

A photograph of two large, weathered stone pillars standing in a grassy area with trees in the background. The pillars have "GADBROOK PARK" engraved on them.

Annual Report 2023-2024



ABOUT THE GADBROOK PARK BID

The Gadbrook Park BID funds and delivers added value projects and services within the local trading environment, through a Business Improvement District (BID).

These projects are managed and controlled by the business community and the entire project is business led. More than 300 BIDs have been approved by companies across the UK since BIDs were introduced in 2004.

The BID will not, and cannot, be used to fund services that the council or other public bodies have a statutory duty to provide. The details of what the BID has delivered in year 4 of BID 3 (1st April 2023 – 31st March 2024) are detailed in this annual report.

BID 3 will run from 2019 to 31 October 2024 and will ensure that Gadbrook Park can continue to be an exceptional environment to work and trade in for both employees and businesses alike, and that the essential services and projects delivered by the BID can continue to aid all companies to develop and thrive. Gadbrook Park BID 4 will be going to ballot in June/July of 2024 with companies voting on whether to approve a fourth term Business Improvement District for the area, and the projects and support that comes with it, for a further five years.

The BID's vision is:

To retain its 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 business environment.

The Gadbrook Park BID was first approved in 2009 with subsequent second and third BIDs approved in 2014 and 2019 respectively. During this time, the BID has implemented a range of improvement projects, including upgrading the image of Gadbrook Park through various enhancement schemes, reducing crime in the area through the incorporation of manned security patrols and the CCTV/ANPR systems, tackling road conditions, access and egress issues, as well as providing a number of popular training courses for employees and offering business support with any issues through the BID Delivery Team.





THE GADBROOK PARK BID EXECUTIVE BOARD

The Gadbrook Park BID has an Executive Board which is made up of voluntary members of the local business community.

The Executive Board as of 31st March 2024 was as follows:

Chris McLaughlin MIS Active Management Systems Limited (Chair)	Dave Brooks Turnkey Instruments Ltd	Mike Bracegirdle Butcher & Barlow LLP
Fran Johnson WR Partners (Treasurer)	Julie Senior NPORS	Tom Henderson Weaver Vale Housing Trust
Mike Roberts Frank Roberts	Louise Blackham RMG - Residential Management Group Ltd	Gill Williams Cheshire West and Chester Council (Advisory)

The Executive Board met five times in 2023-2024 and was quorate at all meetings. Meetings were conducted in person throughout the year and full copies of the minutes from these meetings are available from:

www.gadbrookparkbid.co.uk/meetings-and-minutes

WHAT THE BID HAS DELIVERED

BETWEEN 1ST APRIL 2023 – 31ST MARCH 2024

1 THEME ONE – SAFE AND SECURE

Crime levels once again remained exceptionally low during the fourth year of BID 3, due to the various security projects and services funded by the BID. The Executive Board place security and crime prevention as a top priority for businesses on Gadbrook Park, and ensuring premises remain safe and secure is of high importance.

Throughout 2023-2024 the BID continued to make significant investments in to the resourced security service provided by Alpha Omega Security. Ensuring Gadbrook is as safe as possible, a mobile security guard patrols the Business Park and Business Centre between 7pm through to 7am on weekdays and 24/7 throughout the weekends and bank holiday periods. A free key-holding service is also provided to businesses on Gadbrook Park via the BID and Alpha Omega Security. The BID also funds a linked radio system between Alpha Omega and other private security guards in the BID area.

The BID has also continued to fund and maintain the CCTV and ANPR (Automatic Number Plate Recognition) system installed across the Business Park. 20 CCTV cameras and an ANPR camera at the entrance not only act as a deterrent, but ensure if an incident does occur in the BID area that action can be swiftly taken for a positive result.

The BID Team maintains an excellent working relationship with Cheshire Police and holds monthly security meetings with Alpha Omega & CCTV providers, Onetek Business Solutions, which is fed back to the Police.

Due to traveller encampments posing an issue on Gadbrook Park, in 2022 the BID invested in taking out an injunction to stop illegal encampments coming on to the Park and worked hard alongside the Gypsy/Traveller Liaison department at Cheshire West and Chester Council and Cheshire Police to ensure that any illegal traveller encampments were moved on as quickly as possible. The injunction continued to be in place throughout 2023-2024 and just one illegal traveller incursion occurred which was dealt with in a swift manner. To the minute updates were communicated out to businesses during any incidents – a main priority of the BID is keeping the business park a safe environment for companies and employees.



