I’m really pleased to follow my predecessors in supporting the Witham Industrial Watch - BID proposal. Following their foundation they have been very proactive in expanding their overview of Witham’s Industrial Estates. By introducing CCTV and ANPR their capabilities go from strength to strength, making an invaluable difference to successfully reducing crime in the industrial areas.”

Witham Town Mayor, Cllr. Tom Pleasance
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“WIW has formed a close and valued working relationship with the Local Community Policing Team. They have worked tirelessly to provide members with real-time crime information and crime prevention advice. WIW provides a key link between businesses and local officers. We look forward to further enhancing our links with WIW in the coming years.”

Chief Inspector Janette Rawlingson
District Commander for Braintree and Uttlesford, Essex Police
Welcome to Witham Industrial Watch Limited’s Proposal for a Business Improvement District scheme (BID) in our industrial areas, between 2019 and 2024.

In July 2014 businesses voted for Witham’s industrial estates to remain a Business Improvement District (BID) and pay annual contributions towards a fund used for services, projects and events that benefit businesses and employees in the area. Since the first ballot, in 2009, we have embarked on some ambitious projects reflecting the needs of our levy-paying members.

This document identifies the key proposals in our BID scheme, provides you with full details on how the BID operates and illustrates how the continuation of the scheme will further improve the security and working environment for your business and your employees.

The Proposal is the result of consultation, discussion and analysis of various ideas for improvements to the industrial estates that have been requested by you, the businesses in the area. We do hope that this Proposal reflects what you would like to see delivered over the next five years.

We continue to receive support for this scheme from local companies, Essex Police and local authorities and you can read some of their comments in this Proposal.

As businesses we now have a choice to make. A ‘YES’ vote for a 2019 - 2024 Business Improvement District (BID) in July this year will help us to continue to work together to develop Witham’s industrial estates, to fund further measures to deter crime, to deliver additional improvements to signage, to maintain health and safety equipment, improve the appearance of the estates and liaise with local authorities to improve traffic management. The BID levy will enable us to continue to finance our own schemes to bring the benefits we need to make our area a safer, greener, cleaner environment in which to work.

We look forward to working with you over the next five years and making even more improvements to our trading environment and business community.

The future is in your hands.
“VOTE FOR 5 MORE YEARS!”

The Directors
Witham Industrial Watch Ltd
In July 2019 – Vote **YES** for 5 more years of BID success

“Witham is a vibrant town, with business at the heart of its community. My vision for Essex is that safe and secure communities are the bedrock on which we build success and wellbeing for all and this initiative complements this. I’m delighted to support the BID and look forward to seeing its work develop in the future.”

Roger Hirst  
Police, Fire & Crime Commissioner for Essex
2. BUSINESS IMPROVEMENT DISTRICT

2.1 What is a Business Improvement District (BID)?

A Business Improvement District (BID) is a five year scheme that enables improvement projects to be undertaken within a specific area; these improvements would not otherwise be undertaken due to a lack of drive, organisation or local authority funding. The projects relate to security issues, signage, parking, traffic flow, litter control, lighting, and health and safety. A BID also creates a strong sense of community.

Business Improvement Districts are voted for and funded by ratepayers within these specific areas. Many successful BID schemes are in place across the U.K. to the benefit of the businesses, their customers and employees. Witham’s industrial estates have enjoyed the benefits of a Business Improvement District for two terms: between 2009-2014 and 2014-2019. As a BID lasts for only five years, ratepayers in this area must now decide whether to vote for a further five years.

A YES vote for Witham industrial estates’ BID in July will result in the collection of a small levy, 1.125% of rateable value, with a cap at £2,250, from all the industrial area ratepayers in the BID area. See page 25 for a map of the area. The levy is collected by Braintree District Council and passed to Witham Industrial Watch Ltd to fund the services and facilities outlined in this Proposal. The funds are ring fenced and cannot be used for other projects outside the industrial areas.

2.2 Why is a Business Improvement District (BID) needed on our estates?

A BID is needed because without funding and management the condition and reputation of Witham’s industrial estates will not improve; in fact things will deteriorate.

Crime is a particular concern for businesses on the estates. BID funding plays a big part in crime prevention in the area. Theft of personal property affects your employees and can be very upsetting but the theft of machinery, vehicles and equipment prevents companies conducting their business effectively; it costs time and money, disrupts production and can delay orders, which could even result in lost customers.

BID funding is also used to keep the estates tidy, keep the traffic flowing and generally build confidence in the area so that prospective new businesses and investors want to come to Witham. A thriving industrial area attracts more successful businesses and provides local employment opportunities which are crucial for the town.

2.3 How do the local authorities & police fit into the picture?

Witham Industrial Watch uses its influence to ensure that Witham Town Council, Braintree District Council, Essex County Council and Essex Police provide the full range of services they are obliged to provide within the Business Improvement District.

The close relationship, which has developed between these agencies and Witham Industrial Watch, during the 2009-2014 and 2014-2019 BID terms, has led to a mutual understanding of each others’ needs; this results in a more efficient and timely provision of services.

“...We have found WIW to be an invaluable part of the support structure for businesses on the estate since it was established. Crime levels have significantly declined and the warning emails sent out when anyone has a problem have definitely helped avoid many issues. No matter how big or small a problem WIW go out of their way to help if they can and it is a resource that we feel is vital in keeping the estates safer and a better place to work. Huge credit to the Estate Managers for all they have done and are doing, it is greatly appreciated.”

Nicola Copsey
Peter Copsey Engineering Limited
3. WHAT HAS BID 2014–2019 ACHIEVED?

In the last five years WIW has built on the achievements of the first BID.

