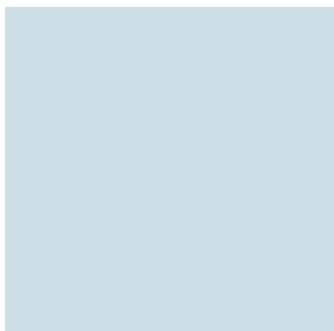
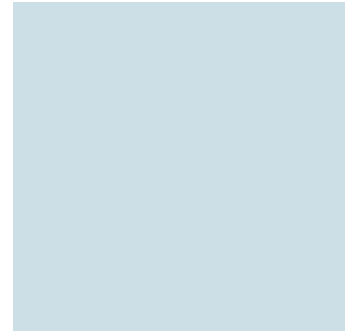




Crawley Town Centre

Business Improvement District



Let's create a thriving town centre through collaboration and partnership



A Business Improvement District for Crawley

2020 - 2025

www.crawleytowncentrebid.co.uk





Introduction from the Chair



Crawley has been through great change over the years. Since its designation as a New Town in 1947, Crawley has become a hub for new housing with multiple developments in the town centre and wider catchment area. These housing developments continue to grow and Crawley's geographical proximity to Gatwick airport and central London acts as both a strength and a weakness.

Whilst it provides huge employment numbers locally it brings its own challenges for the town centre as Crawley is dominated by major out-of-town employers. Whilst Crawley cannot compete on a like-for-like basis with central London it has the potential to continue to develop its own distinct offer and proposition.

We now attract more than 200,000 visitors to Crawley town centre every week and have a workforce of around 13,500. The town has developed a diverse range of retail brands over the years and the leisure offer grows apace. We are also extremely proud of our independent retailers with over 100 located in the town centre. The town centre has a low vacancy rate of 10.2% (compared to a national average of around 12%) and enjoys a weekly footfall of over 615,000.

The need to keep Crawley ahead of the curve and offer solutions for the town centre which will bring real benefits to the business community has led us to explore the potential of a Business Improvement District (BID).

Over the last 18 months extensive research has taken place liaising with over 50% of businesses in the town centre. The message was clear; there is a need to improve feelings of safety in the town centre and raise the profile of Crawley promoting its offer and the experience for all.

A Business Improvement District (BID) for Crawley town centre will provide in excess of £2.5 million of levy income over five years and create a real opportunity to deliver a town centre which can capitalise on the proposed new housing and the other substantial physical changes that are already planned or have taken place.

We encourage you to read this business plan. We have created a strong vision for the Crawley town centre area based on business feedback. A BID will facilitate turning this into a reality.

There will be a 28-day vote commencing on 18th October 2019. I strongly urge you to support the BID and I look forward to working with you.

Neil Cooper
Crawley Town Centre
BID Chair

Our vision

The business consultation undertaken identified that there is widespread support for a Crawley Town Centre BID. To deliver a BID a sense of direction is vital which is why we have created a vision to clarify our intentions:

Let's create a thriving town centre through collaboration and partnership

By working towards four strong values, Crawley Town Centre BID aims to achieve its vision over the next five years.



About BIDs

A Business Improvement District (BID) is a business-led and business-funded body formed to improve a defined commercial area. The first BID was launched in 2005 and there are now over 300 in the UK.

The structure of a BID is unique in that businesses decide and direct what they want in their area and BID levy money is ring-fenced for improvements to the BID area only. Examples of how the money can make a positive difference could include:-

- Increased footfall and spend
- Improved staff retention
- Reduced business costs
- Enhanced marketing and promotion
- Looking at infrastructure, pollution and movement
- Guidance in place shaping vision activities
- Facilitated networking opportunities with neighbouring businesses
- Assistance in dealing with the Council, Police and other public bodies

Crawley sits amongst many neighbouring BIDs, the closest located in Manor Royal. The Manor Royal BID was first introduced in 2013 and is now in its second term following a successful renewal ballot in 2018.



Supporting the BID



Neil Cooper (BID Chair),
Graves Jenkins



Luke Longley,
SHW



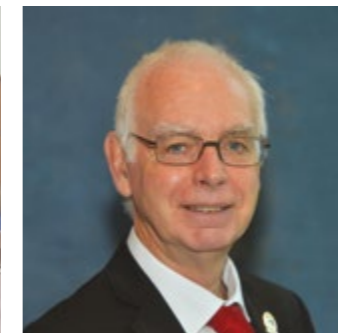
Marie Ovenden,
West Sussex County
Council



Peter Rainier,
DMH Stallard



Lynn Hainge,
Crawley Borough
Council



Peter Smith,
Crawley Borough
Council



Doug Howell,
Metrobank



Duncan Crow,
West Sussex County
Council



Paul Rolfe,
Crawley College



Nicki Cheek,
Brewery Shades



What you've told us

Research with over 50% of businesses*

1. Feasibility survey

2. Planning stage survey

3. Vision workshop

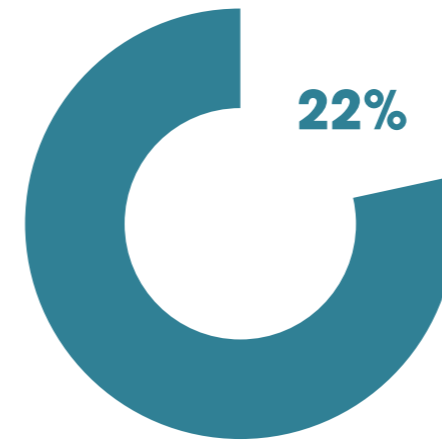
Business issues in order of priority:

