



Brentwood | Shenfield | Ingatestone

# BUSINESS PLAN

## 2023-2028

For a Business Improvement District  
(BID) incorporating Brentwood,  
Shenfield and Ingatestone

# CONTENTS

Introduction from the Chair	03
What is a BID?	04
Brentwood Connected: A unique BID incorporating our 3 high streets	05
BID themes	06
Impact of BIDs	12
Backing Brentwood Connected	14
Frequently asked questions	15
Brentwood Connected BID rules	16
How to vote	19

# INTRODUCTION FROM THE CHAIR OF BRENTWOOD BUSINESS PARTNERSHIP KAYE THURGOOD



The Brentwood Business Partnership has been working for the benefit of our town centres in Brentwood, Shenfield, and Ingatestone for a number of years.

The support of our partners Beresfords and Tees has enabled us to add value to our high streets through many innovative projects, such as the Brentwood Art Trail, Halloween celebrations and pop up markets, which have brought footfall and a strong sense of community.

Our collaborative approach has given us a solid foundation and we are now in a strong position to build on this through the creation of a Business Improvement District (BID). Our BID, known as Brentwood Connected, will be unique in that it brings together our 3 high streets in a combined model.

We have spent the last 18 months conducting research and consultation. You have told us loudly and clearly what your high street needs. Now it is your chance to make change happen by voting “YES” in the BID ballot.

If you give this plan your backing we can seize this opportunity to invest in our high streets over the next 5 years to the tune of £2,000,000.

Please contact me if you have any questions. I truly hope you choose to support this initiative and I look forward to working with you in the future.

If you have received this business plan, you are likely to be responsible for at least one of the premises within the proposed BID area.

For more details, visit:  
[www.brentwoodbusinesspartnership.co.uk](http://www.brentwoodbusinesspartnership.co.uk)

A handwritten signature in blue ink that reads "Kaye Thurgood".

Kaye Thurgood

Owner, Sincerely Yours, Shenfield  
Chair, Brentwood Business Partnership



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# WHAT IS A BID?

**A Business Improvement District (BID) is created by and for businesses.**

BIDs first came to the UK in 2005. There are now 320 UK BIDs with businesses co-investing over £150 million into mainly in high street locations.

BIDs succeed because they are focused, entrepreneurial and cost-efficient – providing a powerful and fast business-led response to address everchanging economic conditions.

BIDs do not replace the local council or other statutory service providers but instead provide additional resources.

With public finances under pressure, BIDs are increasingly seen as the way in which town centres can surge ahead.

Funded by a small levy contributed by businesses within a defined boundary, BIDs are first created through a ballot amongst participating businesses. Each BID has a maximum term of 5 years before they need to return to the business community to be renewed.

As evidence of the positive effect of BIDs over 90% are renewed with increased majorities.

**THE BRENTWOOD CONNECTED BID WILL GENERATE AN AVERAGE INVESTMENT OF OVER £400K PER YEAR**

## SAMPLE LEVIES

Your rateable value	Annual cost	Daily cost
£12,500	£250	68p
£20,000	£400	£1.10
£30,000	£600	£1.64
£40,000	£800	£2.19



# BRENTWOOD CONNECTED: A UNIQUE BID INCORPORATING OUR 3 HIGH STREETS



## BRENTWOOD

The largest of the borough's three centres, Brentwood has a busy high street that combines nationally recognised brands with independent businesses. Ongar Road, Ingrave Road and King's Road host a wide variety of indie shops, salons and cafes. Commercial offices near the TfL Elizabeth Line station and Hubert Road Industrial Estate attract staff who find Brentwood a great place to live, work and enjoy. Redevelopment of The Baytree Centre will begin shortly, with Brentwood Council investing over £20m to build an Everyman-style cinema, a new public area for retail and leisure use and space for new restaurants and bars.



## SHENFIELD

Surrounded by schools, health centres, offices and green spaces, Shenfield is a thriving high street anchored by a major train station with its excellent transport links. The Broadway is filled with an eclectic mix of independent businesses and will be further enhanced when the new library opens in spring 2024, through an exciting investment by Essex County Council to create a modern cultural hub. Upper Shenfield, with its wide pavements, has recently developed a café culture which increases dwell time and a sense of community.



## INGATESTONE

A quaint, attractive village high street, Ingatestone is filled with a wonderful array of independent businesses and a busy community centre. With good transport links, easy access to the surrounding countryside and attractions such as historic Ingatestone Hall, the village is a highly desirable place to live and visit. Ingatestone's High Street Conservation Area contains a large number of grade II listed buildings and a grade I listed parish church.