The resounding vote of confidence we received from you after the first BID term and the survey forms you completed, told us that we were on the right track with the improvements on the estates and that you wanted us to keep on doing what we were doing! Crime prevention is always top of your list so we updated some of the original equipment from the first BID term. Upgraded or replacement CCTV cameras and support equipment ensure we are keeping up with the latest technology, resulting in crisp images and better night footage. Similarly, upgrading our ANPR cameras that link directly to Essex Police, ensures that we capture sharp images of those number plates which have been so vital in recording visits by suspicious people or known criminals.

3.1 WIW APPOINTED ANOTHER ESTATE MANAGER

In 2017 Witham Industrial Watch recruited another part time Estate Manager. Ann Connett joined David Cocker (who reduced his working days), to ensure that businesses on the estates remained fully supported throughout the week. Having worked as a Police Officer for the Metropolitan Police Service, Ann was well qualified to join David and she has proved to be popular with the businesses because of her hard work and determination to make a difference.

3.2 WIW HAS CREATED A LOW CRIME INDUSTRIAL AREA

Most industrial sites in the UK are heavily targeted by criminals but thanks to Witham Industrial Watch and BID funding, the estates in our BID area are considered by Essex Police to be a low crime area compared with other industrial areas. This has been achieved by:

- a zero tolerance approach to criminal activity and encouraging members to report every crime
- the installation of 82 CCTV & 9 ANPR cameras
- a very close working relationship with Essex Police, from Special Constables all the way through to Chief Inspector
- providing the police with intelligence and CCTV footage to investigate crimes
- assisting the police with evidence and witness statements to bring criminals to court
- encouraging businesses to report suspicious activity; circulating suspicious alerts to businesses in the area
- a co-ordinated effort to remove trespassers
- keeping the estates neat so litter, poor maintenance and untidiness do not lead to crime

3.3 WIW HAS INSTALLED NEW ESTATE WAY FINDER SIGNS

In addition to our striking estate entrance signs, in 2018 four large new estate signs were installed at junctions within the estates in order to:

- assist with navigation to help keep the traffic flowing in the BID area; HGVs that can’t find their way on the estates block roads and can be hazardous by reversing out of no-through roads
- demonstrate the industrial estates are one community
- warn criminals the area has ANPR and CCTV cameras
- advise visitors that the area is a Business Improvement District operated by WIW

3.4 WIW HAS MADE THE ESTATES TIDIER

A clean and tidy estate attracts new businesses to the area resulting in increased employment opportunities for local people; rubbish and fly tipping lead to crime, so WIW has worked hard to make the estates look more presentable by:

- the immediate reporting and removal of fly tips
- the installation of litter bins
- advising Braintree District Council when the estates require litter picking
- liaising with landlords and business owners if a property is untidy or liable to attract crime
- cleaning up when trespassers have moved on

3.5 WIW HAS MADE THE ESTATES SAFER

Essex County Council provides a salting and gritting service for Freebournes Road only. Witham Industrial Watch salts and grits all the other estate roads, using the services of a third party. Additionally, Witham Industrial Watch has made the area safer by:

- installing eight defibrillators on the estates and training over 100 people how to use them
- successfully lobbying for the painting of double yellow lines to stop vehicles parking on junctions
- taking action to remove immediate hazards such as oil spills, fallen trees or overhead cables
- taking action when vehicles are parked in hazardous locations
- arranging for overgrown hedges to be cut back so that pedestrians are not forced to walk in the road and drivers’ visibility is not obscured
- liaising with Essex Police when there are road accidents and providing CCTV footage to help with investigations so lessons can be learned
3.6 WIW HAS ENCOURAGED TRADING AND A SENSE OF COMMUNITY

Witham Industrial Watch has encouraged businesses on the estates to trade with each other and to feel part of a community. A strong community spirit has been achieved by:

- regular emails from the Estate Managers with crime and traffic updates
- supporting individuals when they have suffered damage to their vehicle, or had their bicycle stolen
- quarterly levy payers’ meetings to tell everyone what we’re working on, to receive feedback and to enable businesses to network
- an interactive website with a listing of the estates’ businesses, a news page and the facility to post offers
- a WhatsApp group, Twitter and a Facebook page

3.7 WIW HAS LOBBIED ON BEHALF OF BUSINESSES ON THE ESTATES

The WIW Estate Managers and Board of Directors work tirelessly to improve life on the estates and this often includes being a “nuisance” to local Councillors! As well as our successful campaign for the estates’ lights to remain on all night, in the last five years there has also been a constant dialogue with North Essex Parking Partnership (NEPP) about inconsiderate and dangerous parking. Still photos from CCTV are sent to them on an almost daily basis to highlight the need for enforcement. WIW holds regular meetings with Rt Hon Priti Patel MP about the state of the verges in Crittall Road or the need for a “Slow Down” sign on Freebournes Road. During the last five years WIW’s lobbying has not always been successful but that hasn’t stopped our tenacious efforts to improve things!

3.8 LOOKING FORWARD TO BID 2019–2024

The WIW team feels very proud of the achievements of the last ten years. The area continues to be cited as a model example of an industrial estate. We have made great inroads over the last ten years, however, we are aware that the existing services provided by WIW need to continue and that there is more work to be done on the estates …and with your ‘YES’ vote, we look forward to getting started.

“Measures put in place by the directors and staff of WIW during the 2014-2019 BID period have mitigated crime risks whilst providing a better working environment for all.”

Stephen Armson-Smith
Crime Prevention Tactical Advisor
“The actions of WIW are hugely beneficial to us. Continuous updates from the Estate Managers enable us to be aware of activities within the area, whilst notifications of any suspicious activities enable us to analyse our own security measures and warn our staff of any potential risks. The installation and training for the defibrillators has also helped to make the estates a safer place to work. We are appreciative of the efforts of the WIW which are a valuable resource to all businesses based on the industrial estates of Witham.”

Les Hall - Velta Group
4.1 IS THE WITHAM INDUSTRIAL WATCH BID PART OF BRAINTREE DISTRICT COUNCIL?
No. WIW BID is managed by businesses and operates solely to deliver projects that are chosen by the businesses it represents within the BID area and which are paid for by the BID levy. These projects are additional to the baseline services provided by public agencies.