We asked businesses what they would want a Town Centre BID to focus on and they identified the following priority themes:

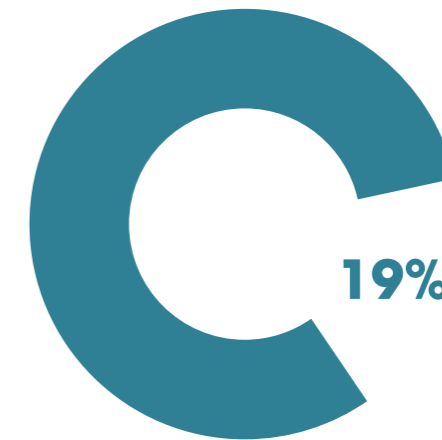


Your priorities

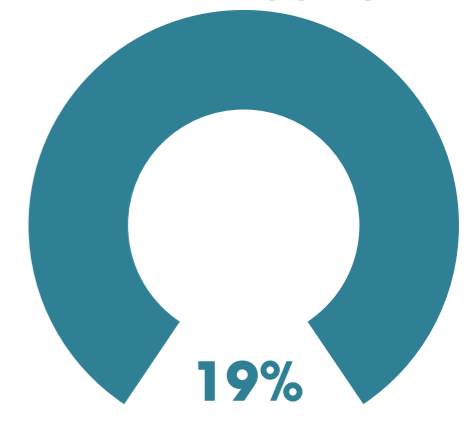
Crime and Safety



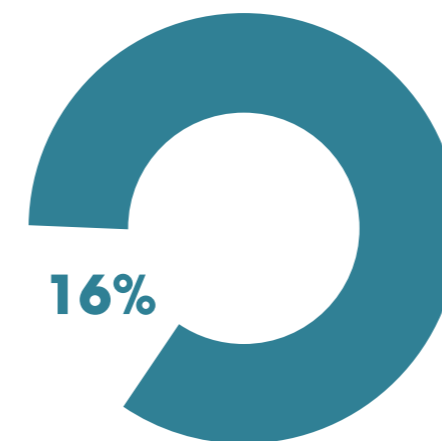
Promoting Crawley



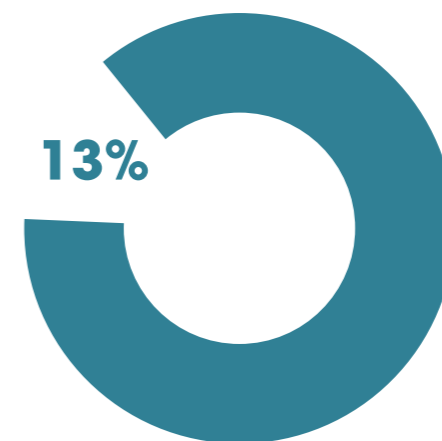
Rough sleepers and begging



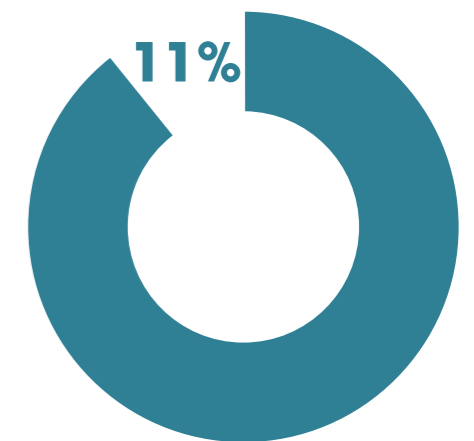
Parking and public transport



Environment



Air Quality/pollution

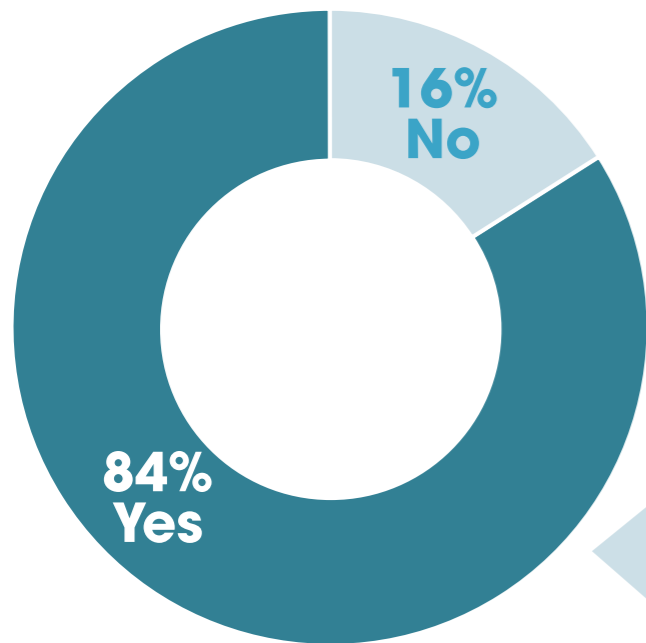


*50% of the potential levy payers within the BID area



Safer environment

Feelings of safety and environmental improvements were fundamental concerns to businesses throughout our research. The BID will therefore focus on the following priorities:-



Street Ambassadors

Street Ambassadors have been popular and successful in many BIDs, acting as the eyes and ears of the town centre. The BID will look to employ Street Ambassadors to build a relationship with businesses and local partners to help report and lobby for solutions to anti-social behaviour (ASB), street begging and crime. 84% of businesses approached want to see Street Ambassadors in the town centre to help tackle anti social behaviour and crime as well as providing guidance and assistance to visitors.

