

Winsford 1-5 Business Improvement District (BID)

Annual Report and Accounts
2020 - 2021



Report produced by
Winsford 1-5 BID Team
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Chairman's Introduction

The fifth year of the third Business Improvement District (BID 3) 2016-2021 at Winsford Industrial Estate has seen us face some challenging times with the emergence of Covid-19. As such, one of the main focuses of the BID Team during the pandemic has been keeping the business community informed with regards to the grants available with continuous communication as the scenario progressed. Key projects and services were delivered where applicable depending on government imposed restrictions, and as always, the benefit of the BID for local businesses was at the forefront of everything we do.

Security remained a top priority as always throughout the year, while communication and support for businesses proved key during a challenging few months. Training courses were postponed due to social distancing restrictions, as were the much loved Bike and Walk to Work Day and Annual Quiz – three things which should prove popular once restrictions allow their return.

Despite the onset of Covid-19 and the challenges presented for businesses, the ballot for BID 4 was successful in November 2020, a real testament to the value that our businesses place on the services and BID Team, and which ensures the BID can continue on with the good work for another five years to come at least.

We can now look forward to BID 4 together, and watch as Winsford Industrial Estate develops even further as one of the best premier locations to trade and conduct business in the North West.



Pete Price
Chairman – Winsford 1-5 Business Environment Group



Review of 2020-2021

Delivery of the fifth year of the Business Improvement District (BID 3) on Winsford Industrial Estate is now complete with 2020-2021 overseeing a wide range of projects and services being delivered across the Industrial Estate. With existing services maintained to a high standard, work was also undertaken by the BID Team to secure a fourth term of the BID, which was successfully voted upon by businesses in November 2020 with 91% in favour by number and 99% in favour by rateable value. The yes vote is a reflection of the desire amongst resident businesses to continue the good work and expand on everything that has been achieved by the Winsford 1-5 BID in the past 15 years and means that the good work of the BID will continue for businesses over the next 5 years spanning 2021 – 2026.

The following report details the projects and services that have been delivered by the Winsford 1-5 BID 3 in year five (April 2020 – March 2021), all to the benefit of resident businesses whilst ensuring that Winsford Industrial Estate continues to progress in its vision:

“To maintain and further develop our position as one of the premier “flagship” industrial estates within Cheshire and the North West capable of attracting, developing and supporting a broad spectrum of companies through the provision of a safe, clean and connected business community”

The projects and services that have been delivered have also allowed Winsford Industrial Estate to take further steps in achieving its mission, as detailed in the Business Improvement District Proposal:

“To promote Winsford Industrial Estate as a location of choice for both employers and employees in mid-Cheshire, by working in partnership to focus on our three themes for improvements”

Theme one – A Secure and Safe Trading Environment

Theme Two – Green and Clean

Theme Three – Co-ordinated and Supported Business Community

The Executive Board

At the end of 2020-2021, the membership of the Executive Board was as follows:

Chairman	Pete Price, Office Essentials
Executive	Robin Ashley, Coveris
Executive	Nick Stone, Advanced Medical Solutions
Executive	Apryl Biddle, Tithebarn
Executive	Jacqui Wood, Chemical Support Systems
Executive	Simon Schofield, Synetiq
Executive	Andrew Ralston, STM Power Transmission
Advisor	CLlr Nathan Pardoe – Cheshire West and Cheshire Council Member

The Executive Board met four times in 2020-2021, and was quorate at all meetings. Full copies of the minutes and associated papers from these meetings are available from www.winsford1-5.co.uk.

Theme One – A Secure and Safe Trading Environment

Crime levels on Winsford Industrial Estate once again remained low during 2020-2021 thanks to the number of security projects and services that are funded by the BID. During 2020-21, the Winsford 1-5 Business Improvement District continued to fund the maintenance of the two ANPR (Auto Number Plate Recognition) cameras at both ends of Road One, as well as the dedicated five camera CCTV system across the estate. The BID also continued to fund the Rapid Text Service – the 24/7 hotline that businesses are urged to report any suspicious activity to so that the information can get disseminated across the estate. Mobile security patrols

were once again conducted by Alpha Omega over the Bank Holiday weekends, Easter weekend and over the Christmas and New Year period to ensure the estate remains as secure as possible over these periods. The BID Team also continued to maintain an excellent working relationship with the Winsford Industrial Estate PCSO and Cheshire Police over the year.

SelectaDNA forensic property marking kits have been distributed to all new companies on the estate, with the kits aiming to protect the assets and belongings of businesses and ensuring the police can link criminals to the crime scene and secure a conviction.



Theme Two – Green and Clean

Throughout the fifth year of BID 3, the Winsford 1-5 BID continued to maintain all of the existing features on the estate implemented in previous years, as well as continuing with the ongoing landscape maintenance scheme with local company Property Wise. General grounds maintenance, maintenance of the poles, banners, signs and Cheshire Fencing is all undertaken as well as the seating areas across the estate.

