

A photograph of a well-maintained garden. In the foreground, there is a green lawn. To the right, a row of colorful flowers (red, white, and pink) is planted along a path. Behind the flowers are several rounded, green shrubs. In the background, there are more trees and a weeping willow tree on the right side.

Annual Report **2024–2025**

www.gadbrookparkbid.co.uk



GADBROOK BUSINESS CENTRE

ABOUT THE GADBROOK PARK BID

£203,391
of investment generated
to support businesses
in the BID area
throughout
2024-2025

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 the financial year (1st April 2024 – 31st March 2025) are detailed in this annual report.



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, third and fourth BIDs approved in 2014, 2019 and 2024 respectively. In the summer of 2024, 94%

of businesses voted overwhelmingly in favour of another term for the Gadbrook Park BID, with BID4 commencing on 1st November 2024.

With over 80 unique business premises and over 60 businesses, the Gadbrook Park BID provides an opportunity for companies and organisations to take a central role and be a leading influence in the area's success. The result means that **£1.2 million** worth of projects and initiatives will now be delivered on Gadbrook Park to support businesses over a 5-year term, allowing the BID to build upon the work carried out over the last 15 years.

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.

BID 4 will run until 2029 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 help all companies develop and thrive.

61
businesses
supported
through the
BID

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 2025 was as follows:

Chris McLaughlin MIS Group (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 2024-2025 and was quorate at all meetings. 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 2024 – 31ST MARCH 2025



9,030

hours of BID funded
security patrols
during
2024-2025

1

THEME ONE – SAFE AND SECURE

- ▶ **Funded mobile security guard patrols** between 7pm and 7am on weekdays and 24/7 throughout weekends and bank holiday periods
- ▶ **Key-holding service** for businesses provided via Alpha Omega Security
- ▶ Funded and maintained the **CCTV and ANPR camera system** across Gadbrook Park
- ▶ **Regular meetings** with Cheshire Police, Alpha Omega Securities and CCTV providers Onetek Business Solutions
- ▶ Managed the **illegal encampment injunction**, with rapid responses organised if incursions occurred



8,500

hours of security
footage
captured each
month



1,095

security patrols
funded



Pro-actively worked
towards removing
2
illegal traveller
encampments



18 CCTV cameras
and **1** ANPR camera
funded & maintained
across Gadbrook
Park



5
deterrent CCTV
signs across the
BID area



10
crimes
reported



WHAT THE BID HAS DELIVERED

BETWEEN 1ST APRIL 2024 – 31ST MARCH 2025

2 THEME TWO – A CONNECTED AND SUPPORTED BUSINESS PARK



20+

Local Partnership
Meetings attended to
represent business
needs

- ▶ Gadbrook Park **Business Park Management Service** (providing support for your business)
- ▶ Maintained the comprehensive **Gadbrook Park BID website** (www.gadbrookparkbid.co.uk) showcasing local job opportunities, industry updates, events, and key business resources
- ▶ Gadbrook Park BID **communications** – emails, bulletins, posters and quarterly newsletters
- ▶ Regular updates on available business **grants and funding opportunities** to support your business growth
- ▶ Gadbrook Park BID **information pack** for businesses containing information on the benefits, projects and services the BID provides
- ▶ **Employee Incentive Scheme** – Brio Leisure discount on the Work Fit Membership, plus discounts at Chrysalis Day Nursery and Team Training UK
- ▶ **Local job fairs** attended to promote vacancies for businesses – vacancies also promoted on the website
- ▶ **Maintaining relationships with partner organisations** (The Growth Hub, Cheshire West and Chester Council, Cheshire Constabulary, Alpha Omega Securities)
- ▶ Gadbrook Park **Annual Quiz evening** at Vale Royal Abbey