A voice to press for more police in town centre

The BID will act in the interests of businesses who strongly wanted the BID to lobby for the increased presence of uniformed Police or PCSO's. Utilising the intelligence gathered through issues reported to Street Ambassadors, the BID will aim to provide quantitative, objective and compelling narratives on behalf of the business community.

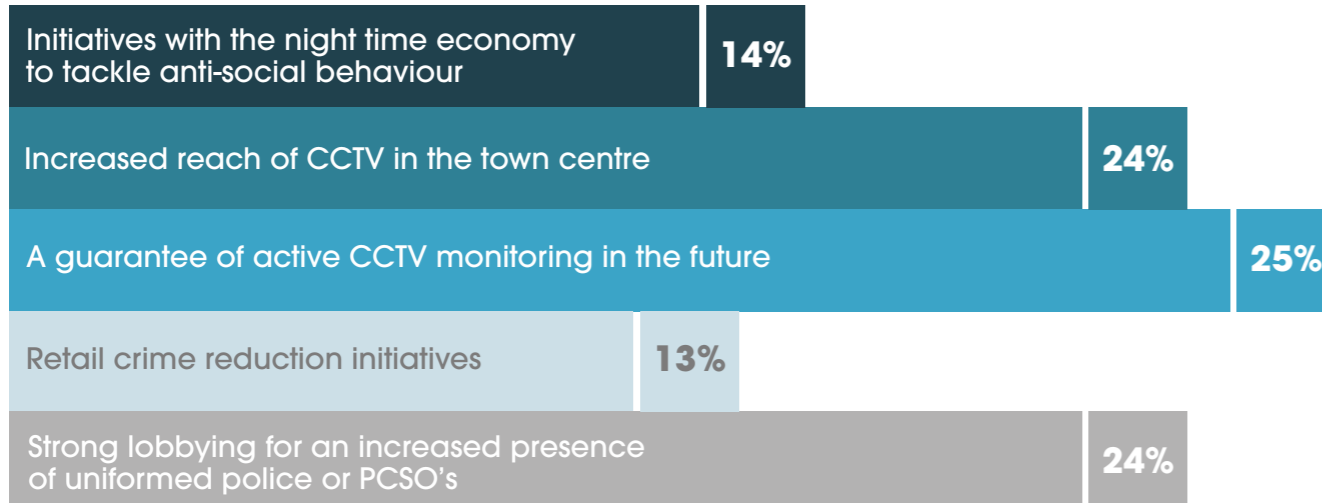


Improved CCTV coverage

Active and increased CCTV will be implemented by Crawley Town Centre BID working alongside the Council to make CCTV coverage more effective and visible in the town centre. The BID will ensure CCTV covers extensive areas of the town centre than currently featured.

If crime and safety is important to you, what would you like to see improved?

You said:



Investigate potential for Best Bar None

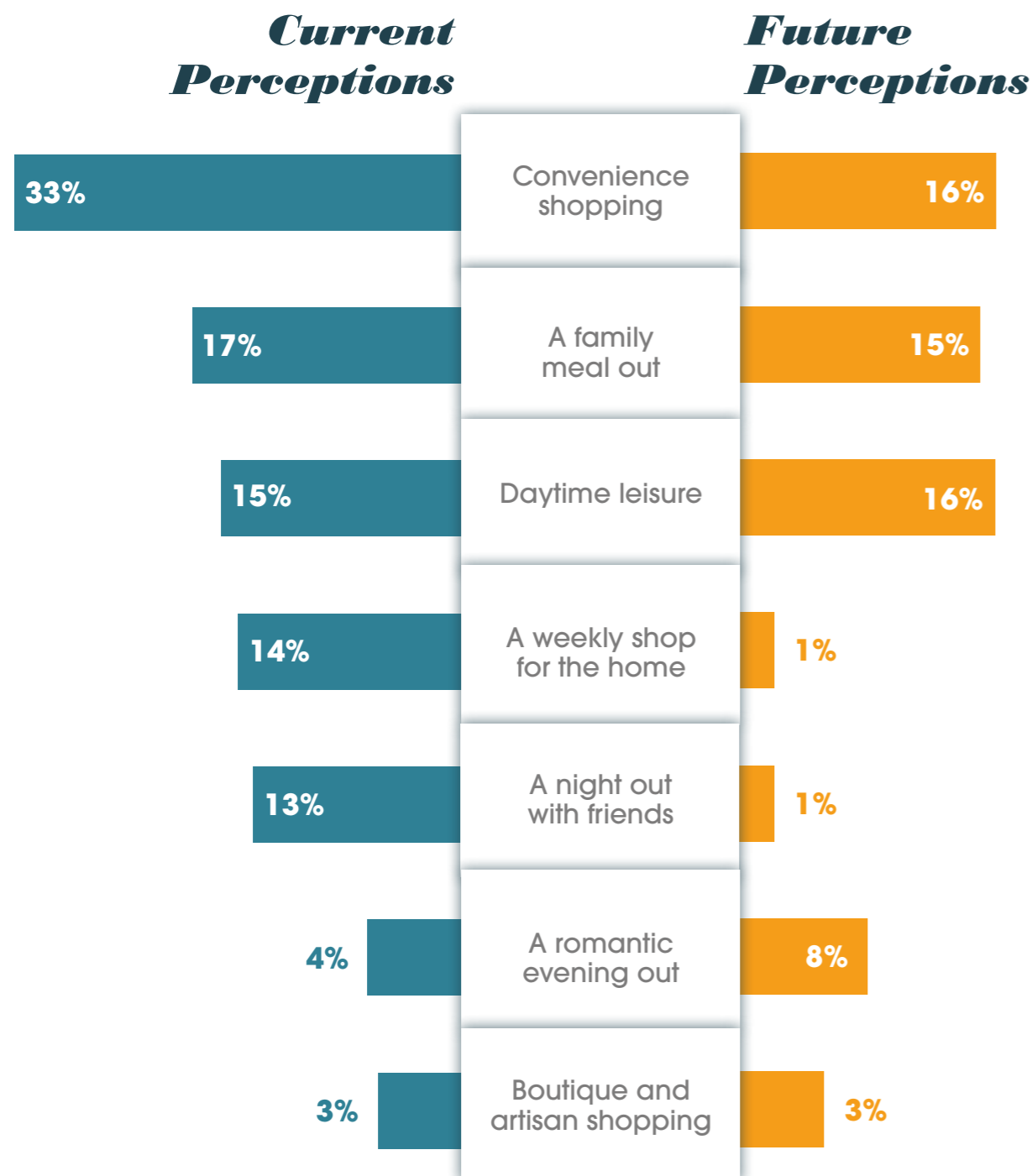
Over the course of the first 12 months of the BIDs operation, the BID team will look to work with the increasing number of night-time economy venues in order to establish a best practice scheme such as Best Bar None to ensure the highest standards of safety across the town centre's night-time economy.

Enlivenment of Crawley town centre

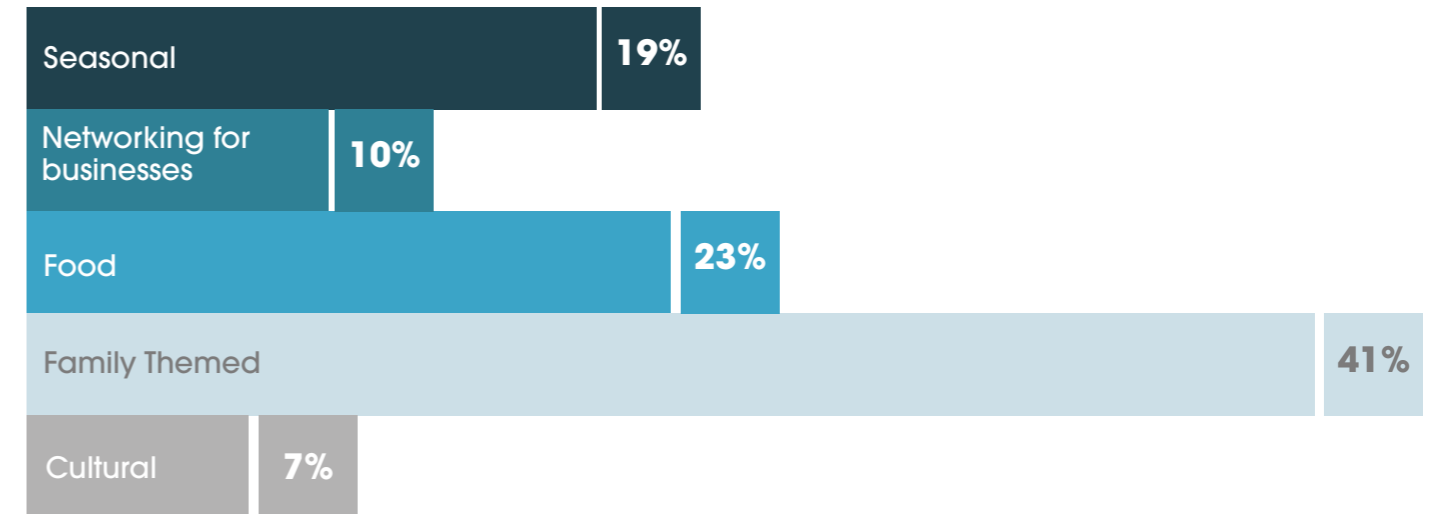
Whilst at present Crawley offers a positive retail experience, the prevailing retail climate as well documented, is most challenging. It will require innovation in order to react to the significant change in the way consumers are shopping and will do so in the future.

The Crawley business community highlighted that they'd like to see Crawley as a place which is less reliant on its convenient shopping offer and more focused on an experience and leisure-based fulfilment. Particularly given the increase in town centre living, enlivenment solutions bring benefits for both visitors and businesses in creating a wider variety of reasons for people to come to the town centre which is not solely reliant on shopping. This brings more opportunities for businesses to see increased footfall within the town centre area.