## BID THEMES

The Brentwood Business Partnership, Brentwood Chamber of Commerce and Brentwood Borough Council co-commissioned a borough-wide high streets audit in early 2020, engaging over 100 businesses in a series of workshops. The final report revealed that our business community wants to play a more active role in ensuring the future success of our high streets.

A series of High Streets Summits held at Brentwood Theatre throughout 2022 – bringing together over 200 businesses and residents – confirmed these common themes for improving Brentwood, Shenfield and Ingatestone:

### IMPROVING PLACES

TO DRESS OUR STREETS AND CREATE AN ENVIRONMENT FOR PEOPLE TO STAY LONGER

### PROMOTING PLACES

TO ATTRACT NEW VISITORS AND ADDITIONAL SPEND THROUGH MARKETING AND EVENTS

### WELCOMING PLACES

TO ENSURE OUR LOCATIONS ARE WELL-MANAGED, SAFE AND FRIENDLY

### CONNECTING PLACES

TO CREATE GREAT PLACES TO LIVE, WORK AND INVEST

Business owners from all sectors expressed pride in their local high street, along with an awareness that changes are needed to stay competitive against other towns, cities, malls, retail parks and the rise in online shopping.

A willingness to co-invest and collaborate in a BID – as many other Essex businesses have done – was seen by our community as the best route forward.

**BRENTWOOD**

Brentwood Responses by Sector

●	Retail	35%
●	Office	20%
●	Services	20%
●	Hospitality	14%
●	Leisure	5%
●	Education	2%
●	Industrial	2%



**SHENFIELD**

Shenfield Responses by Sector

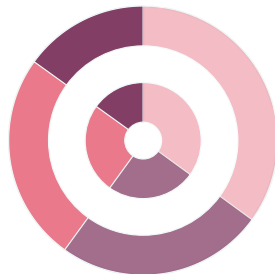
●	Services	31%
●	Retail	35%
●	Hospitality	19%
●	Office	6%
●	Education	6%
●	Leisure	3%



**INGATESTONE**

Ingatstone Responses by Sector

●	Office	35%
●	Services	25%
●	Retail	25%
●	Hospitality	15%



## BID THEME – IMPROVING PLACES

# TO DRESS OUR STREETS AND CREATE AN ENVIRONMENT FOR PEOPLE TO STAY LONGER



## WE ASPIRE TO DELIVER ON PROJECTS SUCH AS

- **Improved street furniture and social spaces** to increase dwell time
- **Floral displays, banners and bunting** to make our streets even more attractive
- **Enhanced litter picking and street cleansing** to keep our centres tidy
- **Accessibility adaptations** to ensure that our high streets can be visited by all



## BID THEME – PROMOTING PLACES

### TO ATTRACT NEW VISITORS AND ADDITIONAL SPEND THROUGH MARKETING AND EVENTS

#### WE AIM TO SUPPORT PROJECTS SUCH AS

- **Calendar of events** to deliver footfall
- **Paid marketing campaigns** to raise the profile of our businesses
- **Shop local, eat local schemes** to increase basket spend
- **Partnership work** to ensure that visitors have a quality experience



## BID THEME – WELCOMING PLACES

TO ENSURE OUR LOCATIONS ARE  
WELL-MANAGED, SAFE AND FRIENDLY



Brentwood | Shenfield | Ingatestone

### WE PLAN TO INCLUDE INITIATIVES SUCH AS

- **Enhanced wayfinding** to help visitors navigate more easily
- **Street Ambassadors** to be a friendly, reassuring presence to visitors
- **Night time economy measures** to create safer high streets
- **ShopSafe scheme** to ensure that businesses have a direct link to police and CCTV



## BID THEME – CONNECTING PLACES

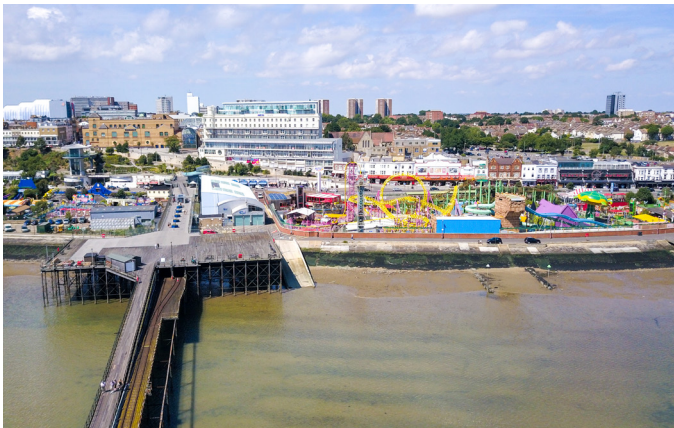
### TO CREATE GREAT PLACES TO LIVE, WORK AND INVEST

