

# GADBROOK PARK BUSINESS IMPROVEMENT DISTRICT (BID4) 2024-2029



**VOTE  
YES** 

**BUILDING ON 15 YEARS OF  
SUCCESS FOR GADBROOK PARK**

OVER 1 MILLION OF ADDED VALUE INVESTMENT FOR GADBROOK PARK BETWEEN 2024-2029

**Gadbrook  
PARKBID4** 

# WELCOME TO PROPOSAL FOR A FOURTH TERM BID FOR GADBROOK PARK

As a business community we have collectively worked together since 2009 to achieve our vision for Gadbrook Park. That vision is clear, we want to retain the business park our as a premier location within Cheshire and the North West, which can retain and attract a broad spectrum of companies along with raising the profile of Gadbrook Park to attract local talent.

There is no doubt that we have seen some significant challenges over the last 5 years, and more so in the last 4 years where we have navigated a global pandemic, our business community has worked through Brexit and more recently we have all felt the impact of the biggest cost of living crisis seen in decades.

All of the above has had an impact on how we trade and prosper, and we have seen the effects of this with some of the challenges we have had with a number of our more established businesses either consolidating or moving away from the Park altogether. However, given this back drop we are now seeing new investors moving into the business park, our businesses are developing and there are real signs of growth.

Our plan for a fourth term Business Improvement District (BID) for Gadbrook seeks to build on what we have already achieved over the last 15 years and develop new initiatives to support our trading environment.

This plan has been produced by the Gadbrook Park BID Team and the BID Executive Board, based on the feedback businesses provided to us through the BID 4 consultations during February/March of 2024.

The BID board has been established since November 2009, representing the views and opinions of the Gadbrook Park business community, with the aim of delivering a number of key objectives.

Those objectives have included managing and maintaining the Gadbrook Park BID funded CCTV and ANPR system, along with the security patrols that man the business park 7 days a week/365 days a year. A whole host of free or low cost training courses have been delivered to your staff, and not forgetting our BID Team Hugh and Stephanie who have supported us through Covid recovery, grant opportunities and are always available to provide advice and support on any issues or opportunities our businesses have.

We have also made investments into the aesthetics of the business park, with a regular grounds maintenance schedule, summer hanging basket installations and maintenance of the public benches across the site.

Through this proposal, we have set out our ambitious objectives to build upon the successes we have achieved since 2009. We want to continue to bring forward new projects, continue to maintain what we have already achieved and build a stronger more resilient business community.

As a team we are determined to deliver a plan that meets the current needs of the business community, by delivering added value and additional investments into Gadbrook Park.

In this proposal we have represented the interests of you our BID levy payers. I would urge you to read through the plan and join me in voting Yes to another 5 years of success.

**Chris McLaughlin**

Managing Director

MIS Active Management Systems Limited and  
Chair of Gadbrook Park BID



# KEY OPPORTUNITIES AND CHALLENGES FOR GADBROOK PARK

During the spring of 2024 all businesses on Gadbrook Park had the opportunity to share their views on the BID through a Business Improvement District consultation. We received 27 responses which represents 43% of the properties on Gadbrook Park with businesses and organisations contributing their views, which highlighted the need to develop additional investment into the trading environment.

## SOME OF OUR KEY FINDINGS FROM THIS CONSULTATION INCLUDE:



**Sustaining and developing the current crime prevention and security programme of services to ensure Gadbrook Park remains an attractive and safe trading environment that can retain existing businesses and attract new inward investors** – 88% of respondents stated it is important for BID 4 to continue to develop and maintain the security services delivered on Gadbrook Park. These services include investments and maintenance of the dedicated CCTV/ANPR system and the evolution of its technology, the manned security guard service 7 days a week/365 days a year, free key holding service and the management and proactive approach to removing illegal traveller encampments.



**Continue to invest in “no cost/low cost” training courses and seminars to upskill and increase professional development in your employees** – 89% of respondents stated that they wanted to see the training course schedule maintained with a further 4% stating that they would like to see further investments made into the delivery of training courses to their staff.



**Developing a landscape maintenance schedule to retain the quality of the aesthetics of the Business Park** - The quality of the Business Parks appearance is important. Feedback during the consultation is that businesses consider signage, the condition of the roads and public transport are poor. Businesses also place value on the investments made in the landscape maintenance programme delivered by the BID with 100% of respondents stating that any future investment plans should include managing the aesthetics of the site.



