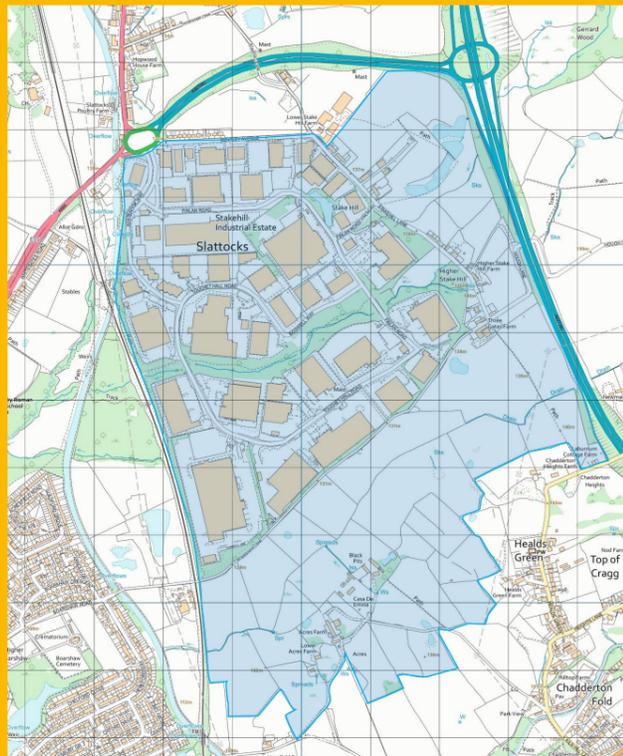


# The BID boundary will focus on the Industrial Estate

**Martyn Barrow**, Chair of the BID Steering Group, said, 'The area for the BID reflects the GM Spatial Framework plans, the boundary area includes the east and south land of the industrial estate to boundary that could be future employment land.'

This land is currently agricultural land and will not affect the agricultural businesses located in this area. Including this land into the BID area now means that if development ever happened on this area, any new commercial properties, which would benefit from the support of the BID, would be required to contribute to the BID. Also, it is backed by statistics new businesses are more inclined to move into an area where there is a BID'.



## Cost of a coffee per week = £800,000

"The investment being sought from businesses in the BID area is modest in relation to what can be achieved. It is the cumulative contributions which enable all businesses whether large or small to be involved in delivery and shape the way in which Stakehill Industrial Estate develops and is perceived.

The levy is based upon your rateable value but is on a totally different scale being 1.5% of the rateable value of the property. This would generate over £800,000 over five years.

For the smallest business in the Business Improvement District, the weekly cost is less than the cost of a coffee from a coffee shop and even for a larger business; the weekly cost is less than the price of a coffee a day.

I am confident that a BID will provide support to all businesses in Stakehill

over the next five years, the key issues we will be working to address will include improving bus services and other travel options to the estate, having an effective business crime prevention scheme and improving amenities for those who work here"

**Martyn Barrow**  
Mid Communication LTD  
Chair of the BID Steering Group



## Timeline for the BID

The business plan is being finalised over the next month ready for launch at the start of January.

On the 28th January, Ballot papers will be issued to businesses so that they can vote on the plan with the final date of the ballot on 25th February 2021. It is anticipated that, subject to a positive result, the BID operations and delivery of the plan will start 1st July 2021.

# BID Newsletter

ISSUE 2 – NOVEMBER 2020

## Your business plan for Stakehill BID

After engaging with various businesses and employees across the Industrial estate, receiving feedback from businesses and representatives on the Steering Group, the business plan is now being finalised ready for putting to the ballot in February.

With a potential budget of more than £800,000 over the next five years the businesses in Stakehill Industrial Estate will be able to spend it against the things which matter to them and exert influence on the spending of the Borough Council and the Police. Martyn Barrow, Chair of the BID Steering



Group, 'This is an exciting time for businesses in Stakehill Industrial Estate and I look forward to seeing the Business Plan come to fruition over the next few years and it would be great to have local businesses supporting and being involved with the Stakehill BID'.

## A Vision for Stakehill

The Stakehill BID area to be recognised as the place where businesses develop and grow through collaboration and investment.

