



**VOTE
YES**

OUR PLAN FOR A GADBROOK PARK BUSINESS IMPROVEMENT DISTRICT 4 (BID4)

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

This draft plan for a successor Business Improvement District for Gadbrook Park is open for consultation until 24th May 2024. Businesses can feedback their views on this draft plan by completing the online consultation at www.gadbrookparkbid.co.uk or by contacting the Gadbrook Park BID Manager Hugh Shields on 07921 055 039 or Commercial & BID Project Manager Andrea Morley on 07483 932 667.

WELCOME TO OUR PLAN 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 business plan, 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 draft plan we will represent the interests of you our BID levy payers - this is your opportunity to provide your feedback. Therefore, please take the time to read on and let us know your thoughts by completing the feedback form online.

Chris McLaughlin

Managing Director

MIS Active Management Systems Limited and
Chair of Gadbrook Park BID



THE GADBROOK PARK BID 3 BOARD

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 IS A BUSINESS IMPROVEMENT DISTRICT (BID)?

- ▶ The BID is a unique opportunity for businesses across Business Park to take a lead in the management and improvement of Gadbrook Park.

ADDITIONAL INVESTMENT LED BY THE PRIVATE SECTOR

- ▶ The BID could generate over £1 million of further investment into Gadbrook Park between November 2024 – October 2029.
- ▶ This investment will be delivered through the Gadbrook Park BID Board of BID levy payers, who will be answerable to the wider business community who fund the BID.

WHERE DOES THE INVESTMENT COME FROM?

- ▶ The investment will principally come from an additional levy paid by each premises (hereditament).
- ▶ Together this will raise an investment of over £1m over 5 years, which we expect will lever additional funding from a range of sources.

WHO DECIDES IF THE BID IS TO BE INTRODUCED?

- ▶ All eligible premises will be able to take part in a 28-day postal ballot to approve or reject the proposal for a BID in Summer 2024.
- ▶ If a majority vote in favour of the proposal from the number of votes cast, and this represents a majority in level of rateable value from votes cast in favour of approving the proposal, the successor BID will come into operation from 1st November 2024, when all premises will pay the annual levy towards the BID.

HOW IS THIS DIFFERENT TO BUSINESS RATES?

- ▶ The BID levy is separate from your business rates. Business rates are a statutory local tax levied to fund expenditure by local and national government. Businesses have no direct control over how these funds are spent.
- ▶ The BID levies once collected will be ring-fenced, then paid over to the BID accountable body and invested in specific projects and services identified in the BID4 Business Plan. The BID funds are all invested under the direction of the BID Board of BID levy payers from across the Gadbrook Park BID area.

WHERE DO BUSINESS IMPROVEMENT DISTRICTS ALREADY OPERATE?

- ▶ We already have a Business Improvement District on Gadbrook Park which has been operational since November 2009 (BID 1 2009-2014, BID 2 2014-2019 and BID 3 2019-2024), however BID regulations limit the lifespan of a BID to five years. Businesses can then choose to develop a successor BID and conduct another ballot on whether to accept or reject the new proposal. Based on the feedback received from the Business community on Gadbrook Park during February/March 2024, the existing Gadbrook Park BID Board have taken the decision to develop a successor Business Improvement District, namely BID 4 to continue to support the business community on Gadbrook Park.
- ▶ BIDs have been embraced by business communities in Winsford, Chester, Runcorn and Widnes where industrial/business park BIDs all operate.
- ▶ More than 350 BIDs exist across the UK, with the majority now being re-approved after five years.



I remember Gadbrook Park before the BID; we had out of date signs, no security or CCTV, grotty landscaping, high levels of crime and nobody knew their neighbours. The BID has turned Gadbrook Park into the envy of many business parks and industrial estates over the past 15 years. It is vital that we continue this high level of achievement and pride in our trading environment going forward through BID 4. There is a great support with the training offer the BID provides, as well as the security guard making us feel as safe as possible.



RACHEL CARTMELL - MANAGER OF CHRYSALIS DAY NURSERY



GADBROOK PARK BID 3 SUCCESSSES DURING 2019-2024

“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

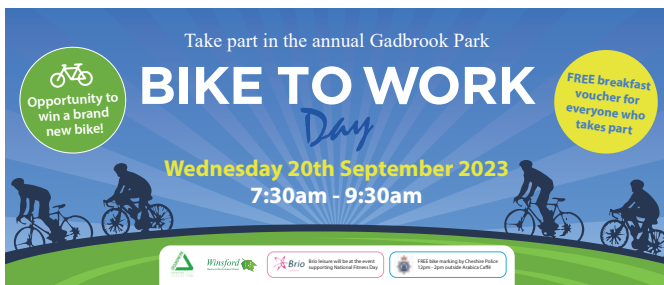


GADBROOK PARK BID 3 SUCCESSIONS DURING 2019-2024

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 3rd sector.