**Through our consultation, businesses reported that it was very important to continue to have a first point of contact to address any issues and develop new opportunities for the business community** – Our businesses reported that it was very important to have a single dedicated BID team for Gadbrook Park. It is essential that BID members can tap into support quickly and effectively. The team can raise issues of concern, signpost to support with relevant agencies/bodies and raise the profile of BID members to support inter-trading.



**Marketing and raising the profile of our businesses on Gadbrook Park has been a benefit to our businesses. The outcome of our communications plan will support attracting inward investment and will promote our existing businesses and encourage inter-trading with resident businesses** – The BID will continue to manage the Gadbrook Park BID website, issue e-communications and develop quarterly newsletters to distribute to businesses. In addition to this the team will continue to promote the business park through our Gadbrook Park BID welcome pack and ensure that new investor enquiries are shared with our landlords with improved communication around the benefits and opportunities the BID offers for its members.

# WHAT THE BID HAS ACHIEVED SINCE 2019

## “WHAT HAS THE BID DONE FOR ME?”

**£1.1MILLION OF PRIVATE SECTOR INVESTMENT OVER THE LAST FIVE YEARS INTO THE FOLLOWING PROJECTS AND SERVICES**

### Crime Prevention and Security

- ▶ Dedicated CCTV and ANPR system, monitored 24/7, 365 days a year by Alpha Omega Security.
- ▶ Free Key holding service.
- ▶ Manned security patrols 7 days a week, 365 days a year.
- ▶ Implemented a traveller injunction which allows for illegal incursions to be dealt with in a timely and proactive way.



### Business Support

- ▶ Covid Recovery.
- ▶ Direct support, advice, and signposting.
- ▶ Access to business grants and support with sustainability and net zero initiatives.
- ▶ Dealing with issues and opportunities and signposting companies to relevant agencies.

### Landscaping & Maintenance

- ▶ Maintained landscaped areas around the subway, the pond area and roundabout on the business centre.
- ▶ Installed and maintained summer hanging baskets around Gadbrook Park.
- ▶ Adhoc maintenance of hotspot areas.
- ▶ Maintaining the Gadbrook Park BID security lodge.
- ▶ Maintained the seating areas around the business park and business centre.

### Training Courses and Seminars

**Delivered 93 Training courses and Workshops for employees of BID businesses in subjects including:**

- ▶ Level 3 Emergency First Aid in the Workplace
- ▶ Fire Risk Assessment
- ▶ Level 3 Award in First Aid at Work
- ▶ Fire Marshal
- ▶ Level 3 Award in Mental Health First Aid in the Workplace
- ▶ Energy Saving for your Business Workshop
- ▶ Level 2 Award in Principles of COSHH
- ▶ Level 2 Award in Health & Safety in the Workplace
- ▶ Level 2 Award in Principles of Manual Handling
- ▶ Level 2 Award in Principles of Risk Assessment
- ▶ Level 2 Award in Principles of Working at Height
- ▶ Level 3 Award in Paediatric First Aid
- ▶ Leadership Skills & Management Training



