

# Business Improvement District (BID)

## Business Plan Proposal 2025-30

An ambitious vision for a thriving town centre

1 Vision | 4 Priorities | 5 Years | Your BID



**Safe**



**Enliven**



**Connect**



**Promote**

# The benefits of the Crawley Town Centre BID

## Driven by you, focussed on change

Voting “YES” for a second term of the Crawley Town Centre BID will secure the investment needed to retain vital services and events that only the BID delivers to help the town centre thrive and become a destination of choice over the next 5 years (2025-30).

### A track record of delivery

Since it was created in 2020, the Town Centre BID has delivered a wide range of bespoke services, events and initiatives entirely focused on bringing about changes that businesses wanted to see.

These are some of the things that have only happened because of the Crawley Town Centre BID.



#### Safe

- Free Business Watch membership for all
- Dedicated Ambassador service
- Additional CCTV coverage
- Support from Business Watch Manager
- Free access to the password protected DISC security platform
- Established working relationships with Police and Crawley Borough councils
- Recovery of stolen goods
- Introduction of “Best Bar None” to promote and champion good practice



#### Enliven

- Year round programme of events
- Increased footfall
- Leveraging relationships with new arts and cultural organisations for town centre benefit
- Town centre murals and wall wraps
- Significantly enhancing existing events offer
- Investment in new Christmas lights, in partnership with Crawley Borough Council



#### Connect

- Regular focus group meetings to shape and form projects
- Free to access town centre networking events
- Free quarterly “Connected Crawley” events to forge relationships between town centre businesses and companies across Manor Royal and the South East
- “Third Wednesday Club” specifically designed for professional services staff development
- Annual Crawley town centre Showcase event - free for all levy payers



#### Promote

- Dedicated town centre website and social media
- Installation of new footfall tracking software
- Monthly town centre eBulletins
- Town centre magazine
- Bespoke promotional campaigns
- Representation of town centre at “Invest Crawley” events
- Representation of town centre at strategic groups e.g. Crawley Town Deal Group and Cultural Quarter and Safer Crawley Partnership

# Vote “YES” to retain and build on what we’ve started

The Crawley Town Centre BID Business Plan (2025-2030) has been developed based on the feedback we have received, our experience from the first five-year term, regular focus group sessions, business surveys and face to face meetings. Only by voting “YES” at the Ballot scheduled for February 2025 can the Crawley Town Centre BID continue to deliver those services already valued by businesses and expand on what it does.

## A new plan. A renewed focus.

The levy rate, the contribution businesses would be expected to pay annually for five years, payable by each property with a rateable value of £10,000 or more will be fixed at 1.75%. This levy is capped so that no single property would be liable for more than £10,000 per annum.

## Run by town centre businesses for town centre businesses

Everything the Town Centre BID delivers is in addition to what anyone else does. That means, without the BID those things already delivered and those services, initiatives and events we plan to deliver would not and could not happen without the BID. The Crawley Town Centre BID is also the only organisation whose sole interest is the success of Crawley town centre and, most importantly, is run by and for town centre companies.

## A clear vision supported by four strategic objectives

The vision for the Crawley Town Centre BID is “to create a thriving town centre that is a destination of choice where people want to be”. The four strategic objectives that underpin this vision are:

### **Objective 1: Safe**

Continue to deliver enhanced levels of dedicated security and reassurance to businesses and explore opportunities for enhancing the standard of maintenance throughout the town centre.

### **Objective 2: Enliven**

Deliver a year round programme of engaging events to animate and excite people about visiting Crawley town centre to make it a destination of choice.

### **Objective 3: Connect**

Provide a platform for businesses to connect with one another, where staff and business owners feel part of a supportive community and build strategic partnerships for the benefit of a thriving town centre.

### **Objective 4: Promote**

Promote Crawley town centre to attract visitors, investment and new businesses and help businesses to promote themselves to each other and attract new customers.

Details of the projects are set out in the relevant section of the Business Plan along with details of how the Crawley Town Centre BID will be managed and run.

### **Your BID, your Vote, your Choice**

If businesses vote to continue the Crawley Town Centre BID, a fund of more than £2m will be generated to help improve the town centre. The next BID Term would start on 01 April 2025 and run until 31 March 2030.

Without a positive “YES” vote none of this can be delivered and existing services and events will have to stop.

The only way to ensure this business plan is delivered is to vote “YES” at the Crawley Town Centre BID ballot in February 2025.

(\*) 25% discount for those tenants within the County Mall shopping centre and at the Crawley Leisure Park

Foreword	5
What a BID is, why we need one, and how to vote	6
The proposal (vision, projects & services)	8
Where the BID will operate (the BID area)	10
Evidence for the proposal (the research)	11
How much the BID will cost (the budget)	12
Making a difference (proof of impact)	14
What people say	15
Measuring success (performance)	16
How it works (the levy rules)	18
How the BID is managed (governance & accountability)	21
Services provided by others (additionality)	22
Definitions	24
When things happen (dates & milestones)	25

## Foreword

### It's time to go to the next level

The Crawley Town Centre BID started life in 2020 during the pandemic. A difficult time for everyone.

The Board, made up of fellow town centre business people and stakeholders, showed flexibility by reducing the levy for that year – but still the BID established new services, created events and formed partnerships that would prove beneficial in supporting the town's recovery.

**Cast ahead to today and it is clear to see the Crawley Town Centre BID has built on those foundations.** It has improved security and safety, increased footfall, improved the public realm, attracted new investment and built a better connected business community that is represented by key partnerships throughout the town.

**If the BID didn't exist none of this would have happened.**

The proposal now is to continue to build on what we have started. To continue to deliver those vital services and events we know benefit businesses and the town centre, and to look to extend our reach so that the town centre can continue to, not just survive, but to thrive.

We are confident, based on our experience, the evidence of the impact we have made and the strength of the partnerships we have built, that with the support of businesses, we can deliver on this ambitious vision.

Without the support of businesses, this plan and all it promises to deliver, will not be realised and everything we have put in place over the past five years will have to stop and be lost.

**Now is our opportunity to keep doing what we know works, and to build on it.**

This plan sets out an exciting five-year programme of continued investment in new and additional projects and services between 2025 and 2030 to help us realise our vision “to create a thriving town centre that is a destination of choice where people want to be”.