4.2 ISN’T THIS WHAT I PAY MY BUSINESS RATES FOR?
No. business rates are a national tax that is collected by the Council and then redistributed at a national level. The income from business rates is spent throughout Essex on statutory and discretionary services for residents and businesses but businesses have very little influence on how that income is spent. The BID levy is kept and spent locally, within the designated area. It is based on 1.125% of the rateable value of the business unit and the income will be used to fund additional services as decided by the businesses.

4.3 WILL MY RATES INCREASE?
Business rates are set by national and local governments so if your rateable value increases your rates will increase. However, the BID levy has been agreed at 1.125% of the rateable value at the time of the ballot and will be fixed for the 5 year term of the BID. The exceptions will be businesses who move into the BID area during the 5 year term whose levy will be based on the prevailing rateable value.

4.4 IF I VOTE NO WILL I STILL PAY THE LEVY?
Yes. If the ballot is successful, with the majority voting in favour of the BID, the levy is mandatory and will be collected from all businesses within the designated area by Braintree District Council on behalf of Witham Industrial Watch.

4.5 WHAT SERVICES WILL BE PROVIDED BY THE LOCAL AUTHORITIES?
It is understood that baseline services currently provided by Braintree District Council (BDC) and Essex County Council (ECC) will continue at existing levels:
- Street Lighting (ECC)
- Highways Maintenance (ECC)
- Gritting (Freebournes Road and B1389 Colchester Road) (ECC)
- Litter picking: twice a month, throughout the BID area (BDC)
- Litter bins: emptied three times a week as part of the A12/A120 by-pass route (BDC)
- Road sweeping: undertaken once a month where roads are accessible (BDC)

4.6 HOW IS THE BID MANAGED?
Witham Industrial Watch Ltd. is a not for profit organisation which currently consists of five Directors, representing the BID levy payers. They meet regularly to ensure that the designated projects are fulfilled, to liaise with local authorities, and to oversee the efficient management of the company.

4.7 HOW IS THE WORK OF THE COMPANY MONITORED?
A Monitoring Committee comprising representatives from different parts of the BID area are invited to attend meetings of the Board of Directors and are fully informed of their discussions and activities.

4.8 WILL I BE KEPT INFORMED?
Yes, information about the projects, crime reports, alerts and other relevant communications are relayed by email, website news, social media and quarterly meetings which all levy payers can attend for updates and discussion.

4.9 WHO PAYS THE BID LEVY IF A PROPERTY IS UNOCCUPIED?
Where a property is unoccupied the registered business ratepayer will be responsible for paying the BID levy so that all businesses in the area make a contribution towards making Witham industrial estates a safer, greener place to work.

“WIW provides valuable security support at a time when there have been increasing thefts and break-ins in the Witham area. Also, it is very useful to have the links with other local businesses.”
Liz Lown - Hayman Group Limited
5. CONSULTATION & COMMUNICATION

5.1 SURVEYS

Improvements Survey – Winter 2018

Witham Industrial Watch has been managing the Witham industrial estates’ BID since 2009. In December 2018 we asked you, the BID levy payers, how satisfied you are with the Business Improvement District and Witham Industrial Watch’s management of the BID. Here is what you told us:

- **How important is assistance following a crime?**
  - 87.7% of you said it is very important or extremely important

- **How important is receiving suspicious activity alerts to make the estates safer and more secure?**
  - 83.3% of you said it is very important or extremely important

- **What health & safety initiatives are important for your business?**
  - 80.7% of you said that installing defibrillators is very important or extremely important

- **What makes the estates an appealing place to work and do business?**
  - 85.9% of you said that winter salting & gritting of the estate roads is very important or extremely important

- **What areas of improvement are important to your business?**
  - 77.2% of you said improving roads is very important or extremely important

- **What other support services are important to your business?**
  - 70.2% of you said that training e.g. health & safety & first aid courses are very important or extremely important

- **What signage is important for assisting your business?**
  - 83.3% of you said that road name signage within the estates is very important or extremely important
In July 2019 – Vote YES for 5 more years of BID success

IMPROVEMENTS SURVEY – WINTER 2018

At the end of last year, we asked what improvements you would like for the estates in 2019 – 2024.

We received important messages from this survey about your priorities, which are:

- SAFETY & SECURITY
- ROADS
- MAINTENANCE & CLEANLINESS
- SIGNAGE
- BUSINESS SUPPORT

You place a greater priority on these five issues than other things we asked you about, such as pest control, property marking and landscaping. This does not suggest that these other issues are not important to you but it tells us the above five priorities are what matter most to you.

Our conclusion is that you would like Witham Industrial Watch to continue to offer you business support and that we must ensure that the estates’ safety & security, roads, maintenance & cleanliness and signage are where our greatest efforts are focused.

5.2 PUBLIC MEETINGS

Businesses within the Business Improvement District are invited to quarterly meetings on the estates. At these meetings levy payers receive updates on the improvement projects and the day to day running of the BID area. Financial management accounts are presented and any questions answered. Various outside agencies attend, such as Essex Police and Braintree District Council. The meetings provide an opportunity for the levy paying businesses to discuss problems, to get involved with the solutions and to celebrate our BID successes. For those members not able to attend, the minutes of the meeting are circulated.

On 1st March 2019 businesses in the BID area were invited to the Launch of BID 2019-2024 at Tiptree Patisserie on Crittall Road. The event was supported by Rt Hon Priti Patel MP, Roger Hirst, Police Fire & Crime Commissioner, The Mayor of Witham, Cllr Tom Pleasance, Inspector Colin Cox & representatives from Braintree District Council. The meeting was well reported in the press and on social media.

