

ANNUAL REPORT 2023/2024

As we approach the end of our 15th year as a Business Improvement District (BID) – our third consecutive five-year term as a BID - this is the perfect time to look back at all we have achieved here on Brackmills Industrial Estate.

In the last year our continued focus on safety and security has seen crime continue to drop to an all-time low, the estate's environment has never looked cleaner or greener and we have continued to plan infrastructure projects and to support businesses, and their employees.

We've launched a brand-new app, continued to invest in our website and we've had a particularly full year of events – networking breakfasts, security meetings, drop-in surgeries and a host of health, safety and wellbeing forums.

Our dedicated Police Community Support Officer (PCSO) Paul Hurst has continued to work tirelessly – *turn to page 4 to read more about Paul.*

Once again, our voluntary directors voted to freeze your BID levy. We recognise how important it is to support businesses – and that is what we are committed to doing.



Sara Homer
Chief Executive Officer,
Brackmills BID

As you'll no doubt already know, we are now preparing for the next few years and have been out and about chatting to businesses, asking for your feedback and for your project wish list for the years ahead. We'll keep you all updated and in the meantime if you want to chat or meet please do not hesitate to get in touch.

Email me at enquiries@brackmillsindustrialestate.co.uk

Our new app is designed to help everyone working on Brackmills estate access special offers, estate news and to keep up to date with everything from roadworks and traffic disruptions to bus timetables, news and estate events.

**Download the
Brackmills app**



INFRASTRUCTURE

To provide a great infrastructure and smart working environment for businesses to operate and people and services to access and move around, safely and effectively.



Winter Gritting

We funded 58 precautionary applications of gritting in 2023 plus two adverse weather gritting actions, to keep the estate moving and in business during cold and frosty times. In January 2024 an additional 17 precautionary applications of gritting plus two adverse weather gritting actions were undertaken.



Emergencies

The BID team are often called upon during emergencies to provide practical support needed to keep the estate moving. One such incident took place on Boxing Day 2023 when strong winds resulted in a large tree falling on to a key road. Our BID CEO cleared the tree and communicated with businesses. Another incident involved localised flooding and our CEO was on site from 5am liaising with organisations to find ways to resolve.

Coming up ...

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Plans are progressing to address the condition of Liliput Road in front of the large new builds towards the bottom of the estate. Potholes will be addressed and there will be some restructuring to remove a now unrequired island in the middle of the road that has been causing turning challenges to lorries for quite some time.

Plans are also now in place to resurface and add speeding chicanes to Salthouse Road.

We have a host of other infrastructure projects planned for the year ahead. Monies we had earmarked for large projects in 2023 had to be postponed due the shortage in building materials, including concrete and tarmac, post covid. We will keep you updated about these in the coming weeks and months.



Voi scooters

Voi scooters continue to prove popular. From 2023-2024 we clocked up 33,800 ride ends and 32,800 ride starts on Brackmills.



Since moving to Brackmills, we have thrived. We have a workforce of more than 280 people, our transport links are fantastic for distribution and our access to the estate is a bonus. We supply to many major retailers so we need a high standard of security and the BID guarantees this for us which is reassuring. We also take full advantage of the regular job fairs that the BID host. These are an opportunity for us to advertise positions and attract the best talent in the area.

Tom, British Pepper & Spice

CRIME PREVENTION AND SAFETY

Work closely with the police and others to maintain a safe and secure working environment for freight transport, all vehicles, customers and the people who work in the estate.

Meet Paul Hurst, our Brackmills PCSO

Our Police Community Support Officer (PCSO) Paul Hurst walks up to 20 miles every day to combat crime, support businesses and promote cycle safety. With lower crime rates than other industrial estates and an active daily presence, Paul plays a pivotal role on our estate. Here is an insight into his typical day...



How I start my days on Brackmills

The first thing I do when I start my duty is check the systems to find out if there has been any crime or incidents overnight. If there has been I might need to check the CCTV and ANPR cameras, I'll then make enquiries, chat to businesses and offer my support.



Last year Paul won 'Unsung Hero of the Year, in the Northamptonshire Logistics Awards 2023 – in recognition of the work he does here on Brackmills. Thank you Paul.



Walking is key to my role

I used to travel across the estate on my bike, but I was going too fast and I wasn't connecting with people well enough. So now I walk. I walk around 40,000 steps per day and I can often cover every area at least twice during my day. As this is a sponsored role, it means I can dedicate all my time purely to Brackmills, unlike other PCSOs who may have to cover larger areas.



