



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

A message from Helen Keats, Chair of the Cressex BID and Financial Director @ Smartcomm

"Please find enclosed with this information leaflet your ballot paper for the Cressex Business Improvement District (BID). If approved the BID will deliver £1million of investment into Cressex Business Park that will tackle the congestion issues faced by the business park, create an attractive and secure environment for business and develop an enhanced location for the benefit of businesses, our employees and local stakeholders.

The BID will cost the average premises less than a cup of coffee a day (£2.80 / day) yet deliver benefits that none of us can achieve working on our own. I would therefore ask you to review the proposal document (available to download at www.cressexbid.co.uk) and join with me and the businesses who have helped create this proposal and vote 'Yes' for the Cressex BID."

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

Key facts and action you need to take

- The BID will start on the 1st October 2022 and last for 5 years.
- The BID will be led by the Cressex Business Community.
- Money will only be invested in added value projects above the work that Buckinghamshire Council are required to deliver.
- **Post** your ballot paper back as soon as possible or by Monday 11th July at the latest to ensure it is counted on the day of the ballot (14th July 2022).
- Visit www.cressexbid.co.uk to view the full proposal for a BID and register to attend a workshop to learn more about the plans for a BID on Cressex.

Vote YES for Cressex BID

CRESSEX BID THREE THEME PLAN

1 "Getting Cressex Moving" by improving transport and reducing congestion

2 Creating an attractive and secure environment for business

3 Supporting businesses and investing in employees



"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 the BID Will Deliver:

Theme One: Getting Cressex Moving:
Improving transport and reducing congestion

Theme Two: Creating an attractive and secure environment for business

Theme Three: Supporting businesses and investing in employees

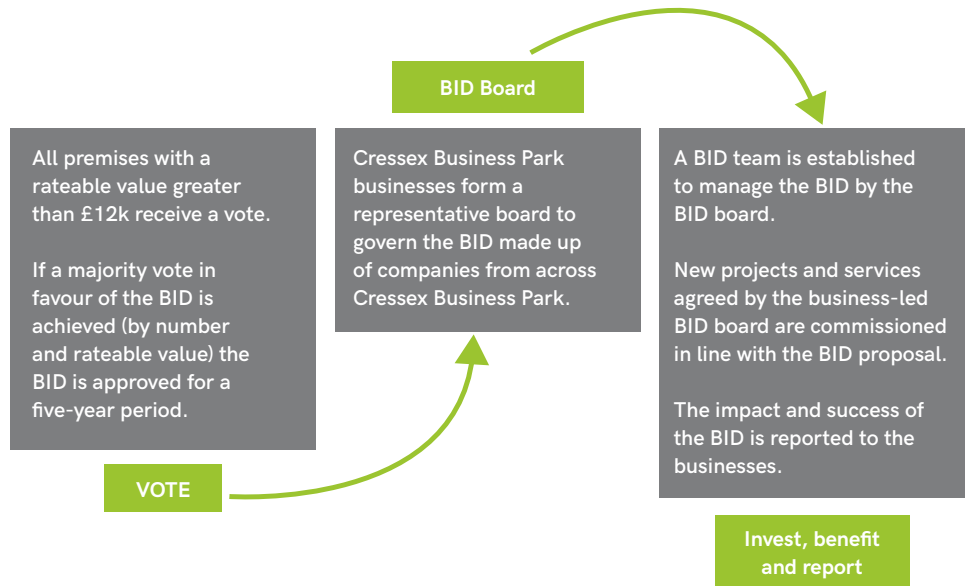
Essential Financial Information:

- £1million business led investment into improving Cressex Business Park
- Paid through a small 1.5% levy of a premises / hereditaments rateable value
- The average premises will pay £2.80 / day equivalent
- Any premises below £12,000 rateable value are excluded



"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



"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



"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

More information:

The Cressex BID Steering Group are being supported by Groundwork.

For further information email or visit the BID website:

Email: greville.kelly@groundwork.org.uk

Web: www.cressexbid.co.uk

Vote YES for Cressex BID