

WITHAM INDUSTRIAL WATCH LTD

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Company limited by guarantee
Registered in England
Company Number 06456548

This proposal for a Business
Improvement District has been
Developed with funding and
support from:



Cover photograph Bairds Malt

WITHAM INDUSTRIAL WATCH LTD

Business Improvement District

Proposal 2009-2014



Contents

- 1. INTRODUCTION
- 2. BUSINESS IMPROVEMENT DISTRICT (BIDs)
 - 2.1 What is BIDs?
 - 2.2 Why is BIDs needed?
 - 2.3 What BIDs could achieve for business in Witham
- 3. PROPOSAL-KEY TARGETS
 - 3.1 Automatic Number Plate Recognition system
 - 3.2 Estate manager
 - 3.3 Improved Signage
 - 3.4 CCTV
 - 3.5 Parking review
- 4. ADDITIONAL SERVICES
 - 4.1 Baseline services
 - 4.2 Crime and detection
 - 4.3 Other Security Measures
- 5. CONSULTATION AND COMMUNICATION
 - 5.1 Surveys
 - 5.2 Face to face meetings
 - 5.3 Public meetings
 - 5.4 Website
- 6. CONSTITUTION
- 7. FINANCIAL PROJECTIONS
 - 7.1 Income and Expenditure Account
 - 7.2 Cashflow projections
 - 7.3 Balance Sheet
- 8. THE BUSINESS IMPROVEMENT DISTRICT BALLOT, LEVY AND COLLECTION AND ALTERATION OF ARRANGEMENTS
 - 8.1 The BID ballot
 - 8.2 Collection of the BID fund
 - 8.3 Alteration of Arrangements
 - 8.4 Proposal costs
 - 8.5 BIDs procedure timetable
- 9. SUMMARY
- 10. SPONSORSHIP AND ACKNOWLEDGEMENTS
- APPENDICES
 - Map of the BIDs area
 - Streets included in the BIDs area



1. Introduction

Welcome to Witham Industrial Watch Ltd.'s Proposal for a Business Improvement District scheme (BIDs) in our industrial areas between 2009 and 2014. This document identifies the key proposals in the BIDs scheme, provides you with full details on BIDs and illustrates how the implementation of the scheme will improve the security and working environment for your business and your employees.

This proposal is the result of months of consultation, discussion and analysis on various ideas for improvements to the industrial estates that have been circulated amongst the businesses in our area. We do hope that this Proposal reflects what you would like to see delivered over the next five years.

We are also pleased to have received support for this scheme from local companies, Essex Police and local councils, and you can read some of their comments in this Proposal.

As businesses we now have a choice to make. A 'YES' vote for BIDs in July will help us to continue to work together to develop the Witham Industrial Estates, to bring benefits such as enhanced crime deterrents and improved signage. The BIDs levy will enable us 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 continuing to work with you over the next five years and towards improving our trading environment and business community.

The Directors
Witham Industrial Watch Ltd.

This proposal for a Business Improvement District has been developed with funding and support from:



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2. Business Improvement District



“WIW is a great communicator, it gives security to the smaller companies as well as the larger ones, and everyone is looking out for each other.”

Mark Bailey
Essex Business
Machines Ltd.

2.1 What is BIDs

Business Improvement District – is a scheme that enables improvement projects to be undertaken in a specific area; these improvements would not otherwise be undertaken due to lack of drive, organisation or council funding. The projects often relate to security issues, signage, parking etc. Many successful BIDs schemes are in place across the U.K. to the benefit of the businesses and employees.

A YES vote in Witham in July will result in the collection of a small levy, 1% of rateable value with a cap at £2000, from all industrial area ratepayers in the BIDs area. (See Appendices) The levy is collected by Braintree District Council and is passed to Witham Industrial Watch Ltd to fund the specific 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 BIDs needed?

BIDs is needed now because if action is not taken the condition and reputation of Witham industrial estates will deteriorate.

Theft of personal property affects the staff and can be very upsetting but the theft of machinery and equipment prevents companies conducting their business effectively; it costs time and money, disrupts production and can delay orders.

Theft is an increasing problem on many industrial sites in the UK; WIW aims to minimise criminal activity in the BIDs area and to work in partnership with the Police and local businesses to deter the criminals.

We are keen to build confidence in the area so that prospective new businesses and investors will want to come to Witham and provide additional jobs. Local employment opportunities are crucial for the expanding population of the town.

