

VOTE YES 

BID 4 PROPOSAL

A proposal for a
Business Improvement
District on Winsford
Industrial Estate

**INVEST,
LIVE,
WORK.**

Winsford 
Business Environment Group

2021-2026

Winsford Industrial Estate Business Improvement District (BID4)

The UK's first Industrial
Business Improvement
District – 15 years of
success



2021-2026

Continuing to develop our objectives through BID 4

Our Key Aims For Winsford Industrial Estate

- Retain its position as a flagship trading environment in the North West
- Safer and secure estate
- Greener, cleaner and sustainable
- A great place to work and do business
- A private sector led added value investment for Winsford Industrial Estate

Welcome

Message from Pete Price – Chair of the Business Improvement District

I am pleased to present this proposal for a successor Business Improvement District (BID) for Winsford Industrial Estate. I am confident that this fourth term BID will provide us with a significant return on investment for all businesses on Winsford Industrial Estate through supporting our vision to retain our position as a premier business location within Cheshire and the North West, capable of attracting, developing and supporting a broad spectrum of companies through the BID providing a safe, sustainable, clean and connected trading environment.

Winsford Industrial Estate was the UK's first non-retail BID in the UK when it was first approved in 2005. There are now more than 300 BIDs across the UK, delivering great financial results for businesses large and small, supporting towns, business parks and Industrial Estates to enhance their offer on a daily basis. This proposal for a successor BID on Winsford Industrial Estate is our opportunity to continue to support what we have achieved since 2005 and what we propose to develop post 1st April 2021.

Since 2005 we have seen over £1.3m of private sector investment delivered by the Winsford Industrial Estate BID and with a positive "yes" vote for BID 4 we will see a further £500,000+ to deliver added value projects and services for our estate between 2021 and 2026, with the benefits from this investment clearly outlined within this proposal.

Looking at the recent challenges of Covid 19 and the impact that this potentially has on our economy and looking at the national challenges that face us now, I feel that with the BID in place we will continue to strive to embrace those challenges and continue to support companies to grow and prosper on Winsford Industrial Estate.

This is our plan A - there is no plan B for the future management of Winsford Industrial Estate. I would therefore encourage you to review this proposal, share it with your management team and vote 'yes' to a successor BID.



Pete Price
Managing Director – Office Essentials
and Chairman of Winsford 1-5
Business Environment Group

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What we have achieved through the Winsford Industrial Estate BID



- Since the BID was established in 2005 the number of business units on the estate has grown by 43%
- The economic value of the estate to the local economy has increased by 45% since 2005

"It is easy to take for granted what we have on Winsford 1-5, however much of what you walk, cycle or drive past as you come onto the estate is there due to the BID, whether this be the poles and banners, CCTV, Cheshire Fencing, vehicle speeding signs, the unit number system, landscaping, the LED street name plates or signage at each end, it is all a legacy of 20 years of collaborative working by companies" Apryl Biddle, Director Tithebarn Ltd

2021-2026

A Successor Business Improvement District (BID) for Winsford Industrial Estate

Reasons to vote 'yes' between the 22nd October 2020 and 19th November 2020

What the successor BID will deliver for Winsford Industrial Estate

-  Sustain our position as a flagship trading environment location in Cheshire and the North West
-  £500,000+ added value investment to further enhance Winsford Industrial Estate
-  Additional investment and maintenance of the estate wide CCTV, speed sensor signs, rapid text, security patrols and property marking schemes to create a safer, secure and more resilient trading environment
-  More investment in free to attend training and seminars for your staff covering first aid, mental health, health and safety, management training and more
-  New added value planting and image enhancement projects, including entrance signage, entrance features and delivery of maintenance services for existing initiatives through our greener and cleaner campaigns
-  Delivery of the dedicated estate management service for your business to take forward opportunities for improvement and support for you to resolve business challenges
-  A business led partnership to drive forward the future development and positive promotion of Winsford Industrial Estate