**The only way that can happen is if businesses vote “YES” for this Business Plan.**



# What a BID is, why we need one and how to vote

## What is a BID?

A Business Improvement District (BID) is a precisely defined geographical area within which the businesses vote to invest collectively in local improvements to enhance their trading environment.

BIDs were enabled by Parliament through the Business Improvement Districts (England) Regulations (2004) that BIDs must comply with.

Businesses decide what they want the BID to do, they run it by the rules they agree, and they fund it through a small annual financial contribution (BID Levy).

BIDs can only be created for a maximum of five years by a vote (a ballot). After each five-year period (term) businesses must vote again to keep it going for another five years based on a new Business Plan. If businesses don't vote Yes then the BID is closed, it stops delivering services and has to undo all that it has done.

The purpose of a BID is to provide new or expanded works and services within the BID area in addition to those already provided by local authorities, whether they be the council, police or anyone else.

There are over 330 BIDs operating in town centres and business parks throughout the United Kingdom and Ireland.

More information about BIDs is available from British BIDs at [www.britishbids.info](http://www.britishbids.info)

## Why we need Crawley Town Centre BID

Extensive research indicated that businesses wanted the town centre to be improved in several important ways from improving security, creating a full programme of family themed events, improving the opportunities for town centre businesses to connect with one another, and doing more to promote the town centre.

It was clear that no one else had the means to provide the necessary focus and drive to deliver on these issues, hence the Crawley Town Centre BID was first created in 2020.

The challenges for high streets and town centres remain as real as ever. If town centres are to remain attractive and to thrive, they need to be actively supported and promoted. The Crawley Town Centre BID has demonstrated its ability to do that with a proven track record of being able to influence, collaborate and deliver on those issues that matter to businesses.

It is crucial now to build on the momentum that has been generated, to continue to invest in the additional services and events that have helped increase footfall, make the place a harder target for crime and create better platforms for town centre businesses to connect and bring about change.

The true influence and value of the BID lies in its ability to provide a strategic framework for businesses and key stakeholders to work together behind a shared vision and generate an enhanced revenue stream that serves the entire area.

A "YES" vote will secure the Crawley Town Centre BID for a further five-years and help unlock significant levels of funding amounting to over £2m to continue to provide and extend the new and additional services and projects that the town centre needs that otherwise would not happen.

### Lewis - Business Development Manager, Metrobus

It is great to be part of the BID and supporting the local community. Having the BID has allowed us to connect with new businesses and hope to gain working relationships in the future. We have been proud to be part of the community and look forward to supporting the BID in the future.

## How to vote

By voting “YES” businesses are voting to retain the Crawley Town Centre BID until 31st March 2030 so that it can provide the necessary strategic framework for businesses and key stakeholders, to work together behind a shared vision and generate an enhanced revenue stream that benefits the entire area.

### Who votes

Businesses responsible for paying Business Rates on a property within the BID area with a rateable value of £10,000 or more are entitled to vote in the BID Ballot. If they are liable to pay the rates on more than one such property, they will be entitled to the corresponding number of votes.

Properties with a rateable value of less than £10,000 will be excluded from the vote and will not be liable for the levy.

The ballot will be administered by Crawley Borough Council’s Electoral Services team in strict accordance with the BID Regulations (2004).

### How to vote

A mandate to deliver the Business Plan is required from those companies that trade within the BID boundary and are likely to have to pay a levy to fund it. This takes the form of a postal ballot that runs for a minimum of 28 days. A ballot paper will be sent to all businesses entitled to vote in accordance with the timetable shown in this document.

For the proposals set out in this Business Plan to go ahead two requirements must be met:

1. More than 50 per cent of business ratepayers who vote have to vote ‘yes’.
2. Those in favour must also represent more than 50 per cent of the combined ‘rateable values’ of those who vote.

If these two criteria are met, the Business Plan is activated. In accordance with the agreed rules of the BID Company, those businesses in the BID area who meet the criteria will be required to pay the levy each year for five years, regardless of whether or not they voted or how they voted.

Details will be made available on the Crawley Town Centre BID website at [www.crawleytowncentrebid.co.uk/bid2](http://www.crawleytowncentrebid.co.uk/bid2)



## The proposal (vision, projects & services)

Crawley town centre should be a place where different kinds of people have many reasons to be there throughout the day: a place to sit, play, listen to music, meet friends, shop, eat and drink, relax, see something fun, do free stuff and have an enjoyable experience whether that's for a day out, to work or - increasingly - to live.

The attractiveness of town centres is in re-imagining them as multi-functional centres.

The BID's vision reflects the changing needs, roles and function of the town centre and recognises the key role it has in articulating that vision and building strong partnerships across the town centre, and beyond, to ensure that Crawley town centre can successfully adapt and thrive.

### An ambitious vision

The vision of the Crawley Town Centre BID is: "Through a real commitment to collaboration and partnership, to create a thriving town centre that is a destination of choice where people want to be".

Our vision is underpinned by four strategic objectives that provide the basis for delivering additional services, projects, events, improvements and investments exclusively for Crawley town centre businesses and employees that otherwise would not happen.

### Four strategic objectives

#### Objective 1: Safe

Continue to deliver enhanced levels of dedicated security and reassurance to businesses and explore opportunities for enhancing the standard of maintenance throughout the town centre.

The Crawley Town Centre BID will:

- Continue to deliver the highly rated Ambassador service, a reassuring presence acting as the town centre's "eyes and ears" and an additional line of defence against petty theft and anti-social behaviour
- Free to access Business Watch scheme for all, including free access to the DISC crime reporting platform and support of the Crawley & Gatwick Business Watch Manager
- Attract additional funding to further improve CCTV coverage
- Deliver the Best Bar None Scheme to highlight and promote good practice among our hospitality businesses
- Become a "Walk Home Safe" town, whether people are going from work or a night out
- Explore the potential for improving the cleanliness and maintenance of the town centre

#### Objective 2: Enliven

Deliver a year round programme of engaging events to animate and excite people about visiting Crawley Town Centre to make it a destination of choice.