**286 Delegates Trained**



**2622 Accredited Training Hours**



**£68,484 Combined cost saving for BID businesses**

### Business Park Management Team – Working for and supporting you



Hugh Shields



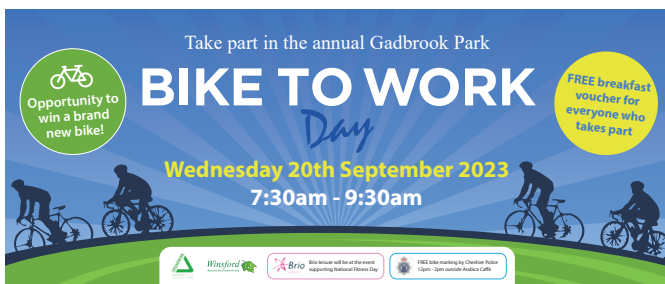
Stephanie Leese

# WHAT THE BID HAS ACHIEVED SINCE 2019

## CONTINUED

### Networking Events

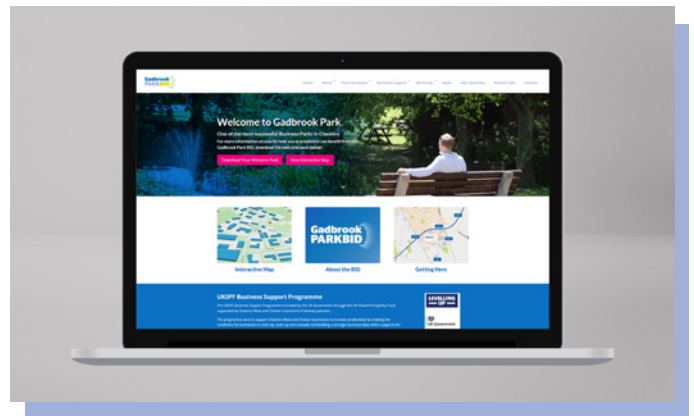
- ▶ Gadbrook Park Annual Quiz
- ▶ Bike to Work Days
- ▶ Gadbrook Park Group Meetings



### Gadbrook Park BID Marketing and Promotion

- ▶ Distributed regular B2B e-newsletters to BID members
- ▶ Individual Business Spotlights – news stories distributed through the quarterly newsletters and the Gadbrook Park BID website
- ▶ Partnership work between the private, public and third sector.

- ▶ Maintenance and development of [www.gadbrookparkbid.co.uk](http://www.gadbrookparkbid.co.uk)



- ▶ The promotion of Gadbrook Park business job vacancies on [www.gadbrookparkbid.co.uk](http://www.gadbrookparkbid.co.uk)
- ▶ Advertised and shared vacancies on the Gadbrook Park website as well as promoting at Job Fairs and with Job Centre Plus
- ▶ Business Directory and map on [www.gadbrookparkbid.co.uk](http://www.gadbrookparkbid.co.uk)



# BENEFITS AND OPPORTUNITIES FOR THE NEXT 5 YEARS

Our plan outlined within this document sets out specific added value projects and services that we believe are needed to continue the work already delivered by the BID.

The plan also shows some of the benefits and opportunities that will exist through businesses supporting our plans for a successor Business Improvement District:

✓ Over £1m - Additional added value investment on Gadbrook Park

✓ Developing and promoting the profile of Gadbrook Park as a place to work and do business

✓ Retaining the strong partnership approach to managing the Park with Cheshire West and Chester Council, Businesses and Landlords

✓ Retaining our position as a safe, clean and attractive trading environment

✓ New investments into training and skills to ensure we have a skilled workforce

✓ Continue our business led agenda and a stronger voice for businesses

✓ Supporting businesses on sustainability and reducing our carbon footprint



“I support the BID – Gadbrook Park is a safe, secure place to trade in and the BID is dedicated to creating an aesthetically pleasing place to work. The support from the BID Team in getting issues resolved faster and more efficiently has demonstrated both professionalism and efficiency. As a company we moved on to Gadbrook Park in 2012 and since then have doubled the space we now occupy, which clearly demonstrates our levels of satisfaction. My team here have always taken full advantage of the training offered and this has been invaluable.”

**GEORGE MILLER – MPLOY SOLUTIONS**

# THE PROPOSED 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 had been opened up for economic development to the west side of the park and the area of land at the rear of the park.

## THE BID AREA INCLUDES:

- Gadbrook Way
- School Road
- Rudheath Way
- Gadbrook Road
- Gadbrook Business Centre



## WHAT THE BID WILL DELIVER BETWEEN 2024-2029



### THEME 1

SAFE AND RESILIENT  
BUSINESS PARK



### THEME 2

A SUPPORTED AND  
CONNECTED BUSINESS  
COMMUNITY



### THEME 3

A GREENER, CLEANER  
SUSTAINABLE TRADING  
ENVIRONMENT





# SAFE AND RESILIENT BUSINESS PARK

**SINCE 2009 THE BID HAS INVESTED SIGNIFICANT FUNDS INTO CRIME PREVENTION AND SECURITY INITIATIVES ON GADBROOK PARK. THE BID WILL CONTINUE TO MAINTAIN AND DEVELOP PROJECTS AND SERVICES THAT WILL INCLUDE THE FOLLOWING:**

- The BID will continue to make investments into the monitoring and maintenance of the dedicated CCTV & ANPR system that covers Gadbrook Park and the Gadbrook Business Centre. This dedicated service is provided 365 days a year and will continue to provide important intelligence in the detection and prevention of crime.
- Providing manned security patrols across the site during the evenings and weekends 7 days a week, 365 days a year.
- Introduction of a Rapid Text Service which will provide BID members with “live” intelligence on when incidents are occurring on the site.
- The ongoing management of illegal traveller incursions by deploying resources to work with agencies to move on incursions quickly and effectively.
- The BID Team will continue to build upon the strong relationship we have developed with the local policing team.