As part of the research into a potential BID for Crawley town centre, businesses were asked what they felt the town centre is currently perceived as a good experience for and what they wanted the future experience to be known for.



What type of events would you like to see in Crawley



The BID will work in partnership with local providers to deliver a number of key events created for a mix of audiences in the town centre.

Family focused events

The BID will look to work with local partners and businesses to deliver fun, family focused events. Businesses will be actively promoted through widespread marketing opportunities during these events to ensure inclusivity. Queens Square and the Historic High Street offer great opportunities for seasonal events which the BID will seek to encourage.



Food and Farmers' markets

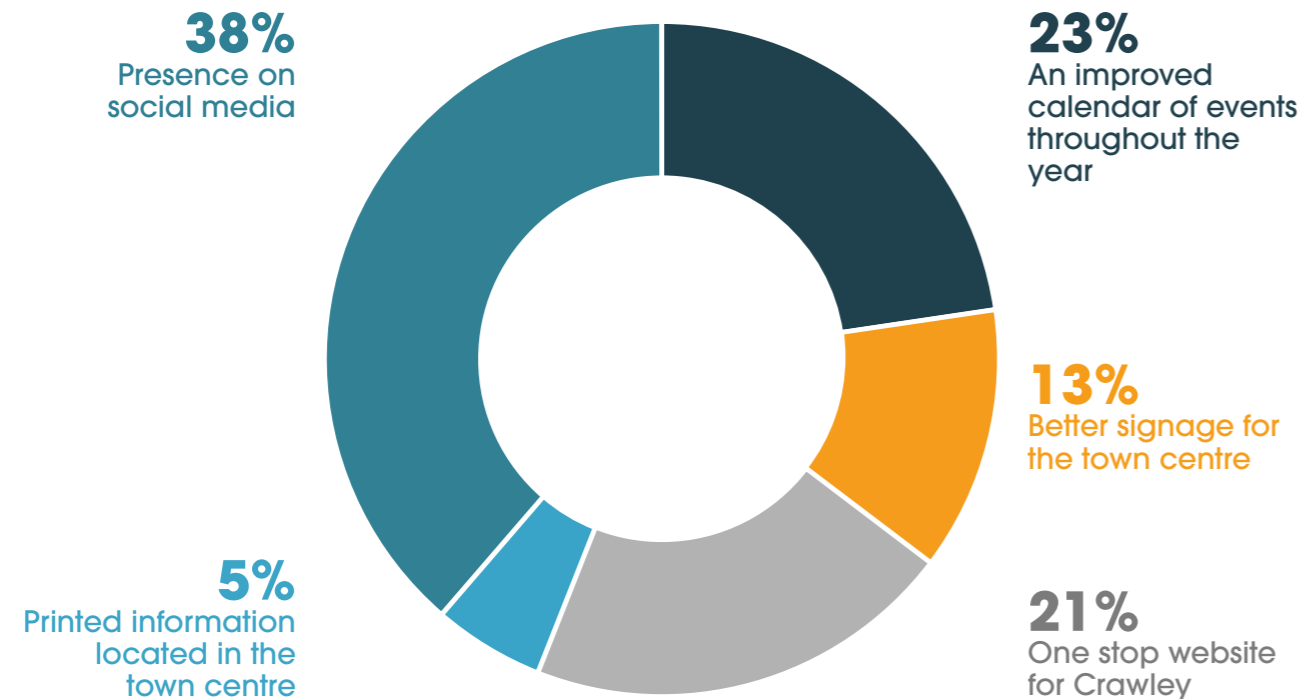
The BID will look to bring a Food and Farmers' market to the town centre to draw dwell-time from primary and secondary catchment areas into the town and to the businesses. The informed nature of theming the market around food celebrates Crawley's diverse population. Food and Farmers' markets appeal to multiple audiences and the BID will therefore work with local partners to achieve this new initiative for the town centre.

A year long calendar of events

Businesses highlighted that they would like a calendar of events for the year. The BID will therefore lead in promoting and marketing local events which take place and in raising the communication of these to town centre businesses. The BID will inform businesses of new opportunities for them to benefit from such events and encourage them to create bespoke offers or incentives during the same.

Showcasing our offer

Promotion of the town centre is a priority for the majority of the businesses that are operating within the town centre area. In particular, businesses highlighted that they would like to see an increased presence of the local business community online and within the town centre area.



The BID will take an active role in promoting businesses and the town centre offering dedicated, targeted and exclusive marketing opportunities which, without a BID, would not be available.

Leading a consumer facing website

The BID will play a central role in helping to ensure a leading consumer facing website is created. This will involve working with partners to ensure a single forum exists to find information on events, businesses and promotions across Crawley town centre.



Dedicated social media

The digital landscape is crucial in order to connect with today's modern consumer. The BID will establish a set of town centre focused social media channels, including Facebook, Twitter and Instagram to help promote Crawley as a regional destination. Working with local partners and stakeholders, it will ensure engaging content is published to help boost the town's offer, experiences, events and profile of its businesses.

Showcasing the town centre offer to its business base

The BID will encourage retail and leisure businesses to provide bespoke offers and exclusive deals to this office/professional sector through the exploration of a loyalty programme. This is an initiative which works well in other BID locations and will be trialled in Crawley.