44

job vacancies
promoted



Information on
6

grant support schemes
sent out to
businesses



5.1K

views on the
Gadbrook Park BID
website



Over
150

visits to BID
businesses

WHAT THE BID HAS DELIVERED

BETWEEN 1ST APRIL 2024 – 31ST MARCH 2025

3

THEME THREE – A GREENER, CLEANER AND SUSTAINABLE TRADING ENVIRONMENT

- ▶ Completion of **remedial work on the potholes** on the road at the Business Centre in conjunction with Cheshire West and Chester Council
- ▶ **Weekly image audits** across Gadbrook Park looking at the conditions of the roads, footpaths, lighting, drains, and landscaping. Any issues are reported
- ▶ Installation and maintenance of **21 hanging baskets** across Gadbrook Park over the summer
- ▶ **Upkeep of the pond** outside Chelford House
- ▶ **Full planting and grounds maintenance schedule** with local company Tree Musketeers (at the roundabout near the Business Centre and the Subway)
- ▶ **Maintenance of the signage** and the **seating areas** across Gadbrook Park
- ▶ Maintenance of the **Gadbrook Park Security Hut**
- ▶ **Installation of additional bins** where required



40+
site audits
conducted



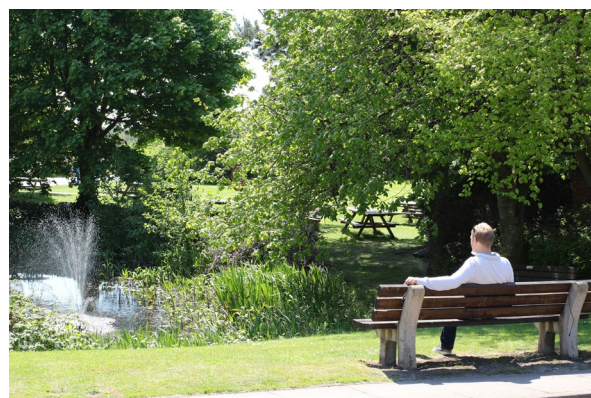
400
hours of grounds
maintenance
completed



21
hanging baskets
installed



8
benches
maintained



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 2024 and March 2025. Key courses included Emergency First Aid in the Workplace, First Aid at Work, Mental Health First Aid at Work, Health & Safety at Work, Paediatric First Aid and Fire Marshal training, with courses validated by Ofqual.



The BID also held a series of Menopause Workshops on Gadbrook Park for employees to attend, while regular online Mental Health Workshops were introduced covering a range of topics including combatting stress, anxiety, loneliness and grief.

Specific courses that were delivered in 2024-2025 were as follows:

- ▶ **Level 3 Award in Emergency First Aid in the Workplace** (8 courses)
- ▶ **Level 3 Award in Mental Health First Aid in the Workplace** (3 courses)
- ▶ **Level 3 Award in First Aid at Work** (1 course)
- ▶ **Level 3 Award in Paediatric First Aid at Work** (4 courses)
- ▶ **Fire Marshal Training** (8 courses)
- ▶ **Level 2 Award in Health & Safety in the Workplace** (2 courses)

For more information on any BID-funded training, please email:

stephanie.leese@groundwork.org.uk

26
course dates
available

86
employees
received free
training

898
hours of
accredited
training

A combined
saving of
£22,865
for
businesses

SUMMARY OF FINANCES

2024 – 2025

The total BID levy income for the year collected was £199,180.
The amount spent on BID arrangements and projects for 2024/2025 was £210,575.

A provision of £380 has been provided for the year end audit.

Expenditure Summary	2024/2025	
	Budget	Expenditure
Theme One – Safe and Secure	£127,261	£109,622
Theme Two – A Connected and Supported Business Park	£69,703	£64,973
Theme Three – A Greener, Cleaner and Sustainable Trading Environment	£28,524	£21,095
Administration Costs	£4,854	£1,865
BID 4 Development Costs	£12,640	£12,640
Total	£242,982	£210,195

Income Summary	2024/2025	
	Forecast	Actual
BID Levy Income	£201,100	£199,180
CWAC BID Ballot Income	-	£3,184
Interest received in the bank account	-	£1,027
Prior Year Surplus (23/24)	-	£67,303
Total For year	£201,100	£270,694

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



PLANS FOR 2025-2026

Below is a summary of the projects and services which will be delivered during 2025/26.