5.3 WEBSITE

The WIW website provides a directory of the businesses on the estates with direct links to Members’ website. It allows businesses to post alerts on their individual WIW page and also provides news and updates along with any offers from the Member businesses.

“We want more jobs and opportunities for everyone who lives and works in our district and Witham Industrial Watch is a great example of partnership working positively impacting on businesses and the wider community. The better businesses perform, the more jobs they provide and the better the effect on our economy.”

Cllr. Tom Cunningham  
Cabinet Member for Economic Development at Braintree District Council
6. PROPOSAL: KEY TARGETS

6.1 FEEDBACK FROM THE ESTATES’ BUSINESSES
Witham Industrial Watch’s 2018 Survey had a fantastic response. An analysis of the results told us that what is important to you is tackling the complex, frustrating issue of parking on the estates, health & safety, crime prevention, estate management, road gritting and the installation of defibrillators. This is exactly where we have been focusing our endeavours in the last ten years, so it was great to know that our efforts are very much aligned with your needs for the industrial estates.

6.2 IMPROVEMENTS 2019-2024

In the years 2019-2024 WIW will:

Manage the Industrial Estates
WIW will continue to operate the BID with a professional and experienced Board of Directors and continue to employ estate management.

Crime Prevention
WIW will continue to operate CCTV on the estates. CCTV cameras from Phases 3 & 4 will be replaced to keep up with technology. CCTV coverage on the estates will be increased if necessary.

WIW will continue to operate ANPR (automatic number plate recognition) cameras on the estates. The ANPR cameras will be upgraded if required.

WIW will continue to maintain a close working relationship with Essex Police. Funding will be allocated to crime prevention measures so that the services of security companies or Essex Police personnel can be employed if required.

Road Gritting
WIW will continue to arrange for salting and gritting of the roads during snowy weather.

Arrange for More Estate Signage
WIW will arrange for the installation of additional directional signage on the estates and install warning signs as appropriate.

Improve the Estates’ Appearance
WIW will continue to carry out work to help make the estates look tidier, such as hedge trimming, planting and the removal of unauthorised signs. Occasionally WIW will engage with businesses that have untidy premises.

Road & Path Repair
WIW will continue to lobby the local authority to ensure road and path repairs are carried out in a timely fashion.

Litter Prevention
WIW will continue to liaise with the local authority to prevent littering on the estates and ensure that litter is removed quickly.

Improved Traffic Flow & Addressing Parking Problems
WIW will strive to establish formal partnership arrangements with North Essex Parking Partnership and Essex County Council Highways, so that the long-standing frustrations with parking on the estates can be voiced formally and directly with the relevant decision makers and the necessary action taken to improve our roads.

Additional Projects
WIW will allocate funds to additional projects, to include training, crime prevention and health & safety measures.

The WIW Team is really looking forward to maintaining the improvements of the last two BID terms and making further improvements to the Business Improvement District over the coming five years. We promise to do so with the same care, enthusiasm and professionalism as we demonstrated during the last ten years …help us to help you by voting ‘YES’ in July’s ballot.

“Since being here, no problem has ever been too much for WIW. We were welcomed from the first time we moved to Eastways into our unit 5 years ago. The care and attention still remains the same. Being a part of the WIW, we have been a part of the community of businesses that look out for each other day to day. I would thank the WIW team for believing in what they do, and letting us know that we matter to them. Informative news letters, emails and visits, always willing to listen and take action. Thank you to all concerned in making Eastways a great place to work.”

Neal Fairclough
The Wiltshire Farm Foods Witham Team
Diary Entry - Ann Connett, WIW Estate Manager

8.30am
My day starts at 8.30am so first thing on the list is to get everything switched on ready to start the day. The computer goes on, the CCTV cameras are loaded up for me to check and the customer relationship management software programme is logged into ready to input any information the day brings.

The answering machine is checked, and any messages dealt with – today there are none so I can get straight on with checking emails and ensuring the cameras are all working as they should. There are 82 cameras in total so as you can imagine that’s a lot to keep an eye on.

This morning I notice on camera that there are some cars parked inappropriately in Perry Road. Parking is an ongoing problem on the estates, however, some areas cause greater congestion than others. Perry Road is one of these areas. I make a note to attend the scene and deal with the situation.

9.00am
I have an email from one business who believe that there has been an attempt to steal lead from the roof of their unit. Yesterday I also spoke to a business member in the same area who believed they were experiencing the same attempted theft. As a result of this, yesterday I had checked the CCTV cameras for a 13-hour period, however, this morning’s email provided different times for me to search – notes made on the to-do list.

There are some emails I can deal with straight away such as providing businesses with login details for the website as well as adding some information to the site myself. Some emails require calls to be made to Essex Highways, Braintree District Council or to landlords – added to my list.

I request litter picking for a couple of different areas that I noticed while out on patrols yesterday – Freebournes Road and Eastways. I respond to other general emails before heading off down to Perry Road.

9.45am
When I arrive at Perry Road, I find the road is at a standstill with six lorries blocking the road with nowhere to go. I therefore park and look at trying to assist. I find that several of the drivers are unclear where they are going and therefore direct them on. I advise another where he can turn and park appropriately; I then tell nearby businesses that they have deliveries waiting. Together with the Operations Manager of a business, we move some of the lorries into his yard, allowing for others to move freely on the road again.
10.15am
I then move onto the cars parked inappropriately – the ones I had noted earlier on the cameras. I speak to nearby businesses and try to identify the owners, however, on this occasion I can make no progress therefore I place WIW ‘polite notices’ on the windscreens.

10.45am
On route to do the defibrillator checks I visit the aforementioned “lead theft” businesses and their neighbours too. I take pictures and notes of times, however, unfortunately in this case there is no definite time scale due to a roof not being something that is checked every day. We establish that no lead appears to have been taken and discuss that perhaps it was an attempted theft.

