

# WINSFORD INDUSTRIAL ESTATE BID5

## BUILDING ON 20 YEARS OF SUCCESS

# OUR PLAN FOR WINSFORD INDUSTRIAL ESTATE BUSINESS IMPROVEMENT DISTRICT 5 (BID5)

  
This plan could  
generate **£750k+**  
**investment** for the  
Estate between  
2026 - 2031

# VOTE YES

# MESSAGE FROM THE CHAIR



## Welcome From the Chair of the Winsford Industrial Estate Business Improvement District

**As Chair of the Winsford Industrial Estate Business Improvement District, I am proud to introduce our fifth term BID – a vision for the next five years that builds on our solid foundation while embracing the opportunities of a growing, modern, and sustainable industrial estate.**

As the UK's first Industrial Business Improvement District, we have spent the last two decades demonstrating what can be achieved when businesses come together with a shared ambition. Our BID has delivered tangible results: from improving estate security and signage to offering high-quality training for your members of staff and providing a strong, unified voice on behalf of our business community. These successes have helped position Winsford Industrial Estate as a strong and resilient economic hub in the area.

Our established partnerships with the local authority, Cheshire Police, and our local MP remain crucial. Together, we will continue to deliver strategic improvements that reflect the needs of a modern industrial estate – ensuring it is resilient, connected, and future-ready.

As the estate continues to grow and attract new investment, BID 5 will focus on ensuring this development is sustainable, inclusive, and beneficial to all. We are committed to championing green initiatives, supporting infrastructure improvements, and helping to support businesses meet both today's challenges and tomorrow's ambitions.

The next five years is about building on solid foundations – strengthening what works, addressing what's needed, and shaping an estate that's fit for the future. I look forward to working with all stakeholders to deliver a successor BID that reflects the evolving needs of our estate and unlocks new potential for every business here.

### **Phil Lomas**

Chair of Winsford Industrial Estate BID and Owner of Property Wise Group Ltd based on Oasis Business Park

# VOTE YES

WINSFORD INDUSTRIAL ESTATE BID



# MEET THE WINSFORD INDUSTRIAL ESTATE BID BOARD

**Phil Lomas**

Property Wise Group Ltd  
(Chair of the Board)

**Darren Aley**

Saint Flooring Ltd

**Melissa Mansfield**

Synetiq/iaai

**Simon Schofield**

Jack's for all trades Ltd

**Gill Williams**

Cheshire West and Chester Council  
(Advisor)

**Pete Price**

Office Essentials

**Owen Bromley**

Advanced Medical Solutions

**Robin Ashley**

Coveris

**Cllr Nathan Pardoe**

Cabinet Member for Inclusive Economy,  
Regeneration & Digital Transformation  
(Advisor)

## HOW THE BID WORKS

### BID BOARD

- ▶ All premises with a business premises/rateable value on Winsford Industrial Estate will receive a vote.
- ▶ If a majority vote in favour of the BID (by number and rateable value) the BID is approved for a 5 year period.

### VOTE

- ▶ Businesses within the Winsford Industrial Estate BID area form a representative Board to govern the BID.
- ▶ The BID Board includes representation from organisations across the Winsford Industrial Estate BID area.

- ▶ The BID Board guides and directs the BID team who are responsible for the delivery of the BID 5 year business plan.
- ▶ New projects and services agreed by the business-led BID Board are commissioned in line with the BID proposal.
- ▶ The impact and success of the BID is reported to businesses.

### INVEST, BENEFIT AND REPORT

# WHAT IS A BUSINESS IMPROVEMENT DISTRICT?

## WHAT IS A BUSINESS IMPROVEMENT DISTRICT (BID)?

The BID is a unique opportunity for businesses across Winsford Industrial Estate to take a lead in the management and improvement of the Estate.

## ADDITIONAL INVESTMENT LED BY THE PRIVATE SECTOR

- ▶ The BID could generate £700k + of further investment into the Estate between April 2026 – March 2031.
- ▶ This investment will be delivered through the Winsford Industrial Estate BID Board of BID levy payers, who will be answerable to the wider business community who fund the BID.

## WHERE DOES THE INVESTMENT COME FROM?

- ▶ The investment will principally come from an additional levy paid by each premises (hereditament).
- ▶ Together this will raise an investment of £700k+ over 5 years, which we expect will lever additional funding from a range of sources.

## WHO DECIDES IF THE BID IS TO BE INTRODUCED?

- ▶ All eligible premises will be able to take part in a 28-day postal ballot to approve or reject the proposal for a BID in Autumn 2025.
- ▶ If a majority vote in favour of the proposal from the number of votes cast, and this represents a majority in level of rateable value from votes cast in favour of approving the proposal, the successor BID will come into operation from 1st April 2026, when all premises will pay the annual levy towards the BID.

## HOW IS THIS DIFFERENT TO BUSINESS RATES?

- ▶ The BID levy is separate from your business rates. Business rates are a statutory local tax levied to fund expenditure by local and national government. Businesses have no direct control over how these funds are spent.

