “Foodie Friday” events, Health and Wellbeing events e.g. Bike to Work Day and sporting competitions
- Developing further links with our community through engaging schools and colleges to learn more about Gadbrook Park and encouraging a stronger and more resilient local work force.
- Networking Events which could include a dedicated Gadbrook Park Business Awards.

## THEME THREE – A GREENER, CLEANER AND SUSTAINABLE TRADING ENVIRONMENT

- Investments to maintain the physical and landscape assets the BID has funded since 2009. Areas include signage, the subway, the roundabout to the entrance of the business centre, the pond area at Chelford House, the public seating across the business park, the entrances to the business park and the hanging baskets during the summer months on Gadbrook Road.
- The BID will continue to work with Cheshire West and Chester Council to implement junction improvements at the entrance of Gadbrook Park in 2020.

## HOW THE BID WILL OPERATE

### GOVERNANCE AND MANAGEMENT OF THE BID

The Business Improvement District will be governed and directed by a Board of eligible businesses and organisations from across the Business Improvement District area. The Board will include representation from a range of business types and sizes, including small businesses and businesses that are part of larger businesses and groups.

Any eligible business/organisation will be able to put a representative forward for appointment onto the Board, which will be elected through an annual meeting of members of the Business Improvement District. An eligible business / organisation is any occupier of a hereditament that is liable for a BID levy.

The BID will be managed by an accountable body partnership with Groundwork Cheshire, Lancashire and Merseyside to ensure that the Business Improvement District delivers services that bring a real benefit to the business community.

### PERFORMANCE MONITORING

The BID will monitor and report on a range of key performance indicators (KPIs) including:

- Crime and Safety - Incidence of crime statistics for the BID area to be reviewed quarterly
- Business community perceptions - Annual Business Survey to determine the impact of the Business Improvement District
- Vacancy rates will be measured annually
- Quarterly Image audits of the Business Park

The level of progress made on the delivery of the Business Improvement District will be reported to businesses on a regular basis by the Business Improvement District Executive Board through the following communication channels:

- The Gadbrook Park Business Improvement District Annual General meeting
- Gadbrook Park Business Improvement District Annual Report and Accounts
- Gadbrook Park Business Improvement District General Meetings
- Regular website/social media updates
- E-bulletins/hard copy bulletins

## THE BID LEVY

All non-domestic ratepayers in the geographical area will be liable for a BID levy. This will include all organisations that occupy a rateable property (hereditament) and property (hereditament) owners/leaseholder (when units are vacant) in the BID geographical area.

The current rating list is based on the 2017 valuation. Levy payments will be based on the 2017 valuation and remain fixed for the period of the BID. Any new streets that may subsequently be created and any new, refurbished or reconstructed hereditaments subsequently entered into the National Non-Domestic Rates list and falling in the BID area shall additionally become liable to pay the BID levy.



**The cost applied to each business will be on a banding system. The bandings will be as follows:**

Band	Rateable Value of Hereditament	BID Levy Payable
Band A	< £6,000	£150
Band B	£6,001-£9,999	£900
Band C	£10,000-£19,999	£1,900
Band D	£20,000-£49,999	£2,500
Band E	£50,000 - £99,999	£4,150
Band F	£100,000-£199,999	£5,050
Band G	£200,000 and above	£6,300

**Note:** To manage future National Minimum Wage increases relating to the security guard contract and allow for additional contingency funding to maintain the services of the BID, there will be a 1% annual increase in the levy charges from November 2020 onwards.

## FINANCE

### GADBROOK PARK BID INCOME AND EXPENDITURE

INCOME	2019/2020	2020/2021	2021/2022	2022/2023	2023/2024	Totals
<b>Grand Total (£)</b>	£267,705	£222,806	£225,034	£227,284	£229,557	£1,172,386

