



**Cressex
Business
Park**
Business
Improvement
District

Cressex BID Proposal
2022-2027



Cressex Business Park BID
**Proposal for a Business Improvement
District (BID) on Cressex Business Park**
2022-2027

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A message from the Cressex BID Steering Group Chair

I am delighted to present to you the Cressex BID Steering Group's proposal for a Business Improvement District on Cressex Business Park, which will bring forward more than £1million of additional investment between 2022 and 2027.

This proposal is the result of months of consultation, discussion and analysis of various proposals that have been circulated amongst the business community. I do sincerely hope that you have felt involved in this process and that this, the final Businesses Improvement District proposal, reflects what you would like to see delivered over the next five years.

I am also pleased to see the early support for this proposal that has been given by many companies on the business park. You can read some of their comments and quotes in each of the sections of this proposal. The average daily cost for a business on Cressex for the BID will be less than £2.80/day. Knowing this, it is easy to see why companies are seeing this as a great value opportunity to deliver additional enhancements to our business park.

This proposal is the next step for us as a business community to move beyond the limited improvements we have made to date acting on small improvement projects, and embrace the opportunity to begin shaping our own future destiny across Cressex Business Park.

As businesses we have a choice to make. A 'yes' vote will ensure that we can work together, in partnership, to create the business park we deserve, a location which we are

proud to call Cressex Business Park. A business park that provides improved transport links, a greener, cleaner and safer environment and a business community connected and able to speak as one.

A 'no' vote will result in a missed opportunity, probably the most significant missed opportunity in the lifetime of Cressex Business Park. Benefits such as signage and landscape improvements, inter-trading, joined up thinking on crime and security and our ability to lobby for change will all be lost.

I would therefore ask you to read this proposal carefully and join with me in voting in favour of this Business Improvement District for Cressex Business Park.

Helen Keats

Chair of the Cressex BID Steering Group and
FD of Smartcomm



Mission Statement and Vision

Mission Statement:

To get Cressex moving, creating an attractive and secure environment for business and to develop an enhanced location for the benefit of business, our employees and local stakeholders.

Through doing this we will attract new inward investment, reduce barriers to employees choosing to work on Cressex and create a sustainable and prosperous business park.

We want to ensure Cressex is the business park location of choice for both employers and employees across the Thames Valley, supported by a joined up business community and our wider stakeholders across Buckinghamshire.

Vision:

Our vision is for Cressex Business Park to become the greenest, cleanest and safest environment for business. A premier location, home to a diverse and successful business community, that provides high value employment for the local community and where businesses lead and shape the development of our business park into 2027 and beyond.



"Looks count. An attractive business park attracts quality businesses and creates a positive impression for our customers, employees and suppliers alike. This proposal for a BID will go a long way to help create an enhanced and much improved trading environment here on Cressex Business Park."

Paul Carpenter - Airflow Developments

What is a Business Improvement District (BID)?

A new, additional investment led by the private sector

- The BID will generate around £1million of new investment into our business park between 2022 and 2027.
- This investment will be managed and delivered by a new business led partnership, who will be answerable to the wider business community who fund the BID.

Where does the investment come from?

- The investment will come principally from a small additional levy on each premises (hereditament) on Cressex Business Park with a rateable value equal to or above £12,000.
- The cost for the average premises will be £2.80/day, with the smallest premises paying less than 50p/day.
- There is an exemption for all premises with a rateable value below £12,000.
- Together this will raise an investment of over £1million over 5 years, which we expect will attract 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 vote to approve or reject the proposal for a BID during June and July 2022.
- 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 BID will come into operation from October 2022.

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 and there is no link between how much you spend on business rates and the quality of your business park.
- The BID levies will only be invested in specific projects and services, additional to base line services provided by the public sector. The BID funds are all invested under the direction and control of the businesses that contribute towards the BID on Cressex Business Park.

Where do Business Improvement Districts already operate?