Accessibility campaigns highlighting Crawley compared to neighbouring centres

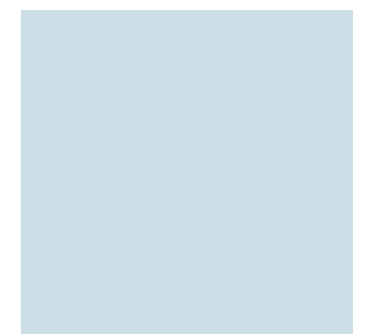
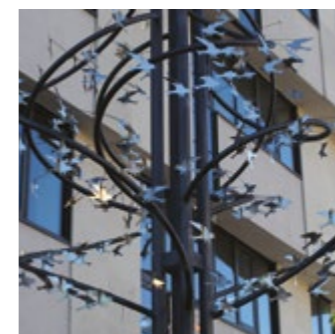
Regular communication will take place to highlight Crawley as a regional destination which brings people together through place. The BID will promote its great parking availability and public transport networks as a way to attract new visitors and potentially new businesses to the town centre. Accessibility campaigns will dominate during key periods such as Christmas, the summer holidays and key national holidays. These would form a strong part of the BID's marketing plan with key messages focusing on accessibility which will be promoted heavily.

Business networking opportunities

With much development taking place in the town centre, and national attention on the future of the high street trading environment, the BID will connect with businesses and offer them the opportunity to network with each other at business breakfasts. The BID will keep businesses informed on relevant, topical issues, to ensure they feel connected to their town centre as much as possible.



An overall desire to see an improved Crawley town centre was a clear message from the businesses that we have engaged. Enabling a safer environment, showcasing the town's offer, creating opportunities for enlivenment and better connecting businesses to the town centre would help achieve this key aspiration. Wider opportunities would be stimulated by both businesses and visitors appreciating Crawley as an improved town centre area.



Key facts

Levy rate 1.5%

Threshold
£10,000
per annum

Cap £10,000
per annum

25% discount for those tenants within the County Mall shopping centre and the Crawley Leisure Park



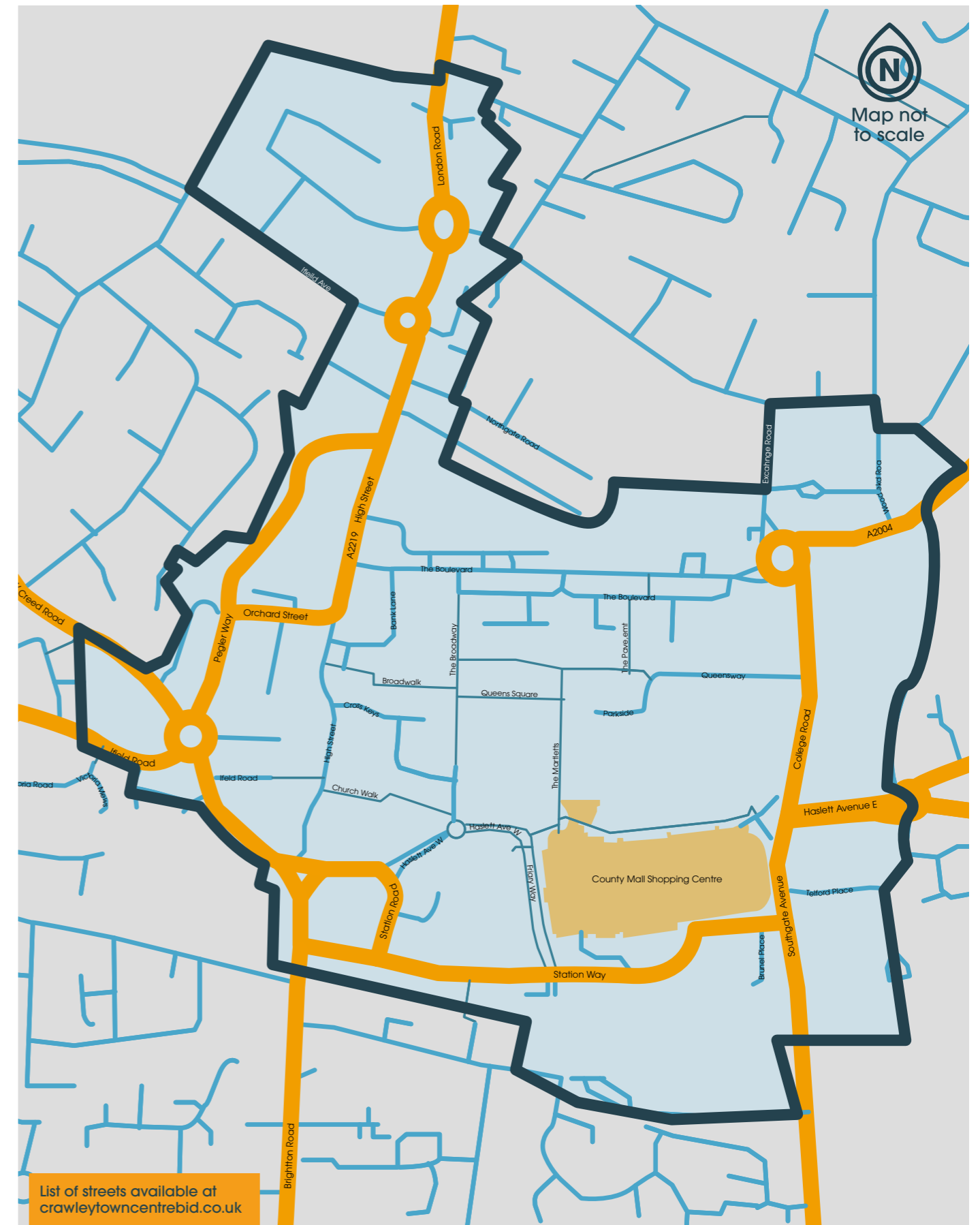
Vote **'Yes'** for an improved and safer environment