Expenditure	2019/2020	2020/2021	2021/2022	2022/2023	2023/2024	Totals
<b>Theme One - Safer and More Secure Business Park</b>						
<i>Sub Total</i>	£121,500	£126,710	£130,333	£134,178	£138,877	£651,597
<b>Theme Two - Greener, cleaner and more sustainable</b>						
<i>Sub Total</i>	£18,228	£18,730	£19,246	£19,779	£20,327	£96,310
<b>Theme Three - Co-ordinated, supported and more connected</b>						
<i>Sub Total</i>	£66,300	£77,614	£68,967	£70,361	£71,796	£355,038
<b>Project Management and Administration</b>						
<i>Sub Total</i>	£5,750	£5,750	£5,750	£5,750	£13,750	£36,750
<b>Total (£)</b>	<b>£211,778</b>	<b>£228,804</b>	<b>£224,296</b>	<b>£230,068</b>	<b>£244,750</b>	<b>£1,139,695</b>

<b>Annual Surplus</b>	<b>£55,927</b>	<b>-£5,998</b>	<b>£738</b>	<b>-£2,784</b>	<b>-£15,193</b>	
<b>Project Contingency</b>	<b>£55,927</b>	<b>£49,929</b>	<b>£50,667</b>	<b>£47,883</b>	<b>£32,691</b>	<b>£32,691</b>

Where the level of income recovered through the BID levies charged is greater than the forecast level, this additional income will be used to support further investments by the BID, and the income budgets amended to reflect this new income. The costs for developing the BID have been funded by the Gadbrook Park Business Improvement District.

The Business Improvement District levy will be charged at the beginning of November 2019, and then annually each April until 2024. Cheshire West and Chester Council will be responsible for billing and collecting the levy on behalf of the Business Improvement District. The payment of the BID levy can be paid in full within 30 days of the BID levy invoice being issued, except where a company enters into an installment plan, where equal instalments can be paid over 12 months on the dates detailed in the installment plan. The Local Authority will pursue any non-payment of the BID levy in accordance with its usual procedures for the collection of non-domestic rates.

## THE BALLOT

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A non-domestic ratepayer (business ratepayer) will be entitled to vote if they are listed as a non-domestic ratepayer on the date the notice of ballot is published. Each business ratepayer entitled to vote shall have one vote in respect of each hereditament (premises/building with an individual rateable value) in the geographical area of the Business Improvement District on which non-domestic rates are payable.

### FOR THE BUSINESS IMPROVEMENT DISTRICT TO PROCEED THERE MUST BE:

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A majority voting in favour of the proposal from the number of votes cast

A majority in level of rateable value from votes cast in favour of approving the proposal

The BID area, themes, governance and management arrangements and overall BID income can only be altered via an alteration or renewal ballot. All other arrangements including specific projects and the percentage of funding allocated to each theme within the BID may be altered within the constraints of the overall BID budget without the need for an alteration or renewal ballot.

### THE BALLOT TIMETABLE

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Ballot papers will be sent out on or after the 13th June 2019. The ballot will close at 5pm on 11th July 2019. The result of the ballot will be declared on the 12th July 2019 or as soon as possible after that date.

If the BID is successful at ballot, the BID will commence 111 days after the day the ballot is planned to be declared (12th July) with the BID beginning on the 1st November 2019 and continuing until 31st October 2024. If this BID ballot is unsuccessful the existing BID will cease operating on the 31st October 2019.

### BASELINE AGREEMENTS

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To ensure that the Business Improvement District does not fund statutory services provided by the Local Authority or Cheshire Police, a number of baseline commitments have been provided by Cheshire West and Chester Council. These baselines relate to:

- Footpath cleansing
- Highway cleansing
- Litter picking
- Litterbin emptying
- Policing
- Grass cutting
- Highway sign cleansing
- Street nameplate cleansing and maintenance
- CCTV monitoring and maintenance

The BID will monitor the Baseline Agreements on an on-going basis to ensure that Cheshire West and Chester Council and Cheshire Police maintain their agreed service delivery. This will ensure the BID's funding does not back fill or fund any baseline / statutory services.

### FOR MORE INFORMATION

Contact Jane Hough or Dave Snasdell at Groundwork.

Groundwork are supporting the Gadbrook Park BID to develop and establish BID 3 for Gadbrook Park

**Email:** [gadbrookparkbid@groundwork.org.uk](mailto:gadbrookparkbid@groundwork.org.uk)

**WWW.GADBROOKPARKBID.CO.UK**



**Gadbrook Park**  
Business Improvement  
District **(BID) 3**