Without our BID there will be:

-  No further business led improvements of Winsford Industrial Estate
-  Loss of the dedicated security services and initiatives, including mobile security patrol services.
-  Decommissioning of the CCTV and ANPR system.
-  Closure of the dedicated BID Team to support you with co-ordinating issues and opportunities in the estate e.g. parking, business growth opportunities, job brokering services, planning and liaison with the local authority and other partners
-  Ending of locally delivered BID funded training courses to upskill your employees
-  Loss of planting schemes, landscape projects and cleansing that is delivered above the Councils baseline
-  No single dedicated body that will provide you with a collective voice
-  Ending of partnerships with with the local authority, Cheshire Police and government support agencies that attract new funding and grants for companies
-  Cessation of employee social and health events including the annual Bike and Walk 2 Work day and Annual Employee Quiz.

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About the BID for Winsford Industrial Estate

This plan has been produced by the Winsford Industrial Estate BID Board and a team of representative businesses from across the estate who are determined to drive forward a sustained programme of investment and improvements that will benefit all.

BIDs have been widely adopted across the UK, and have a proven ability to create improved, stronger and more successful trading estates.

All eligible businesses across the estate will have the opportunity to vote in a postal ballot to approve the BID for a further five years between 2021 and 2026.

For the BID to be approved a majority will need to vote in favour of the proposal from the number of votes cast, and these will need to include a majority of rateable value from votes cast in favour of approving the proposal. Once approved, the BID will introduce a levy for eligible businesses / organisations - the levy is set out in the table in the finances sections of this proposal document.

“More than 70% of businesses think Winsford Industrial Estate has improved as a place to trade and operate since the inception of the Business Improvement District”

2021-2026



Meet the Winsford Industrial Estate Executive Board Members

-  Pete Price – Office Essentials (Chair of the Board)
-  Jacqui Wood – Chemical Support Systems
-  Simon Schofield – SynetiQ
-  Apryl Biddle – Tithebarn
-  Robin Ashley – Coveris
-  Andrew Ralston – STM Power Solutions
-  Cllr Nathan Pardoe – Cheshire West and Chester Council (advisor and supporter)

Winsford Industrial Estate BID Team

The BID Team will continue to be provided by Groundwork Cheshire, Lancashire and Merseyside as part of their role as the BIDs accountable body partner. This will ensure on-going delivery of BID management, communications and events through the team between 2021 and 2026.

*“I remember the estate before the BID, we had 1960’s out of date signs, grotty landscaping, sky high levels of crime and nobody knew there neighbours. Companies and investors were leaving, jobs were being lost however the BID has turned the estate into the envy of many of business parks and industrial estates” **Bob Barcoe Director Resmar Ltd***