## THEME 2

# A SUPPORTED AND CONNECTED BUSINESS COMMUNITY

**OVER THE LAST 15 YEARS THE GADBROOK PARK BID HAS DELIVERED A NUMBER OF PROJECTS AND INITIATIVES TO SUPPORT OUR BUSINESSES TO GROW AND PROSPER. BID 4 WILL CONTINUE TO MAKE INVESTMENTS INTO THE FOLLOWING:**

- **Deliver a private sector led partnership** – The BID will ensure the private sector led BID Board continues its work to bring together the views and interests of BID Levy payers.
- **Provide a BID operational delivery team** - Providing a first point of contact for your business, offering support to resolve issues and explore opportunities. The team will also be responsible for the delivery of the 5-year BID business plan.
- **Distribute regular news and information of relevance to Gadbrook Park** - The BID will provide regular updates and information on news, events and local business support opportunities.
- **Provide Free and low-cost business training** – Deliver investments into free or low-cost training courses for your employees. These could include First Aid at Work, Mental Health First Aid in the Workplace, Health and Safety in the Workplace, Manual Handling, COSHH Training, Fire Marshal Training, Digital Marketing, Social Media, Risk Assessment and Paediatric First Aid.
- **Develop and manage the Gadbrook Park BID website** – The Gadbrook Park BID website [www.gadbrookparkbid.co.uk](http://www.gadbrookparkbid.co.uk) has been developed to attract inward investment and act as a “one stop shop” for information about Gadbrook Park and the benefits of trading on the Business Park. The BID will continue to manage the ongoing maintenance of the site, including the job vacancy sections, news sections and information on any vacant units.



- **Deliver networking opportunities and events** – The BID will continue to provide Gadbrook Park Group Meetings. This is your opportunity to meet with your Gadbrook Park business “neighbours” and listen to updates from the BID and the wider updates on regeneration in the local area. In addition, the BID will host the ever popular Gadbrook Park Quiz at a local venue each year. This event proves very popular with resident companies who are very competitive when it comes to winning the Gadbrook Quiz Challenge Trophy.



**The Gadbrook Park BID will invest over £354,000 into projects and initiatives in Theme Two between 2024-2029**



YES FINANCIAL

Gadbrook  
PARKBID4

VOTE  
YES

# A GREENER, CLEANER SUSTAINABLE TRADING ENVIRONMENT

**GADBROOK PARK HAS AN EXCELLENT REPUTATION OF PROVIDING A CLEAN, ATTRACTIVE WORKING ENVIRONMENT. SINCE 2009 THE BID HAS MADE INVESTMENTS IN LANDSCAPE MAINTENANCE, SEATING AND HANGING BASKETS INSTALLATIONS, SIGNAGE IMPROVEMENTS AND LITTER PICKING SERVICES. TO CONTINUE TO RETAIN THIS REPUTATION THE BID WOULD LIKE TO MAKE THE FOLLOWING INVESTMENTS BETWEEN 2024 - 2029:**

- The BID will develop a new landscape design masterplan for the business park which will identify areas for improvement and sustainable options for nature recovery which could include bio-diversity plans, improved landscaping, new signage schemes and maintenance of the projects that the BID has delivered and managed since 2009.
- **Net Zero and Decarbonisation** - The BID will deliver a decarbonisation study to identify essential infrastructure improvements required to support the transition to net-zero. This work will seek to identify shared investment opportunities covering:
  - Investment into the electrical infrastructure of Gadbrook Business Park required to enable deployment of renewables projects (solar / air source heat pumps) and electric vehicle charging.
  - The BID will work with local funders to secure investment that will encourage and promote renewables and energy efficiency improvements.
  - The BID will introduce a Gadbrook Park Sustainability Business Group. This will support the sharing of best practice and communicate the benefits of action on sustainability /net-zero to all businesses on Gadbrook Park.
- Deliver the Gadbrook Park Annual Bike to Work events.



# YOUR BID BOARD AND HOW IT WORKS



The Gadbrook Park BID 3 Board was established in 2019 and has provided leadership and direction on the delivery of the Gadbrook Park BID3 5-year business plan. The board is open to all businesses on Gadbrook Park who are interested in working together to create a more vibrant and prosperous Business Park.