The Crawley Town Centre BID will:

- Deliver a tailored programme of year round exclusive and additional free events to increase footfall, including the popular Creepy Crawley month and Make Music Day.
- Work with partners to establish the town centre as a centre for arts and culture, including working with the Crawley Town Deal Board on the Cultural Quarter concept
- Work with partners to significantly enhance existing events to improve their scale, reach and impact
- Work in partnership with Crawley Borough Council to organise and deliver the town centre's Festive Lights and Christmas entertainment programme
- Deliver Crawley's first ever Steam Punk Festival hosted at town centre venues and outdoor spaces
- Build on Crawley's "Around the World" Food Festival celebrating the multi-cultural diversity of our town through taste and flavours.



## Objective 3: Connect

Provide a platform for businesses to connect with one another, where staff and business owners feel part of a supportive community and build strategic partnerships for the benefit of a thriving town centre.

The Crawley Town Centre BID will:

- Continue to run monthly focus group meetings to share ideas, shape the work of the BID and to network
- Provide free networking events for town centre businesses, in partnership with Gatwick Diamond Business
- Provide free quarterly “Connected Crawley” events with Gatwick Diamond Business, Manor Royal BID and Freedom Works to showcase town centre businesses to a wider geographic audience.
- Organise a programme of “Third Wednesday Club” meet-ups for the professional services sector
- Find innovative ways to assist town centre based community groups and venues
- Crawley Town Centre News magazine produced quarterly and eBulletins produced monthly
- Build a free to access online Business Directory
- Explore the potential to develop an online town centre “Venue Finder”
- Invest in technology to assess and understand retail spend in the town to support business promotions

## Objective 4: Promote

Promote Crawley town centre to attract visitors, investment and new businesses and help businesses to promote themselves to each other and attract new customers.

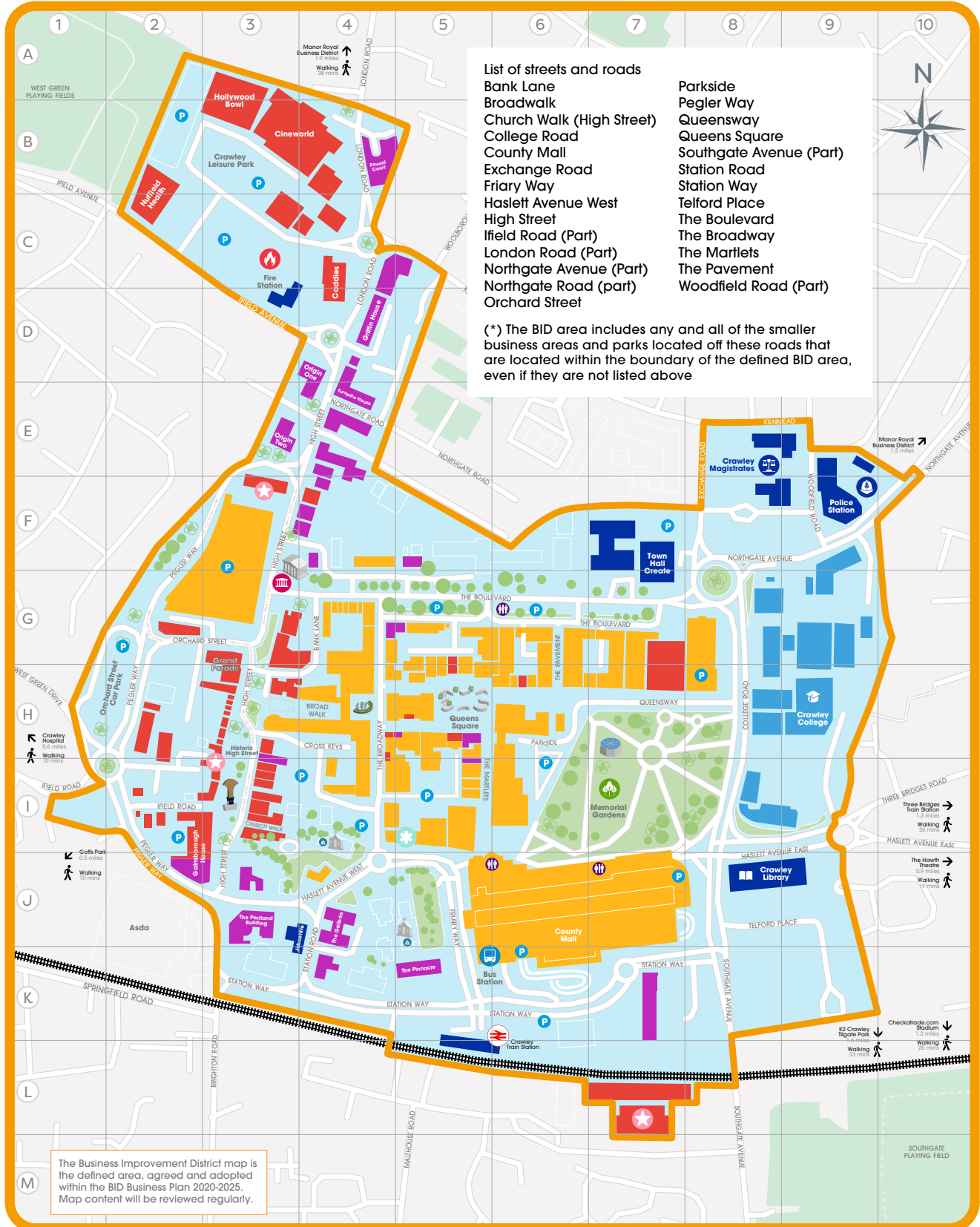
The Crawley Town Centre BID will:

- Promote Crawley town centre to help attract and retain companies
- Attract additional investment to fund new projects and maximise the value of the BID levy
- Represent your views to policymakers to bring about the changes we need
- Influence economic development activities as they impact on Crawley town centre
- Communicate effectively with stakeholders via public relations, marketing, events and digital channels
- Liaise with public partners, including local authorities, the police and Gatwick Airport
- Provide a dedicated point of contact for enquiries from business, staff and investors
- Develop a loyalty scheme to encourage and lock in local spend
- Continue to showcase Crawley town centre businesses by organising the annual Showcase
- Undertake a town centre place audit to identify areas in need of improvement and generate ideas for how they can be improved
- Introduce a bespoke town centre job fair to help with recruitment and promoting the town centre as a place of work and opportunity
- Work with Crawley College to bridge the gap between education and future careers for the benefit of town centre businesses