### The Mayor has spoken



Mayor of Greater Manchester **Andy Burnham** has spoken about the importance of business communities to the wider region at a virtual event, held as

part of Stakehill Industrial Estate's proposal to become a Business Improvement District (BID).

Mayor Burnham expressed the combined authority's support for the Stakehill BID and discussed the strategic significance of the estate, both regionally and nationally. He added "When a BID works well it builds a sense of community. A BID helps make sure the voice of business is heard, the timing for this proposal is perfect."



The Leader of Rochdale Council **Cllr Allen Brett** is also fully supportive of Stakehill BID, he added "Stakehill BID will not only benefit the businesses on the estate but will also bring prosperity to the borough."

Martyn Barrow, Stakehill Steering Group Chair who represents MID Communications, said: "It is brilliant to receive this level of support from these two political influencers and shows that we're on the right track in promoting Stakehill and in turn the wider business community."

## Your priorities

Businesses identified key priority areas for a new BID which fall into four project groups:

1. To improve access, parking and traffic flow, to, from and around the estate
2. To create a safe and secure environment
3. To create a Business Community.

Businesses feel that the perception of Stakehill is left on its own and other industrial estates and business parks are getting more attention and receive more support than they are.

## This is your Business Improvement District

To find out more please call the BID Development Team on 0800 0803 207 or email [info@stakehillbid.com](mailto:info@stakehillbid.com)



# OUR OBJECTIVES

## OBJECTIVE 1:

To improve access, parking and traffic flow to, from and around the estate

Provide an infrastructure for businesses to operate and people and services to access and move around, safely, and effectively.

A budget of between **£50,000** and **£60,000** per year



**65%**

of businesses and 51% of employees surveyed requesting improvements to the area were regarding 'Access'

**82%**

of businesses surveyed ranked quite or very important 'The State of footpaths, cycle paths and roads'

**87%**

of businesses surveyed requested improved bus services and bus stops to, in and out of the area

**73%**

73% of businesses surveyed requested 'introduce parking enforcements i.e. double yellow lines in area'

If we vote **'YES'** we could:

- Improve the general condition and appearance of roads, footpaths, cycle ways and verges
- Improve navigation and access around the estate for all road users, cyclists and pedestrians
- Improve lighting where possible on roads and footpaths and in particular at vulnerable junctions, ensure safety of all road and footpath users
- Improve parking across the industrial estate to reduce traffic hazards, maintain and improve traffic flow and access to businesses
- Increase the availability of cost-effective travel options for all.

## OBJECTIVE 2:

To create a safe and secure environment

Work closely with key stakeholders and partners to create and maintain a safe and secure working environment for customers and workers on the estate.

A budget of between **£30,000** and **£40,000** per year



**50%**

of businesses surveyed stated 'Sharing of crime intelligence/ info/issues' was poor within the estate

**72%**

of employees said 'Crime & Safety generally' was important to them

**60%**

of businesses surveyed stated 'Open platform where businesses can share concerns or ideas about business or the estate' would be beneficial

If we vote **'YES'** we could:

- Work with partners to develop and maintain coverage of a CCTV and Automatic Number Plate Recognition system (ANPR) infrastructure
- Provide support and a visible policing presence when it is needed by businesses on the estate
- Share and provide information and business crime intelligence between partners including the Police and CCTV monitoring, and business security teams.



## OBJECTIVE 3:

To create a Business Community

Provide an infrastructure for businesses to operate and people and services to access and move around, safely, and effectively.

A budget of between **£20,000** and **£30,000** per year



**50%**

of businesses surveyed stated 'Recruitment support for businesses within the estate' would be beneficial

**60%**

of businesses surveyed ranked 'Sense of feeling part of a community' as poor

**43%**

of employees surveyed said a 'Sense of feeling part of a community' was important

If we vote **'YES'** we could:

- Act as a collective voice to influence strategic initiatives and services which raise the profile of the estate and supports the growth and investment
- Support businesses to develop skills and share of best practice which have a positive impact upon business performance
- Encourage the development of facilities and amenities in pleasant surroundings where people who work across the area
- Develop schemes, benefits, and events for Stakehill businesses which promote the feeling of a community
- Provide information sharing and guidance support for business continuity at times of a national or local incident or emergency situation.

