

Final Consultation

Business Plan 2025-30

1 Vision | 4 Priorities | 5 Years | Your BID



Safe



Enliven



Connect



Promote

Creating a thriving town centre where people want to be

The Crawley Town Centre Business Improvement District (BID) was voted for in 2019 and set up in 2020. Since then, it has put in place new services, events and initiatives that have helped to make the town centre safer, more connected, better promoted with increased footfall.

We need to vote “YES” so that the BID can continue what it has started in creating a thriving town centre

In February 2025 businesses need to vote again for the BID to continue and to grow. This is a requirement of the Government’s BID Regulations (2004) that all BIDs have to follow. However, it is up to you, the businesses, what is delivered during each five year term.

This short document, based on almost five years of solid delivery experience, research and feedback, provides the framework for the full Business Plan (2025-30) that will be launched later in the year. Before we publish that plan, we want to share with you this draft and provide a final opportunity to comment.

We have an exciting and ambitious vision that can only be realised with your support

We really want to get this right for you and for Crawley town centre, which is why we want to hear from you.

Please take the time to have a look and let us know what you think of our proposal “to create a thriving town centre that is a destination of choice where people want to be”.

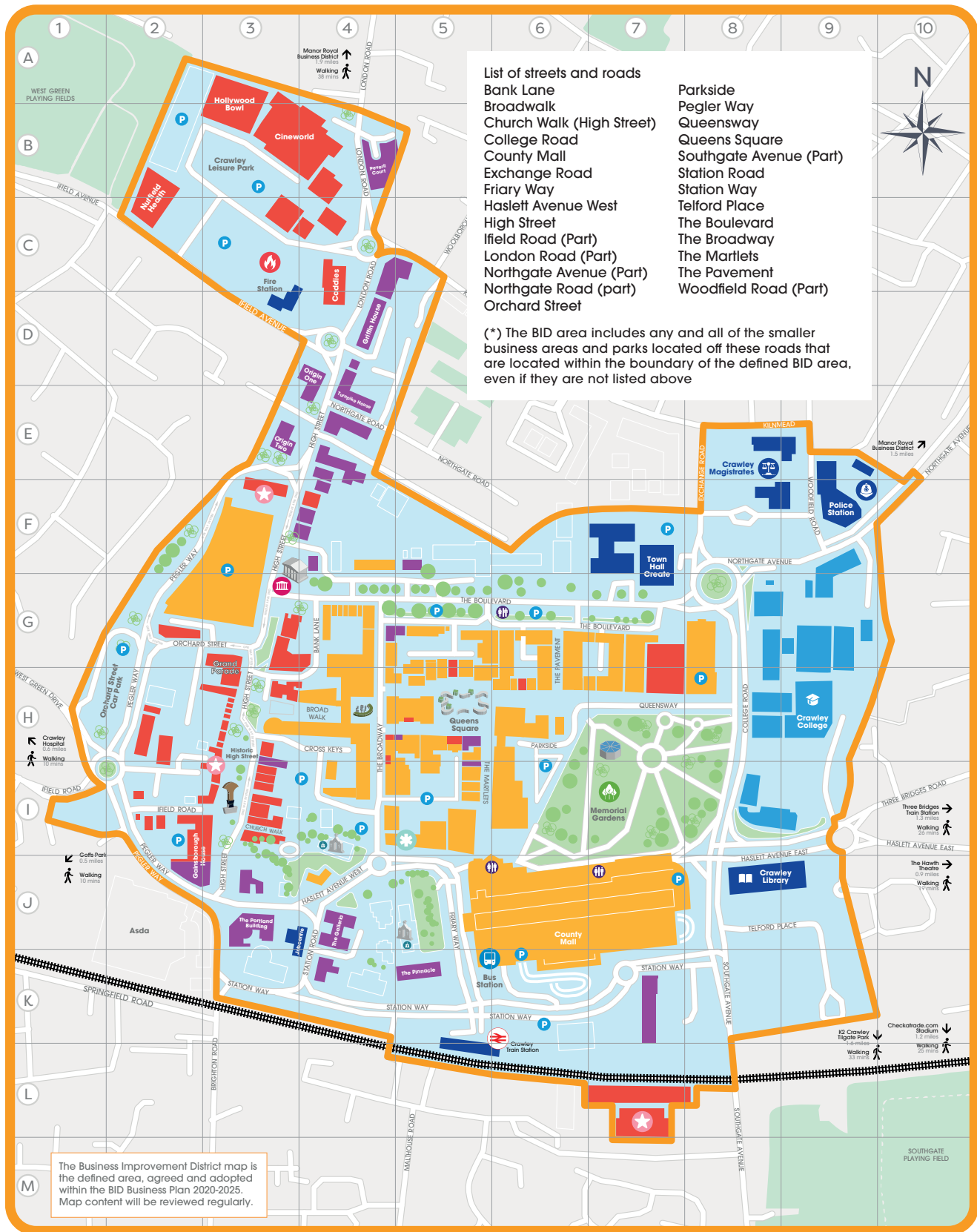
It’s not too late to have your say

Further information is available at
www.crawleytowncentrebid.co.uk/BID2



The Crawley Town Centre BID area

We are proposing to retain the Crawley Town Centre BID area.



How much it will cost

The feedback from businesses is they want to retain the services and support they receive from the BID. In order to maintain these levels, the BID is left with no option but to propose that the levy rate is increased to 1.75%. If inflation rate increases had been applied over the first term then the rate would be considerably higher than 1.75%. The basic rules of the BID remain unchanged.

**Capped at
£10,000 pa**

**Threshold
£10,000 rv**

**25% discount for
County Mall And
Crawley Leisure
Park**

**Levy rate
1.75%**