## Current members of the Board include:

- ▶ MIS Active Management Systems Ltd
- ▶ Roberts Bakery
- ▶ Weaver Vale Housing Trust
- ▶ NPORS
- ▶ WR Partners
- ▶ Butcher Barlow Solicitors
- ▶ Turnkey Instruments Ltd
- ▶ RMG – Residential Management Group Ltd
- ▶ Cheshire West and Chester Council (Advisory)



**TO FIND OUT MORE ABOUT GADBROOK PARK BID 4 AND THE BALLOT PROCESS PLEASE SCAN THE QR CODE TO THE LEFT.**

## HOW IT WORKS

- ▶ All premises will receive a vote.
- ▶ If a majority vote in favour of the BID (by number and rateable value) the BID is approved for a 5 year period.

### VOTE

### BID BOARD

- ▶ Businesses within the Gadbrook Park BID area form a representative Board to govern the BID.
- ▶ The BID Board includes representation from companies across the Gadbrook Park BID area.

- ▶ The BID board guides and directs the BID team who are responsible for the delivery of the BID 5 year business plan.
- ▶ New projects and services agreed by the business-led BID board are commissioned in line with the BID proposal.
- ▶ The impact and success of the BID is reported to businesses.

### INVEST, BENEFIT AND REPORT

# WHAT IF I VOTE NO FOR THE BID?

If the BID fails to gain the level of support required at the BID ballot, then all the fantastic work that has been achieved since 2009 will be lost and more importantly the Business Park will lose out on £1m+ of additional investment to support the projects and initiatives contained in this BID proposal.

The key benefits and additional activities that Gadbrook Park would lose are:



The loss of £1m+ of additional added value investment for the business park



No dedicated BID Team



No single dedicated voice to raise issues of concern for the businesses based on Gadbrook Park



The loss of the dedicated Gadbrook Park manned security guard service that covers the business park and business centre



No management of illegal traveller incursions or the sharing of important intelligence



The closure of the Gadbrook Park CCTV and ANPR monitoring service that covers the park 365 days per year



No joined up partnership approach with Cheshire Police and Cheshire West and Chester Council in managing the business park



The closure of the Gadbrook Park BID website [www.gadbrookparkbid.co.uk](http://www.gadbrookparkbid.co.uk)



The loss of free/low cost accredited training for your members of staff



The quality of the environment will deteriorate without investments into landscape maintenance/hanging baskets



No investment to host the Gadbrook Park BID Quiz, Bike to Work Day or Christmas Carols at the Cafe



Limited opportunity for businesses to network with their fellow businesses

# GUIDING PRINCIPLES FOR THE GADBROOK PARK BID

## GADBROOK PARK BID – “REPRESENTING THE VIEWS AND INTERESTS OF THE BUSINESS COMMUNITY – WORKING IN THE BEST INTERESTS OF GADBROOK PARK”



The BID will be democratic, open and transparent and will always be representative of all its members.



All eligible businesses and organisations who are included in the BID area will have the opportunity to put forward a representative as a BID board member.



All eligible businesses and organisations will automatically become Ambassadors for the BID.



The BID will be proactive in communicating and reporting to levy payers.



The Gadbrook Park BID will be governed by a business-led partnership which will deliver the projects and services identified by you, the business community based on Gadbrook park, during the development of this BID proposal.



The BID will be robustly managed and governed to ensure it acts with integrity and to the highest industry standards.



The BID will ensure that rigorous procedures are used to ensure best practice and value for money in the delivery of the projects and services contained in the BID proposal.

## HOW THE BID WILL OPERATE

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 BID Board will meet a minimum of 4 times a year.

Any business/organisation with a liability for payment of a BID levy 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.

The Board will also include representation from a range of business types and sizes. The BID Board will invite Cheshire West and Chester Council and Cheshire Police to relevant meetings in an advisory capacity. The BID Board will select a Chair from the membership of the BID Board to lead the Gadbrook Park Business Improvement District 4 project.

The BID will be managed by Groundwork Cheshire, Lancashire & Merseyside. Groundwork is a not-for profit registered charity and limited company, established in 1983. Groundwork have operated specialist Business Improvement District management services since 2005.

Groundwork has managed the Gadbrook Park Business Improvement District since its inception in 2009. Groundwork also provide BID management services to other Business Park/Industrial Estate locations including Winsford Industrial Estate, Sealand Road Industrial Estate/Chester West Employment Park and Blackburn EDZ.