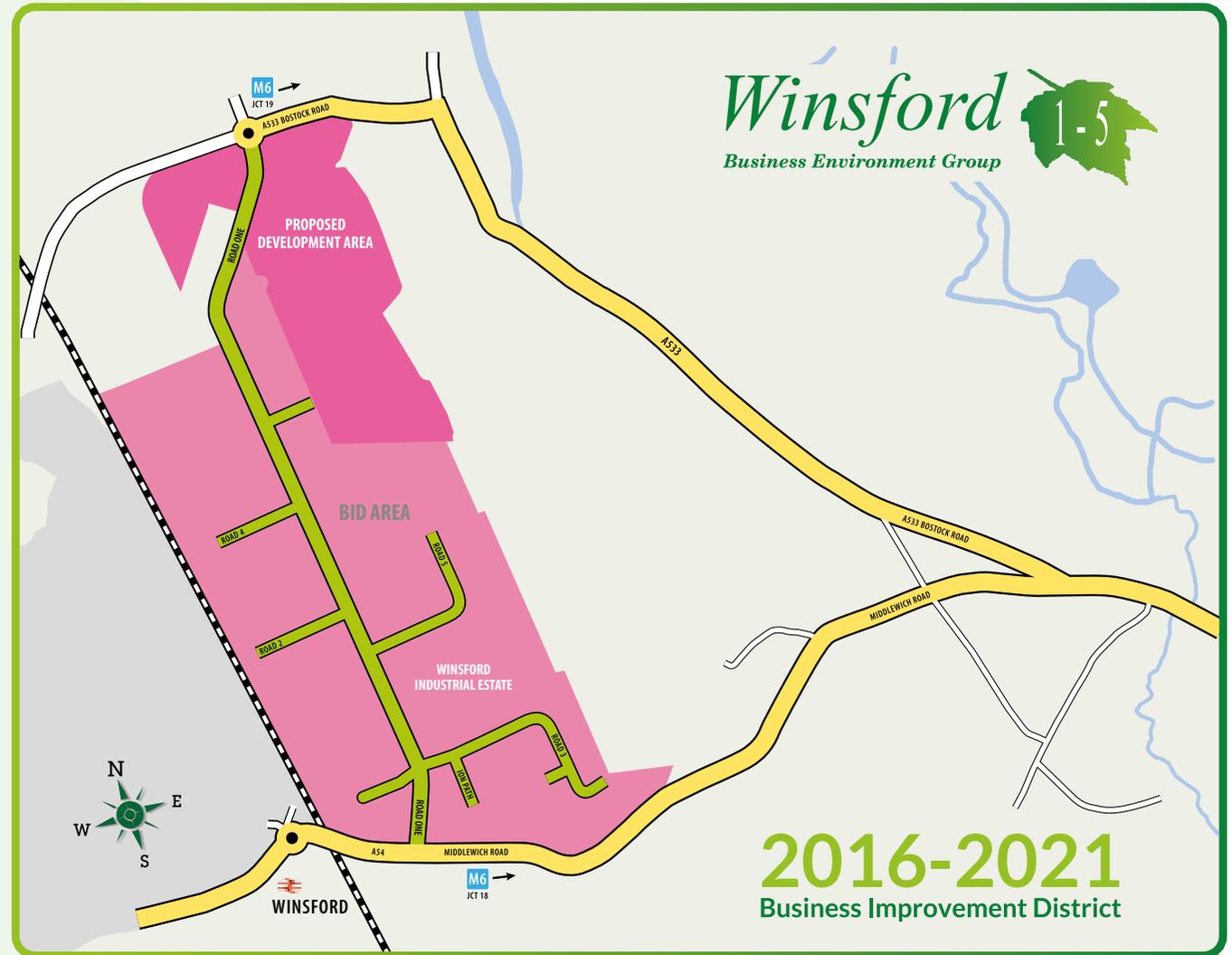
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The BID Area

Roads and locations on Winsford Industrial Estate covered by the BID will include:

-  Road One
-  Road Two
-  Road Three
-  Road Four
-  Road Five
-  Wallace Court
-  Navigation Park
-  Oasis Business Park
-  Meridian House
-  Ion Path
-  Premier Park
-  Pineapple Park
-  New Roads that are built in the BID geographical areas during 2021-2026

The area covered by the Business Improvement District for Winsford Industrial Estate is represented by the area shaded in pink. The Business Improvement District does not extend beyond the roundabout at the northern entrance to the estate or the traffic lights at the southern end of the estate. The geographical area does however extend to the land that has been opened up for economic development at the northern end of the industrial estate.



2021-2026

“The support from the estate manager and provision of local, no cost training for employees is worth the cost of the BID levy alone, we really value the annual bike to work days and estate quiz, we have a sense of community which you don’t see on other industrial estates, all businesses need to vote yes to ensure we don’t lose this”
Ian Headley Depot Manager Explore Plant Hire Ltd

Consultation

During 2019/2020 the BID invited all businesses across Winsford Industrial Estate to share their views about the projects and services that could be delivered through a successor BID. We have heard back from over 50% of businesses, who have provided their ideas and thoughts on what is needed to continue to support the estate. Businesses have responded online, through face to face meetings, and through written responses.