Vote **'Yes'** for showcasing Crawley's offer

Vote **'Yes'** for enlivenment of Crawley town centre

Vote **'Yes'** for connecting the town centre

BID map



The Ballot, The BID rules, Accountability and Transparency

Every BID has to establish its own BID rules. Reference has been made to the use of the 'Industry Criteria and Guidance Notes' in developing the rules which will apply to Crawley Town Centre BID.

Business Improvement Districts use rateable values of businesses as a means of calculating levy and determining the associated criteria. This provides the basis for an equitable approach to charging to reflect the value which businesses will receive in services and support from the activities of the BID. Crawley Town Centre Business Improvement District has decided on a levy structure which takes account of the potential benefits of businesses dependent upon their size.

The Ballot

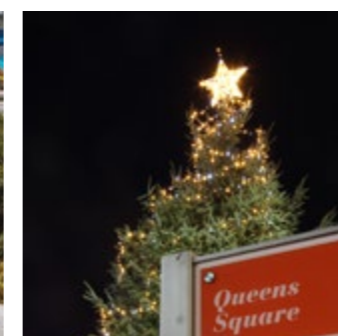
- 1** The Billing Authority will send those responsible for properties or hereditaments to be subject to the BID a ballot paper on or around 15th October 2019.
- 2** Each property or hereditament subject to the BID will be entitled to one vote in respect of the BID Proposal in a 28-day postal ballot, which will commence on 18th October 2019 and close at 5pm on 14th November 2019. Ballot papers received after 5pm on 14th November 2019 will not be counted. The declaration of the ballot result is due to be announced on the following day.
- 3** Businesses whose properties have a rateable value of less than £10,000 will be exempt from the levy and will not be permitted to vote in the ballot.
- 4** In order for the proposal to be successful at ballot the result will need to meet, as a minimum, two independent criteria which are: (a) of those ballots returned by the close, those voting in favour of the renewal proposal must exceed those voting against it, and (b) of those ballot papers returned by the close, the total rateable value of those properties or hereditaments which vote in favour, must exceed the total of those voting against.
- 5** If successful at ballot, the BID will commence delivery of services on 1st April 2020 and will continue for a period of 5 years to 31st March 2025.
- 6** Assuming a successful BID vote by a majority of businesses by number and rateable value of those who vote, the BID levy will be charged on all liable hereditaments listed in the local Non-Domestic Rating List located within the BID area. This applies irrespective of whether or how a business unless exempted has voted in the formal BID ballot.

Accountability and Transparency

- The BID Proposer is Crawley Town Centre Partnership. The BID will be operated by a new Company established for the specific purpose and called Crawley Town Centre BID Limited (Company Number 12058421) a not for profit organisation, limited by guarantee (the "BID Body").
- 1** The Directors of the BID Body (the "Board"), nominated in the first year, shall be primarily made up of representatives of levy-paying businesses and, where necessary, will include non-levy-paying representatives where additional expertise is required. The Board will have responsibility for governance matters such as financial arrangements, contractual obligations, human resources, standards, performance and compliance.
 - 2** The Billing Authority shall be entitled to 1 representatives on the BID Board, as agreed.
 - 3** The Board shall meet no less than quarterly and shall appoint a Chair annually from its private sector members.
 - 4** The Board shall form such sub-groups that from time to time become necessary. Sub-groups shall always be constant with a majority of members as levy payers, non levy payers will be invited to join sub-groups if deemed by the chair that they add significant experience or skill not available through eligible levy payers.
 - 5** Provided that the BID is meeting its overall objectives, the Board shall have the ability to vary service delivery and expenditure allocation according to the changing demands of BID Levy Payers. However, any change to the BID boundary or to the BID Levy proposals, such that they impact negatively upon any BID Levy Payer, would require a formal Alteration Ballot.
 - 6** The Company shall meet with the Billing Authority, every 3 months to monitor service delivery, levy collection and financial management issues.
 - 7** The BID will file annual accounts with Companies House.
 - 8** An Annual Meeting for Members and BID Levy Payers will be held.
 - 9** An Operating Agreement, which includes baseline Services (if any) has been agreed with the Billing Authority. A copy can be found at www.crawleytowncentrebid.co.uk
 - 10** Notification of the intention to hold a ballot was sent to the Secretary of State on 6th June 2019.
 - 11** The BID will aim to achieve an independent accreditation of its work and / or processes during the first 5 year term.

