

Winsford

Business Environment Group



ANNUAL REPORT
APRIL 2023 – MARCH 2024

www.winsford1-5.co.uk




Business Environment Group

Winsford



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THANK YOU for visiting
Britain's FIRST Industrial
Business Improvement District



ABOUT THE WINSFORD 1-5 BID

The Winsford 1-5 BID funds and delivers added value projects and services within the local trading environment, through a Business Improvement District (BID). These projects are managed and controlled by the business community and the entire project is business led. More than 300 BIDs have been approved by companies across the UK since BIDs were introduced in 2004.

The BID will not, and cannot, be used to fund services that the council or other public bodies have a statutory duty to provide. The details of what the BID has delivered in year 3 of BID 4 (1st April 2023 – 31st March 2024) are detailed in this annual report.

The BID's visions are:

"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."

"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 Winsford 1-5 BID was first approved in 2005 with subsequent second, third and fourth BIDs approved in 2010, 2015 and 2020 respectively. During this time, the BID has implemented a range of improvement projects, including upgrading the image of Winsford Industrial Estate through various enhancement schemes, reducing crime in the area through the incorporation of mobile security patrols during key times and the CCTV/ANPR systems, providing a number of popular training courses for employees and offering business support with any issues through the BID Delivery Team.

BID 4 will run from 2021 to 2026 and will ensure that Winsford Industrial Estate can continue to be an exceptional environment to work and trade in for both employees and businesses alike, and that the essential services and projects delivered by the BID can continue to aid all companies to develop and thrive.

£118,517
of investment generated
to support businesses in
the BID area throughout
2023-2024

187 businesses
supported through
the BID

THE WINSFORD 1-5 BID EXECUTIVE BOARD

The Winsford 1-5 BID has an Executive Board which is made up of voluntary members of the local business community.

The Executive Board as of 31st March 2024 was as follows:

Pete Price

Office Essentials (Chair)

Nick Stone

Advanced Medical Solutions

Robin Ashley

Coveris

Phil Lomas

Property Wise

Darren Aley

Saint Flooring

Angela Lathwood

Synetiq

Simon Schofield

JACK'S

Apryl Biddle

Tithebarn

Nathan Pardoe

Cheshire West and Chester Council
(Councillor)

Gill Williams

Cheshire West and Chester Council
(Council Link Officer - Advisory)

Stuart Bingham

Councillor for Winsford Over and
Verdin (Advisory)

The Executive Board met four times in 2023-2024 and was quorate at all meetings. Meetings were conducted in person throughout the year and full copies of the minutes from these meetings are available from www.winsford1-5.co.uk/meeting-minutes.

WHAT THE BID HAS DELIVERED BETWEEN

1st April 2023 –
31st March 2024

THEME ONE – SECURE AND SAFE TRADING ENVIRONMENT



- Increased the CCTV & ANPR (Auto Number Plate Recognition) camera system from 7 cameras to a full **42 camera system** with sophisticated AI detection abilities
- Funded the Rapid Text Service – a **24/7 hotline** to disseminate important security information across the Estate
- Funded **Mobile Security Patrols** by Alpha Omega over key periods including Bank Holiday Weekends, the Easter Weekend, and over the Christmas and New Year period. **Security patrols were also deployed if any illegal encampments were reported on the estate**
- **SelectaDNA forensic property marking kits** distributed to all new companies on the estate. If any businesses would like to receive a kit, please get in touch with Estate Manager Hugh Shields (hugh.shields@groundwork.org.uk)

- Testing of business security measures by Cheshire Police
- Maintaining an excellent working relationship with the Winsford Industrial Estate PCSO and Cheshire Police
- Monthly security meetings with Alpha Omega & CCTV Providers Onetek Solutions which is fed back to the Police
- Regular meetings with Cheshire Police



THEME ONE –

SECURE AND SAFE TRADING ENVIRONMENT

364

hours of BID funded security patrols during 2023–2024



3

illegal traveller encampments removed thanks to proactive work with Cheshire Police