2.3 What BIDs could achieve for business in Witham

A safer, cleaner and greener environment for businesses and their staff by undertaking a range of projects that can only be achieved if every business works together; the small businesses should benefit as much or even more than the larger companies.

WIW will also use its influence to ensure that Braintree District Council and Essex County Council provide the full range of services they are bound to provide.

In the long term it is hoped that companies will develop a better understanding of the range of products and services offered in Witham and benefit from increased business opportunities.

A thriving industrial area will attract more successful businesses into the area. *“The Council attaches great importance to the protection and improvement of the Witham Industrial Watch area. It is one of our most valued commercial locations providing considerable employment stability and opportunity for thousands of local people. We are an active part of the partnership, which is working to retain existing businesses and attract new ones through environmental and security improvements. The thriving WIW area has even greater potential, thanks to its strategic location adjacent to the A12, one of the busiest routes between London and the East Coast ports.”* Councillor Nigel Harley, Cabinet Member for Enterprise, Culture & Leisure, Braintree District Council

“Businesses cannot individually afford the costs of making these industrial areas cleaner, safer, more secure, amenable and generally a better place of work; but if we all contribute a small levy we must be able to make it better by demanding our rights from the local councils and funding more services.”

Chris Dale - Dalehire, Witham

From a safety point of view transforming the grass verges into proper parking areas and yellow lining Crittall Road would help towards the safer flow of HGV's on and off the estate"

Kevin Bird
Welch's Transport Ltd.

3. Proposal: Key Targets



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The activity of the proposed BID will be to work towards achieving five BID aims, which Witham Industrial Watch believe address the problems currently encountered by businesses within the BID area. Our targets are:

- Automatic Number Plate Recognition system
- Estate Manager
- Improved signage
- CCTV
- Parking review

3.1 Automatic Number Plate Recognition System

Witham Industrial Watch Ltd. believes that preventative and deterrent measures are the best way to tackle crime and security in the BIDs area. In the last three years businesses have been subject to significant levels of criminal activity and Witham Industrial Watch has raised awareness of potential threats to business through a network of e-mail contacts and close co-operation between both WIW members and Essex Police. The Proposal plans to deliver two measures in particular, ANPR and CCTV, to prevent and reduce crime.

"Security in the area is the worst problem for all companies on the estate. When you drive into the estates not one thing stands out that shows the area is security conscious...no barriers, hi viz signs, occasional mobile vans, signs at company locations etc. For security to work, it has to be active and not passive."

"There is an ever decreasing amount of parking spaces for both HGV and cars, this has always been a problem but seems to have got worse over time."

Laurence Bennett –
Ro-Truck Scania

3.2 Estate Manager

The Proposal 2009-2014 will provide an estate manager, who will be employed by Witham Industrial Watch Ltd. and be responsible for the day to day management of the BIDs projects. The Manager will also be responsible for keeping in contact with Braintree District Council and Essex County Council to ensure that they provide the statutory services.

The estate manager's role will be to:

- Act as a first point of contact for businesses on the industrial estates.
- Act as a first point of contact for public sector and other external agencies in connection with the BIDs projects.
- Ensure that the industrial areas receive the appropriate level of service they are entitled to from the public sector and other agencies
- Promote and lobby for improvements to the area such as crime prevention and security, estate cleaning and maintenance, and highways improvements

It is hoped that an estate manager will be a regular, personal and consistent contact for all businesses in the BIDs area providing a service which the current WIW team would be unable to achieve on a continuing and voluntary basis.

3.3 Improved Signage

Demands for improved signage have been highlighted in the recent surveys and BIDs funding will be made available to improve signage during the proposed programme.

"As employers we all have a duty to identify and reduce risk in the work place, improved signage on the estate would greatly reduce the current risks and hopefully avoid further accidents."

Joe Curran - Transport Manager
Veolia Environmental Services (UK) Ltd.

The plan will implement signage improvements on and around the area which may include new signs at the main entrances to each of the industrial areas and more detailed signs showing directions to each road within those areas.

3.4 CCTV

Quality CCTV that can be used in evidence is being considered so that there will be greater coverage of incidents on the estates. It could also be a deterrent to future criminal activity.

3.5 Parking review

Parking for staff, HGV and visitors is a problem on the industrial estates. One suggestion from a local business is to pave the rutted grass areas in Crittall Road. WIW are proposing to carry out a review of the parking needs of the BIDs area within the five year budget period.