11.15am
I continue making my way around the estates checking defibrillators and speaking to businesses as I go. I also put more ‘polite notices’ on cars that appear to be causing obstructions.

12pm
When back in the office the defibrillator checks are input onto a database which advises the ambulance service that the defibrillators are working and can be used should they need to direct anyone to them.

12.15pm
I then make a start on viewing the CCTV relating to the possible attempted lead theft. Unfortunately, viewing the cameras does not bear fruit so I conclude that the disturbed area of the roof may instead be the result of bad weather or general disrepair. I communicate this to the businesses concerned.

1pm
Whilst doing this I am requested by Essex Police to assist in trying to locate where two vehicles, that are of interest to them, go on the estates. I set about doing this whilst snacking on a late lunch as I go. It takes a while, but I am able to follow the cars using the great network of cameras that we have, and I update the police with information and pictures allowing them to progress with their enquiries.

2.15pm
All work up till now is added onto the WIW customer relationship management software programme and I continue to monitor the cameras for anything that requires immediate attention.

2.30pm
Whilst popping the kettle on I set about completing some data analysis that is required. I use the information to compile graphs as an easy way of viewing the information and summarising the findings.

4pm
Before I know it, the time is almost 4pm. I therefore make a couple of phone calls and respond to other emails that have arrived throughout the day.

4.30pm
My day ends at 4.30pm with a final check to see if there is anything outstanding before closing down and switching off for the day.
The Witham BID will raise a minimum of £157,825 per annum through its BID levy. This levy will be 1.125% of the rateable value of each defined rate payer in the BID area. A maximum contribution will be capped at £2,250 per annum. There are approximately 380 eligible businesses in the proposed BID area. The levy will be utilised exclusively in the defined BID area to deliver as far as possible the wishes of the businesses paying the levy.

**PROJECT COSTS**

The requirements of Witham Industrial Watch members as defined by surveys have been assessed and it is planned to provide the following in addition to ongoing current projects:-

1. Crime Prevention  
2. Safety and Security  
3. Increased Estate Signage  
4. Landscaping and Estate Tidying  
5. Traffic Flow and Parking  
6. Business Support

These projects have been accommodated into the financial plan as projected income and cash flow allow. The projected income and expenditure accounts and cash flow projections for the term of the BID are as follows:-

### 7.1 PROJECTED INCOME AND EXPENDITURE ACCOUNTS

#### Notes and Assumptions

**COMMENCEMENT**

It is assumed that the commencement will be 1 October 2019, subject to a successful BID vote.

**INCOME**

**Bid Levy Income:** The income is calculated based upon 1.125% of the estimated yearly rateable value with a cap of £2,250 for businesses with the largest rateable value. The cap is relevant where the rateable value of the property is more than £200,000. There are currently a number of properties with a rateable value of more than £200,000 with income capped at £2,250. Estimated income is adjusted to take into account the higher rateable values of properties which are capped. There is a scheme of relief for registered charities.

**Other Income:** It is assumed that there will be additional sources of income at £3,000 per annum; examples of the sources of income are detailed below. (The analysis is not comprehensive and may be subject to change over the course of the project)

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<th>Year 4</th>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
<th>Year 4</th>
<th>Year 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>£</td>
<td>£</td>
<td>£</td>
<td>£</td>
<td>£</td>
</tr>
<tr>
<td><strong>EXPENDITURE</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Administration Costs</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Estate Management</td>
<td>54,364</td>
<td>55,716</td>
<td>56,830</td>
<td>57,967</td>
</tr>
<tr>
<td>Telephone, Broadband and CCTV</td>
<td>18,000</td>
<td>18,000</td>
<td>18,000</td>
<td>18,000</td>
</tr>
<tr>
<td>ANPR and CCTV Maintenance</td>
<td>12,000</td>
<td>12,000</td>
<td>12,000</td>
<td>12,000</td>
</tr>
<tr>
<td>Landscaping</td>
<td>1,800</td>
<td>1,800</td>
<td>1,800</td>
<td>1,800</td>
</tr>
<tr>
<td>Gritting Costs</td>
<td>6,000</td>
<td>6,000</td>
<td>6,000</td>
<td>6,000</td>
</tr>
<tr>
<td>Website and IT</td>
<td>2,400</td>
<td>2,400</td>
<td>2,400</td>
<td>2,400</td>
</tr>
<tr>
<td>General Overheads</td>
<td>43,900</td>
<td>44,050</td>
<td>44,200</td>
<td>44,200</td>
</tr>
<tr>
<td><strong>Total Operating Costs</strong></td>
<td>138,464</td>
<td>139,966</td>
<td>141,230</td>
<td>142,367</td>
</tr>
<tr>
<td>Surplus before Depreciation</td>
<td>22,361</td>
<td>20,859</td>
<td>19,595</td>
<td>18,458</td>
</tr>
<tr>
<td>Depreciation</td>
<td>37,607</td>
<td>50,107</td>
<td>58,441</td>
<td>70,941</td>
</tr>
<tr>
<td><strong>Excess of Expenditure over Income</strong></td>
<td>15,246</td>
<td>29,248</td>
<td>38,846</td>
<td>52,483</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
<th>Year 4</th>
<th>Year 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>£</td>
<td>£</td>
<td>£</td>
<td>£</td>
<td>£</td>
</tr>
<tr>
<td><strong>OTHER INCOME</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsorships</td>
<td>2,100</td>
<td>2,100</td>
<td>2,100</td>
<td>2,100</td>
</tr>
<tr>
<td>Website Fees and Advertising</td>
<td>900</td>
<td>900</td>
<td>900</td>
<td>900</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>3,000</td>
<td>3,000</td>
<td>3,000</td>
<td>3,000</td>
</tr>
</tbody>
</table>
EXPENDITURE

Estate Management
These costs relate to the management of the Witham Industrial Estate. It is assumed that the current employees will continue to carry out these tasks for the duration of the BID. Employer’s national insurance is assumed payable at a rate of 13.8%.