- Local businesses and organisations on Globe Business Park (Marlow) and Wycombe Town Centre have all approved and re-approved BIDs in recent years.
- BIDs have been embraced by towns and cities across the UK since 2004 when they were first introduced.
- More than 300 BIDs have been approved since 2004.
- Businesses on business parks across the UK have seen the benefits and return on investment from agreeing to work together and implement new progressive private sector led investment partnerships.
- These business parks have become safer, greener and more prosperous locations for business. This has resulted in reduced levels of vacant units, improvements in companies' ability to attract new employees and impress customers. Locations like Globe Business Park in Marlow have accessed more than £2million of additional public funding through their BID status.

Why does Cressex Business Park need a BID?

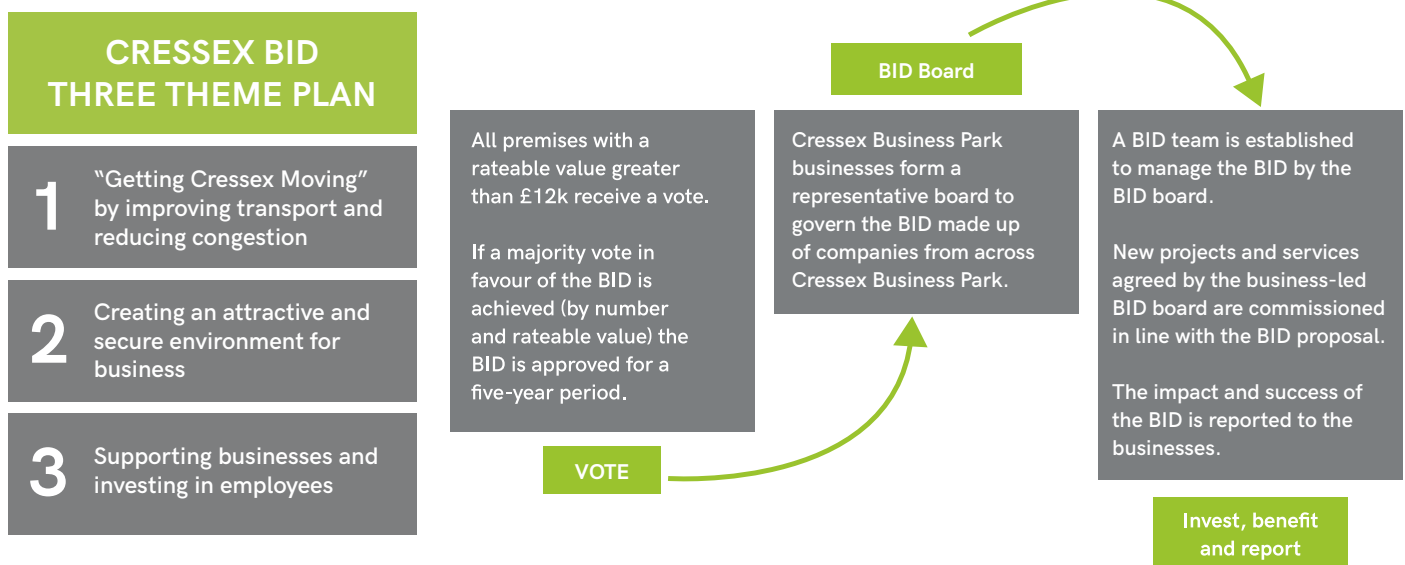
Following extensive consultation with more than 100 companies across Cressex since 2019, businesses have told us:

90% rate control of traffic movements as poor	96% report staff are having difficulties travelling to work	85% believe Cressex businesses do not have a strong enough voice to raise business park related issues
48% of companies think the overall image is poor	67% want a single branded identity for Cressex BP	
68% of companies plan to grow	57% rate signage as poor	
77% of companies want to get involved in improvements	56% of businesses are having difficulty recruiting staff	
		24% have been affected by fly tipping and 26% have been a victim of crime or ASB in the last 12 months

How have we consulted with companies?