This consultation work has formed the basis for developing this plan for a successor Business Improvement District for Winsford Industrial Estate.

82% of businesses stated that they have benefited from being involved in the Winsford Industrial Estate BID

79% of businesses stated that it was essential to retain security projects on the estate

95% of businesses stated that they would like to see further investments into image enhancement projects on the estate

100% of respondents stated that they would like to see the current training course schedule retained and further investments made into new training courses and seminars to upskill their employees

91% of respondents stated that the estate management service was important to their business

From this consultation work, the key opportunities and challenges from businesses have been:

-  It is very important to retain the level of security services that the BID provides and provision of future investments in the dedicated CCTV system.
-  It is essential to continue to invest in the public realm assets and image of Winsford Industrial Estate
-  Businesses really value the support from the BID Team
-  Opportunities exist to share in purchasing of common services, including training and business support services.
-  The programme of training courses and seminars has been highly valued by BID members and their employees. There is scope to provide more investment in to new training course topics
-  There are opportunities to work with partners to improve the cycle and walking routes into the estate
-  Businesses want to continue to work together to raise the profile of Winsford Industrial Estate as a place to invest and work



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What we aim to deliver between 2021 - 2026

Theme one

A Secure and Safe Trading Environment

- Development and continued maintenance of the dedicated CCTV and ANPR system on Winsford Industrial Estate - This will include introducing new cameras onto the new development site at the Northern end of the estate
- Provision of mobile security patrols delivered throughout bank holiday weekends and bank holiday periods and the festive break
- Distribution of the Selecta Mark DNA property marking kits to every business on the estate
- Continuation of the Rapid Text and email service which provides real time intelligence on incidents on the estate
- Retain and develop our links with Cheshire Police and share best practice through improved communications with the policing team



Theme Two

Green and Clean

- The BID will fund and maintain new signage across the estate including the main entrance boards
- Investments to maintain the physical and landscape assets the BID has funded since 2005. Areas include signage, the landscaped areas at the entrance of the estate, and locations on Road Five and Road Two.
- Work with Cheshire West and Chester council to improve the walk/cycle routes to the Estate
- Retain the annual bike/walk to work day for Winsford Industrial Estate employees
- Partner with the council to explore opportunities of a local lorry park in Winsford



2021-2026

Theme Three

A Co-ordinated and Supported Business Community

-  The Winsford Industrial Estate Management Service – A dedicated BID team supporting your business
-  The BID will continue to make investments in retaining the Microlearn software package for all BID members
-  A schedule of training courses will be delivered to you and your employees. Training courses could include
 - First Aid, Health & Safety, Manual Handling, Mental Health First Aid, Fire Marshal, Risk Assessment, Fork Lift Truck Training, Mental Health Awareness and Support and Fire Risk Assessment Training
 - People Management, Leadership Skills & Management, Employment law, Business planning, Business resilience and Finances
-  Production of regular e-communications and hard copy publications will be distributed to all businesses. News stories will include relevant and topical information for businesses and their employees along with good news stories from the Estate and its businesses/ organisations
-  Events for Winsford Industrial Estate employees could include: Christmas Carol Concert, Annual Estate Quiz, Health and Wellbeing events and an annual family day
-  The BID will continue to develop and maintain the Winsford Industrial Estate website www.winsford1-5.co.uk and the Twitter account @winsfordindest
-  The BID will continue to work with Cheshire West and Chester Council on introducing new inward investment into Winsford Industrial Estate.
-  Developing further links with our community through engaging schools and colleges to learn more about Winsford Industrial Estate and encouraging a stronger and more resilient local work force
-  Continue to support the employee incentive scheme which includes discounts for Winsford Industrial Estate businesses and employees at Brio Leisure, local hotels and Go Ape



“The BID has been transformational for Winsford Industrial Estate since implemented in 2006. With the planned Winsford Gateway expansion underway the BID is needed more than ever to ensure we maintain standards, deliver more improvements and continue to attract employers and employees in the difficult years ahead, I’d encourage everyone to vote yes” Mike Richardson General Manager Coveris Ltd

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How the BID will operate

Governance and management of the BID

The Business Improvement District will be governed and directed by a Board of eligible businesses and organisations from across the Business Improvement District area. The Board will include representation from a range of business/organisation types and sizes, including both small and large businesses alike.