# Where the BID will operate (the BID area)

Map of the proposed BID area

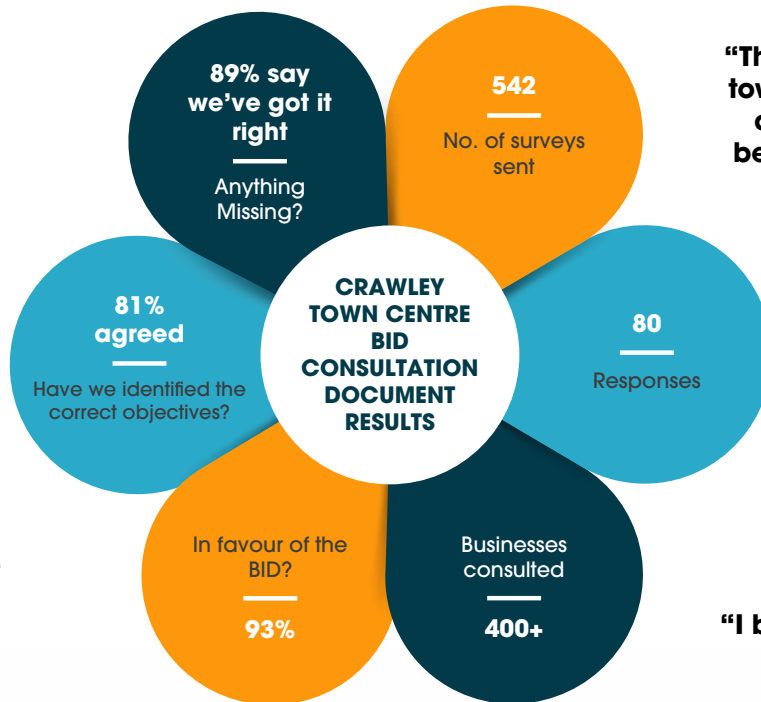


# Evidence for the proposal (the research)

## What you told us

Feedback from events, face-to-face meetings, independent reviews, survey results, invited (and uninvited) comments, and extensive coverage online and in printed form have all informed this proposal.

**“We, at River Island strongly support our BID Team, they do an amazing job at making Crawley safer”**



**“The BID is very visual in the town, I hadn't realised what a great opportunity it was being part of the BID, thank you to the whole team”**

**“always approachable and helpful”**

**“I believe they made a big impact around here”**

## Your Priorities



**“We do feel safe knowing we have support from the BID Ambassadors”**

**“I don't ever want to go back to a time when we do not have the great BID Ambassadors in the town”**

**“you guys are incredible!”**

## How much the BID will cost (the budget)

	Year 1	Year 2	Year 3	Year 4	Year 5	Full Term
	2025/26	2026/27	2027/28	2028/29	2029/30	All Years
<b>INCOME</b>						
Levy Income	429,531	442,417	455,689	469,360	483,441	2,280,438
Bad Debt (10%)	(42,953)	(44,242)	(45,569)	(46,936)	(48,344)	(228,044)
Plus Additional "other" income	-	-	-	-	-	-
<b>EXPENDITURE</b>						
Central running costs	123,450	127,154	130,968	134,897	138,944	655,413
Levy collection charge	21,500	22,145	22,809	23,494	24,198	114,146
Renewal fund	5,000	5,000	5,000	5,000	5,000	25,000
<b>Total operating expenditure</b>	<b>149,950</b>	<b>154,299</b>	<b>158,777</b>	<b>163,391</b>	<b>168,143</b>	<b>794,559</b>
<b>PROJECT EXPENDITURE</b>						
Objective 1: Safer and cleaner	95,000	97,850	100,786	103,809	106,923	504,368
Objective 2: Lively and engaging	100,000	103,000	106,090	109,273	112,551	530,914
Objective 3: Better connected	30,000	30,900	31,827	32,782	33,765	159,274
Objective 4: Proud and promoted	20,000	20,600	21,218	21,855	22,510	106,183
<b>Total project expenditure</b>	<b>245,000</b>	<b>252,350</b>	<b>259,921</b>	<b>267,718</b>	<b>275,750</b>	<b>1,300,738</b>
OPERATING YEAR SURPLUS/(DEFICIT)	- 8,372	- 8,473	- 8,577	- 8,685	- 8,795	- 8,795
Carried forward from previous year	100,000	91,628	83,155	74,577	65,892	65,892
<b>END OF YEAR SURPLUS/(DEFICIT)</b>	<b>91,628</b>	<b>83,155</b>	<b>74,577</b>	<b>65,892</b>	<b>57,097</b>	<b>57,097</b>

### Notes:

- (1) Central running costs include staff admin costs, office costs and fixed overheads
- (2) In line with its stated policy the BID aims to retain a surplus of £50,000 as a reserve
- (3) Annual surpluses act as a contingency provision on expenditure
- (4) Current Collection charges are quoted and may increase to no more than £26000 per annum

### Doina - Store Manager, Boots UK

They always offer great support with challenging customers. Their attitude is always positive, and they are always close by when we need help, having a great impact on our store colleagues and the community.

## Additional Income

The Crawley Town Centre BID is committed to attracting additional funding to match with the BID Levy. These additional funds are usually project specific and have not been factored into this summary budget.

## Application of funds

The BID funds are ring-fenced. They are controlled by participating businesses via the BID Company and used in accordance with this plan. The Crawley Town Centre BID Company will be empowered to move funds between budget headings to provide the services that best meet the changing needs of businesses in the BID area. It will be the responsibility of the Board to ensure that all the main aims of the BID business plan as voted for by businesses are being met and any adjustments will be fully accountable to the businesses and duly monitored and reported.