4. Additional Services



Since its introduction Witham Industrial Watch has been supported by Essex Police.

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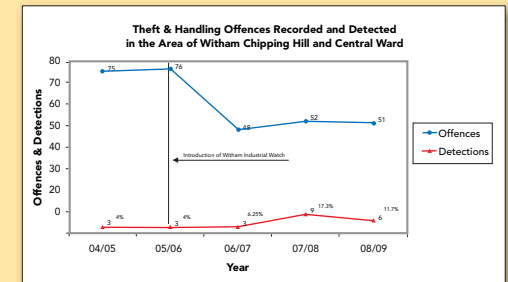
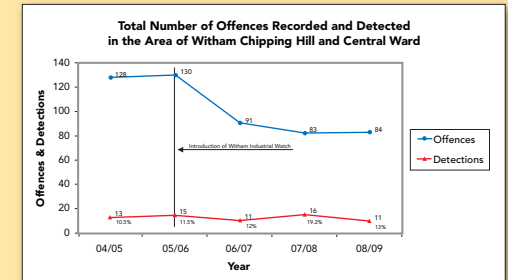
4.1 Baseline services

It is understood that baseline services currently provided by Braintree District Council and Essex County Council will continue at existing levels:

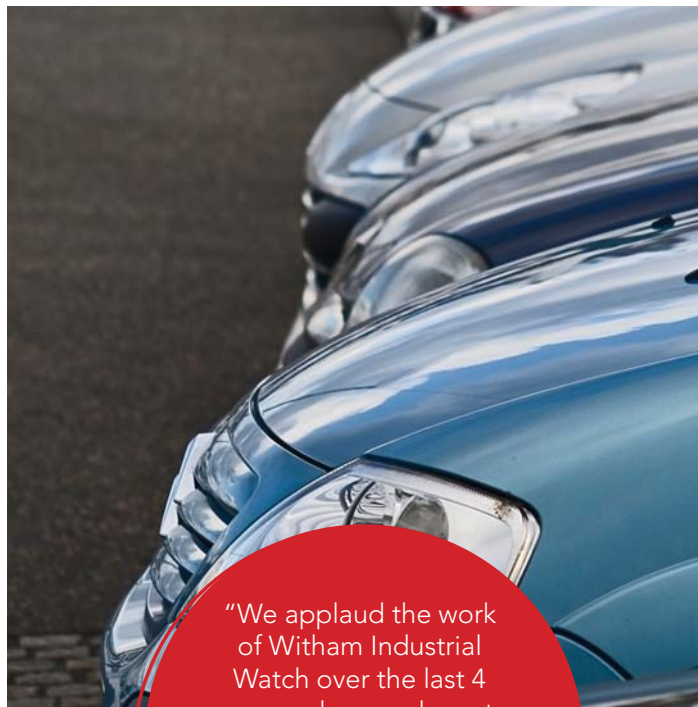
- Street cleaning
- Street Lighting
- Highway Maintenance
- Traffic Management
- Winter Maintenance

4.2 Crime and detection

Since its introduction Witham Industrial Watch has been supported by Essex Police. With a dedicated Police Officer and PCSO, members have been able to contact the police service directly to report any incidences of crime or vandalism in this area. The WIW network of 200 businesses on the estates receive email alerts concerning suspicious behaviour and news reports on the work of WIW. This has proved to be very effective in raising security awareness with staff so that they are now challenging suspicious people enabling the police to benefit from the eyes and ears of several hundred people.



5. Consultation and Communication



"We applaud the work of Witham Industrial Watch over the last 4 years and we are keen to reduce criminal activity so that there are fewer victims of crime in the Braintree district."

Alan Gooden
Chief Inspector

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Identifying the needs and aspirations of the businesses and individuals on the industrial estates has been an essential part of the consultation process. We have used the information, feedback and survey responses to identify areas that are of concern: security, estate management, signage, parking, litter.

5.1 Surveys:

March 2008

Braintree District Council in partnership with Witham Industrial Watch sent surveys to individuals responsible for paying the rates in 300 companies on the industrial estates.

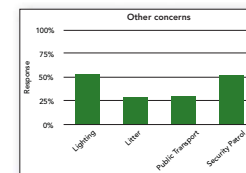
The responses highlighted important aspects surrounding:

- Safety
- Security
- Staff concerns

January 2009

Witham Industrial Watch organised a survey in January. Copies of the survey were hand delivered to businesses on the industrial estates and the responses highlighted concerns relating to:

- Security
- Signage
- Parking
- HGV movements



5.2 Face to face meetings

Face to face meetings with representatives of WIW have enabled business people to express their views and concerns, and to seek information on the plans for BIDs.

