

brentwood



connected

Brentwood | Shenfield | Ingatestone

# BRENTWOOD CONNECTED BUSINESS IMPROVEMENT DISTRICT 1 OCTOBER 2023 – 30 SEPTEMBER 2024

Brentwood, Shenfield and Ingatestone businesses voted on 29 June 2023 to create a unique Business Improvement District (BID) that will secure a significant £2m to be spent on improving the area over the next five years.

As a result of the YES vote the new Brentwood Connected BID will come into effect on 1 October 2023.

Brentwood Connected will be the first in the UK to incorporate three high streets in one BID. Over 500 businesses - including yours - will benefit from events, projects and initiatives that increase footfall, dwell time and perception of the area.

Businesses with a rateable value of £12,500 or above within the BID boundary will pay an annual BID levy based upon their rateable value. The collective levy will average £400k per year, which will be spent on business-led improvements.

## BID THEMES

### 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

## YEAR ONE'S BUDGET

| YEAR 1 LEVY INCOME | WELCOMING PLACES | IMPROVING PLACES | PROMOTING PLACES | CONNECTING PLACES | MANAGEMENT COSTS | TOTAL EXPENDITURE | SETUP COSTS | SURPLUS |
|--------------------|------------------|------------------|------------------|-------------------|------------------|-------------------|-------------|---------|
| <b>£380,138</b>    | £82,916          | £82,916          | £96,736          | £13,819           | £83,750          | <b>£360,138</b>   | £15,000     | £5,000  |

For more information email [brentwoodconnected@brentwood.gov.uk](mailto:brentwoodconnected@brentwood.gov.uk) or visit [www.brentwoodconnected.co.uk](http://www.brentwoodconnected.co.uk)