1. Distribution of a business consultation to more than 400 premises.
2. Consultation with all eligible companies on the draft proposal for the BID - January 2022.
3. Delivery of on-line and in person workshops.
4. Direct 1-2-1 engagement with companies at their premises and over the phone.

Using this insight from companies and additional input from a business-led steering group of more than 16 companies from across Cressex Business Park, this proposal for a BID has developed three clear objectives for the BID investment:





The main BID Benefits in six points



£1 million business led investment into creating a better business park



Image and signage enhancements and improvements



Lobbying for better transport links and car parking solutions



A new and improved approach to tackling anti-social behaviour and business crime



A stronger voice for businesses



An enhanced environment for our employees creating a more rewarding environment in which to work



"Whilst we have made improvements in our own business to improve security and enhance its image, the joined up thinking around crime prevention and image enhancement that will come from this plan for a BID will help to tackle crime head on, and provide businesses with an opportunity to unite and work together to create a stronger business community."

Dan Buckland - Greens



How much will it cost your business?

BIDs are designed to be fair. Larger businesses invest more than smaller ones and once approved all premises with a rateable value equal to or greater than £12,000 will have to contribute.

% of RV

The cost of the levy for each business is a **PERCENTAGE** of its **RATEABLE VALUE**

The levy is an investment – the small investment from each business is pooled with the contributions of all the others in the BID to provide a more significant investment fund that is spent entirely on improving Cressex Business Park.

1.5%
levy

The BID will cost the average premises (hereditament) a daily equivalent of **£2.80/day**.



**EXEMPTION
THRESHOLD**

The BID Levy will not apply to any rateable value below **£12,000**. For most, the cost of the BID levy will be the same as a cup of coffee each day.



The BID Area



The official road names included in the BID are as follows, however all hereditaments with the green shaded area of the map will be liable for a BID levy where their rateable value is above or equal to £12,000:

- > Bleinheim Road
- > Coronation Road
- > Halifax Road
- > Lancaster Road
- > Lincoln Road
- > Stirling Road
- > Shackleton Road
- > Turnpike Road
- > Turnpike Way
- > Wellington Road
- > York Way

For the avoidance of doubt, business centres and business parks on Cressex Business Park are also included such as:

- > Castle Estate
- > Century Point
- > Chancery Court Business Centre
- > Gateway Centre
- > The Merlin Centre

The above list of business centres is not complete or exhaustive and is for illustration purposes.

Theme One

Getting Cressex Moving: Improving transport and reducing congestion

£200,000+ BID Investment with the objective to leverage several million pounds of additional Investment

You Said:

“Transport improvements are the main priority of companies on Cressex BP. Congestion is creating a significant barrier to growth and impacting on the daily quality of life of our employees, customers and suppliers.”

We Propose:

Getting Cressex Moving

To use our BID investment fund to lobby for new multi-million pound investments into the transport infrastructure in and around Cressex BP. Learning from the successes at Globe Park, we believe that a business-led programme of transport improvements will deliver the most sustainable solutions for tackling congestion and transport challenges.

This will include:

- ▶ Strong and effective engagement with Buckinghamshire Council and wider transport agencies to make the case for investment into Cressex BP and the surroundings. This work will focus on access and egress enhancements as opportunities for improvement develop.

- ▶ Carry out transport survey work to determine demand led solutions on how people travel to work and using this intelligence to shape future transport improvement schemes with Buckinghamshire Council.
- ▶ Investments into private sector-led, independent transport studies.
- ▶ Ensuring that Cressex BP companies have their voice heard when new plans come forward for developments in and around Cressex BP to mitigate and avoid future transport issues.