## Accountable

Financial statements will be presented at all ordinary meetings of the Board, who are nominated by the levy payers. Appointed auditors will produce fully audited year-end accounts that are made publicly available and filed at Companies House in the normal way. An Annual Report will be produced each year. An annual statement including accurate spending figures for the previous year and estimates for the year ahead will be sent with each levy bill. The Company will be VAT registered to ensure that the tax can be reclaimed on expenditure. It is also anticipated that it will benefit from mutual trading status meaning that it is exempt from any Corporation Tax liability, thereby maximising the benefit to the BID Levy Payers in line with good practice.



# Making a difference (proof of impact)

You said, we did...and more

Since its creation in 2020 the Crawley Town Centre BID has been delivering on its objectives and making a tangible difference to the town centre making it safer, livelier, better promoted and more connected. The following are highlights of some of those things.



## And More...

Over the last three years that the BID has been fully operational, we have not only delivered on what was requested by businesses we have concentrated on delivering even more! Some examples include working with Sussex Police Crime Commissioners Office, we attracted an additional £20,000 of revenue to support businesses requests for additional CCTV in problem areas, we have obtained funding and sponsorship from national and local businesses to provide extra entertainment over key events equating to over £36,000. Without the BID none of this would happen.



Safe



Enliven



Connect



Promote

### Safer together:

Free Crawley Town Centre Business Watch membership saving between £187 and £386 per business per annum

### Differentiation:

New events from Steam Punk to Crawlifornia to Creepy Crawley bringing people into the town centre

### Connected Crawley:

Key partner with Crawley Town Centre BID, Gatwick Diamond Business and Freedom Works providing access to informal networking to connect Crawley town centre companies with other companies from across the town for free.

### Increased footfall:

Creepy Crawley (Oct 2023) increased town centre footfall by 20%

### Stolen goods recovery:

Crawley Town Centre BID Ambassadors have recovered stock worth over £120k

### Excellent governance:

Crawley Town Centre BID judged as excellent for Financial, Operational and communications practice (British BIDs independent assessment, June 23)

### Supported:

Single point of contact for enquiries and problem solving

### Representation:

Crawley town centre actively represented to key stakeholders, like the councils and at local investment events and industry bodies.

### In safe hands:

Became an accredited British BID in August 2024

### Good

### communications:

Crawley Town Centre BID website assessed as "exemplary" (British BIDs independent assessment, June 23)

## What people say (testimonials)



### Kim - Assistant Manager, The Entertainer

Working in retail can be challenging, especially with the wide range of customers we get through our doors... Since BID have been around, dealing with the not-so-nice has been that bit easier, especially when we find ourselves needing that extra support. They're always on hand to help and check in often with store teams too.

Thanks to BID and their efforts, we have seen a reduction in shoplifting which has been backed by some of our own numbers and an increase in recovered stock including £238 worth of Lego from the Bus Station and a huge £551 from the Mall car park.

It's not just us businesses they help but the wider community too - offering an increased sense of security. Not only this, but the planning and coordination for events takes time and is something they take pride in to bring people out into the community and get families from all backgrounds involved.



### Karen - Team Leader, Dunelm

BID has been an exceptional help in supporting Dunelm with theft, unsociable behavior and security from members of the public, and together we have worked to obtain CCTV footage which in some cases has resulted in criminal arrest and court proceedings.

We could not do this without the help and support that we get from Crawley BID, we know that they are a call away and is vital to our Crawley community and surrounding businesses.

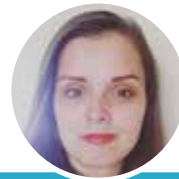
The whole town in our opinion feels safer and supported with BID around and their presence is very visible in the town and we hope they continue in this vital and important role.

In particular we would like to thank Gabby and Paul for their incredible help and support over the last few months, we could not have done any of it without them.



### Bryan - Manager, Merkur Slots

We will be voting yes as we have a very good working relationship with Wendy, Paul, and Gaby. They always come in and make sure everyone is ok, I was thankful for one time, my supervisor has epilepsy and I was not there, so they both went and looked after her until the ambulance came and still stayed until they took her to hospital. We have helped them out with the guys doing the beach and the stalls at Xmas etc, it is a very good working relationship, and they are always welcome to pop in for a coffee.



### Michaela - Manager, Prezzo

Working with Crawley BID team over past years really helped us to reach out to wider community & make close connections with local businesses and gain new customers.

Activities and events they organised through the year helped to increase people traffic in town centre, which had positive impact on many of the businesses across the town. It definitely will be a YES from us for BID 2.

### Zoe - Audit Director, RSM UK Audit LLP

Our teams have thoroughly enjoyed attending the Third Wednesday Club and meeting other professionals within the Crawley BID. The BID is providing a fantastic opportunity for younger members of professional services firms within the Crawley Town Centre BID to practice their networking skills at the start of their careers in a relaxed and informal environment. Part of the great work the BID team are spearheading is to connect and build partnerships for a thriving town centre.

### Zoe - Community Engagement Lead, Rewards Training

Having attended regularly Crawley Bid focus meetings and been involved in the Wellness events I can see how much they really care about the community, businesses and future of Crawley.

Their involvement with connecting and helping Crawley to become a safer place is admirable. They have such a positive outlook and are open to ideas and suggestions. Bringing fun free well organised events to the town such as "Make music day".

I think they are beneficial to connecting people, businesses and the improvement of Crawley town centre.



## And More...



**Duncan - Director, Crawley Town Centre Business Improvement District**

Having been a director on the board of the Crawley Town Centre Business Improvement District since its creation. I have seen first-hand the major positive changes that Wendy and her team have brought to our town centre, despite the real challenges that town centres across the country are facing.

Of note is the host of events organised by the BID like the Mela, Christmas Tree Light Switch on, Make Music Day, Creepy Crawley and many other key events, that have helped increase footfall and created a positive feeling in Crawley town centre. In the last year, footfall was up by 5.8% which is especially welcome given that the figures for the South East and for England as a whole showed a 2% decline.

The Crawley Town Centre BID's projects and services like Business Watch, Third Wednesday Club and cut-priced training with Crawley College have supported businesses large and small. With the challenges town centres face, I strongly believe the BID is a vital part of making our town centre the best it can be.



**Liz - British Heart Foundation**

I've worked in and around Crawley town centre for 25 years. A lot of this time I have worked within County Mall. Running an out of mall store is completely different. I know we are a charity but that does not unfortunately excuse us from shoplifters. Break ins. Abuse from members of the public. Or having to clean up all manners of human waste. Most of these things I have dealt with for many years but in the comfortable surroundings of the mall supported by mall security. Trying to run a store without that can be very isolating and scary.