5,508
hours of
BID funded
security
patrols

Pro-actively
worked towards
removing
1
illegal traveller
encampment

51
business alarm
call outs attended
by Alpha Omega
Security

20
CCTV cameras and
1
ANPR camera

WHAT THE BID HAS DELIVERED

BETWEEN 1ST APRIL 2023 – 31ST MARCH 2024

2 THEME TWO – A CONNECTED AND SUPPORTED BUSINESS PARK

The Gadbrook Park BID funded the Business Park Management Service during 2023-2024, with Groundwork providing support and advice to all companies across Gadbrook Park.

The BID Team is the central point of contact for all businesses in the Gadbrook Park BID area and the team maintain relationships with a variety of partner organisations including Cheshire and Warrington LEP, The Growth Hub, Cheshire West and Chester Council, Cheshire Constabulary and Alpha Omega Securities.

The BID Team has also provided support and advice to companies on a day-to-day basis; topics include growth (looking for bigger premises), advertising jobs, issues around traffic management, Inter-trading opportunities and sharing CVs for employees who are under threat of redundancy.

2023-2024 saw the continued maintenance of the Gadbrook Park BID website (www.gadbrookparkbid.co.uk) and Business Directory, with a new user friendly layout and interface introduced. The Gadbrook Park BID Twitter account continued to tweet updates throughout the year, while the BID e-bulletin and quarterly newsletter also dropped in to inboxes to keep employees up to date with the latest news. Each newsletter contains updates and information on all of the projects and services undertaken by the BID along with good news stories and successes from local businesses – if you have anything you would like to feature and share with the rest of the businesses on the park, then do email hugh.shields@groundwork.org.uk as we love to shout about all the good work and success stories businesses are having.

New businesses were issued with the BID welcome pack detailing all of the services and advantages that are available to them through the Gadbrook Park BID. The employee incentive scheme with Brio Leisure continued throughout 2023-2024, offering Gadbrook Park BID employees and their family members a discount on Business Leisure Packages with the WorkFit Scheme at any Brio Leisure outlet in Cheshire.

The Gadbrook Park Annual Quiz returned to Vale Royal Abbey in January where a host of teams battled it out to win the coveted Gadbrook Park Challenge Cup. 15 teams enjoyed a delicious two course meal with some light-hearted quizzing competition, and at the end of the night Close Brothers reigned supreme to lift the trophy. An enjoyable evening was had by all.



51
job
vacancies
promoted

Information on
14
grant support
schemes sent out
to businesses

20+
local partnership
meetings attended
to represent
business needs

81
critical update
emails sent out
to businesses containing
key
information

1
job fair attended
to promote
businesses
and vacancies

Information on
41
networking/upskilling
opportunities sent out
to businesses

WHAT THE BID HAS DELIVERED

BETWEEN 1ST APRIL 2023 – 31ST MARCH 2024

3

THEME THREE – A GREENER, CLEANER AND SUSTAINABLE TRADING ENVIRONMENT

Year 4 of BID 3 saw the continuation of a full maintenance programme across Gadbrook Park to ensure the area remains a green, clean trading environment for businesses and employees to enjoy, and features a full planting and grounds maintenance schedule.

This included maintenance of the roundabout near the Business Centre, maintenance of the signage at the entrance to the business park and the business centre, maintaining the seating areas across the business park and business centre, and the continued upkeep of the pond area.

Between April 2023 and March 2024 the BID Team conducted weekly image audits across the Gadbrook Park BID area and have worked with Cheshire West and Chester Council to enhance the baselines that they are delivering in the area. Reports to Streetscene and the Council are made whenever necessary regarding grounds maintenance and specific areas for improvement to ensure the Business Park looks its best for employers, employees and visitors alike.

Summer 2023 once again saw the installation and maintenance of 21 hanging baskets across Gadbrook Park, funded by the BID and provided by Northwich Town Council. The baskets provided a welcome splash of colour during the summer months for visitors and workers at Gadbrook Park to admire and enjoy.

Regular audits of the condition of the roads are also implemented, with the relevant team at Highways informed of any improvements that need to be made, including potholes. The BID Team has spent a considerable



amount of time liaising with Cheshire West and Chester Council regarding the condition of the roads around the Business Centre in particular, and have been working towards a solution to improve the road surface.

September 2023 also saw the return of the Gadbrook Park Bike to Work Day, where employees braved the rain to commute to work on their bikes. Everyone who took part received a free drink and hot bap from Caffe Arabica, while congratulations go to Tony Mills from Close Brothers who came first in the grand prize draw and won a brand new bike. Cheshire Police were also in attendance to provide a free bike marking service for employees to help aid recovery in the event of bike thefts and to act as a deterrent.