Low-Cost, Quick Wins

We recognise that many of the transport issues Cressex BP faces require significant investment and that highway projects take time to deliver. However, we have identified the following low-cost, quick wins that the BID would develop, review and implement where viable in year one:

- ▶ Pro-active transport updates for companies on road works and highway infrastructure developments.
- ▶ Car Sharing Network: Five-year plan for a bespoke car share scheme for Cressex BP including personal travel planning for all users.
- ▶ Improved gritting: The BID will work with the local authority and where necessary private sector providers to improve gritting to create a more resilient transport network.

Theme One (Continued)

Getting Cressex Moving: Improving transport and reducing congestion

Increased Car Parking Capacity

A review of existing car parking capacity and arrangements across the business park to identify options for smarter and improved car parking solutions:

- ▶ Review of existing traffic restriction orders/ double yellow lines.
 - ▶ Review of paid for on street parking.
 - ▶ Assess the feasibility of smart parking bays and dropped curb schemes.
 - ▶ Engage with the council on potential new car parking sites.
- ▶ Work with Buckinghamshire Council on a freight strategy to support overnight parking amenities for HGVs.
 - ▶ Introduce a 'Considerate Parking Scheme' to mitigate displacement impacts of employees from Cressex businesses parking on nearby residential roads.

Sustainable Transport Solutions

Deliver a business-led review of sustainable transport options for the business park to identify the feasibility of:

- ▶ Bus services/park and ride.
- ▶ Cycle and walking access.
- ▶ Company and employee-focused sustainable transport plans.
- ▶ Car sharing.
- ▶ On demand transport solutions.



"Congestion and traffic queues have become synonymous with Cressex Business Park as the site has grown and new developments created on the approach to Cressex. The status quo of accepting the challenges linked to congestion is no longer acceptable. As a business community we need to support the BID, which is our only hope to enable us to make the case for additional investment, ensure our voice is heard and deliver additional funding into and around Cressex Business Park to create efficient and sustainable routes to work for our employees."

Emma Grey – MD of Mediplus

Theme Two

Creating an attractive and secure environment for business

£380,000+ BID Investment

You Said:

"The image of Cressex Business Park is poor. New signage is needed to guide visitors and staff to company premises and create a vibrant new image for the business park. Cressex has poor aesthetics, with multiple uncared for 'grot spots' all of which are in need of new investment to bring the general business park's image in line with the aspirations of resident companies."

"Maintaining a safe and secure environment for business is an important priority for companies. Whilst day-to-day crime levels remain low, 1 in 4 companies have reported incidents of crime and ASB in the last 12 months."

We Propose:

A greener, cleaner and more attractive business park. The BID will improve signage and deliver opportunities for our employees to spend lunch breaks in green spaces and improved community facilities, whilst ensuring we maintain a safe and secure business park environment.

A New Vision for Cressex Business Park

The BID will develop and implement a sustainable and manageable landscape master plan for Cressex BP Incorporating:

- ▶ New signage and lighting features.
- ▶ Creation of community space for employees to enjoy during lunch breaks or before/after work.
- ▶ Introduction of new landscaped features.
- ▶ Installation of a formal unit numbering system and branded features.
- ▶ On-going maintenance services to ensure improvements are sustained into the future.

Getting the basics right!

- ▶ The BID will work with Buckinghamshire Council to ensure statutory cleaning and maintenance services for the business park are delivered.
- ▶ The BID will invest funding to implement a programme of 'Grot Spot' quick win enhancement projects across Cressex BP tackling litter issues and locations that create a poor impression for our visitors and employees.

Theme Two (Continued)

Creating an attractive and secure environment for business

A Safe and Secure Future

The BID will implement responsive and flexible solutions to further improve security and safety across Cressex BP. Projects might include:

- ▶ Investment into CCTV/ANPR at key entrances to the business park.
- ▶ Manned security patrol at key times of the year.
- ▶ On-call security response service to compliment the work of the Police.
- ▶ Development of a traveller response protocol to enable a swift and effective response to unauthorised encampments.
- ▶ Implement a rapid text communication system between companies to quickly share intelligence on security threats.
- ▶ Establishment of a Cressex Business Watch scheme to share news and intelligence throughout the business community relating to crime and security.