I'm here to help

I'm here to help everyone, even if it's related to an issue at home. It doesn't have to just be things that have happened on the estate. Alongside engaging with employees, I also report things to partner agencies, such as pot holes, graffiti, fly tipping and overflowing bins.



Crime is at an all-time low

In 2023 there were just 46 crimes reported across the estate, which is much lower than other estates. We made just 13 arrests last year. If you consider that there are 20,000 people on the estate, that's a very small number.

It isn't just the presence of a PCSO that's made the difference, though. Before I started, the BID had invested heavily in security, such as CCTV and ANPR cameras. Crime is low because of the work done all across the estate.



Supporting cyclists is a key part of my role

There are lots of cycle paths across Brackmills, and it's great to see how well they're utilised. But for those who use the roads, there are occasionally road traffic collisions. I am trained to administer first aid, and I am here to help with these incidents. I also do cycle marking sessions and offer crime prevention tips.



Crime rate

There were 46 incidents in 2023 and this compares to 135 in 2008, the year prior to the BID commencing.

CCTV

The BID has continued to maintain and upgrade the 21 cameras, which are strategically placed across the estate. The CCTV Control team work closely with the Police and the estate management team.



Security Group meetings.



Maintained cycle ways and footpaths.



Additional security patrols during holidays and peak season.



Counter terrorism training, as well as business continuity support.



A Business Watch Scheme in partnership with Northamptonshire Police, Action Fraud and Neighbourhood Watch.



An estate management team providing incident support and a central point of communication.



A collective commitment to keeping crime on Brackmills at an all-time low.

We are grateful for the BID's dedication to securing the estate, and for all the security advice we receive from the BID CEO and her team.

Gordon, Ontarget

ENVIRONMENT AND IMAGE

Provide a smart, tidy and safe environment and project an image which is consistent with the high-quality values and standards of the businesses which operate on Brackmills.

To keep the estate looking smart and high quality we have:

Continued to invest in the maintenance of roadside verges.

Continued landscaping gateway roundabouts, including investing in Christmas trees and festive lighting.

Prioritised roundabout maintenance, the lopping of overhead branches and general planting and mowing.

Planted even more spring bulbs across Brackmills.

Funded additional verge litter removal and road sweeping.

Brackmills is far more than just a place to work and is always buzzing with life and people. It is well cared for and well maintained and we particularly value the green spaces and pocket parks which encourage us to get out and have walking meetings with our team – far better than sitting behind a desk.

Jon, In 'n' Out Autocentres

Northamptonshire homeless charity Hope Centre

In 2023, we pledged to support Northamptonshire homeless charity Hope Centre, which included a Christmas campaign to collect and distribute food and other essentials to local families in need. We have also supported and promoted other local good causes.

The two pocket parks are perfect for promoting physical and mental wellbeing.

Ellie, Decathlon UK

BUSINESS GROWTH AND INVESTMENT

Support businesses on Brackmills to grow, develop and invest by creating a great working environment.

Business Improvement Districts (BIDs) are driven by participating businesses working together to maximise benefits for the BID area and those businesses within it. Here are some of the many ways we support our resident businesses and their staff.

Business leadership

Our dedicated Chief Executive provides the business leadership for the BID and represents the best interests of Brackmills at all times.

Voluntary Board

Our voluntary Board of Directors are responsible for ensuring good value for levy payers and effective delivery.

Support businesses

We have a small, dedicated team to support businesses to implement their ideas, shape the priorities, deliver the projects and help tackle their issues and concerns.

Partnerships

We are proud of our continued partnership with Aquarius Life, an organisation which supports people affected by alcohol, drugs and gambling, and offers support to employers.

Job fairs

We also have a number of face-to-face jobs fairs – to promote Brackmills as a great place to work and to help businesses on the estate fill vacancies.

Our online jobs page helps businesses secure and retain talent.

Events

We have a packed calendar of networking breakfasts, forums and business support events and webinars.

Marketing

We invest in professional PR and marketing support and have ongoing social media campaigns as well as press and PR.

Website

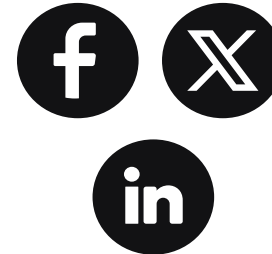
Our dedicated website, which we are constantly improving and investing in, is complete with a business directory, events and news.