Also as a charity we are often visited by members of the public who are lost injured or just needing help. Which can all add to the workload and distract us from what we are essentially here to do.

Since having the Bid in place we have felt a massive difference. The Bid ambassadors do a lot of that helping the general public with directions etc. They are a visible deterrent within the town centre for those who have the worst of intentions. But most importantly they stop us feeling alone. In June last year we had a particularly nasty incident with a member of the public. Gaby and her team were just outstanding. She came in the first instance, stayed with me standing next to me whilst the PCSO's and finally the police attended and took the gentleman away. The ambassadors do this kind of thing all day every day for the whole town centre and without them the town centre would be a much scarier and unfriendly place to be.



**Mick - Trustee, Crawley Museum**

As a trustee at Crawley Museums, along with the Learning & Liaison Officer, I have worked alongside the Town Centre BID on a variety of joint ventures. We have had a great deal of success working as a team on these events. I have valued BID's enthusiasm, technical expertise and experience. I look forward to working with them in the future.



**Tim - Manager, Crawley College**

As a Manager at Crawley College and resident of the town I have had the opportunity to collaborate with Wendy Bell and her team as well as take part in some of the experiences that the Town Centre Bid has brought to Crawley - 'Creepy Crawley' being an annual highlight for my children!

The Bid's purpose is to improve and develop the town centre environment so that Crawley becomes an even more vibrant place to live and work. I believe that it is making great progress with this aspiration.

The Bid team have worked hard to create a network of businesses and and collaborators in the town who are working together to develop the 'Crawley' experience. I know from discussions that I am having at the monthly GDB/ Crawley Bid breakfast at Crawley College that there is some amazing work going on - I genuinely feel that there are some exciting times ahead for the Town centre and the Bid is helping to facilitate this.



**Leah - Store Manager, Superdry**

As the manager of Superdry in the County Mall Crawley, I am continuously grateful for the support provided from our local BID team!

Their presence in the town helps to keep myself and my staff safe, I will be voting yes is support of BID to continue with a happy environment for my team to work in.

## Measuring success (performance)

The performance of the BID will be monitored and publicly reported in the following ways:

- A detailed Annual Report produced for each An Annual Report which will be available on our website and published online
- Accounts independently audited, presented at each Accounts will be independently audited and published online.
- A levy leaflet distributed to every business describing at the start of each year how funds were invested in the previous year and how they will be invested in the next financial year. Again this will be published online
- Regular public meetings and focus groups where the BID team and directors will present and be available
- Regular surveys, including a mid-term review, to measure business and staff satisfaction
- As far as possible to accommodate interest from those that wish to be involved in the operation of the BID
- Regular reporting online and in other communications, including monthly eBulletins

## Direct performance measures

Typical key performance measures monitored by the BID include:

WHAT	WHEN
Levels of satisfaction among businesses and staff	Surveys
Projects & events delivered	Public reporting of projects & events delivered
Number of people attending events	Event monitoring
Increased footfall linked to TC BID activities	Footfall monitoring
Increased local spend linked to TC BID activities	Spend analysis
Additional investment generated (additional to levy)	Annual Audited Accounts / Annual Report
Recovery of stolen goods	Value of goods recovered by Ambassadors
Service specific performance indicators e.g. relating to Ambassadors, Business Watch engagement, All Bar None involvement.	These are agreed measures related to BID services and are discrete, service-specific measures.



### Michael - Leader, Crawley Borough Council

As Leader of Crawley Borough Council, I know the vital part the Crawley Town Centre Business Improvement District plays in supporting retailers and businesses.

From the extensive event programme to Business-2-Business services, Wendy and the BID team have gone above and beyond to ensure Crawley town centre is a great shopper and visitor destination. With increases in footfall, bucking both regional and national trends, the work of the BID is vital in ensuring the prosperity of the town.

## Indirect performance measures

A number of measures will be monitored by the BID to assess the overall performance of Crawley town centre as an area. These measures are influenced by external factors as well as BID actions so cannot be directly attributed to the BID. However, they are strategically and operationally useful to assess wider performance and to inform our place shaping and influencing role.

WHAT	WHEN
Site availability	Local knowledge and site monitoring
Levels of occupancy	Empty properties data
Crime statistics	Sussex Police reported crime statistics



## How it works (The Levy rules)

### An agreed set of rules

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 31st January 2025.
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 1st February and close at 5pm on 28th February 2025. Ballot papers received after 5pm on 28th February 2025 will not be counted. The declaration of the ballot result is due to be announced on 3rd March 2025.
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 01 April 2025 and will continue for a period of 5 years to 31 March 2030.
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 exempt has voted in the formal BID ballot.

### Accountability and transparency

1. The BID Proposer is Crawley Town Centre BID Limited Company Ltd (Company Number 12058421) that has been established for the specific purpose operating the BID. The Crawley Town Centre BID is a not for profit organisation, limited by guarantee (the "BID Body").
2. The Directors of the BID Body (the "Board") 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.
3. The Billing Authority shall be entitled to 1 representative on the BID Board, as agreed.
4. The Board shall meet not less than quarterly and shall appoint a Chair from its private sector members.
5. 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.
6. 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.

7. The Company shall meet with the Billing Authority, every 3 months to monitor service delivery, levy collection and financial management issues.
8. The BID will file annual accounts with Companies House.
9. An Annual Meeting for Members and BID Levy Payers will be held.
10. 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](http://www.crawleytowncentrebid.co.uk)
11. Notification of the intention to hold a ballot was sent to the Secretary of State on 4th June 2024.
12. The BID will aim to achieve an independent accreditation of its work and / or processes during the term.