“There are numerous opportunities to enhance and improve the look and quality of environment across Cressex Business Park. The BID can deliver the sustainable improvements that Smartcomm wants to see for our business, and its employees, to feel proud of calling Cressex Business Park our home.”

Helen Keats FD @ Smartcomm

Theme Three

Supporting businesses and investing in employees

£165,000 BID Investment

You Said:

"Companies on Cressex Business Park need a stronger voice to address issues impacting on their operations. There are few local facilities and there is no 'go to' organisation for challenges and opportunities affecting companies. Companies want support to create a stronger and more resilient business community which offers employees and visitors a great location to work and do business."

We Propose:

Business Park Management Service

Your first point of contact to get things done about the business park. Locally-based and supporting companies to address challenges and bring forward improvement opportunities.

Improved Facilities and Amenities

The BID will engage and work with landowners and landlords to identify suitable sites for amenities for staff and visitors such as a café and cash point.

Business Improvement District Board

A Business Improvement District (BID) board will be established to lobby and work with stakeholders, investors and government to leverage new investment and resource into Cressex BP.

Improved Communications and Profile

- ▶ Regular business e-bulletins keeping your company up-to-date about Cressex BP and the surrounds.
- ▶ Quarterly hard copy Cressex BP newsletters to share with your employees, management teams, investors and visitors.
- ▶ A Cressex BP website and social media profiles targeting employees, investors and visitors.



Theme Three (Continued)

Supporting businesses and investing in employees

Cressex BP Employee Incentive Scheme

Development of a local employee incentive programme with preferential rates for employees linked to leisure and retail activities in High Wycombe.

- ▶ Group discount for access to local leisure and health clubs.
- ▶ Facilitated lunch time stress busting short health walks.
- ▶ Access to special offers from the High Wycombe Town Centre BID businesses.

Friends of Cressex BID

The BID Board will consider the viability of a Friends of Cressex Business Park scheme to engage with smaller businesses and inward investors to encourage new enterprise development on Cressex Business Park



“The opportunity to create a stronger and supported business community on Cressex Business Park cannot be missed. I will be voting in favour of this proposal for a BID. As a business community we are stronger together, and the BID is our only chance to deliver on the vision set out in this proposal creating a better Cressex Business Park.”

Justin Fielder –MD @ Temple Island Collection

The Cressex Business Improvement District Steering Group

The Cressex BID Steering group is a group of businesses who are determined to put forward a new business agenda for delivering improvements across Cressex Business Park. The group includes representatives from a range of companies from across the business park who have supported the development of the BID during the last three years:

Representative	Company	Road
Helen Keats (Chair)	Smartcomm Limited	Halifax Road
Emma Gray (Vice Chair)	MediPlus	Coronation Road
Paul Carpenter	Airflow Developments	Lancaster Road
Michael Wallace	Booker	Halifax Road
Paul Bolton	Form Workplace Solutions	Lancaster Road
Mark Austin	Hazlemere Window Company	Wellington Road
Paul Darbon	Monodraught	Coronation Road
Michael Shepley	Oxford Instruments	Halifax Road
David Slater	Premier Foods / Hovis	Lincoln Road
Andrew Black	Staytite	Coronation Road
Justin Fielder	Temple Island Collection	Lincoln Road
Tom Edwards	The Fitness Experts	Lancaster Road
Dan Buckland	Greens Limited	Lincoln Road
Miles Wallace	TSI Instruments	Stirling Road
Jenny Baker	Instron	Coronation Road
Liam Wheeler	Bufab	Halifax Road
Charles Ainsworth	Kirkwood Property	Lincoln Road



"I have really valued being able to support the development of this BID for Cressex Business Park. There are a host of issues my management team want to see resolved across the business park, and the BID is the only solution that enables businesses to take a sustainable lead in shaping the future development of Cressex. That is why I will be voting yes to approve the BID."