1.75% Levy Rate, the percentage applied to a property's rateable value to calculate the annual levy bill
£10,000 Cap, the maximum amount of any individual annual BID levy bill
£10,000 Threshold, the rateable value at which a property attracts a BID levy

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

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
INCOME						
Levy Income	481,837	481,837	481,837	481,837	481,837	2,409,185
Bad Debt (10%)	(48,184)	(48,184)	(48,184)	(48,184)	(48,184)	(240,919)
Total Income	433,653	433,653	433,653	433,653	433,653	2,168,267
EXPENDITURE						
Central running costs	91,230	96,230	96,230	96,230	96,230	476,150
Levy collection charge	21,500	21,500	21,500	21,500	21,500	107,500
Renewal fund	5,000	5,000	5,000	5,000	10,000	30,000
Total operating expenditure	117,730	122,730	122,730	122,730	127,730	613,650
PROJECT EXPENDITURE						
Objective 1: Safer and cleaner	173,000	175,000	175,000	175,000	177,000	875,000
Objective 2: Lively and engaging	86,000	66,000	66,000	66,000	86,000	370,000
Objective 3: Better connected	26,000	26,000	26,000	26,000	26,000	130,000
Objective 4: Proud and promoted	41,000	36,000	36,000	36,000	41,000	190,000
Total project expenditure	326,000	303,000	303,000	303,000	330,000	1,565,000
OPERATING YEAR SURPLUS/(DEFICIT)	-10,077	7,923	7,923	7,923	-24,077	-24,077
Carried forward from previous year	70,000	59,923	67,847	75,770	83,693	83,693
END OF YEAR SURPLUS/(DEFICIT)	59,923	67,847	75,770	83,693	59,616	59,616

Notes: Central running costs include staff admin costs, office costs and fixed overheads
In line with it's stated policy the BID aims to retain a surplus of £50,000 as a reserve

Application of funds

The BID funds are ring fenced. They are controlled by participating businesses via the BID Company and are 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 the 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.

Additionality

Funds generated by the BID will only be used to provide new, better or additional services over and above those that are expected to be provided by Local Authorities or Sussex Police. This is referred to as the principle of additionality. A set of agreements will be in place to ensure this principle is adhered to and to protect BID funds for their intended use to deliver this business plan.