## The BID rules

1. The levy rate to be paid by each property or hereditament is to be calculated as 1.75% of its rateable value as at the 'chargeable day' (1st February each year).
2. Only properties or hereditaments with a rateable value of £10,000 or more as at the 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 2023 rating list shall continue to apply.
3. The number of properties or hereditaments liable for the levy is approximately 460.
4. Each year, at the discretion of the Board, the levy rate may be increased by the prevailing rate of inflation as measured by Consumer Price Index (CPI) as at 1st April but not more than 4% in any single year. 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 2025. 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 (e.g. County Mall) and at Crawley Leisure Park, 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 no more than £26,000. 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. At the discretion of the board the BID may



choose to use a different responsible body to collect the levy should it prove to deliver better value for money for the levy paying businesses, this would be in consultation with the current Billing Authority.

12. The liable person is the ratepayer liable for occupied or unoccupied premises for 1st February 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 onto the Rating List within the BID area mid-year no charge will apply until the following year's levy becomes due. 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.
15. 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.
16. 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.
17. 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.
18. With a 1.75% levy, the indicative costs per property would be:

You can check the rateable value of your property at [www.voa.gov.uk](http://www.voa.gov.uk)

Rateable Value	Annual Levy	This equates to: Monthly	This equates to: Weekly	This equates to: Daily
Less than £10,000	£0	£0	£0	£0
£10,000	£175	£15	£3	£0.48
£12,000	£210	£18	£4	£0.58
£15,000	£263	£22	£5	£0.72
£20,000	£350	£29	£7	£0.96
£30,000	£525	£44	£10	£1.44
£50,000	£875	£73	£17	£2.40
£100,000	£1,750	£146	£34	£4.79
£150,000	£2,625	£219	£50	£7.19
£250,000	£4,375	£365	£84	£11.99
£350,000	£6,125	£510	£118	£16.78
£500,000	£8,750	£729	£168	£23.97
£650,000	£10,000	£833	£192	£27.40
£750,000	£10,000	£833	£192	£27.40
£1,000,000 plus	£10,000	£833	£192	£27.40

## How the BID is managed (governance & accountability)

### A not-for-profit company run by town centre businesses

The Crawley Town Centre BID Company is a not-for-profit BID Company, limited by guarantee and the “proposer” of the Crawley Town Centre BID. Subject to the outcome of the BID Ballot, it will continue as the BID “Body” and be responsible to the businesses in the BID area for all BID activities and will act on their behalf.

The Board will be elected by the members of the Crawley Town Centre BID Company, drawn predominantly from those paying a levy in the area and, as far as possible, be made up of a representative cross-section of businesses. It will be driven by the private sector and include one Councillor from Crawley Borough Council to serve as a Local Authority Director and any number of non-voting advisers as determined by the Board.

Only elected members of the Board will be entitled to vote on matters arising at Board meetings.

The main role of the Board is to safeguard the interests of levy payers, ensuring that the BID operates in line with the BID Business Plan, is professional and offers consistent value for money in line with its targets.

The Board will provide a consistent, collective and effective voice for the businesses in the Crawley Town Centre Business District on all matters of concern to the levy payers.

All roles on the Board, and any subsequent Town Centre Group and or Project Teams, will be voluntary and undertaken with a commitment to represent the interests of all businesses in the BID area.

Collaborative working will be actively encouraged to build upon the sense of business community in the area and ensure that the skills and resources available for delivery of the BID are enhanced and deliver best value.

Appropriate project and contract management support will be provided to ensure cost-effective and efficient delivery of projects.

Financial statements will be made available at every ordinary meeting of the Board.

Appointed auditors will produce fully audited year-end accounts that will be made publicly available and filed at Companies House in the normal way. An Annual Report will be produced each year and presented as part of an Annual General Meeting.

All levy paying businesses will be encouraged to be Members of the BID Company and be invited to attend and vote at the Annual General Meeting if necessary.

Any matters of concern raised by levy payers will be investigated and acted upon. If anything remains unresolved then the attention of the Board can be drawn to it via a letter, provided it is signed and supported by at least ten levy payers.

Significant issues such as a major deviation from the business plan can be raised by levy payers. In such cases it would be necessary for at least 10% of all levy payers to sign a letter outlining the matter and suggesting a solution. Failure of the Board to act on such a challenge will inevitably lead to a demand for a re-ballot, following a material change to the terms and conditions under which the BID was set up.



**Tom – General Manager, TGI Fridays UK**

The Crawley BID has been great for the local area creating a sense of community between us at Crawley Leisure Park and the rest of the local area, at TGI Fridays we have worked closely with the BID team to offer benefits for local business and working with the BID team to provide entertainment driving more footfall to Crawley Leisure Park including setting up a music stage which would not have been possible without the BID in place. I am looking forward to continuing to work with the BID over the next five years so TGI Fridays will be voting YES in the ballot in February.

## Services provided by others (additionality)

Ensuring quality in the provision of new and additional services for BID businesses. A fundamental principle of the BID is to provide new, better, or additional services over and above those that would usually be provided. This is referred to as the principle of additionality. To ensure that happens the Crawley Town Centre BID has agreed a series of baseline agreements that set out a commitment by the authorities to provide a certain level of service.

What the Crawley Town Centre BID Company provides is on top of what the local authorities provide.

### Local Authorities support for Crawley Town Centre BID

Crawley Borough Council, West Sussex County Council and Sussex Police fully support the Crawley Town Centre BID. In particular, they endorse the fundamental principle of additionality. This means that both Councils and the Police agree to maintain the provision of existing services to businesses in the Crawley Town Centre BID area and that any reductions in service are in line with those being made in other parts of the town and county and not preferentially being made in the BID area. Thus, in line with BID legislation, BID services within the Crawley Town Centre BID will be additional to (not in substitution for) those provided by both Councils and the Police.

These commitments to the Crawley Town Centre BID are set out in complementary documents agreed between both Councils, Sussex Police and Crawley Town Centre BID Company.

Memorandums of Understanding and an Operating Agreement define the working relationship between the Councils and Crawley Town Centre BID Company and set out the Councils' Operational Support to the BID on a number of specific issues.

A set of Baseline Agreements, define the benchmark for a specific service provided by the Councils and other agencies to the businesses in the area.

### Council services for business

Businesses will continue to benefit from all the standard council services provided for the benefit of all stakeholders in Crawley town centre (cleaning, lighting, access, safety and highways maintenance). In addition, the councils deliver certain services either directly or indirectly specifically for businesses. Details of these services are provided on the dedicated business pages of the councils' web sites.

