

## Creating a thriving town centre where people want to be

This leaflet provides information concerning the activities of the Crawley Town Centre Business Improvement District (BID) in the last year and explains how the BID levy will be invested this year.

The Crawley Town Centre BID was created following a vote by businesses in 2019 and will run for 5 years (2020 - 2025). During this time the BID will deliver projects to make Crawley Town Centre safer and more lively, where the businesses feel more connected and where the offer is widely promoted and showcased.

### Your BID Levy contribution will make this happen.

Any business in the BID area responsible for a property of £10,000 Rateable Value or more will contribute annually in the form of a levy to a fund that they manage through the BID to deliver the improvements and services outlined in the agreed Business Plan.

The levy rate is 1.5% of the Rateable Value of the property with a cap of £10,000 -so no property attracts a levy of more than £10,000.

**An allowance for inflation in line with RPI can be applied. However, the BID Board has elected not to apply any increase this year.**

Every penny of the BID Levy is re-invested in the Crawley Town Centre by the Crawley Town Centre BID Company - a not for profit company whose directors are drawn from fellow town centre based businesses who give their time voluntarily.

Further information is available at

[www.crawleytowncentrebid.co.uk](http://www.crawleytowncentrebid.co.uk)

## How your BID Levy was spent last year

INCOME	£	%
BID Levy	159,014	
Other income	23,958	13%
<b>Total Income</b>	<b>182,972</b>	<b>100%</b>
EXPENDITURE		
Project costs (by business plan priority)		
Objective 1: Safer	24,875	14%
Objective 2: Enlivened	4,375	2%
Objective 3: Showcased	4,870	3%
Objective 4: Connected	2,375	1%
<b>Total project costs</b>	<b>36,495</b>	<b>20%</b>
Central costs	14,900	8%
Levy collection fee	21,500	12%
<b>Total expenditure</b>	<b>72,895</b>	<b>40%</b>
<b>Operating balance (anticipated)</b>	<b>110,077</b>	

### Operations

Due to COVID the Board decided to only bill for part of the year. Recruitment is underway for a BID Manager to take things forward in 2021/22.

### Safer

The BID worked with the Council to fund temporary Town Centre Ambassadors and put in place arrangements for free access to the accredited Crawley & Gatwick Business Watch Scheme for all town centre based businesses.

### Enlivened

The BID supported the first ever Creative Crawley "Right Here" Festival that introduced art installations at the County Mall and across the town engaging local residents virtually, physically and culturally in different ways helping promote the town in spite of COVID.

### Showcased

Crawley town centre now has a presence on Twitter, Facebook, Instagram and LinkedIn. The website is being actively managed with new content and information. The BID has issued press releases to promote the town e.g. the Ambassadors and Right Here Festival.

### Connected

Networking has been limited due to COVID but the BID has used social media channels to share information about projects, grants and events. An eNews platform has been set up that people can freely subscribe to and a new COVID advice section has been added to the website.



# What next?

## How your BID Levy will be spent next year

INCOME	£	%
BID Levy	433,270	
EXPENDITURE		
Project costs (by business plan priority)		
Objective 1: Safer	115,178	27%
Objective 2: Enlivened	120,178	28%
Objective 3: Showcased	78,578	18%
Objective 4: Connected	21,178	5%
<b>Total project costs</b>	<b>335,112</b>	<b>78%</b>
Central costs	59,737	14%
BID Set-up Loan Repayment	22,386	5%
Levy collection fee	21,500	5%
<b>Total expenditure</b>	<b>438,735</b>	<b>102%</b>
Operating balance (anticipated)	(5,465)	
Fund carried forward from prior year	110,077	
<b>Closing balance (anticipated)</b>	<b>104,612</b>	

### This will deliver

- A dedicated BID Manager to support town centre businesses and deliver projects
- A new consumer facing website
- Development of social media presence and reach
- Full-time dedicated Town Centre Ambassador (security) service, anticipated initially to provide at least 100 hours of additional security support per week
- Free access to Crawley & Gatwick Business Watch, including access to the Business Watch Manager and access to the password protected accredited DISC system
- A Town Centre business and consumer facing magazine
- Development of a new and lively events programme to attract people to the town centre and improve its profile (subject to restrictions)
- Explore a town centre loyalty scheme
- Put in place better arrangements for collecting data and intelligence about the town centre to help with planning of future events and initiatives

Safer

Enlivened

Showcased

Connected

## A note on COVID – please pay your BID Levy

The Crawley Town Centre BID has started life at a difficult time for everyone. Recognising this, the Board elected to reduce the BID Levy bill for year one by 50%. This has already allowed the Town Centre BID to deliver some improvements, secure some benefits for town centre businesses and - most importantly - provide the foundations and finance for future activity in the coming year to support the recovery of the town centre.

Prompt payment secures the future of the BID, allowing it to deliver the plans set out here and in the Business Plan that you voted for in 2019.


We thank you for your support and encourage you to contact the BID if you are facing hardship or if wish to discuss the plans set out here, any new ideas you have or if you want to get involved.

[crawleytowncentrebid.co.uk](http://crawleytowncentrebid.co.uk) / [info@crawleytowncentrebid.co.uk](mailto:info@crawleytowncentrebid.co.uk)

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