

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

How your BID Levy was spent last year

| INCOME | £ | % |
|--|----------------|-------------|
| BID Levy (anticipated) | 502,702 | 75% |
| Carried forward from previous year | 134,485 | 20% |
| Other income ⁽¹⁾ | 36,345 | 5% |
| Total Income | 673,532 | 100% |
| EXPENDITURE | | |
| Project costs (by business plan priority) | | |
| Objective 1: Safer | 92,412 | 14% |
| Objective 2: Enlivened | 168,528 | 25% |
| Objective 3: Showcased | 15,128 | 2% |
| Objective 4: Connected | 23,928 | 4% |
| Total project costs | 299,996 | 45% |
| Central costs | 123,448 | 18% |
| Levy collection fee | 21,500 | 3% |
| Total expenditure | 444,944 | 66% |
| Reserves (held in accordance with BID Policy) | 50,000 | |
| Accrual for Renewal | 10,000 | |
| Operating balance (anticipated) | 168,588 | |

Operations

In June 2021 the Board recruited the operations team of BID Manager and Enlivenment and Operations Officer to develop and deliver on the four key elements of the business plan.

Safer

The BID appointed a contractor to provide two Ambassadors, increased to three in response to demand. Free access to the accredited Crawley & Gatwick Business Watch Scheme for all town centre based businesses.

Enlivened

The BID continued it's partnership with Creative Crawley to deliver Stories of Strength, a celebration of the resilience of Crawley residents via the medium of dance, puppetry and story telling, monthly 'Give it a Go' workshops begun in September and Graphic Rewilding helped to brighten up the town from October. Working with Crawley Borough Council the BID improved the Christmas Lighting and has arranged for lights stay on in key areas to improve the ambiance of the town, the year finished with outdoor cinemas and a festive fayre.

Showcased

Crawley Town Centre has continued to build it's online social media presence on three of the major platforms, from sharing events to highlighting grant opportunities for businesses within the town. The website has had an interim refresh before what will be a planned major overhaul.

Connected

Focus Groups have started to help the BID formulate their plans moving forward by gaining feedback and suggestions from a variety of businesses and providing opportunities for networking at the same time. The first AGM was held with an engaged audience.



What next?

How your BID Levy will be spent next year

| INCOME | £ | % |
|---|----------------|-------------|
| BID Levy | 434,627 | |
| EXPENDITURE | | |
| Project costs (by business plan priority) | | |
| Objective 1: Safer | 158,000 | 36% |
| Objective 2: Enlivened | 187,500 | 43% |
| Objective 3: Showcased | 37,500 | 9% |
| Objective 4: Connected | 17,500 | 4% |
| Total project costs | 400,500 | 92% |
| Central costs | 71,500 | 16% |
| BID Set-up Loan Repayment | 25,356 | 6% |
| Levy collection fee | 21,500 | 5% |
| Total expenditure | 518,856 | 119% |
| Operating balance (anticipated) | (84,229) | |
| Accrual for Renewal | 10,000 | |
| Anticipated funds carried forward | 178,588 | |
| Closing balance (anticipated) | 84,359 | |

This will deliver

- A dedicated BID Manager and team to support town centre businesses and deliver projects
- A new consumer facing website
- Development of social media presence and reach
- 3 Full Time Ambassadors delivering support and a friendly face 7 days a week, providing an extra level of security within the town
- 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
- Continued development of a new and lively events programme to attract people to the town centre and improve its profile (subject to restrictions)
- Deliver a town centre loyalty scheme (Town app)
- Exciting eye catching art installations to invigorate the town

Safer

Enlivened

Showcased

Connected

Please pay your BID Levy

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.

It allows us to continue to work on your behalf to bring investment into the town centre, from working with the Town Deal Board and Creative Crawley to helping the town to feel more attractive to investors; your levy counts. We are working with the Sussex police and Crawley Borough Council extensively to develop strategic plans in order to reduce the issues that we are experiencing.

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.

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