Any eligible business/organisation will be able to put a representative forward for appointment onto the Board, which will be elected through an annual meeting of members of the Business Improvement District. An eligible business / organisation is any occupier of a hereditament that is liable for a BID levy.

The BID will be managed by an accountable body partnership with Groundwork Cheshire, Lancashire and Merseyside to ensure that the Business Improvement District delivers services that bring a real benefit to the business community.

Performance monitoring

The BID will monitor and report on a range of key performance indicators (KPIs) including.

- 🌿 Crime and Safety - Incidence of crime statistics for the BID area to be reviewed quarterly
- 🌿 Business community perceptions - Annual Business Survey to determine the impact of the Business Improvement District
- 🌿 Vacancy rates will be measured annually
- 🌿 Quarterly Image audits of the Estate

The level of progress made on the delivery of the Business Improvement District will be reported to businesses on a regular basis by the Business Improvement District Executive Board through the following communication channels:

- 🌿 The Winsford Industrial Estate Business Improvement District Annual General meeting
- 🌿 Winsford Industrial Estate Business Improvement District Annual Report and Accounts
- 🌿 E-bulletins/hard copy bulletins
- 🌿 Regular website/social media updates
- 🌿 Face to Face business meetings



2021-2026

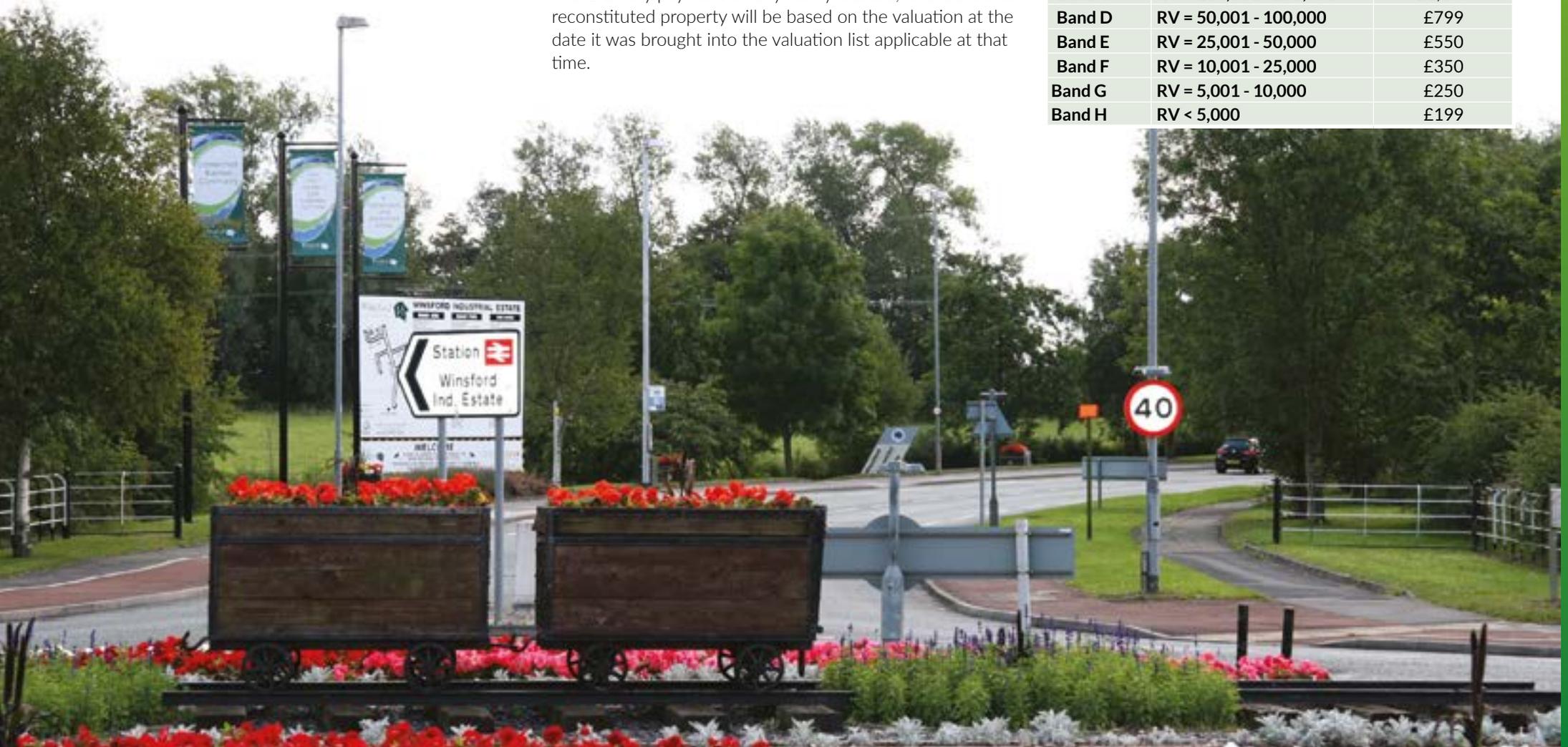
The BID Levy

All non-domestic ratepayers in the geographical area will be liable for a BID levy. This will include all organisations that occupy a rateable property (hereditament) and property (hereditament) owners/leaseholder (when units are vacant) in the BID geographical area. The BID will be charged on a chargeable day principle with the 1st of April each year being the chargeable day.