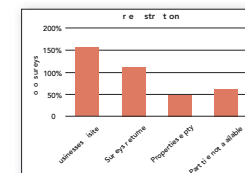
5.3 Public Meetings

Members of WIW have been invited to many public meetings over the last four years to discuss problems and solutions. These meetings have been an opportunity to meet other members and representatives of statutory bodies. The development of the BIDs process has been discussed and agreed.

On 27th February 2009 members were invited to the Launch of the BIDs process at Tyco Electronics Ltd, an event supported by Brooks Newmark M.P., Chief Inspector Alan Gooden, The Mayor of Witham, Cllr Mrs Janet Money and representatives from Braintree District Council. This meeting was well reported in the press.

Chief Inspector Alan Gooden said: "We applaud the work of Witham Industrial Watch over the last 4 years and we are keen to reduce criminal activity so that there are fewer victims of crime in the Braintree district."

"Witham needs a thriving industrial area and we are delighted to support the launch of BIDs", said **The Mayor of Witham Cllr Mrs**



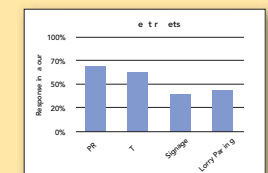
Janet Money. "We value the businesses on the industrial estates and the employment opportunities they provide to over 2,500 people.

"Everyone is struggling during these difficult economic times, but it is to our local industries, the bedrock of our local economy, that we must look to not only to survive this recession, but also to emerge stronger out of it. Our local industries will be a crucial catalyst for both a national recovery and to rejuvenate our local economy. I applaud the excellent work of Witham Industrial Watch, the Witham Chamber of Commerce and other local business groups and would encourage local people to support local industries by buying what they can locally."
Brooks Newmark MP

5.4 Web Site

The WIW website includes the latest news of meetings and activities, a directory of members with links to their own websites, if requested, and a dedicated BIDs page.

Students from the New Rickstones Academy are working with us on the development of the web site for BIDs which will give them the opportunity to have a greater understanding of local industry.



6. Constitution



Witham Industrial Watch Ltd. is a company limited by guarantee. The registered office of the company is: **Dickens House, Guithavon Street, Witham, Essex, CM8 1BJ.**

The board currently consists of three directors. In consultation with our solicitors the constitution will be amended if necessary in accordance with the statutory requirements for a BIDs company.

7. Financial Projections



The Witham BID will raise approximately £109,000 per annum through its BID levy. This levy will be 1% of the rateable value of each defined rate payer in the BID area. A maximum contribution has been capped at £2,000 per annum. There are approximately 400 eligible businesses in the proposed BID area. The money raised will be spent exclusively in the defined BID area in line with the wishes of the businesses paying the levy.

The requirements of Witham Industrial Estates' Business Community as defined by surveys have been assessed and prioritised in the following way:-

1. Signage
2. Automatic Number Plate Recognition (ANPR) and Closed Circuit Television (CCTV) systems
3. Estate management
4. Crittall Road Paving
5. Parking Issues

The above items have been accommodated into the financial projections as income and cash flow allow.

The Witham BIDs five year accounts and cash flow projections are as follows:-

7.1 Income and Expenditure Account

	Year 1	Year 2	Year 3	Year 4	Year 5
Income					
BID Levy Payments	109,300	109,300	109,300	109,300	109,300
Other income	-	12,000	12,000	12,000	12,000
	109,300	121,300	121,300	121,300	121,300
Expenditure					
Commission/lobbying for parking	-	-	10,000	-	-
Signage - Depreciation	6,000	6,000	6,000	6,000	6,000
ANPR lease	17,010	22,680	22,680	22,680	22,680
Estate management	16,920	33,840	33,840	33,840	33,840
CCTV lease	14,580	29,160	29,160	29,160	29,160
Crittall road paving	-	-	25,000	-	-
	54,510	91,680	126,680	91,680	91,680
Contingency (see below)	10,000	10,000	10,000	10,000	10,000
Total Expenditure	64,510	101,680	136,680	101,680	101,680
Total	44,790	19,620	(15,380)	19,620	19,620



7. Financial Projections

Notes and Assumptions

Commencement

It is assumed that the commencement will be 1 October 2009, subject to a successful BID application.