Theme Three – Co-ordinated and Supported Business Community

The Winsford 1-5 Business Park Management Service continued throughout 2020-2021, with the BID Team providing great support and advice to all companies across Winsford Industrial Estate and the BID Project Manager Hugh meeting all new businesses and providing the Winsford 1-5 Welcome Pack. The past year has seen the BID Team working tirelessly to consistently ensure that Companies on the Business Park have their needs met effectively and has aided businesses on the park to grow, prosper and flourish. The team provide support and advice to companies on a day-to-day basis; topics include growth (looking for bigger premises), advertising jobs, issues around traffic management, Inter-trading opportunities and sharing CV's for employees who are under threat of redundancy.

During Covid-19, the BID Team worked tirelessly to ensure businesses were kept up to date and supported in terms of grants that were available through the government, with continuous communication as the pandemic progressed. The Team telephoned all the businesses on 1-5 to give information and advice on Covid and security, signposting businesses to the Growth Hub and supporting smaller businesses with grant applications.

The quarterly Winsford 1-5 Estate Bulletin and regular e-bulletins continued to update companies and their employees with good news stories and useful information relating to Winsford Industrial Estate while the dedicated Winsford 1-5 website continued to be maintained throughout 2020-2021, with job vacancies, news, events and other useful information for businesses all uploaded.



A number of grants and opportunities were communicated to businesses on Winsford 1-5, including Pollution Protection Consultations and Training, the Business Energy Efficiency Programme with grants from £2,000 to £20,000, the Made Smarter Programme, the Cheshire & Warrington Recovery & Restructure Grant and the Active Cheshire Workplace Pillar Grant. The Kickstart Scheme, funded by the Government, was also promoted by the BID team to all of the businesses.

A new Welcome Pack was developed for both new and existing businesses on Winsford Industrial Estate, detailing information on all the projects and services the BID can deliver plus useful contact numbers and email addresses.

The Employee Incentive Scheme with Brio Leisure also continued throughout 2020-21, which enables Winsford Industrial Estate employees to take advantage of a 20% discount on full membership at any Brio Leisure Centre, with the scheme also extending to family members. A number of other discounts are also available for Winsford 1-5 BID members including 10% off at Go Ape

Delamere Forest and preferential rates at Rookery Hall Hotel and Spa in Nantwich.

Summary of Finances 2020-2021

The total income for the year for the BID was £107,072 of which £101,588 was from the BID levy. The amount spent on BID arrangements, projects and services for 2020/2021 was £89,893.

The surplus figure of £92,352 which has been brought forward from Years 1, 2, 3 and 4 will be spent on projects and services that are agreed by the BID Executive Board during BID 4.

Expenditure Summary 2020/2021

Expenditure	2020/2021	
	CASH	
	Budget (As per BID business plan)*	Expenditure
Secure and Safe trading environment	£23,375	£18,785
Green and Clean	£11,000	£6,800
Co-ordinated and Supported Business Community	£60,954	£49,839
BID 4 Development Costs	£8,000	£8,134
Project Administration	£10,750	£6,335
Total For year	£114,079	£89,893

Income Summary 2020/2021

Income	Budget CASH (As per BID business plan)*	Actual Cash
Business Improvement District Levy	£104,821	£101,588
Interest received to bank account	-	£19
Government Covid Grant	-	£5,465
Total For year	£104,821	£107,072

Plans for Year 1 of BID 4 (2021-2022)

In the year 2021/2022, the Winsford 1-5 Business Environment Group will continue to fund the following projects and services through the Winsford Industrial Estate BID 4.

Theme One – A Secure and Safe Trading Environment

- Monitoring and maintaining the dedicated Winsford Industrial Estate 5 camera CCTV System, 24 hours a day, 365 days a year
- Maintaining the two Winsford Industrial Estate Auto Number Plate Recognition cameras
- Mobile Security Patrols across the Estate at key times of the year – Bank Holiday weekends, Christmas and New Year period
- Crime Prevention Seminars at Easter and Christmas to inform businesses on the measures taken to keep the estate safe over those periods
- Continuation of the 24/7 rapid text service and e-mail information update service
- Holding Security Bike Marking sessions for employees who cycle to work
- Maintaining a close relationship with Cheshire Police to ensure Winsford Industrial Estate remains a low crime area
- Distribution of regular Police updates to businesses on Winsford Industrial Estate

Theme Two – Green and Clean

- Investments into a programme of physical landscape and signage improvements
- Continued maintenance of existing landscaping and environmental assets, including general grounds maintenance works, cleaning and maintaining signs, maintenance of the seating areas and maintenance of the poles, banners and Cheshire fencing.
- Annual Bike and Walk to Work Day (when Covid-19 allows)

Theme Three – A Co-ordinated and Supported Business Community

- Employment of an Estate BID Team
- Distribution of e-bulletins to all businesses on Winsford Industrial Estate
- Distribution of the hard copy bulletin to all businesses on Winsford Industrial Estate