#### WE WANT TO PROMOTE INITIATIVES SUCH AS

- **Business networking and joint procurement** to increase local B2B opportunities
- **Small grant schemes** to fund events and shop front improvements
- **Outreach schemes with local schools** to support our young entrepreneurs
- **Lobbying of key partners** to promote business priorities and seek additional funding



# IMPACT OF BIDS



## SOUTHEND BID

Now in its third term, Southend BID generates approximately £380k per year through its levy. Every year, the BID delivers large community events that attract over 150k visitors, employs Street Rangers who assist over 6k visitors and help reduce shoplifting by £30k, supports an employee discounted travel scheme and hosts over 45 business networking and training events.



## CHELMSFORD BID

The Chelmsford BID started in 2018 and was recently renewed for another 5 years. Footfall in Chelmsford has increased over 100% since 2022 through significant investment in paid promotion and a series of large community and smaller pop-up events. Chelmsford businesses co-invest over £580k per year through their BID levy.



## VOTE YES TO ENSURE OUR HIGH STREETS REMAIN COMPETITIVE AND VIBRANT



### COLCHESTER BID

Set up in 2018, the Colchester BID generates a BID levy over £450k per year. The BID runs a successful series of Christmas events that are promoted regionally on ITV, has introduced shop front grants and has doubled BID income through external funding to reinvest in city centre improvements.



### ST ALBANS BID

St Albans' annual BID levy of £475k supports initiatives such as a gift card scheme that generates over £60k worth of local sales, distributes 60k free visitor guides to create new footfall, holds pop up events that bring in thousands of new visitors, installs seasonal city centre dressing and deep cleans over 35,000 metres of high street pavement.

# BACKING BRENTWOOD CONNECTED



**Nicki Treffers, Beresfords  
Brentwood, Shenfield and  
Ingatestone**

“We are members of the Chelmsford and Colchester BIDs and have seen the phenomenal impact these BIDs have had in revitalising those city centres, generating significant increases in footfall and dwell time and creating great places for our staff to live, work and enjoy. As one of the few businesses to have an office in Brentwood, Shenfield and Ingatestone, we are 100% behind Brentwood Connected. We encourage you to vote YES in June!”



**Nish Patel, The Shenfield  
Wine Company  
Shenfield**

“Standing still is not an option if we are to remain competitive. Shenfield has a great track record of working with our neighbouring high streets on events like the Safari and Dinosaur Trails. Co-investing in bigger attractions that bring in more visitors, alongside improvements to our environment that will encourage longer dwell time, is the only way to keep up with nearby shopping centres. I will be voting YES.”



**Ian Southgate,  
Brentwood Theatre  
Brentwood**

“As Vice Chair of the Brentwood Business Partnership, I’m very aware of the impact BBP has had in supporting creative initiatives like the Brentwood Art Trail, which drives footfall and increases dwell time for our independent businesses. Generating a larger budget to fund business-led events and improvements is the only way forward if we want to compete with nearby high streets.”



**Sarah Aarons, Patrick  
Green Hardware  
Ingatestone**

“We have experienced first hand the impact that the Brentwood Business Partnership’s funding for events, like the annual Trick or Treat on the Ingatestone High Street, can have on independent businesses. The opportunity for events on a larger scale is really exciting!”

# FREQUENTLY ASKED QUESTIONS

## **What is a Business Improvement District (BID)?**

A Business Improvement District (BID) is a business-led and business-funded scheme to improve a defined commercial area.

## **What is the Brentwood Business Partnership?**

The Brentwood Business Partnership is a partnership between Brentwood businesses, local business organisations and Brentwood Borough Council to increase footfall and encourage local spend to grow the local economy.

More details can be found on [www.brentwoodbusinesspartnership.co.uk](http://www.brentwoodbusinesspartnership.co.uk)

## **How will the BID improve my business?**

BIDs are viewed by many businesses as a fair and affordable way of creating a ring-fenced fund for up to 5 years that is 'managed by business for business'.

The Brentwood Connected BID would bring an additional £2m investment into Brentwood, Shenfield and Ingatestone over the next 5 years to provide additional services and initiatives that support and promote our area as a destination and drive a prosperous local economy.