Telephone, Broadband and CCTV Lines
These relate to rental costs and call charges for the various telephone lines required for the office, broadband and the CCTV systems.

Automatic Number Plate Recognition (ANPR)
The monthly costs of maintaining the ANPR systems.

Closed Circuit Television
These costs relate to the monthly maintenance and power supply costs of running the CCTV.

Gritting
This relates to the cost of gritting the designated industrial areas during the winter months.

7.2 CASHFLOW PROJECTIONS

Notes and Assumptions

BID Levy Income: It is assumed that the income will be invoiced to the council on a monthly basis including Value Added Tax, and that the income is to be received in the same month.

Other Income: It is assumed that there will be additional sources of income which will be received at £3,000 per annum.

OVERHEAD PAYMENTS

Telephone, Broadband and CCTV Lines
It is assumed that these costs will be discharged on a monthly basis.

Automatic Number Plate Recognition
It is assumed that the company will discharge these costs during the month in which the invoice is received.

Closed Circuit Television
It is assumed that these costs will be discharged on a monthly basis.

Gritting
It is assumed that these costs will be discharged during the month in which the invoice is received.

Value Added Tax
It is assumed that Value Added Tax has been charged on the BID Levy income and all relevant expenditure at the current rate of 20%.

GENERAL OVERHEADS
An overhead budget has been included in the income and expenditure projections. This budget is based on the current assessment of operating overheads and is intended to cover general administration overheads, examples of which are detailed below. (The analysis is not comprehensive and may be subject to change over the course of the project).

<table>
<thead>
<tr>
<th>Year</th>
<th>£</th>
<th>Year</th>
<th>£</th>
<th>Year</th>
<th>£</th>
<th>Year</th>
<th>£</th>
<th>Year</th>
<th>£</th>
</tr>
</thead>
<tbody>
<tr>
<td>BID Levy Income</td>
<td>189,390</td>
<td>189,390</td>
<td>189,390</td>
<td>189,390</td>
<td>189,390</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other Income</td>
<td>3,000</td>
<td>3,000</td>
<td>3,000</td>
<td>3,000</td>
<td>3,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL RECEIPTS</td>
<td>192,390</td>
<td>192,390</td>
<td>192,390</td>
<td>192,390</td>
<td>192,390</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Employment Costs</td>
<td>54,364</td>
<td>55,716</td>
<td>56,830</td>
<td>57,967</td>
<td>59,127</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Telephone, Broadband and CCTV Lines</td>
<td>21,600</td>
<td>21,600</td>
<td>21,600</td>
<td>21,600</td>
<td>21,600</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ANPR Costs</td>
<td>14,400</td>
<td>14,400</td>
<td>14,400</td>
<td>14,400</td>
<td>14,400</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gritting Costs</td>
<td>7,200</td>
<td>7,200</td>
<td>7,200</td>
<td>7,200</td>
<td>7,200</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Website</td>
<td>2,880</td>
<td>2,880</td>
<td>2,880</td>
<td>2,880</td>
<td>2,880</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other Overheads</td>
<td>52,680</td>
<td>52,860</td>
<td>53,040</td>
<td>53,040</td>
<td>53,040</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Project Costs - Capital</td>
<td>60,000</td>
<td>60,000</td>
<td>30,000</td>
<td>30,000</td>
<td>-</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vat Payments</td>
<td>4,745</td>
<td>4,715</td>
<td>9,685</td>
<td>9,685</td>
<td>14,685</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL PAYMENTS</td>
<td>220,029</td>
<td>221,531</td>
<td>197,795</td>
<td>198,932</td>
<td>175,092</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>BALANCE CARRIED FORWARD</td>
<td>73,552</td>
<td>44,411</td>
<td>39,006</td>
<td>32,464</td>
<td>49,762</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
7. FINANCIAL PROJECTIONS CONTINUED

Cash Surplus

The cashflow projections have been prepared to ensure that the project remains cash positive during its lifetime. At certain times the company will have surplus cash and possibly a cash balance at the end of year 5. It is proposed to deal with cash surpluses as follows:-

1. Used when possible to bring forward, revise or deal with additional requirements from the members during the lifetime of the project.

2. If the BID ceased to exist, then returned by way of a rebate to businesses paying the levy at the end of the 5th year. The rebate will be apportioned pro rata to the total contribution each business has made in terms of the levy over the previous 5 years.

7.3 PROJECTED BALANCE SHEETS

Notes and Assumptions

**FIXED ASSETS**

It is assumed that if the BID vote is successful then fixed assets held at 30 September 2019 will be restated on the balance sheet at 33% of their original value. This is to recognise the life of the assets being for the full ten years of the two BID terms.

The restated values of the assets have been depreciated over 5 years on a straight line basis. All additions are depreciated to reduce their value to zero by the end of the BID term.

<table>
<thead>
<tr>
<th></th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
<th>Year 4</th>
<th>Year 5</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FIXED ASSETS</strong></td>
<td>£</td>
<td>£</td>
<td>£</td>
<td>£</td>
<td>£</td>
</tr>
<tr>
<td>ANPR</td>
<td>34,266</td>
<td>38,200</td>
<td>31,022</td>
<td>19,677</td>
<td>-</td>
</tr>
<tr>
<td>CCTV</td>
<td>93,088</td>
<td>82,315</td>
<td>60,432</td>
<td>34,383</td>
<td>-</td>
</tr>
<tr>
<td>Signage</td>
<td>23,074</td>
<td>29,806</td>
<td>25,426</td>
<td>16,879</td>
<td>-</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>150,428</td>
<td>150,321</td>
<td>116,880</td>
<td>70,939</td>
<td>-</td>
</tr>
</tbody>
</table>