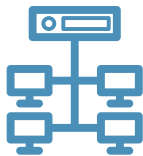
10

security meetings attended



29,000

hours of security footage captured each month



1,534

rapid texts delivered over 7 occasions



42

CCTV and ANPR cameras across Winsford Industrial Estate



20

security patrols funded



13

businesses' security measures assessed by Cheshire Police



23

crimes reported



THEME TWO –

GREEN AND CLEAN

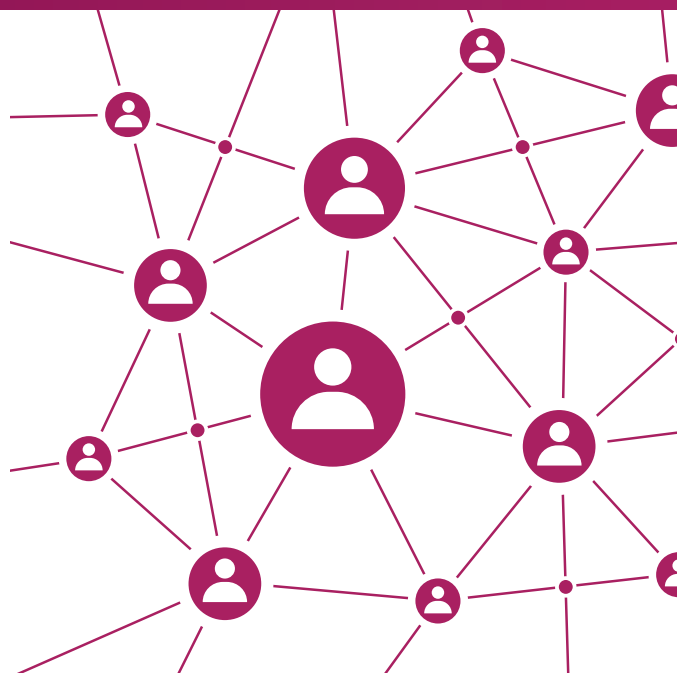
- Weekly image audits across the Industrial Estate
- Maintenance of all existing BID funded features on the estate
- Funding of a **landscape maintenance scheme** with local company PropertyWise
- General grounds maintenance, maintenance of poles, banners, signs, seating areas and Cheshire Fencing
- Looking at the feasibility of new **Estate entrance features**
- Worked with Cheshire West and Chester Council to enhance the baselines that are being delivered
- Monthly meetings with StreetScene regarding grounds maintenance and identifying areas for improvement
- Regular audits of the conditions of the roads
- Potholes and other issues reported to Highways
- Bike to Work Day** for employees cycling to work



THEME THREE –

CO-ORDINATED AND SUPPORTED BUSINESS COMMUNITY

- ✦ **Winsford 1-5 Business Park Management Team** (providing support for your business)
- ✦ **Winsford 1-5 BID Communications** – emails, e-bulletins and quarterly news bulletins
- ✦ Information on **useful grants or business support distributed**
- ✦ **Winsford 1-5 Welcome pack** for all new businesses containing information on the benefits, projects and services the BID provides
- ✦ Maintained the dedicated Winsford 1-5 website (www.winsford1-5.co.uk) – Job vacancies, news, events and other useful information for businesses are all uploaded with a Business Directory and map of the Estate featured
- ✦ **Employee Incentive Scheme** – Brio Leisure discount on the Work Fit Membership
- ✦ **Local job fairs attended** to promote vacancies for businesses on the estate – vacancies also promoted on the website (www.winsford1-5.co.uk)
- ✦ **Local Partnership Meetings attended** (The Pledge, Winsford Area Partnership)
- ✦ Maintaining relationships with partner organisations (The Growth Hub, Cheshire West and Chester Council, Cheshire Constabulary, Alpha Omega Securities)
- ✦ Managed the Winsford 1-5 **Social Media accounts**



THEME THREE –

CO-ORDINATED AND SUPPORTED BUSINESS COMMUNITY

187
businesses supported through the BID



180+
visits to local businesses



26
exporting companies supported on the Estate



5000+
employees supported



2
job fairs attended to promote businesses and vacancies



22K
visitors to the Winsford 1-5 website (www.winsford1-5.co.uk)



100+
critical update emails sent out to businesses containing key information



28
job vacancies promoted



13%
increase in number of occupied business premises from last year



28
Local Partnership Meetings attended to represent business needs



13
grant support scheme information packs sent out to businesses



8
new businesses joined Winsford Industrial Estate last year



BID FUNDED

TRAINING SCHEDULE

All companies based on Winsford Industrial Estate are entitled to attend one of the many **BID funded training courses** that run throughout the year. The courses are **FREE OF CHARGE** to any employee who wishes to attend, as they are all funded and delivered through the BID.