## **Shouldn't my business rates cover this?**

Business rates are a property tax collected by the Local Authority which is then distributed at a national level. The Local Authority spends the allocated funding on services that are both statutory and discretionary and you have no control over these spending decisions. All the monies raised from the BID levy will be spent to the benefit of the BID area.

## **What will my BID levy be?**

The BID would apply a 2% levy to ratepayers within a defined boundary with premises with rateable values of £12,500 and over. Charities will receive 80% relief in line with their business rates relief. Please see the full Levy Rules (pages 16-17) for more details. Visit [www.brentwoodbusinesspartnership.co.uk](http://www.brentwoodbusinesspartnership.co.uk) to see a full list of streets located within the BID boundary.

## **Who decides what the money is spent on?**

The Brentwood Business Partnership board and the BID team will liaise with businesses to ensure projects are identified and progress communicated.

## **I've got more questions, who can I contact?**

Please email [info@brentwoodbusinesspartnership.co.uk](mailto:info@brentwoodbusinesspartnership.co.uk)

# BRENTWOOD CONNECTED BID RULES

## THE BALLOT

1. Brentwood Borough Council (the 'Council') will send those responsible for properties or hereditaments to be subject to the BID a ballot paper prior to 2 June 2023.
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 2 June 2023, and close at 5pm on 29 June 2023. Ballot papers received after 5pm on that date will not be counted. The result of the ballot is due to be announced on the following day.
3. 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.
4. If successful at ballot, the BID will commence delivery of services on 1 October 2023 and will continue for a period of 5 years to 30 September 2028.

## THE LEVY

1. The levy rate to be paid by each property or hereditament is to be calculated as 2% of its rateable value (RV) as at each 'chargeable day' (1 October each year), based upon April 2023 RVs and disregarding any future revaluations.
2. The exceptions to the above are where (a) a revised rateable value is applied because of any change of use or a physical change to a hereditament including, inter alia, new construction, merger, subdivision, extension, and refurbishment. In such circumstances, the revised rateable value will be used from the date of the change, or (b) where a hereditament is shown in the ratings list for the first time, in which case the rateable value shown in that list will be used for the remainder of the term from the date of entry.
3. The charge will apply to all properties and hereditaments, including any that may be added to the ratings list after each 'chargeable day' but that would have been liable as at that date.
4. Only properties or hereditaments with a rateable value of £12,500 or more will be eligible for payment of the levy.
5. The maximum annual sum payable by any one hereditament will not exceed £10,000 (amount to be increased the published Consumer Price Index for June of each year, up to a maximum of 5%).
6. The number of properties or hereditaments liable for the levy is approximately 515.
7. From Year 2 onwards, the levy will be subject to an annual adjustment in line with the Consumer Price Index for June of each year, to account for inflation, up to a maximum of 5% on the previous year's levy. This will be based on the annual inflationary factor for Non-Domestic Rate bills as calculated by H.M Government as published.

8. The levy will be charged annually in advance for each chargeable period to be October to September each year, starting in 2023. No refunds will be made.
9. The owners of all untenanted properties or hereditaments will be liable for payment of the levy.
10. Charitable organisations that are subject to relief on their business rates liability will pay 20% of the levy amount that would otherwise apply. The Brentwood Community Hospital will also be subject to the same relief.
11. Hereditaments located within The Baytree Centre in Brentwood already pay additional service charges and so will pay 75% of the levy amount that would, otherwise, apply.
12. The Council will be responsible for collection and expenditure of the levy and will operate as the BID Body with responsibility for contractual obligations, human resources, standards, performance, and compliance. It will be reimbursed for the costs incurred of collecting the levy at an amount of £18,000 (rising by 2% per annum); this equates to £34.95 per hereditament and 4% of anticipated billed levy.

## GOVERNANCE

1. The Brentwood Business Partnership (the 'BBP') will advise the local authority on the delivery, procurement, and expenditure of services to be supplied by the BID.
2. As such, the BBP shall be expanded to ensure that it is representative of levy-paying businesses, local authority representatives and other stakeholders from Brentwood, Shenfield and Ingatestone. From time to time, it shall review membership and will appoint a Chair.
3. It may, in addition, form sub-groups that from time to time become necessary.
4. Provided that the BID is meeting its overall objectives, the Council, in conjunction with the BBP, shall have the ability to vary service delivery and expenditure allocation according to the changing demands of levy payers. Changes to the BID area (see [www.brentwoodbusinesspartnership.co.uk](http://www.brentwoodbusinesspartnership.co.uk)) or to the levy rate proposals may require an Alteration Ballot.
5. The BBP shall meet at least 6 times a year to monitor service delivery, levy collection and other management issues.
6. An Annual Meeting for levy payers will be held.
7. An Agreement setting out the relationship between the BBP (as advisory body) and the Council (as BID Body), which will include any baseline service statements, will be produced.
8. Notification of the intention to hold a ballot was sent to the Secretary of State on 10 January 2023.