- Continued maintenance of www.winsford1-5.co.uk
- Continued development of Winsford Industrial Estate's Social Media presence on Twitter
- Production and distribution of the Winsford 1-5 Annual Business Survey
- A full schedule of training courses and seminars free of charge to Winsford 1-5 employees
- Business networking opportunities to encourage inter-estate trading
- Promotion of the Winsford Industrial Estate employee incentive scheme, including 20% discount on Gym and Swim membership at Brio Leisure for Winsford Industrial Estate Employees and development of further discounts for Winsford Employees as part of the employee incentive scheme
- Continued partnership working with the Cheshire & Warrington LEP, Cheshire West and Chester Council, Mid-Cheshire Development Board, Winsford Neighbourhood Plan Steering Group, Winsford Town Council and local Education Establishments to ensure that Winsford Industrial Estate is supported through Economic Development, Regeneration and locally skilled employment
- Annual Winsford 1-5 Quiz (when Covid-19 allows)

INVEST, LIVE, WORK.

Appendix 1 – Accountants Report

2019-2021 Annual Report and Accounts

WINSFORD 1-5
BUSINESS IMPROVEMENT DISTRICT
FINANCIAL STATEMENTS
FOR THE YEAR ENDED
31 MARCH 2021

WINSFORD 1-5 BUSINESS IMPROVEMENT DISTRICT
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WINSFORD 1-5 BUSINESS IMPROVEMENT DISTRICT

INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 31 MARCH 2021

	2020/21		2019/20	
	£	£	£	£
INCOME				
CWaC BID levy	101,588		110,731	
CWaC contribution	5,465		-	
CWaC Councillor's budget	-		-	
Bank interest	19		65	
		107,072		110,796
EXPENDITURE				
Image enhancement	6,800		8,097	
Security, CCTV and ANPR	18,785		18,140	
Telephone	121		119	
Printing, postage and advertising	2,591		3,379	
Bike to work	-		581	
Training	500		20,113	
Networking events	-		1,368	
Sundries	2,197		1,966	
Defibrillator	-		-	
BID rebate scheme	1,146		4,344	
Website costs	1,931		1,678	
Professional fees	280		250	
Estate management service	47,408		46,996	
BID 4 development	8,134		3,500	
		(89,893)		(110,531)
		17,179		265
PROVISIONS FOR EXPENDITURE REQUIRED TO COMPLETE PROJECTS				
Rebate scheme	-		-	
Accountancy fee	-		-	
		-		-
SURPLUS FOR THE YEAR		17,179		265

WINSFORD 1-5 BUSINESS IMPROVEMENT DISTRICT**BALANCE SHEET**

AS AT 31 MARCH 2021

	2021		2020	
	£	£	£	£
CURRENT ASSETS				
Cash at Bank	94,096		77,745	
Due from Groundwork Cheshire, Lancashire and Merseyside	-		-	
Accrued BID Income	<u>14,588</u>		<u>13,731</u>	
	108,684		91,476	
CURRENT LIABILITIES				
Due to Groundwork Cheshire, Lancashire and Merseyside	(16,052)		(16,053)	
Provision to complete projects	<u>(280)</u>		<u>(250)</u>	
		<u>92,352</u>		<u>75,173</u>
FUNDS				
Surplus brought forward		75,173		74,908
Surplus/deficit for the year		<u>17,179</u>		<u>265</u>
		<u>92,352</u>		<u>75,173</u>

CLIENT APPROVAL CERTIFICATE

We approve the financial statements and confirm that we have made available all relevant records and information for their preparation.

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J Hough

.....

P Price (Chair)

.....

Date

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WINSFORD 1-5 BUSINESS IMPROVEMENT DISTRICT**ACCOUNTANTS' REPORT****FOR THE YEAR ENDED 31 MARCH 2021**

In accordance with our terms of engagement and in order to assist you to fulfil your duties, we have compiled the financial statements of the entity for the year ended 31 March 2021 which comprise an Income and Expenditure Account and Balance Sheet from the accounting records and information and explanations you have given to us.

This report is made to the entity's Board as a body, in accordance with the terms of our engagement. Our work has been undertaken so that we might compile the financial statements that we have been engaged to compile, report to the entity's Board that we have done so, and state those matters that we have agreed to state to them in this report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the entity and the entity's Board, as a body, for our work or for this report.

We have carried out this engagement in accordance with technical guidance issued by the Institute of Chartered Accountants in England & Wales and have complied with the ethical guidance laid down by the Institute relating to members undertaking the compilation of financial statements.

We have not been instructed to carry out an audit of the financial statements. For this reason, we have not verified the accuracy or completeness of the accounting records or information and explanations you have given to us and we do not, therefore, express any opinion on the financial statements.

Murray Smith LLP
Chartered Accountants
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Cheshire
CW8 1AU

Date:

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