Brackmills Networking Breakfast
International Women's Day



Website
brackmillsindustrialestate.co.uk



Social media marketing
[@BrackmillsBID](https://www.instagram.com/BrackmillsBID)

Brackmills BID Jobs Fair



PLANS FOR 2024

Our current five-year BID term is set to conclude at the end of May 2024, marking the end of our third consecutive BID term.

Preparing for the future we have been surveying businesses and gathering your feedback, enabling us to create our new BID Business Plan (2024-2029).

This Brackmills Business Plan takes account of the changes which have occurred over the last 15 years and clearly lays out a business-led programme of investment to tackle issues identified and prioritised by resident businesses.

Objectives

Assuming a YES result in our February/ March 2024 ballot, we will focus on four objectives for the next five years:

Objective 1

Infrastructure

Provide a great infrastructure and a smart working environment for businesses to operate and people and services to access and move around, safely and effectively.

Objective 3

Environment and Sustainability

Provide a smart, tidy and safe environment and focus on sustainability, exploring options for electric vehicle charging points – supporting businesses on their low carbon journeys.

Subject to a successful vote in March 2024, the new BID will start the day after the current one finishes, on 1st June 2024.

To support businesses, the BID levy for this next five-year BID term is being reduced from the current 1.13% down to 1% of rateable value (RV). The BID is also carrying funds over from the current BID term (2019-2024) – monies earmarked for large projects that have had to be postponed due to covid and the subsequent shortage in building materials, including concrete and tarmac.

Objective 2

Crime Prevention and Safety

Work closely with the Police and others to maintain a safe and secure working environment for freight transport, all vehicles, customers and people who work on the estate.

Objective 4

Supporting Businesses and People

Continue to support businesses on Brackmills to grow and develop, ensuring a great working environment in which people can thrive.

Our new Vision

Through a business-led programme of investment our vision is for: Brackmills Industrial Estate to continue to be recognised as the premier business and logistics park in the country.

Also coming up

There are plans for new bus shelters, outdoor gym equipment and more infrastructure work. The BID will also be setting up a new Business Continuity Group this year.

Read all about our plans for the next five years:

www.brackmillsindustrialestate.co.uk/looking-ahead-2024-2029



PAYING YOUR BID LEVY

Businesses in the Brackmills Industrial Estate BID area are required to pay a levy, which is in addition to Business Rates and needs to be paid separately (regardless of how you pay your Business Rates).

Prompt payment will help ensure that the objectives that were voted on in the BID Business Plan come to fruition.

Please always quote your BID account reference. This is a nine-digit number starting with a 7.

If you have any questions regarding your levy payment, please contact the Business Rates office at West Northamptonshire Council.
Telephone: **0300 126 7000 (Option 3)**
E-mail: **businessrates.nbc@westnorthants.gov.uk**

GET INVOLVED IN YOUR BID

Business Improvement Districts (BIDs) are driven by participating businesses working together to maximise benefits for the BID area and those businesses within it.

Business hereditaments with a rateable value of £12,000 or more are liable for a BID levy to contribute to the costs of projects and activities undertaken by the BID.

The greater your involvement and the more activities and opportunities you take advantage of, the better value for money you will receive from your BID levy.

You can pay the levy in the following ways:

1. Pay by debit or credit card on **0300 126 7000**
2. Online payments **www.westnorthants.gov.uk/PayBusinessRates**
3. By bank transfer, using the bank details included on your Levy Bill

BID financials 2023/2024

Businesses in the Brackmills Industrial Estate BID area pay a levy which is used to pay for the projects and services provided by Brackmills Industrial Estate Ltd.

In 2023/24 the BID has worked with a budget of £547,151 levy collected and £482,003 retained income from 2022/23. The split of actual and committed expenditure for the current financial year to 31/03/2024 is shown in the table on the right.

Objective	Actual Expenditure
Infrastructure	£101,547
Crime prevention	£153,270
Environment	£16,883
Business growth & investment	£45,951
Central admin & overheads	£91,814
Levy Collection costs	£13,500
Contingency	£35,000
Total	£457,965

*Unaudited accounts including estimated accruals as of February 2024.
The BID has ringfenced significant funding for several large infrastructure projects in 2024.*