THEME ONE – SAFE AND RESILIENT BUSINESS PARK

- ▶ 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 and key holiday periods
- ▶ 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
- ▶ Looking at working with Cheshire Police to conduct security assessments for companies on Gadbrook Park

THEME TWO – A SUPPORTED AND CONNECTED BUSINESS COMMUNITY

- ▶ 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 Information Pack
- ▶ Business networking opportunities to encourage inter-business park trading
- ▶ Attending job fairs to promote vacancies on the business park
- ▶ Annual Gadbrook Park Quiz at Vale Royal Abbey
- ▶ Developing links further with our community through engaging with schools and colleges
- ▶ Regular e-mail updates and the Gadbrook Park BID news bulletin
- ▶ Employee Incentive scheme with Brio Leisure & Team Training UK
- ▶ Maintenance of the Gadbrook Park BID dedicated website
- ▶ Grant support and information disseminated to businesses
- ▶ Fitness and mental health initiatives for Gadbrook Park employees

THEME THREE – A GREENER, CLEANER, SUSTAINABLE TRADING ENVIRONMENT

- ▶ Maintenance and improvement of Gadbrook Park BID's 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
- ▶ Looking at a full-scale landscape design masterplan for Gadbrook Park
- ▶ Installation of a memorial feature for Gadbrook Park founder John Fifield who sadly passed away in early 2025.
- ▶ Increasing the biodiversity in Gadbrook Park with wildlife friendly planting of the pond at Chelford House, pollinator friendly planting schemes and the installation of habitat boxes across Gadbrook Park

APPENDIX 1

**GADBROOK PARK
BUSINESS IMPROVEMENT DISTRICT
FINANCIAL STATEMENTS
FOR THE YEAR ENDED
31 MARCH 2025**

CONTENTS OF THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MARCH 2025

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Income and Expenditure Account	1
Balance Sheet	2
Accountants' report	3

INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 31 MARCH 2025

	12 months 2025/24 £	12 months 2024/23 £	12 months 2023/22 £
INCOME			
CWACC BID levy	199,180	220,028	228,549
CWACC Contribution	3,184	0	0
Bank interest	<u>1,027</u>	<u>1,096</u>	<u>144</u>
	203,391	221,124	228,693
EXPENDITURE			
Security	100,289	93,470	123,656
Bank charges	-	1	1
CCTV	9,333	10,011	8,260
Bike to work	-	925	-
Website Maintenance	793	993	1,079
Training	7,406	9,761	8,927
Image enhancement and maintenance	21,095	11,207	9,254
Marketing and communications	4,432	3,995	2,621
Networking events	2,430	1,951	1,970
Administration costs	1,456	1,081	1,189
Meeting costs	409	483	328
Development costs BID 4	12,640	-	-
BID Fund (CSR)	-	-	-
Traveller injunction	-	-	-
Accountancy	380	345	355
Project management and employment of estate manager	<u>49,912</u>	<u>48,459</u>	<u>47,000</u>
	<u>(210,575)</u>	<u>(182,682)</u>	<u>(204,640)</u>
SURPLUS / (DEFICIT) FOR THE YEAR	<u>(7,184)</u>	<u>38,442</u>	<u>24,053</u>

BALANCE SHEET

AS AT 31 MARCH 2025

	2025 £	2024 £
CURRENT ASSETS		
Cash at bank	75,614	73,344
Due from Cheshire West	<u>564</u>	<u>15,728</u>
	76,178	89,072
CURRENT LIABILITIES		
Due to Groundwork CLM	(12,545)	(13,605)
Provision to complete projects	<u>(3,512)</u>	<u>(8,164)</u>
NET ASSETS	<u>60,119</u>	<u>67,303</u>
 FUNDS		
Surplus brought forward from earlier years	67,303	28,861
Surplus/ (Deficit) for the year	<u>(7,184)</u>	<u>38,442</u>
	<u>60,119</u>	<u>67,303</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)

.....
Date

ACCOUNTANTS REPORT

FOR THE YEAR ENDED 31 MARCH 2025

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

	12 months 2025/24 £
Image enhancement and maintenance	
Hanging baskets	1,770
Tree Musketeers general	10,900
Bin installation	268
Pot holes 50% with CWAC	7,698
Painting security hut	459
	<hr/> 21,095 <hr/>



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

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www.gadbrookparkbid.co.uk