### Individual Baseline Agreements

In full support of the above commitments, both Councils and the Police have agreed a series of Baseline Agreements on the specific services they are responsible for. These documents define the benchmarks for the provision of these services and how these will be measured.

The process of creating the baseline agreements proves valuable to both the service providers and the BID Company.





The development of these partnerships and the additional focus on the services provided in the area, will give tangible benefits over and above those derived from the BID projects outlined. Also, by defining baseline services, it becomes possible to monitor their delivery and ensure that standards are maintained at high level.

## BID legislation requirements for the council

The BID regulations also determine that the Crawley Borough Council meets the following obligations:

- Conducting, through the council's Democratic Services, the formal BID vote in accordance with current BID legislation and procedures
- Assuming a positive outcome to the BID vote, collecting the BID levy defined in the BID Business Plan from Crawley town centre businesses and transferring the levy sums direct to the Crawley Town Centre BID Company Ltd. The council proposes to make a charge for the BID levy collection and will transfer the levy sums to Crawley Town Centre BID Company Ltd within 30 days of collecting it.
- Paying the appropriate BID levy set out in the Business Plan in respect of all its own hereditaments within the Crawley Town Centre BID area.

## Monitoring and Review

Both councils and the police are committed to the regular monitoring of the operation of the BID Operating Agreement and Baseline Agreements and to reviewing their effectiveness in conjunction with Crawley Town Centre BID Company Ltd. This will be carried out as follows:

- An annual monitoring of each of the specific services for which there is a Baseline Agreement. This will be led by the respective responsible officer within the council and police who will provide an account to Crawley Town Centre BID Company Ltd of how the service commitments have been actually delivered during the period.
- An annual review of the overall effectiveness of the Operating Agreement. This will be led by the Crawley Borough Council Cabinet Member with responsibility for the BID and will reflect the Cabinet's commitment to address any shortfalls and propose measures to evolve the partnerships to the mutual benefit of the Council and Crawley Town Centre BID Company. These reviews will be scheduled to best effect for the Council's and Crawley Town Centre BID Company's yearly budgeting cycles.

## Monitoring of basic service provision

Both councils and the police are committed to sustaining core or basic services to the district for the duration of the BID so that the activities of the BID will be totally additional and complementary. Provision of Baseline Assessments will allow the BID Company to regularly appraise the delivery of core services and compare them with the details stated in the agreements. This process helps to ensure that money via the Business Rates system is well spent and that standards are maintained providing businesses with a mechanism to influence the quality of local service provision they receive.

### Joe - Store Manager, Cobra Coffee

The BID has positively impacted our business by planning and hosting some fantastic events in the Town Centre. These events help drive footfall into Queens Square and therefore customers are more inclined to venture into our store. I am always notified of these events, which is great, as it helps me plan ahead with our team rotas/schedules. Being notified of the events also helps us order stock effectively, to ensure we have full availability of all our customer favourites.

The BID has also helped keep us, and our customers feeling safer on numerous occasions. If we report any anti-social behaviour in our store, they are quick to attend and always endeavour to de-escalate the situation if possible, or escalate it to the Police if necessary. The team who attends, Gaby and Paul, are always friendly and helpful when they're in store.

## Definitions

This document is a BID proposal for the purposes of the Act. If approved, it will become the BID arrangements which govern the way in which the BID levy can be used.

The following terms, used throughout this Proposal document, shall have the same meaning as provided in the:

- Local Government Act 2003 and the Business Improvement Districts (England) Regulations 2004: “the 2003 Act” means the Local Government Act 2003
- “the 1988 Act” means the Local Government Finance Act 1988
- “BID” means Business Improvement District
- “BID ballot” means a ballot under section 49(1) of the Local Government Act, 2003
- “BID body” means, the body (whether corporate or not corporate) responsible for the implementation of the arrangements: the Crawley Town Centre BID Company
- “BID proposer” means a person who draws up BID proposals. For the avoidance of doubt the Crawley Town Centre BID Company is the proposer of the Crawley Town Centre BID.
- “commencement date” subject to regulation 9(12) of the Business Improvement Districts (England) Regulations 2004, means the day, pursuant to section 53 of the 2003 Act, the BID arrangements are to come into force
- “hereditament” means anything which is or is treated as being a hereditament by virtue of the provisions of or any provisions made under section 64 of the 1988 Act including any hereditament to which regulation 6 of the Non-Domestic Rating (Miscellaneous Provisions) Regulations 1989 applies but otherwise excluding any hereditament to which regulations made under section 64(3)(b) of the 1988 Act apply
- “renewal ballot” means a ballot under section 54(2) of the 2003 Act



## When things happen (dates & milestones)

WHAT HAPPENS	WHEN
Get feedback on the draft proposal from businesses	By 30/05/2024
Analysis feedback and finalise the Business Plan	May - July 2024
Notify the Secretary of State of the intention to hold a ballot	23/10/2024
Send BID Proposal and letter of request to Local Authority to hold a ballot	02/12/2024
Finalise voter list with Local Authority Electoral Services	By 31/01/2025
Issue notice of ballot. (42 days prior to ballot)	17/01/2025
Send out ballot packs (minimum 30 days prior to ballot day)	27/01/2025
VOTING STARTS - First day of ballot (minimum 28 days)	01/02/2025
Deadline for proxy nominations (10 days prior to ballot day)	18/02/2025
Deadline for replacement of lost ballot papers	24/02/2025
Deadline for replacement of spoilt ballot papers	25/02/2025
VOTING CLOSES - Day of ballot (up to 5pm)	28/02/2025
Count and declaration	03/03/2025
End of BID1	31/03/2025
Start of BID2	01/04/2025





**Crawley**  
**Town Centre**  
Business Improvement District

## Do you have any questions?

Should you have any questions about the Crawley Town Centre BID or this Business Plan, please contact the BID Office:

Crawley Town Centre BID  
1st Floor, Cross Keys House,  
50-52 The Broadway,  
Crawley, RH10 1HB

Tel: 01293 540722  
Email: [hello@ctcbid.co.uk](mailto:hello@ctcbid.co.uk)  
Web: [www.crawleytowncentrebid.co.uk/bid2](http://www.crawleytowncentrebid.co.uk/bid2)