Groundwork will be the BID body, accountable for managing the receipt of income and subsequent delivery of services for Gadbrook Park under the direction of the Gadbrook Park BID 4 Board.

Gadbrook Park BID 4 will operate for five years between the period 1st November 2024 through to the 31st October 2029. The BID will commence 97 days after the notice of the results of the Ballot (expected 26th July 2024).

# 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 first Business Improvement District levy will be charged for the period 1st November 2024 through to 31st March 2025. The second and subsequent BID levies will be for the relevant liable period (up to 12 months) from the 1st of April each year until the final BID levy which will be issued in April 2029 for a seven month period ending 31st October 2029.
- 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 must be paid in full within 30 days of the BID levy invoice being issued, except where a company enters into an instalment plan.
- Cheshire West and Chester Council will pursue any non-payment of the BID levy in accordance with its usual procedures for the collection of non-domestic rates. Unless otherwise agreed in writing between the BID Body and Cheshire West and Chester Council as the billing authority, the BID levy invoice is payable by whomever is the liable party for non-domestic business rates on the date the levy is invoiced.



The BID levy will be calculated on a banded system, levy rates are listed below:

HEREDITAMENTS RATEABLE VALUE	LEVY TO BE PAID
BAND A RV < £10,000	£180
BAND B RV = £10,001 - £14,999	£975
BAND C RV = £15,000 - £25,500	£2,050
BAND D RV = £25,501 - £61,500	£2,650
BAND E RV = £61,501 - £99,999	£4,375
BAND F RV = £100,000 - £199,999	£5,350
BAND G RV = £200,000 AND ABOVE	£6,650

- The BID levy will increase by 1% each 12 months from April 2025, to provide an annual small increment to allow the level of investment to be maintained.
- The current rating list is based on the 2023 valuation. Levy payments will be based on the 2023 valuation and remain fixed for the period of the BID in line with the values at the time of the BID ballot except where any new streets are subsequently created and any new, refurbished, or reconstructed hereditaments subsequently enter into the National Non-Domestic Rates list and fall in the BID area.
- In these circumstances hereditaments will become liable for a new / varied BID levy towards the Gadbrook Park BID and the income and expenditure budgets will be amended in line with this variation to enable the BID to invest at the new levels of income available.
- Vacant properties, or those undergoing refurbishment will be liable for the BID levy. This includes premises which have temporarily been zero rated (in which case the last valuation before zero rating will apply). In these circumstances, it will be the registered business rate payer at the time that the notice of ballot is issued who will be entitled to vote in the BID ballot.
- The BID levy will be charged on a chargeable day basis, meaning that the levy will be charged in advance to cover the relevant billing period. No refunds or credits will be made in the event of a change in rateable value that affects past billing periods.





## GADBROOK PARK BID INCOME AND EXPENDITURE

INCOME	2024/25	2025/26	2026/27	2027/28	2028/29	TOTAL
Business Levy £ Contribution (£)	233,340.00	235,673.40	238,030.13	240,410.44	242,814.54	1,190,268.51
Surplus (£) from BID 3 (estimated figure)	35,000					35,000.00
<b>Grand Total (£)</b>	<b>268,340.00</b>	<b>235,673.40</b>	<b>238,030.13</b>	<b>240,410.44</b>	<b>242,814.54</b>	<b>1,225,268.51</b>

EXPENDITURE	2024/25	2025/26	2026/27	2027/28	2028/29	TOTAL
Theme One - A safe and resilient business park (£)	111,000.00	117,410.00	124,251.20	131,553.78	148,674.26	632,889.25
Theme Two - A supported and connected business community (£)	66,774.00	68,797.22	70,865.92	72,980.98	75,144.43	354,562.54
Theme Three - A greener, cleaner and more sustainable trading environment (£)	40,000.00	32,500.00	34,000.00	36,500.00	39,000.00	182,000.00
Administration Costs	3,600.00	3,643.00	3,686.00	3,731.00	11,776.00	26,436.00
<b>Total (£)</b>	<b>221,374.00</b>	<b>222,350.22</b>	<b>232,803.12</b>	<b>244,765.76</b>	<b>274,594.69</b>	<b>1,195,887.79</b>
Surplus (£)	46,966.00	60,289.18	65,516.20	61,160.87	29,380.72	29,380.72

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 Gadbrook Park BID 3 and Cheshire West and Chester Council. No development costs will be recovered from the levy in BID 4.