A full schedule of training courses took place between April 2023 and March 2024. Key courses included Emergency First Aid at Work, First Aid at Work, Mental Health First Aid at Work, Health & Safety in the Workplace, Manual Handling, Principles of COSHH and Fire Marshal training, with courses validated by Ofqual and Highfield.

Specific courses or workshops that were delivered in 2023–2024 were as follows:

- Level 3 Award in **Emergency First Aid at Work** (18 courses)
- Level 3 Award in **Mental Health First Aid in the Workplace** (3 courses)
- Level 3 Award in **First Aid at Work** (7 courses)
- **Fire Marshal Training** (12 courses)
- Level 2 Award in **Health & Safety in the Workplace** (4 courses)
- Level 2 Award in **Principles of Manual Handling** (3 courses)
- Level 2 Award in **Principles of COSHH** (4 courses)
- Level 2 Award in **Principles of Risk Assessment** (1 course)
- Level 2 Award in **Principles of Working at Height** (1 course)
- **AI Workshop** (1 session)



Fork Lift Truck refresher training was also funded by the BID for those businesses that required it and was provided by on site Fork Lift Truck specialists, **Thomas Truck Training, based on Road One**. The BID also provides a contribution towards any Full Fork Lift Truck Training businesses may require.

Online courses are also available for employees to gain accredited qualifications as funded by the BID in a variety of topics.



BID FUNDED

TRAINING SCHEDULE

54 course dates available

245 employees received free training

2,197 hours of accredited training completed

£51,162 combined cost savings for businesses

10 employees trained up via Online Accredited Courses



9 fork lift truck courses undertaken

6 businesses benefitted

9 employees trained up to use fork lift trucks



SUMMARY

OF FINANCES 2023 – 2024

The total income for the year collected was **£117,519** from the BID levy. The amount spent on BID arrangements and projects for 2023/2024 was **£142,263**.

A provision of **£582** has been provided for the year end accounts.

The surplus of **£41,215** brought forward will be utilised to fund specific projects and services that support the three themes for improvements in the Winsford 1-5 BID business plan.

EXPENDITURE SUMMARY	2023/2024	
	CASH	
	BUDGET	EXPENDITURE
Theme One – Secure and Safe Trading Environment	£25,710	£41,056
Theme Two – Green and Clean	£9,850	£9,962
Theme Three – Co-ordinated and Supported Business Community	£67,268	£85,802
Administration Costs	£7,750	£5,443
Total For year	£110,578	£142,263

INCOME	2023/2024	
	BUDGET CASH	ACTUAL CASH
Business Improvement District Bank Account Income	£115,000	£117,519
Interest received in the bank account	£0	£998
Total For year	£115,000	£118,517

The full set of accounts can be found online at www.winsford1-5.co.uk/annual-report-and-accounts/.

PLANS FOR 2024-2025

YEAR 4 OF WINSFORD 1-5 BID 4

Below is a summary of the projects and services which will be delivered during the fourth year of the Winsford 1-5 Business Improvement District 4 from 1st April 2024 – 31st March 2025. If you wish to see any other projects implemented, please do not hesitate to let us know.

THEME ONE – SECURE AND SAFE TRADING ENVIRONMENT

- Monitoring and maintaining the dedicated Winsford Industrial Estate 40 CCTV Camera 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, Easter, the Christmas and New Year period and when illegal traveller encampments are reported
- Regular Crime Prevention Seminars to inform businesses on the measures taken to keep the estate safe over those periods
- SelectaMark DNA Kits for business premises
- Continuation of the 24/7 rapid text service and e-mail information update service
- Rapid action protocol put in to place when illegal traveller incursions are reported on site

- 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
- Working with Cheshire Police to conduct security assessments for businesses on the 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
- Weekly image audits of the Estate
- Maintenance of banners at the entrance to the Estate
- Looking at the design of new Estate Entrance Features

PLANS FOR 2024-2025

YEAR 4 OF WINSFORD 1-5 BID 4

THEME THREE – CO-ORDINATED AND SUPPORTED BUSINESS COMMUNITY

- ✦ The Winsford 1-5 BID Team
- ✦ E-mail and regular e-bulletin updates
- ✦ Winsford 1-5 BID news bulletin emailed out to all businesses
- ✦ Continued maintenance of www.winsford1-5.co.uk
- ✦ A full schedule of BID funded training courses and seminars free of charge to Winsford 1-5 employees
- ✦ Grant support and information disseminated to businesses
- ✦ Winsford 1-5 BID welcome pack for all new companies
- ✦ Attending job fairs to promote vacancies on the Estate
- ✦ Annual Winsford 1-5 Quiz
- ✦ Business networking opportunities to encourage inter-estate trading
- ✦ Continued development of Winsford Industrial Estate's social media presence
- ✦ Production and distribution of the Winsford 1-5 Annual Business Survey