Income

BID Levy Payments

The income is calculated based upon 1% of the estimated yearly rateable value of £13.5m with a cap of £2,000. The cap is relevant where the rateable value of the property is more than £200,000. There are currently 17 properties with a rateable value of more than £200,000 with income capped at £2,000. Estimated income is adjusted to take into account the higher rateable values of properties which are capped.

Other Income

It is assumed that there will be an additional source of income from year two at £1,000 per month, 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)

Expenditure

Commission/Lobbying for parking

These costs relate to the increase in parking facilities. It is assumed that the costs are to be incurred in the first quarter of year 3.

Estate Management

These costs relate to the management of the Witham Industrial Estate. It is assumed that the company will recruit an employee to carry out these tasks from quarter 3 of year 1. It is assumed that they will be remunerated at £30,000 per annum. Employers national insurance is assumed as payable at a rate of 12.8%.

Depreciation (Signage)

It is assumed that these items have been capitalised at the end of quarter one and will be depreciated evenly over 5 years.

Leasing (ANPR and CCTV)

The leasing costs are calculated based on a monthly cost being £27 of every £1,000 cost of the asset. The asset values that are assumed in this document are:-

ANPR 70,000
CCTV 15,000 per camera

On both leases, it is assumed that an advance payment of one quarters rentals is to be paid in the first month.

It is assumed that the term of the ANPR lease will be 5 years, starting in quarter 2 of year 1.

It is assumed that 4 cameras will be leased starting in quarter 2 of year one on a 5 year term.

	Year 1	Year 2	Year 3	Year 4	Year 5
Other Income					
Training Courses	-	3,100	3,100	3,100	3,100
Sponsorships	-	5,500	5,500	5,500	5,500
Donations	-	2,250	2,250	2,250	2,250
Sundry income	-	1,150	1,150	1,150	1,150
		12,000	12,000	12,000	12,000

It is assumed that 2 cameras will be leased starting in quarter 1 of year two on a 4 year term.

Crittall Road Paving

It is assumed that these costs will be incurred in 2 instalments in the 3rd and 4th quarter of the 3rd year at a cost of £25,000.

Contingency Expenditure Profile

An overhead contingency has been included in the income and expenditure projections. The contingency 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)

	Year 1	Year 2	Year 3	Year 4	Year 5
Administration Expenses					
Marketing Costs	2,000	2,000	2,000	2,000	2,000
Print, Postage and Stationery	1,550	1,550	1,550	1,550	1,550
Training	2,250	2,250	2,250	2,250	2,250
Power Supply to Lights/CCTV	1,500	1,500	1,500	1,500	1,500
Sign Installatioin	-	750	-	-	-
Professional Fees	1,500	1,500	1,500	1,500	1,500
Sundry Expenses	1,200	450	1,200	1,200	1,200
Total Expenditure	10,000	10,000	10,000	10,000	10,000

7.2 Cashflow projections

	Year 1	Year 2	Year 3	Year 4	Year 5
Balance brought forward	-	12,404	35,229	23,974	51,469
Receipts					
BID Levy Payments	125,696	125,696	125,696	125,696	125,696
Other income	-	12,000	12,000	12,000	12,000
VAT Refund	776	-	96	96	-
Total Receipts	126,472	137,696	137,792	137,792	137,696
Payments					
Commission/lobbying for parking	-	-	11,500	-	-
Signage	34,500	-	-	-	-
ANPR lease	26,083	26,084	26,084	26,084	19,563
Estate management	16,920	33,840	33,840	33,840	33,840
CCTV lease	22,356	33,330	33,536	33,536	25,152
Crittall road paving	-	-	28,750	-	-
Contingency	11,500	11,500	11,500	11,500	11,500
VAT Payment	2,709	7,117	3,837	5,337	7,116
Total Payments	114,068	114,871	149,047	110,297	97,171
Balance carried forward	12,404	35,229	23,974	51,469	91,994

Notes and Assuptions

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 an additional source of income which will be received from year 2 at £1,000 per month.

Commission/Lobbying for Parking

It is assumed that these costs will be paid in full during the quarter in which the invoice is received.

Signage

It is assumed that the company will pay for these assets in quarter 2 of year 1.

Leasing (ANPR and CCTV)

It is assumed that leasing costs will be paid monthly, with 3 months being paid up front in the first month.