Andrew Black MD - Staytite



Income and Expenditure Budget

Income Profile	2022/23	2023/24	2024/25	2025/26	2026/27	Total
Business Levy £ Contribution - 1.5%	£213,000	£213,000	£213,000	£213,000	£213,000	£1,065,000
Total Income	£213,000	£213,000	£213,000	£213,000	£213,000	£1,065,000

Expenditure Profile	2022/23	2023/24	2024/25	2025/26	2026/27	Total
Theme One - Getting Cressex moving	£60,000	£40,000	£40,000	£40,000	£40,000	£220,000
Theme Two - Creating an attractive and secure environment for business	£70,000	£85,000	£85,000	£70,000	£70,000	£380,000
Theme Three - Supporting businesses and investing in employees	£33,000	£33,000	£33,000	£33,000	£33,000	£165,000
BID management costs	£21,300	£21,300	£21,300	£21,300	£21,300	£106,500
BID collection costs and administration costs	£5,000	£5,000	£5,000	£5,000	£5,000	£25,000
Contingency @10%	£18,930	£18,430	£18,430	£16,930	£16,930	£89,650
Total Project costs	£208,230	£202,730	£202,730	£186,230	£186,230	£986,150



Management & Governance of the BID

Groundwork South has been appointed as the proposed management organisation (BID body) for the BID by the BID steering group. It fulfils its role as an accountable body by managing the BID's income, overseeing the delivery of the business plan and employing the staff that work for the BID. Groundwork are a not-for profit registered charity, established in the south of England in 1986. Groundwork have operated specialist Business Improvement District management services since 2005. These services have supported business parks to develop successful BID programmes including Globe Park in Marlow.

Strategic leadership and governance of the BID will be the responsibility of the BID Board, drawn from members of levy-paying businesses.

As with any company, the Board is responsible for the strategic and financial management of the BID and for ensuring that its operational activity is managed effectively.

The Board will meet a minimum of six times per year to review strategy and consider recommendations from the BID Manager and working parties and to agree any actions on behalf of the BID. The BID Board will establish delegated powers of authority for the management organisation, a code of conduct and constitution for the Group.

An effective Board for the BID has two key requirements which will continue to be considered for all members of the BID board, that the Board has the right mix of skills and that it is representative of the levy-paying business community.

The BID will produce a set of annual accounts made available to all members of the BID.

The BID will enter into agreements with Buckinghamshire Council which will cover, as appropriate, the following areas:

Baseline Agreements – these agreements set out the minimum service standards to be delivered by our public sector partners and are available by contacting the BID proposer

Operating Agreement – this agreement, between Groundwork South / the BID and Buckinghamshire Council defines the contractual arrangements for the collection and enforcement of the BID levy.

The BID levy is collected on behalf of the BID by Buckinghamshire Council and this contractual relationship is a requirement of the BID legislation.

The role of the local authority:

Buckinghamshire Council's role will be formalised on the BID board with the creation of two advisory roles as follows:

- ▶ **Local Authority Link Officer** – This will be a council officer from Buckinghamshire Council, likely to be a member of staff from the Planning, Growth and Sustainability Directorate who would be a key conduit for managing the relationship between the Cressex BID and Buckinghamshire Council. The role would facilitate the co-ordination of a number of critical functions including relationships with the business rate team, electoral affairs, senior council officers, highways and street scene.
 - > The role would not carry any voting rights.
- ▶ **Buckinghamshire Council Advisory Member** – This would be an appointed representative from Buckinghamshire Council, to provide advice and representation on behalf of the local authority relating to policy and local community engagement. This role could be taken by either a local councillor or appointed officer from the council.
 - > The role would not carry any voting rights.

Note: The local authority (LA) as a BID levy paying member – There are occasions when the local authority will be a BID levy payer due to its ownership of land and premises on Cressex, and subsequently can put forward a representative who would become a BID Board member in the same manner as any other eligible occupier of premises on Cressex. The role would carry voting rights in this circumstance so long as the LA remained a levy paying organisation.