The BID rules

- 1** The levy rate to be paid by each property or hereditament is to be calculated as 1.5% of its rateable value as at the 'chargeable day' (1st April each year).
- 2** Only properties or hereditaments with a rateable value of £10,000 or more as at chargeable day (not effected by any revaluation) will pay a levy. For the avoidance of doubt, any formal revaluation of Rateable Values shall be ignored and the 2017 rating list shall continue to apply.
- 3** The number of properties or hereditaments liable for the levy is approximately 470.
- 4** Each year (with the exception of the first year) the levy rate will be inflated by the prevailing rate as at 1st April. For the purposes of budgeting, a rate of 3% per annum has been assumed throughout the term.
- 5** The levy will be charged annually in advance, each chargeable period to be 1st April to 31st March each year, starting in 2020. Any business which ceases to become the liable party during the year must apply to the Crawley Borough Council for a refund for the remainder of the period if an apportionment is required between the outgoing and incoming liable parties, and the new liable party will be charged on a pro-rata basis.
- 6** The maximum amount payable for any one hereditament is to be capped at £10,000 (rising by the same annual rate of inflation, if any, as above).
- 7** The ratepayer for any untenanted properties or hereditaments will be liable for payment of the levy, meaning the landlord (or their representative) in most instances.
- 8** Occupiers within Shopping Centres, subject to a service charge will pay a levy of 75% of the levy that would otherwise apply.
- 9** Places of religious worship will be exempt from the levy for that hereditament and will not be permitted to vote for this hereditament in the ballot. No other exemptions will be made.
- 10** The Billing Authority will be responsible for collection of the levy, the collection charge will be £21,500. Legislation within the Local Government Finance Act (2003) enables the local authority to issue a bill for the levy.
- 11** The levy is collected by the billing authority, Crawley Borough Council. Crawley BID Company will invoice the billing authority, Crawley Borough Council, for the levy collected for exclusive use of the BID.
- 12** The liable person is the ratepayer liable for occupied or unoccupied premises for 1st April each year of the collection of the levy. In accordance with the Non-Domestic Rating (Collection and Enforcement) (Local Lists) Regulations 1989 (S.I. 1989/1058) and the Non-Domestic Rating (Collection and Enforcement) (Miscellaneous Provisions) Regulations 1989 (S.I. 1989/1060), Crawley Borough Council will be responsible for the imposition, administration, collection, recovery and application of the BID levy. The Council will also be responsible for any enforcement action that may be appropriate in case of non-payment of the levy.
- 13** The BID levy is payable in one instalment. This instalment date will be specified on the Demand Notice. The notice will be served as soon as practicable after the Council becomes aware of a BID levy liability.
- 14** If a new property comes in to the Rating List within the BID area mid-year no charge will apply until the following year's levy becomes due.
- 15** If a property undergoes a split or merger in the Rating List mid-year the levy will not be amended to reflect the change until the following year.
- 16** If a property's rateable value is decreased/increased mid-year the levy will not be amended to reflect the change until the following year.
- 17** New premises, or properties which were not in the Rating List but become subject to rates in the BID area or new streets or roads raised in the BID area after the BID is in force will be expected to pay a BID Levy based on the annual levy charge appropriate in relation to its new/current rateable value. The charge will not become applicable until the following year's levy becomes due.
- 18** Subject to this criteria stated above and within the BID boundary as defined in this document, the BID levy is a statutorily compulsory payment regardless of whether the business exercised its vote or voted against the BID.



Indicative BID budget

	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Income	£494,863	£509,729	£525,021	£540,772	£556,995	£2,627,380
Total	£494,863	£509,729	£525,021	£540,772	£556,995	£2,627,380
Overheads	£80,000	£85,000	£85,000	£85,000	£85,000	£420,000
Marketing	£110,000	£115,000	£120,000	£120,000	£120,000	£585,000
Safer	£135,000	£155,000	£170,000	£180,000	£190,000	£830,000
Enlivenment	£100,000	£105,000	£110,000	£115,000	£120,000	£550,000
Levy Collection/set up*	£46,886	£36,693	£21,500	£21,500	£21,500	£148,079
Total expenditure	£471,886	£496,693	£506,500	£521,500	£536,500	£2,533,079
Surplus	£22,977	£13,036	£18,521	£19,272	£20,495	£94,301

Finances

A cautious approach has been adopted to budgeting for the BID term.

A BID Levy collection rate of 95% has been assumed.

The average annual levy available to be spent by the BID for the term is £525,476.

Annual surpluses act as a contingency provision on expenditure, and together with the availability of reserves, provide for an anticipated surplus of £94,301

*This BID has been developed with assistance from the MHCLG BID loan fund and this loan will be repaid over the first two years of the BID

by the end of the term. This equates to 18% of average annual expenditure.

An annual statement including accurate spending figures for the previous year and estimates for the year ahead will be sent with each levy bill.



Vote 'YES' for



Crawley
Town Centre
Business Improvement District



- 1** Businesses that are eligible to vote will be sent their ballot paper by 16th October 2019.
- 2** You can return your ballot paper via a ballot box located at Town Hall, the Boulevard. Alternatively it can be posted in a pre-paid envelope. Details for this will be stated on your ballot paper.
- 3** Voting 'YES' will support the establishment of Crawley Town Centre BID for five years.
- 4** Ballot papers must be returned by 5pm on 14th November 2019.
- 5** If successful the new BID term will commence in April 2020.



Visit: www.crawleytowncentrebid.co.uk
Email: towncentrebid@crawley.gov.uk