40+
site audits
conducted

390
hours of
grounds
maintenance
completed

24
highways and
landscape
faults
reported

21
hanging
baskets
installed

BID FUNDED TRAINING SCHEDULE

All companies based on Gadbrook Park are entitled to attend one of the many BID funded training courses that run throughout the year.

The courses are **FREE OF CHARGE** to any employee who wishes to attend, as they are all funded and delivered through the BID.

A full schedule of training courses took place between April 2023 and March 2024. Key courses included **Emergency First Aid at Work, First Aid at Work, Mental Health First Aid at Work, Health & Safety in the Workplace, and Fire Marshal training**, with courses validated by **Ofqual and Highfield**. **Paediatric First Aid** was introduced for employees on Gadbrook Park for the first time, while the opportunity for online accredited training was available to all businesses.

Specific courses that were delivered in 2023-2024 were as follows:

- ▶ Level 3 Award in Emergency First Aid at Work (13 courses)
- ▶ Level 3 Award in Mental Health First Aid in the Workplace (5 courses)
- ▶ Level 3 Award in First Aid at Work (3 courses)
- ▶ Fire Marshal Training (12 courses)
- ▶ Level 2 Award in Health & Safety in the Workplace (3 courses)



ofqual

qualsafe

Highfield
Qualifications
Approved Centre

- ▶ Energy Saving Workshop (2 sessions)
- ▶ Level 3 Award in Paediatric First Aid at Work (1 course)
- ▶ Level 2 Award in Principles of COSHH (3 courses)
- ▶ Level 2 Award in Principles of Risk Assessment (1 course)
- ▶ Level 2 Award in Principles of Working at Height (1 course)

853
hours of
accredited
training

90
employees
received free
training

**A combined
saving of
£21,900
for
businesses**

42
course dates
available

SUMMARY OF FINANCES

2023 – 2024

The total income for the year collected was £220,028 from the BID levy. The amount spent on BID arrangements and projects for 2023/2024 was £182,682.

A provision of £345 has been provided for the year end audit.

The surplus of £38,442 brought forward will be utilised to fund specific projects and services that support the three themes for improvements in the Gadbrook Park BID business plan.

Expenditure Summary	2023/2024	
	CASH	
	Budget	Expenditure
Theme One – Safe and Secure	£101,949	£103,481
Theme Two – A Connected and Supported Business Park	£65,302	£65,159
Theme Three – A Greener, Cleaner and Sustainable Trading Environment	£13,332	£12,132
Administration Costs	£1,998	£1,910
Total For year	£182,581	£182,682

Income	2023/2024	
	Budget Cash	Actual Cash
Business Improvement District Bank Account Income	£220,028	£220,028
Interest received in the bank account	£1,095	£1,096
Total For year	£221,123	£221,124

Please see appendix one for full detail of income and expenditure from WR Partners.



PLANS FOR YEAR 5 OF GADBROOK PARK BID 3

Below is a summary of the projects and services which will be delivered during the fifth year of the Gadbrook Park Business Improvement District 3.

THEME ONE – SAFE AND SECURE

- ▶ CCTV and ANPR monitoring service, 24 hours a day, 365 days a year
- ▶ Gadbrook Park security patrol unit over the evenings and weekends, including Bank Holidays
- ▶ Free key holding service for all companies
- ▶ Looking at the introduction of a Rapid Text Service to disseminate real time security information to employees
- ▶ Continued injunction regarding illegal encampments on the park
- ▶ Rapid action protocol put in to place when illegal traveller incursions are reported on site
- ▶ Regular liaison with Cheshire Police regarding crime and security issues
- ▶ The continuation of a private parking enforcement scheme and parking deterrents
- ▶ Bike Marking Service by Cheshire Police for Gadbrook Park employees
- ▶ Looking at working with Cheshire Police to conduct security assessments for companies on Gadbrook Park

PLANS FOR YEAR 5 OF GADBROOK PARK BID 3

THEME TWO – A CONNECTED AND SUPPORTED BUSINESS PARK

- ▶ Gadbrook Park Business Park Management service (BID Team)
- ▶ A full schedule of training courses and seminars free of charge to Gadbrook Park employees
- ▶ Online training courses provided free of charge to Gadbrook Park employees
- ▶ Gadbrook Park BID welcome pack for all new companies
- ▶ Business networking opportunities to encourage inter-business park trading
- ▶ Attending job fairs to promote vacancies on the Business Park
- ▶ Annual Christmas Carols and mince pies at Arabica Caffe
- ▶ Annual Gadbrook Park Quiz
- ▶ Developing links further with our community through engaging schools and colleges
- ▶ E-mail and regular e-bulletin updates
- ▶ Gadbrook Park BID quarterly news bulletin emailed out to all businesses
- ▶ Employee incentive scheme with Brio Leisure & Team Training UK
- ▶ Maintenance of the Gadbrook Park BID dedicated website
- ▶ Management of the Gadbrook Park BID Twitter Account @GadbrookParkBID
- ▶ Grant support and information disseminated to businesses
- ▶ Health screening checks for Gadbrook Park employees
- ▶ Fitness and mental health initiatives for Gadbrook Park employees