Management & Governance Levy Rules

1. The BID levy will be charged at a rate of 1.5% of the rateable value as at 1st October 2022 based on the 2017 rating list.
2. All new hereditaments entering the rating list after this date will be charged on the prevailing values.
3. The levy will be charged annually in advance starting on 1st October 2022. BID levies will be payable within 30 days except where a payment plan is offered by the local authority and the business is in agreement with any associated terms linked to the payment plan.
4. In the event of a change of occupation, refunds will be given based on the number of chargeable days remaining in the year and the new occupier will be charged from the day of occupation for the remainder of that chargeable year. No other refunds will be provided.
5. For each subsequent chargeable year, the levy will be charged as at 1st October based on the 2017 rating list values at that time.
6. The BID levy will be applied to all hereditaments within the defined BID boundary with a rateable value of £12,000 or more, provided they are listed on the National Non-Domestic Rates List as provided by Wycombe District Council.
7. ATMs, advertising hoardings and mobile phone masts will be exempted from the BID.
8. Hereditaments which meet the criteria outlined above and which are located on the streets listed in the business plan or in the shaded areas (which indicate the area covered by the BID) as indicated by the map will be included in the BID and will therefore be legally required to pay the BID levy.
9. Any exemptions from the BID levy for charities will be entirely at the discretion of the BID Board.
10. Vacant properties, or those undergoing refurbishment will be liable for the BID levy. This includes premises which have temporarily been zero rated from a value above £12,000 during the refurbishment (in which case the last valuation before zero rating will apply). The liability will fall to the registered occupier of the premises, who may be the property owner. In these circumstances, it will be the registered business rate payer at the time that the notice of ballot is issued who will be entitled to vote in the BID ballot.
11. Collection and enforcement regulations will be in line with those applied to non-domestic business rates, with the BID Board being responsible for any debt write-off.
12. Buckinghamshire Council or its appointed agent is the only authorised body to collect the BID levy on behalf of the Cressex Business Park BID.
13. VAT will not be charged on the BID levy.
14. Where a hereditament occupier wishes to join the BID by payment of a voluntary levy this can be approved at discretion of the BID board. Voluntary BID levy payers will not be entitled to vote in the BID ballot. Such voluntary membership is encouraged from sub £12k hereditaments.
15. The term of the BID will be five years from the 1st October 2022 through to the 30th September 2027
16. The BID area, themes, governance and management arrangements and overall BID income percentages can only be altered via an alteration or renewal ballot. All other arrangements including specific projects and the percentage of funding allocated to each theme within the BID may be altered within the constraints of the overall BID budget without the need for an alteration or renewal ballot.
17. The BID income budget may be adjusted to allow for occasions where increased levels of BID levy are generated e.g. through new developments.
18. Credits against BID levies may be applied to the BID account where the notification or request is received by the billing authority within 3 months of the date of the BID levy and only in circumstances where an overpayment has been made.
19. The BID will operate on a not for-profit basis.
20. No development costs will be recovered from the BID once established
21. Notices – all notices, including those issued to the Secretary of State, the Local Authority and all proposed levy payers have been issued in line with the prescribed regulations from all applicable legislation.

The BID Ballot

Details

A postal ballot of eligible business ratepayers in the BID area will take place between the 16th June 2022 and the 14th July 2022. The day of the ballot will be the 14th July 2022.

Ballot papers will be delivered by post to all businesses eligible to vote.

The voter must cast their vote and return the ballot paper by 5pm on 14th July 2022

The BID ballot will be successful if the following two criteria are met:

1. A majority of ballots cast are in favour of the BID proposal
2. There is a majority in the value of rateable value from votes cast in favour of approving the BID proposal

The result of the ballot will be announced on or as soon as possible after the 15th July 2022.

The BID will commence within 365 days of the BID ballot. It is proposed the BID will begin 78 days after the notice of the result is published.