The current rating list is based on the 2017 valuation. Levy payments will be based on the 2017 valuation and remain fixed for the period of the BID. Any new streets that may subsequently be created and any new, refurbished or reconstructed hereditaments subsequently entered into the National Non-Domestic Rates list and falling in the BID area shall additionally become liable to pay the BID levy. The BID levy payment on any newly created, refurbished or reconstituted property will be based on the valuation at the date it was brought into the valuation list applicable at that time.

The cost applied to each business will be on a banding system. The bandings will be as follows:

Band	Rateable Value of Hereditament	BID Levy Payable
Band A	> 400,000 RV	£1,750
Band B	RV = 250,001 - 400,000	£1,450
Band C	RV = 100,001 - 250,000	£1,199
Band D	RV = 50,001 - 100,000	£799
Band E	RV = 25,001 - 50,000	£550
Band F	RV = 10,001 - 25,000	£350
Band G	RV = 5,001 - 10,000	£250
Band H	RV < 5,000	£199



Finance

Income	2021/22	2022/23	2023/24	2024/25	2025/26	
BID Levy £ Contribution (£)	170,000	108,000	115,000	115,000	115,000	623,000
Grand Total (£)						
Cumulative Surplus / Defecit Position (£)	27,534	26,569	30,991	34,262	28,344	28,344
Expenditure						
Theme One – A Secure and Safe Trading Environment						
Sub total (£)	37,052	25,076	25,710	26,376	27,076	141,290
Theme Two - Green and Clean						
Sub total (£)	33,850	9,350	9,850	9,850	9,850	72,750
Theme Three - Co-ordinated and Supported Business Community						
Sub total (£)	61,314	66,789	67,268	67,753	68,242	331,366
Administration Costs						
Sub total (£)	10,250	7,750	7,750	7,750	15,750	49,250
Total (£)	142,466	108,965	110,578	111,729	120,918	594,656

Note: The income figure for 2021/2022 includes the estimated brought forward surplus from BID 3. Actual figures will be presented in the Annual Report and Accounts

Where the level of income recovered through the BID levies charged is greater than the forecast level, this additional income will be used to support further investments by the BID, and the income budgets amended to reflect this new income. The costs for developing the BID have been funded by the Winsford Industrial Estate Business Improvement District.

