

Consideration of a Business Improvement District for

East Grinstead

Initial information sheet Spring 2026



Background

Following on from recent work towards a town centre improvement plan, Heartflood have been commissioned by Mid Sussex District Council to carry out an independent study to investigate the possible creation of a Business Improvement District (BID) in East Grinstead town centre. This process will involve local organisations, such as the East Grinstead Business Association and the East Grinstead Town Council, and this sheet is one of a series of ways in which we will be asking town centre businesses for their views on this.

What is a BID?

A BID is a business-led and business-funded body formed to improve a defined commercial area. Most are governed by a Board made up of BID levy payers who represent the BID area, which means that businesses have a genuine voice, and are able to decide and direct what they want for their town or city.

Does there need to be business support towards a BID?

Absolutely – which is why it will be critical for us to assess the views of as many town centre businesses as possible. Any future BID would require a vote by all eligible businesses in the area, so we will be gathering as many business views as possible between now and May to determine whether a BID should be proposed for the town centre.

How could a BID help my business?

There are more than 340 BIDs already operating across the UK, with the majority focusing on town or city centres. Business benefits include:

- The activities overseen by BIDs are designed to result in increased footfall, which, in turn, boosts trade
- Businesses get to decide the improvements they want to see enacted, so activities result from business feedback
- Improvements, such as promotions, events, and streetscene enhancements generate a greater sense of local pride in the town, which is good for business

What type of projects might be considered?

This will depend entirely on local business feedback, although many BIDs focus upon:

- Marketing & promotion
- Events and vibrancy
- Streetscene improvements
- Initiatives to improve safety & security
- Projects to support businesses, such as those to reduce business overheads

Many other ideas will be encouraged as part of the business survey, and businesses can complete the survey via the following QR code.



Take the business survey



EAST GRINSTEAD TOWN COUNCIL

EGBA East Grinstead Business Association
The Voice of Local Business

How are BIDs funded and set up?

A BID is funded by businesses paying a small proportion (typically about 2%) of their business Rateable Value towards improvement projects. This money is then allocated for use only in the BID area, unlike business rates which go to and are redistributed by Government. A BID can only be formed following extensive consultation, as well as a ballot, in which businesses vote on a detailed Business Plan which they have developed, and which needs to result in more than 50% of those who vote supporting the proposals.

So, are we at the point of a BID being set up?

No, this study is an initial exercise to test the appetite of businesses for the improvements which might be brought about by a BID. This is therefore an exploratory piece of research in advance of any BID being subsequently considered.

How much would it cost my business and how much money would be raised?

Both of these questions would be considered as part of the survey, because we need to assess the level of local support for businesses to invest in town centre improvements. We anticipate that a BID in East Grinstead could generate approximately £100,000 per year, although it should be emphasised that this is a guide figure at this stage.

Which area of the town centre could be covered?

This question will also be considered as part of the survey, because we will also need to assess the level of local support for businesses to be situated within a possible BID area. Any possible BID boundary is therefore open to consultation.



Would all businesses within the BID area be liable to pay the BID levy?

In principle yes, although an exemption level is typically applied, which is decided by businesses during the subsequent development of any BID. This would mean that small businesses falling under a set threshold of, say £5,000, Rateable Value, would not usually be liable to pay the bid levy.

When could this happen?

The current study proposals are due to be complete by the end of May, which should provide a clear indication of whether or not a BID proposal could be pursued. Given the complexity of a BID and the level of consultation required, we would anticipate that a BID would take a further 9-12 months to be implemented, which would need to be subject to the majority of businesses voting to support the BID in a ballot.

How long could a BID last?

The maximum term for any BID is 5 years and this is the typical duration chosen, which we would typically expect to generate approximately £500,000 over this timescale in East Grinstead.

So how can I give you my views?

We are seeking the views of as many businesses as possible in helping shape the considerations and would urge you to complete the business survey via the QR code. You can also get in touch with **Chris Gregory, Project Manager** for the study, to request a paper copy of this via either **chris@heartflood.co.uk** or **07854 027080**.

Where can I get further information on BIDs?

For further information on BIDs, please feel free to get in touch using the details above, or alternatively visit **<https://www.gov.uk/guidance/business-improvement-districts>**



Help shape the considerations proposed.

Please scan the QR code to complete the business survey

<https://www.surveymonkey.com/r/EASTGRINSTEAD2026>

Heartflood 