Crittall Road Paving

It is assumed that these costs will be paid in full during the quarter 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 a rate of 15%. (Subject to change to the prevailing rate)

Cash Surplus

The projections have been designed so that the project remains largely 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. 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 Balance Sheet

	Year 1	Year 2	Year 3	Year 4	Year 5
Fixed Assets					
Cost	30,000	30,000	30,000	30,000	30,000
Depreciation	(6,000)	(12,000)	(18,000)	(24,000)	(30,000)
	24,000	18,000	12,000	6,000	-
Assets					
Cash at Bank	12,404	35,229	23,974	51,469	91,994
Prepayments	10,530	12,960	12,960	12,960	-
VAT Debtor	-	-	96	-	-
	22,934	48,189	37,030	64,429	91,994
Liabilities					
Bank Overdraft	-	-	-	-	-
VAT Liability	2,144	1,779	-	1,779	3,724
	2,144	1,779	-	1,779	3,724
Net Current Assets	20,790	46,410	37,030	62,650	82,270
Net Assets	44,790	64,410	49,030	68,650	88,270
Capital and Reserves					
Income and Expenditure account	44,790	64,410	49,030	68,650	88,270
	44,790	64,410	49,030	68,650	88,270

8. THE BUSINESS IMPROVEMENT DISTRICT BALLOT, LEVY AND COLLECTION AND ALTERATIONS OF ARRANGEMENTS

8.1 The BID Ballot

Ballot papers will be despatched by Electoral Reform Services, on behalf of Braintree District Council, on or after the 1st July, 2009. The ballot will close on the 31st July, 2009.

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, 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:

1. A majority in number of those voting
2. A majority in proportion of rateable value of those voting

8.2 Collection of the BID Fund

The Business Improvement District levy, which is mandatory, will be charged from October, 2009 and annually from 2009 until 2014 (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 Proposal costs

The costs of developing the BID proposal were met from a grant of £15,000 awarded from the LABG1 fund by Braintree District Council. Neither the costs involved in developing the proposal nor the cost of the ballot will be recovered through the BID levy.

8.5 BIDs Procedure Timetable

26 May	WIW will deliver the BIDs document to B.D.C.
12 June	Publish Notice
14-28	June BIDs Proposal document - distributed to all companies in BIDs zone by WIW. WIW members to deal with questions and queries
29 June	B.D.C. issue Ballot Papers
1-31 July	Voting period
21 July	Latest date to appoint proxy
26 July	Latest date to cancel proxy
27 July	Last date to reissue spoiled papers (approx 5 p.m.)
27 July	Issue of replacement lost ballot papers
31 July	Ballot Day (closes 5 p.m.)
03 August	Result is announced (5 p.m.)

Should the vote be positive BDC will undertake the billing through its IBS system; they will be billing by October with the first collection of the levy in November.

9. SUMMARY

Thank you for reading the BIDs Proposal. We hope that you will appreciate that a "YES" vote for BIDs will give us an opportunity to bring benefits to the industrial areas, deterring criminal activity, improving signage and amenities which will not be possible without the BID scheme.

If you have any queries please do not hesitate to contact us.

The Directors - Witham Industrial Watch Ltd.

Vote Yes 

10. Sponsorship and Acknowledgements

Witham Industrial Watch Limited are grateful for the support received from the following:



Baverstocks have had a significant presence in Witham for over 25 years. With a team of approximately 20 people based in the town, the firm is committed to the business community of Witham and offer a comprehensive range of services from traditional audit, accounts and taxation, to business development, strategic planning and business finance. Baverstocks are delighted to be involved with the Witham Industrial Watch BID and look forward to full involvement over the lifetime of the project.

If you wish to find out more about Baverstocks or have a free of charge discussion please contact:

Philip Lawrence on 01376 519044 or philip.lawrence@baverstocks.com.



Street included in the BIDs area

Information supplied by Braintree District Council

- Atlantic Square, Station Road
- Bellcroft, Eastways • Blackwater Lane
- Briardsford • Colchester Road
- Crittall Road • Croft Way
- Cromwell Centre, Stepfield • Eastways
- Enterprise Court, Eastways
- Freebourne Court • Freebourne Road
- Loss Road • Perry Road • Perry Way
- Station Road • Stepfield
- Swan Vale Estate • Taber Place
- Waterside Business Park, Eastways
- Wheatear • Wheaton Road