About the Levy

Overall, due to rating revaluations, the Crawley town centre BID will be asking for over £150,000 less of town centre businesses during its second term. Despite the proposed increase in the levy rate from 1.5% to 1.75%, in real terms this means that some businesses will pay less than they did during term one. Your BID team is committed to delivering the projects that are important to Crawley town centre based businesses using the experience gained over the first term to keep costs as low as possible.

Creating a Thriving Town Centre

Over the past five years, the Crawley Town Centre BID has made the town centre safer, more engaging, better promoted and where businesses are better connected.

Here are some of the highlights of the impact the Crawley Town Centre BID has had. Without the BID these things would not have happened.

SAFE

- ✓ Our Ambassadors have recovered Over £100,000 worth of stock returned to retailers
- ✓ In a 364 day period over 590 thefts were prevented
- ✓ On average 550 visitors per month have been welcomed to the town centre and assisted
- ✓ 3050 business welfare checks conducted throughout 2023 (in excess of over 250 per month)
- ✓ 4 additional CCTV units helping prevent crime and anti-social behaviour in hot spots
- ✓ Every levy paying business has received the Business Crime Reduction Partnership; Crawley and Gatwick Business Watch membership free - saving upwards of £1000 over the first term of the BID
- ✓ Working in partnership with Sussex Police, Crawley and Gatwick Business Watch to mark over 500 bikes
- ✓ Best Bar None hospitality quality scheme launched
- ✓ Additional Lighting solutions for dark areas
- ✓ The BID has delivered the services of 3 Ambassadors covering 364 days per year, that's 1092 days of improved safety



ENLIVEN

- ✓ 15 x monthly 'give it a go' workshops
- ✓ 4 x outdoor cinemas
- ✓ 1 x 5 meter puppet - Aura
- ✓ 2 x Festive Light Up Events
- ✓ 2 x Make Music Days
- ✓ 1 x St George and Dragon street act
- ✓ 1 x Stories of Strength Festival
- ✓ 4 x Trails including scarecrow, monster, lemons and Stories of Strength
- ✓ 1x 8 meter mural
- ✓ 1 x Crawlifornia programme including 18 Covent Garden street acts, Wellness Wednesdays and a pop up beach and surf simulator
- ✓ 2 x 'Creepy Crawley' programmes incorporating:
 - 6 ghost tours (raising funds for a charity)
 - Attracted 15,000 more visitors to the town centre
 - 11 street acts
 - 1 giant inflatable CC Spider
 - 2 CC adventure books written and published
 - 1 pumpkin patch
- ✓ 3 Years of additional Christmas Lights and maintenance (i.e Memorial Garden Bauble)



CONNECT

- ✓ Over 140 Professional services attendees to the Third Wednesday Club
- ✓ 292 individual businesses welcomed to Connected Crawley over two years
- ✓ 13 different town centre based businesses have networked over breakfast with 150 other businesses at Crawley College hosted by GDB
- ✓ Thanks to 400+ focus group guests sharing their ideas and feedback; new events ideas and marketing suggestions delivered successfully
- ✓ Providing a voice for businesses on the Town Deal Board, Station, Western and Eastern Gateway steering groups
- ✓ Supporting Crawley Cultural Quarter Steering group
- ✓ Working with partners to find opportunities to improve Crawley town centre, i.e Invest Crawley



PROMOTE

- ✓ 12 x editions of Crawley Live covering approximately 60,000 households in Crawley
- ✓ 7x Digital screens advertising at K2, Manor Royal business district, County Mall Shopping Centre and Three Bridges station reaching thousands of residents and commuters
- ✓ 2 years of Platform One Advertising on Crawley Train Station
- ✓ 1 x detailed map of the area
- ✓ 4 x Television interviews
- ✓ 4 x Radio interviews
- ✓ 1 x Platinum Business Magazine reaching over 720,000 readers in Surrey and Sussex
- ✓ 1 x B2B Showcase event
- ✓ Advertising in RH Uncovered, Streetwise and Raring to Go magazine reaching over 200,000 households





Our priority objectives, based on what you told us...