The costs of levy collection by Cheshire West and Chester Council will be recovered from the BID levy and have been kept to a minimum.

The BID area, governance and management arrangements and overall BID income percentages 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.

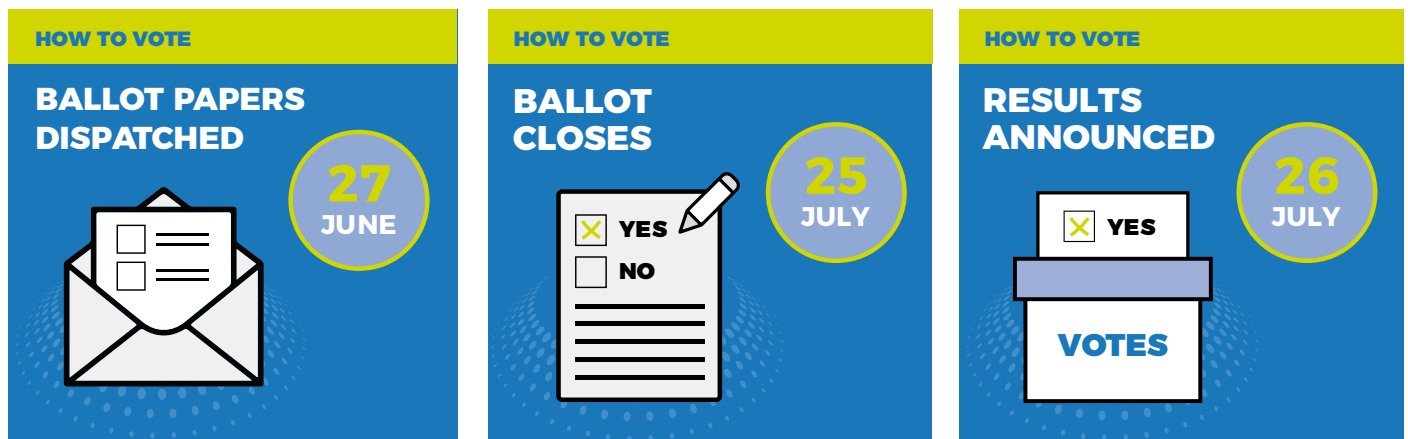
# THE BID BALLOT

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:

- 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 BALLOT TIMELINE



## PERFORMANCE MONITORING

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



- Crime and Safety – Incidence of crime statistics
- Business Community perceptions – Annual Business Survey to ascertain the impact of the Business Improvement District
- Vacancy Rates will be measured annually
- Inward investment – will be monitored quarterly
- Weekly Image Audits of the Business Park

# REPORTING THE WORK OF THE BID TO LEVY PAYERS

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 Board through the following communication channels:

- BID Financial Statement - A BID financial statement will be issued with each BID levy demand. This statement will detail the plans for expenditure by the BID in the forthcoming 12 months and also report on the finances of the BID and key achievements from the previous 12 months
- The Gadbrook Park Business Improvement District 4 Annual General Meeting
- Gadbrook Park Business Improvement District 4 Annual Report and Accounts
- Regular website updates, face to face engagement, e-bulletins, printed bulletins, blogs, press releases and networking events.



## BASELINE AGREEMENTS

To ensure that the Business Improvement District does not fund statutory services provided by Cheshire West and Chester Council a number of baseline commitments will be provided through a Service Level Agreement (SLA).

Baselines principally relate to the work of the Highways and Environmental Services teams e.g.:

STREET CLEANSING

HIGHWAY MAINTENANCE

STREETLIGHTING

The Gadbrook Park BID 4 Board will measure the baseline delivery from Cheshire West and Chester Council and will ensure the BID's funding does not back fill or fund any baseline / statutory services. Baseline delivery will be monitored through an SLA between the BID and Cheshire West & Chester Council.

# VOTE YES

# Gadbrook PARK BID 4

## MORE INFORMATION

For more information please visit [www.gadbrookparkbid.co.uk](http://www.gadbrookparkbid.co.uk) or email  
Hugh Shields: [hugh.shields@groundwork.org.uk](mailto:hugh.shields@groundwork.org.uk)

Finally, to receive updates from the Gadbrook Park BID Team please email  
Stephanie Leese: [stephanie.leese@groundwork.org.uk](mailto:stephanie.leese@groundwork.org.uk)



## OUR PARTNERS