Any over payments of BID levies can be claimed as a credit within the financial year in which the over payment is made, after the end of the BIDs financial year no credits for overpayments will be available.

The Business Improvement District levy will be charged at the beginning of April 2021, and then annually each April until 2026. Cheshire West and Chester Council will be responsible for billing and collecting the levy on behalf of the Business Improvement District. The payment of the BID levy can be paid in full within 30 days of the BID levy

invoice being issued, except where a business/organisation enters into an instalment plan, where equal instalments can be paid on the dates detailed in the instalment plan. The Local Authority will pursue any non-payment of the BID levy in accordance with its usual procedures for the collection of non-domestic rates.

No relief is being offered to businesses, charities or particular sectors, with the exception of limited companies that occupy more than one Hereditament within the BID area. Where a Limited company occupies multiple Hereditaments, they will be able to apply for a rebate from the Business Improvement Districts accountable body. This rebate will be of a value equivalent to the company's total BID levies paid to Cheshire West and Chester Council less the BID levy that would be charged based upon the aggregated rateable value of the different Hereditaments occupied by the limited Company.

The rebate scheme has been established based upon rebates being awarded in line with the BID proposals budgets. The rebate will not be available to applicants who apply from different companies with the same parent company. The rebate will be awarded upon approval of applications by the Executive Board and in line with the affordability of the rebate scheme at the time of being applied. Rebates will be paid by the accountable body and the Executive Boards decision on the affordability of any application will be final.

The Ballot

A non-domestic ratepayer (business ratepayer) will be entitled to vote if they are listed as a non-domestic ratepayer on the date the notice of ballot is published. 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 on which non-domestic rates are payable.

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For the Business Improvement District to proceed there must be:

-  A majority voting in favour of the proposal from the number of votes cast
-  A majority in level of rateable value from votes cast in favour of approving the proposal

The BID area, themes, governance and management arrangements and overall BID income can only be altered via an alteration or renewal ballot. All other arrangements including specific projects and the percentage of funding allocated to each theme within the BID may be altered within the constraints of the overall BID budget without the need for an alteration or renewal ballot. The BID will commence 131 days after the notice of the result is published.

The Ballot Timetable

Ballot papers will be sent out on or after the 22nd October 2020. The ballot will close at 5pm on 19th November 2020. The result of the ballot will be declared on the 20th November 2020 or as soon as possible after that date.

If the BID is successful at ballot, the BID will commence on 1st April 2021 and run until 31st March 2026. If the BID is unsuccessful at the ballot, the existing BID will end on 31st March 2021.

Baseline Agreements

To ensure that the Business Improvement District does not fund statutory services provided by the Local Authority or Cheshire Police, a number of baseline commitments have been provided by Cheshire West and Chester Council. These baselines relate to:

- | | | | |
|---|--|--|--|
|  Footpath cleansing |  Litter picking |  Grass cutting |  Street nameplate cleansing and maintenance |
|  Highway cleansing |  Litterbin emptying |  Highway sign cleansing | |

The BID will monitor the Baseline Agreements on an on-going basis to ensure that Cheshire West and Chester maintain their agreed service delivery. This will ensure the BID's funding does not back fill or fund any baseline / statutory services.

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For more information

Contact Jane Hough or Hugh Shields at Groundwork,
Cheshire, Lancashire and Merseyside (CLM)

Groundwork (CLM) are supporting the Winsford Industrial
Estate BID to develop and establish BID 4 for Winsford
Industrial Estate

Email: Winsford1-5@groundwork.org.uk
www.winsford1-5.co.uk

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