Safe



Enliven

WE WILL 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
- Provide free access to the business crime reduction partnership scheme Crawley and Gatwick Business Watch including access to the DISC Crime reporting platform and the support of the Business Watch Manager
- Deliver improved and high quality CCTV units where they are needed most
- * Investigate enhanced street cleaning services
- * Become a Walk Safe Town, a digital friend making sure you feel safe, tracking your route home and providing lone working support

WE WILL Deliver a year round programme of engaging events to animate and excite people about visiting Crawley town centre making 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, Crawlifornia 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
- * Investigate specialist markets and fairs to draw visitors to the town centre

Based on what we know and what you told us, our vision is underpinned by four priority objectives. Underneath each objective are a series of projects we intend to deliver.

During the next term of the BID, that would run from 01 April 2025 to the 31 March 2030, other projects may emerge as the demands of the town centre change. However, we will always remain true to the priorities you agree.



The question is, have we got it right? Tell us.



Connect

WE WILL 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
- Offer the popular monthly third Wednesday Club to help develop the potential of professional services teams
- Work with partners on the Connected Crawley quarterly events
- * Consider the feasibility of adding a Levy Payers only area to the website with the option to Connect with each other



Promote

WE WILL 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
- Provide opportunities for levy paying businesses to showcase their products and services at tailored events
- * Supply an online directory free to every levy paying business
- * Examine the option to provide a venue/meeting room search option on the website

* denotes new services the Crawley Town Centre BID intend to introduce in addition to existing services.



What happens next?

Developing the plan and then the vote

The current term of the Crawley Town Centre BID ends on the 31 March 2025. The next BID term will begin on 01 April 2025, but that is dependent on enough businesses voting “YES” at the BID Ballot scheduled for February 2025. Here are the key dates and milestones.

Be sure not to miss out on having your say and casting your vote.

WHAT HAPPENS	WHEN
NOW - Get feedback on the draft proposal from businesses	By 30/06/2024
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	16/01/2025
Finalise voter list with Local Authority Electoral Services	By 31/01/2025
Issues notice of ballot. (42 days prior to ballot)	17/01/2025
Send out ballot packs (minimum 30 days prior to ballot day)	31/01/2025
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	25/02/2025
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



Who will vote for your business?

It is crucial you let the BID Office know who will vote for your business before the ballot papers are sent out. We also need to know where you would like ballot papers to be sent, otherwise there is a risk of missing out – and we don't want that!

Only businesses expected to pay the BID levy get to vote based on one vote for each property that is expected to make an annual BID Levy contribution. Get in touch with the BID Office if you have any questions. We are here to help.

More than surviving. Let's make Crawley town centre thrive

YES for
Safe

YES for
Enliven

YES for
Connect

YES for
Promote

Your support for a better town centre is crucial

Without your support and a positive "YES" vote for the new term of the Crawley Town Centre BID at the ballot planned for February 2025, we will not be able to unlock the investment needed to deliver the plans for an even better town centre.

Without the BID.
None of this
will happen.





Have your say on plans for the next five years (2025-30)

Return this page to the BID Office

We need to know what you think

This is your BID. Everything we do and plan to do is based on what you tell us the town centre needs. Before we produce the final Business Plan, we need to know if we have got it right. So, tell us by answering these simple questions.

If you prefer, you can complete a quick and easy e-form at crawleytowncentrebid.co.uk/bid2

About you	Local Address
Name	Correspondence address, if different
Position	Email
Business	Phone

1. Are the proposed Business Plan objectives and projects the right ones?

Yes No Mostly

2. Is anything missing? Yes / No

If yes, tell us what is missing -

3. Is there anything you think should be a particular priority?

4. Are you supportive of the Crawley Town Centre BID?

Yes No Undecided

5. Who would vote at the Ballot to decide the future of the Town Centre BID? Me / someone else, if someone else please tell us who and where to send the ballot paper to.

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:

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