PLANS FOR YEAR 5 OF GADBROOK PARK BID 3

THEME THREE – A GREENER, CLEANER AND SUSTAINABLE TRADING ENVIRONMENT

- ▶ Maintenance and improvement of the Gadbrook Park BID existing environmental assets
- ▶ A full annual planting and grounds maintenance schedule for the Gadbrook Park BID area
- ▶ Weekly image audits across the Gadbrook Park BID area
- ▶ Hanging baskets installed and maintained around Gadbrook Park
- ▶ Gadbrook Park Bike to Work events
- ▶ Lobbying and looking at funding opportunities for improvements concerning the condition of the roads on Gadbrook Park





APPENDIX 1

GADBROOK PARK BUSINESS IMPROVEMENT DISTRICT FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2024

INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 31 MARCH 2024

	12 months 2024/23 £	12 months 2023/22 £	12 months 2022/21 £
INCOME			
CWACC BID levy	220,028	228,549	233,715
CWACC Contribution	0	0	0
Bank interest	<u>1,096</u>	<u>144</u>	<u>4</u>
	221,124	228,693	233,719
EXPENDITURE			
Security	93,470	123,656	120,245
Bank charges	1	1	1
CCTV	10,011	8,260	11,478
Bike to work	925	-	-
Website Maintenance	993	1,079	1,427
Training	9,761	8,927	5,192
Image enhancement and maintenance	11,207	9,254	15,122
Marketing and communications	3,995	2,621	-
Networking events	1,951	1,970	-
Administration costs	1,081	1,189	2,353
Meeting costs	483	328	-
Development costs BID 4	-	-	-
BID Fund (CSR)	-	-	-
Traveller injunction	-	-	6,705
Accountancy	345	355	330
Project management and employment of estate manager	<u>48,459</u>	<u>47,000</u>	<u>46,471</u>
	<u>(182,682)</u>	<u>(204,640)</u>	<u>(209,324)</u>
SURPLUS / (DEFICIT) FOR THE YEAR	<u>38,442</u>	<u>24,053</u>	<u>24,395</u>

BALANCE SHEET

AS AT 31 MARCH 2024

	2024 £	2023 £
CURRENT ASSETS		
Cash at bank	73,344	17,902
Due from Cheshire West	<u>15,728</u>	<u>26,949</u>
	89,072	44,851
CURRENT LIABILITIES		
Due to Groundwork CLM	(13,605)	(9,224)
Provision to complete projects	<u>(8,164)</u>	<u>(6,766)</u>
NET ASSETS	<u>67,303</u>	<u>28,861</u>
FUNDS		
Surplus brought forward from earlier years	28,861	4,808
Surplus/ (Deficit) for the year	<u>38,442</u>	<u>24,053</u>
	<u>67,303</u>	<u>28,861</u>

CLIENT APPROVAL CERTIFICATE

We approve the financial statements and confirm that we have made available all relevant records and information for their preparation.

.....
Jane Hough

.....
C McLaughlin (Chair)

ACCOUNTANTS REPORT

FOR THE YEAR ENDED 31 MARCH 2024

In accordance with our terms of engagement and in order to assist you to fulfil your duties, we have compiled the financial statements of the entity for the period ended 31 March 2024 which comprise an Income and Expenditure Account and Balance Sheet from the accounting records and information and explanations you have given to us.

This report is made to the entity's Board as a body, in accordance with the terms of our engagement. Our work has been undertaken so that we might compile the financial statements that we have been engaged to compile, report to the entity's Board that we have done so, and state those matters that we have agreed to state them in this report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the entity and the entity's Board, as a body, for our work or for this report.

We have carried out this engagement in accordance with technical guidance issued by the Institute of Chartered Accountants in England & Wales and have complied with the ethical guidance laid down by the Institute relating to members undertaking the compilation of financial statements.

We have not been instructed to carry out an audit of the financial statements. For this reason, we have not verified the accuracy or completeness of the accounting records or information and explanations you have given to us and we do not, therefore, express any opinion on the financial statements.

WR Partners
Chartered Accountants
Drake House
Gadbrook Park
Northwich
Cheshire
CW9 7RA

Date



**For further information on the Gadbrook Park BID,
please contact:**

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 [@GadbrookParkBID](https://twitter.com/GadbrookParkBID)