**CURRENT ASSETS**

<table>
<thead>
<tr>
<th></th>
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<th>£</th>
<th>£</th>
<th>£</th>
<th>£</th>
</tr>
</thead>
<tbody>
<tr>
<td>VAT Debtor</td>
<td>1,632</td>
<td>1,632</td>
<td>1,632</td>
<td>1,632</td>
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<tr>
<td>Prepayments</td>
<td>1,725</td>
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<td>1,725</td>
<td>1,725</td>
<td>1,725</td>
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<tr>
<td>Cash at Bank</td>
<td>73,552</td>
<td>44,411</td>
<td>32,464</td>
<td>49,762</td>
<td>49,762</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>104,548</td>
<td>76,909</td>
<td>47,768</td>
<td>53,119</td>
<td>53,119</td>
</tr>
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</table>

**CURRENT LIABILITIES**

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<tr>
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<th>£</th>
</tr>
</thead>
<tbody>
<tr>
<td>PAYE Liability</td>
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<td>1,309</td>
<td>1,309</td>
<td>1,309</td>
<td>1,309</td>
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<tr>
<td>Other Creditors</td>
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<td>12,486</td>
<td>12,486</td>
<td>12,486</td>
<td>12,486</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>13,795</td>
<td>13,795</td>
<td>13,795</td>
<td>13,795</td>
<td>13,795</td>
</tr>
</tbody>
</table>

**Net Current Assets/(Liabilities)**

<table>
<thead>
<tr>
<th></th>
<th>£</th>
<th>£</th>
<th>£</th>
<th>£</th>
<th>£</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net Current Assets/(Liabilities)</td>
<td>90,753</td>
<td>63,114</td>
<td>33,973</td>
<td>28,568</td>
<td>22,026</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>100,753</td>
<td>66,029</td>
<td>34,944</td>
<td>30,136</td>
<td>30,136</td>
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</table>

**RESERVES**

<table>
<thead>
<tr>
<th></th>
<th>£</th>
<th>£</th>
<th>£</th>
<th>£</th>
<th>£</th>
</tr>
</thead>
<tbody>
<tr>
<td>Income and Expenditure Account</td>
<td>228,788</td>
<td>213,542</td>
<td>184,294</td>
<td>145,448</td>
<td>92,965</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>228,788</td>
<td>213,542</td>
<td>184,294</td>
<td>145,448</td>
<td>92,965</td>
</tr>
</tbody>
</table>

“I think your support is great, you think of everything I was especially impressed with you contacting the highway agency with respect to the muddy walk in to the estate now they have finished the bridge. You go above and beyond and always keep everyone up to date with what is going on.”

Rachel Nickels - Technology Business Services
8. BID ARRANGEMENTS

The Business Improvement District Ballot, Levy and Collection and Alterations of Arrangements

8.1 THE BUSINESS IMPROVEMENT DISTRICT BALLOT

Ballot papers will be despatched by Electoral Reform Services, on behalf of Braintree District Council, on or after the 1st July, 2019. The ballot will close on the 30th July, 2019.

A ratepayer will be entitled to vote if they were listed as a non-domestic ratepayer on the date the notice of ballot is published. In the case of an empty or partly refurbished property, the property owner will be entitled to vote.

Each business ratepayer entitled to vote shall have one vote in respect of each hereditament (premises/building with an individual rateable value) in the geographical area of the Business Improvement District.

For the Business Improvement District to proceed there must be:

- A majority in number of those voting
- A majority in proportion of rateable value of those voting

8.2 COLLECTION OF THE BUSINESS IMPROVEMENT DISTRICT FUND

The Business Improvement District levy will be charged from October, 2019 and annually from 2019 until 2024 (the last year when a charge will be levied from this proposal.) Braintree District Council will be responsible for billing and collecting the levy on behalf of the Business Improvement District and have agreed not to pass on the cost of providing this service to the BID.

All premises in the roads on the Witham Industrial Estates, detailed in the Appendices, as identified on Braintree District Council’s rates listing will receive a demand for the levy for the Business Improvement District. Where premises are vacant the landlord/owner will be responsible for paying the BID levy.

8.3 ALTERATION OF ARRANGEMENTS

The BID area and the overall BID percentages and bandings can only be altered via an alteration or renewal ballot.

All other arrangements may be altered within the constraints of the overall BID budget without the need for a ballot.

8.4 COSTS

The cost of the ballot process will not be recovered through the BID levy.

The costs of developing the BID Proposal were met from BID levy income due to third party funding not being available.

8.5 BID PROCEDURE TIMETABLE 2019

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>24th May</td>
<td>WIW will deliver the BID Proposal To Braintree District Council</td>
</tr>
<tr>
<td>18th June (latest)</td>
<td>Notification of Ballot</td>
</tr>
<tr>
<td>2nd July (latest)</td>
<td>Despatch of Ballot papers</td>
</tr>
<tr>
<td>19th July</td>
<td>Latest date to appoint proxy</td>
</tr>
<tr>
<td>24th July</td>
<td>Issue of replacements (ERS)</td>
</tr>
<tr>
<td>25th July</td>
<td>Latest date to cancel proxy</td>
</tr>
<tr>
<td>30th July</td>
<td>Close of Ballot</td>
</tr>
<tr>
<td>31st July</td>
<td>Issue of result by 5pm</td>
</tr>
</tbody>
</table>

“We want businesses in our district to thrive and that is only possible when we all work together. Witham Industrial Watch is a real force for good and shows what can be achieved when businesses pull together to make the district a great place to do business.”

Cllr Graham Butland
Leader of Braintree District Council
Thank you to all the companies, organisations and individuals who have helped Witham Industrial Watch over the last five years. Many of you have given your time and resources free of charge, which is very much appreciated.