- ▶ Maintenance and development of www.gadbrookparkbid.co.uk



- ▶ The promotion of Gadbrook Park business job vacancies on 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



THE CHALLENGES AND OPPORTUNITIES 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 guards service 7days a week/365 days a year, free key holding service and the management and proactive approach to 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.



The 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 to attract inward investment, 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.

BENEFITS AND OPPORTUNITIES

Our draft 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

WHAT COULD A SUCCESSOR BID FOR GADBROOK PARK DELIVER?

This draft plan has been broken down into three themes. Under each theme are a list of indicative projects and services that we believe are important in enabling the Business Park to compete in an increasingly competitive and uncertain trading environment.

To enable us to prioritise the essential projects your input will be essential in supporting us to plan and decide which of these services will be funded.

The BID will also seek to attract additional investment from funders to further increase the level of investment in our Business Park.



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 COULD INCLUDE THE FOLLOWING:

- Monitoring and maintenance of the dedicated CCTV & ANPR system that covers Gadbrook Park.
- 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.
- Building on the strong relationship we have developed with the local policing team.





YES FINANCIAL

Gadbrook
PARKBID4

VOTE
YES

A SUPPORTED AND CONNECTED BUSINESS COMMUNITY

BID 4 COULD INVEST IN 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 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, new sections and information on any vacant units.
- **Deliver networking opportunities and events** – The BID will continue to provide two Gadbrook Park Group meetings a year. 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.



THEME 3

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.

- Develop a new landscape design masterplan for the business park which will identify areas for improvement which could include landscaping, signage and maintenance.
- Race to Zero – Sustainable business support projects/ initiatives could be developed to support the Net Zero agenda. These could include carbon literacy training, feasibility assessments for smart renewable energy networks, business resilience support to manage extreme weather conditions and energy audits.
- Continue to maintain the subway, roundabout, public benches and hotspot areas.
- Deliver an annual Bike to Work day.



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 extent 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 to the park.

THE BID AREA INLCUDES:

- Gadbrook Way,
- School Road,
- Rudheath Way,
- Gadbrook Road,
- and the Business Centre



Gadbrook Park BID Area

INCOME AND EXPENDITURE BUDGET OPTIONS

The added value investment that could be generated from the BID over the five years will be over £1million, with the potential to leverage additional investment from other sources including the public sector, grant awarding bodies and commercial opportunities.

Management costs for delivery of the BID will be no more than 20% of the overall budget, to ensure that the significant majority of investment is targeted towards delivery of tangible added value services and projects.

Governance and Management of the Business Improvement District funds will be governed and directed by a Board of representative businesses and premises occupiers from across the Business Improvement District area.

Any eligible business 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.

Over £1m added value investment into Gadbrook Park over the next five years

The BID levy proposed is on a banded system and is proportionate of your Rateable Value

The smallest businesses on Gadbrook Park would pay just 48p per day

BASELINES AND ADDED VALUE

A benefit of a BID being approved for businesses is the statutory baseline agreements we will receive from Cheshire West and Chester Council and other statutory bodies.

These are required to ensure that funds from the BID do not fund council or other statutory services.

All funds raised by the BID will support added value investments for Gadbrook Park that without the BID would otherwise not be realised.

WHAT DOES IT COST?

HEREDITAMENTS RATEABLE VALUE	LEVY TO BE PAID
BAND A RV <£6,000	£199
BAND B RV = £6,001 - £9,999	£975
BAND C RV = £10,000 - £19,999	£2,050
BAND D RV = £20,000 - £49,999	£2,650
BAND E RV = £50,000 - £99,999	£4,375
BAND F RV = £100,000 - £199,999	£5,350
BAND G RV = £200,000 AND ABOVE	£6,650



MORE INFORMATION AND YOUR THOUGHTS ON THIS PLAN FOR A BID 4

We want your feedback on this plan for BID 4. You can feedback online at www.gadbrookparkbid.co.uk and click on the draft business plan consultation link.



Full details are available on the Gadbrook Park BID website. Scan the QR code to learn more and share your views.



To receive regular updates about the project, subscribe to the Gadbrook Park BID e-bulletin by emailing: hugh.shields@groundwork.org.uk