## FINANCES

1. A cautious approach has been adopted to budgeting for the BID term.
2. A levy collection rate of 95% has been assumed.
3. The average annual levy available to be spent by the BID for the term is £420,100.
4. Annual surpluses act as a contingency provision on expenditure and provide for an anticipated surplus of £25,000 by the end of the term. This equates to 6% of average annual expenditure.
5. The BBP has a record of generating additional income to fund extra activities which will continue.
6. The management cost of the BID, including staff cost, is estimated as 23% of total expenditure.
7. Set-up costs of developing the new BID will be repaid over the five-year term.

## BUDGET

	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	TOTAL
<b>INCOME</b>						
LEVY	£380,138	£399,145	£419,102	£440,057	£462,060	£2,100,501
<b>TOTAL INCOME</b>	<b>£380,138</b>	<b>£399,145</b>	<b>£419,102</b>	<b>£440,057</b>	<b>£462,060</b>	<b>£2,100,501</b>
<b>EXPENDITURE</b>						
WELCOMING PLACES	£82,916	£88,862	£93,530	£98,432	£103,578	£467,319
IMPROVING PLACES	£82,916	£88,862	£93,530	£98,432	£103,578	£467,319
PROMOTED PLACES	£96,736	£103,672	£109,119	£114,837	£120,841	£545,205
CONNECTED PLACES	£13,819	£14,810	£15,588	£16,405	£17,263	£77,886
MANAGEMENT COSTS	£83,750	£87,938	£92,334	£96,951	£101,799	£462,772
<b>TOTAL EXPENDITURE</b>	<b>£360,138</b>	<b>£384,145</b>	<b>£404,102</b>	<b>£425,057</b>	<b>£447,060</b>	<b>£2,020,501</b>
<b>SET-UP COSTS</b>	£15,000	£10,000	£10,000	£10,000	£10,000	£55,000
<b>SURPLUS</b>	<b>£5,000</b>	<b>£5,000</b>	<b>£5,000</b>	<b>£5,000</b>	<b>£5,000</b>	<b>£25,000</b>

## YOUR BID, YOUR VOTE

**EVERY VOTE MAKES A DIFFERENCE. TOGETHER WE CAN ENSURE THAT BRENTWOOD, SHENFIELD AND INGATESTONE ARE GREAT PLACES TO LIVE, WORK, ENJOY AND INVEST**

### Key reasons to vote YES

- ✔ Our BID will be business-led, creating a collective voice for over 500 businesses in Brentwood, Shenfield and Ingatestone
- ✔ Our BID will create an average investment of over £400,000 per year to be spent on business priorities
- ✔ Our BID will increase the vitality and mix of our 3 high streets
- ✔ Our BID will generate more visitors and more spend in our localities

**VOTE YES FOR THE FUTURE PROSPERITY OF BRENTWOOD, SHENFIELD AND INGATESTONE**

# VOTE YES

brentwood



connected

Brentwood | Shenfield | Ingatestone

Brentwood | Shenfield | Ingatestone



## HOW TO VOTE

1. You will receive a ballot paper by post, for each property you occupy
2. Fill out your details in full including your signature
3. Put a cross in the appropriate box
4. Arrange for the ballot paper to be returned in the reply-paid envelope to:

Brentwood Borough Council,  
Town Hall, Ingrave Road,  
Brentwood, Essex CM15 8AY

5. It is important that those with multiple ballots return a voting paper in respect of each rated property. Proxy nominations are permitted.

## KEY DATES

**17 MAY 2023**

NOTICE OF BALLOT

**2 JUNE 2023**

FIRST DAY OF BALLOT

**29 JUNE 2023**

LAST DAY OF VOTING

**30 JUNE 2023**

ANNOUNCEMENT OF THE  
BALLOT RESULT

**1 OCT 2023**

BRENTWOOD CONNECTED'S  
FIRST BID TERM STARTS



Brentwood | Shenfield | Ingatestone

E: [info@brentwoodbusinesspartnership.co.uk](mailto:info@brentwoodbusinesspartnership.co.uk)

W: [www.brentwoodbusinesspartnership.co.uk](http://www.brentwoodbusinesspartnership.co.uk)