A SPECIAL MENTION TO OUR PARTNERS:

WE ARE INDEBTED TO THE FOLLOWING BUSINESSES ON THE ESTATES FOR HOSTING WIW EQUIPMENT:

- A1 Motorworks
- Acquisition Services Ltd
- B L Acoustics Ltd
- Bairds Malt Limited
- Bensons Printing Company Ltd
- Cannon BMW Motorcycles
- Crittall Windows Ltd
- Dale Hire
- Doe Motors
- Doel Engineering Ltd
- Door Depot, Essex Safety Glass
- DSE Engineering Ltd
- Essex Leisure
- Essex Reclamation Ltd
- Essex Turbochargers Ltd
- Euroview Architectural Glass
- Freebournes Property Ltd
- J W Gray Lightning Protection Ltd
- K&A Direct Ltd
- MC Truck and Bus Ltd
- Office Life Solutions Ltd
- Peter Copsey Engineering Ltd
- PFE Express Ltd
- Red Recruit
- Rockways Ltd
- Screw Fix
- Sign Express
- Simarco Worldwide Logistics
- Speedy Hire Centre
- Spraymaster
- Suregreen Ltd
- Synseal Group
- TE Connectivity Ltd
- Thomas Boers Ltd
- Waterside Business Park
- Windsor Materials Handling

THIS BID PROPOSAL WAS CREATED BY:

GRAPHIC DESIGN & PRINTING: WWW.PRINTWISE.CO.UK
PHOTOGRAPHY BY SOLUS PHOTOGRAPHY: WWW.SOLUS-PHOTOGRAPHY.CO.UK
In July 2019 – Vote **YES** for 5 more years of BID success

“WIW has been a great asset to the estates and has supported our business with many different enquiries throughout the years. From fast and effective communication to any problems on the estate, to ensuring the roads were cleared of snow last year, they have been a great help. Thank you WIW.”

**Steve Gracie – Dental Directory**
“Witham Industrial Watch makes working in Witham feel really community spirited. Us members are all like-minded; looking out for one another and sharing information to help keep ourselves and our neighbours safe and knowledgeable about what’s happening in and around our estates. I have benefited personally from the defibrillator and CPR training course arranged by Witham Industrial Watch, which has given me a great sense of pride that I can take anywhere. The Managers do a fabulous job nurturing Witham Industrial Watch and keeping us all connected.”

Clare Cracknell – Red Recruit

STREETS INCLUDED IN THE WITHAM INDUSTRIAL AREA 2019–2024 BID

Atlantic Square
Bellcroft
Black Croft Road
Blackwater Lane
Briarsford
Colchester Road
Colemans Bridge
Crittall Road
Croft Way
Cromwell Centre
Eastways
Enterprise Court
Europa Park
Freebournes Road
Moss Road
Motts Lane
Perry Road
Perry Way
Rosewood
Business Park
Station Road
Stepfield
Swan Vale Estate
Swanbridge
Industrial Park
Taber Place
Waterside
Business Park
Wheatear Estate
Wheaton Court
Wheaton Road
The Witham Industrial Watch BID has had ten years of success bringing businesses of all sizes together for the greater good to champion our industrial estates.

I have been incredibly impressed at how the Witham Industrial Watch BID has facilitated a relentless focus on delivering and implementing positive changes in a way that no other authority or agency can. I have been pleased to work closely with the team to promote the businesses on the industrial estates, including to support them in tackling crime and anti-social behaviour and campaigning for improvements to infrastructure.

The benefits of the Witham Industrial Watch BID are clear and their presence helps local firms to grow from strength-to-strength and to support local employment. As we look ahead to the next five years and the challenges that our Town and industrial estates face, I feel confident that we will be best-placed to overcome those pressures by giving the Witham Industrial Watch BID a renewed mandate. Witham needs its thriving industrial estates and the Witham Industrial Watch BID is instrumental to their success and to our attractiveness as a Town.

Rt Hon Priti Patel MP

In July 2019 – Vote YES for 5 more years of BID success
10. ACTION – NEXT STEPS

In July 2019 your company will receive a ballot paper from Electoral Reform Services asking if you would like the Business Improvement District (BID) on Witham’s industrial estates to continue for another five years. The ballot paper similar to the one at the bottom of this page, will be sent to the person who pays the business rates for your organisation so they can vote.

DOES OUR VOTE COUNT?

Yes your vote is vital

A “YES” VOTE for the 2019-2024 Business Improvement District will mean the services Witham Industrial Watch provide will continue and a “YES” vote will mean more improvements can be introduced in the next five years.

A “NO” VOTE for the 2019-2024 Business Improvement District will mean the closure of all the industrial estate improvements you currently enjoy: 82 CCTV cameras, ANPR cameras, estate managers’ support, gritting the roads, new signage and 8 defibrillators. The Business Improvement District will cease to exist.

VERDICT

Witham Industrial Watch Ltd with the Business Improvement District scheme has made the industrial estates safer, cleaner and encouraged new businesses to invest in Witham – please help it continue.

VOTE “YES” to secure the Business Improvement District services on the estate for another five years
WITHAM INDUSTRIAL WATCH LTD (WIW)
Proposal for a Business Improvement District (BID) 2019-2024

Registered address:
Witham Industrial Watch Ltd
Baverstocks Chartered Accountants
Dickens House, Guithavon Street,
Witham, Essex, CM8 1BJ

CONTACT:
If you would like to contact us about Business Improvement District 2019-2024 or concerning any other WIW matter, we would love to hear from you:

General enquiries:
Estate Managers Ann, Adrian and David • 01376 515 577 (office)
an@withamindustrialwatch.co.uk • 07384 342 358
david@withamindustrialwatch.co.uk • 07760 625 468
adrian@withamindustrialwatch.co.uk • 07799 202 093

Business Improvement District enquiries
Kate Carling - Witham Industrial Watch Ltd Director
kate.carling@withamindustrialwatch.co.uk

Press enquiries:
Sally Carpenter - ClientAct Public Relations
pr@clientact.co.uk - 01376 513 640
www.clientact.co.uk

www.withamindustrialwatch.co.uk