- ✦ Promotion of the Winsford Industrial Estate employee incentive scheme, including a discount on the Workfit Membership at Brio Leisure for Winsford Industrial Estate employees and development of further discounts for Winsford employees as part of the employee incentive scheme
- ✦ Looking at the creation of a Mental Health package for Winsford Industrial Estate employees
- ✦ Continued partnership working with the Cheshire & Warrington LEP, Cheshire and Warrington Growth Hub, Cheshire West and Chester Council, Cheshire Business Group, Mid-Cheshire Development Board and Winsford Town Council to ensure that Winsford Industrial Estate is supported through Economic Development, Regeneration and locally skilled employment





THANK YOU for visiting
Britain's **FIRST** industrial
Business Improvement District

**For further information on the Winsford 1-5 BID,
please contact:**

Hugh Shields

BID Project Manager

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Stephanie Leese

BID Co-ordinator and Training

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Jane Hough

Deputy Director for BIDs & Business

Tel: 01606 723 175

Email: jane.hough@groundwork.org.uk

The Winsford 1-5 Business Improvement District is managed by the not-for-profit charitable trust, Groundwork CLM



www.winsford1-5.co.uk



@WinsfordIndEst

Winsford 
Business Environment Group

APPENDIX 1

WINSFORD 1-5 BUSINESS IMPROVEMENT DISTRICT FINANCIAL STATEMENTS

FOR THE YEAR ENDED
31 MARCH 2024

INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 31 MARCH 2024

	2023/24		2022/23	
	£	£	£	£
INCOME				
CWaC BID levy	117,519		107,692	
CWaC contribution	-		-	
CWaC Councillor's budget	-		-	
Bank interest	998		209	
	<u> </u>	118,517	<u> </u>	107,901
 EXPENDITURE				
Image enhancement	9,962		9,342	
Security, CCTV and ANPR	41,056		43,714	
Telephone	123		170	
Printing, postage and advertising	1,980		2,280	
Bike to work	1,014		918	
Training	33,424		27,129	
Networking events	1,187		1,019	
Sundries	1,303		1,377	
Defibrillator	-		-	
BID rebate scheme	-		-	
Website costs	1,759		3,853	
Professional fees	-		-	
Estate management service	50,455		49,439	
BID 4 development	-		-	
	<u> </u>	(142,263)	<u> </u>	(139,241)
		(23,746)		(31,340)
 PROVISIONS FOR EXPENDITURE REQUIRED TO COMPLETE PROJECTS				
Security	-		1,500	
Accountancy fee	582		302	
	<u> </u>	(582)	<u> </u>	(1,802)
 SURPLUS / (DEFICIT) FOR THE YEAR				
		<u> </u>	<u> </u>	
		(24,328)		(33,142)

BALANCE SHEET

AS AT 31 MARCH 2024

	2024		2023	
	£	£	£	£
CURRENT ASSETS				
Cash at Bank		41,846		78,406
Due from Groundwork Cheshire, Lancashire and Merseyside		-		-
Accrued BID Income		<u>16,719</u>		<u>8,692</u>
		58,565		87,098
CURRENT LIABILITIES				
Due to Groundwork Cheshire, Lancashire and Merseyside		(17,048)		(20,045)
Provision to complete projects		<u>(302)</u>		<u>(1,510)</u>
		<u>41,215</u>		<u>65,543</u>
FUNDS				
Surplus brought forward		65,543		98,685
Surplus/deficit for the year		<u>(24,328)</u>		<u>(33,142)</u>
		<u>41,215</u>		<u>65,543</u>

CLIENT APPROVAL CERTIFICATE

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

.....
J Hough

.....
P Price (Chair)

.....
Date

ACCOUNTANTS' REPORT

FOR THE YEAR ENDED 31 MARCH 2024

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 period ended 31 March 2023 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 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
Darland House
44 Winnington Hill
Northwich
Cheshire
CW8 1AU

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Date