- ▶ The BID levies once collected will be ring-fenced, then paid over to the BID accountable body and invested in specific projects and services identified in the BID5 Business Plan. The BID funds are all invested under the direction of the BID Board of BID levy payers from across the Winsford Industrial Estate BID area.

## WHERE DO BUSINESS IMPROVEMENT DISTRICTS ALREADY OPERATE?

- ▶ We already have a Business Improvement District on Winsford Industrial Estate that has been operating for nearly 20 years (BID 1 2006 –2011, BID 2 2011–2016, BID 3 2016–2021 and BID4 2021–2026), however BID regulations limit the lifespan of a BID to five years.
- ▶ Businesses can then choose to develop a successor BID and conduct another ballot on whether to accept or reject the new proposal. Based on the feedback received from the Business community on Winsford Industrial Estate during Spring 2025, the existing Winsford Industrial Estate BID Board have taken the decision to develop a successor Business Improvement District, namely BID 5 to continue to support the business community on Winsford Industrial Estate.
- ▶ BIDs have been embraced by business communities in Northwich, Chester, Blackburn, Runcorn and Widnes where industrial/business park BIDs all operate.
- ▶ More than 350 BIDs exist across the UK, with the majority now being re-approved after five years.





# WHAT THE WINSFORD INDUSTRIAL ESTATE HAS ACHIEVED OVER THE LAST 20 YEARS

Over the past two decades, the Winsford 1-5 Business Improvement District (BID) has delivered measurable value and long-lasting impact across multiple priority areas — including security, environmental enhancements, business support, skills development, and infrastructure improvements.

Through sustained investment and strong partnership working, the BID has helped transform Winsford Industrial Estate into a safe, attractive, and highly functional location for businesses of all sizes. Occupancy levels have remained consistently high, and the estate has developed a strong reputation as one of Cheshire's most strategically important employment areas.

With a strong foundation in place, Winsford 1-5 BID continues to build on this legacy — driving forward ambitious plans for further growth, innovation, and sustainability as the estate positions itself to become the North West's leading industrial destination.

## ✓ **UK's first industrial estate BID, first approved November 2005**

Winsford 1-5 became the first-ever UK Business Improvement District located on an industrial estate, a significant milestone that set the precedent for similar schemes nationally

## ✓ **Continued business support through 4 successful ballot terms**

After the original mandate, the BID was successful in ballots in 2010, 2015 and 2020, with an overwhelming 99% support by rateable value for its fourth term (2021–2026)

## ✓ **Over £1.9m private sector investment; 53% increase in business units**

Since establishment, the BID has driven over £1.9 million of new private sector investment, resulting in 53% growth in business units on the estate

## ✓ **Economic impact**

The activities of the BID have contributed to the estates increased floor space through new investment which has doubled the level

of economic activity since 2005, contributing significantly to Winsford's prosperity

## ✓ **Enhanced security infrastructure and services**

- ▶ Installation and ongoing maintenance of a comprehensive CCTV and ANPR system
- ▶ Distribution of SelectaMark DNA property marking kits
- ▶ Security briefings with Cheshire Police and Alpha Omega
- ▶ Mobile security patrol service covering key times of the year
- ▶ Traffic calming signage on Road One

## ✓ **Estate wide landscape, signage and environmental upgrades**

- ▶ Planned planting schemes, improved signage
- ▶ Grounds maintenance, seating areas and estate wide aesthetic enhancements
- ▶ Regular cleaning and upkeep of banners, fencing and poles and banners



"The Winsford BID has been an exceptional partner in supporting DC Lomas' business development and growth.

Their assistance in accessing grant funding has been transformative for our company.

What sets the BID apart is their hands-on approach – they don't just point you toward opportunities, they actively support you through the application processes and ensure you have the guidance needed to succeed."

**DEAN LOMAS, DIRECTOR, DC LOMAS LTD**

### ✓ **Strong business communications & community building**

- ▶ Winsford 15 Estate Bulletin and regular e mail communications
- ▶ Active maintenance of the estate's website and social media presence
- ▶ Networking events: Bike and Walk to Work Day, Annual Quiz Night, plus employee incentives
- ▶ Employee discount scheme: Workfit Membership Scheme at Brio Leisure Centres

### ✓ **Training & development programmes for businesses**

Provided free training courses in areas such as First Aid, Fire Safety, Health & Safety, and Mental Health First Aid at Work, improving workforce skills across the estate

### ✓ **Strategic inward investment and relocation support**

The dedicated BID team has helped attract inward investment, supported businesses to relocate within the estate instead of leaving, and liaised with local agencies and authorities

### ✓ **Unlocking 350,000 ft² of new development and job growth**

- ▶ With Local Enterprise Partnership and council funding, a £5 million infrastructure programme created new roads and landscaping to unlock around 30 hectares (equivalent to 50 football pitches)
- ▶ Delivered approx. 350,000 ft² of new space via developments like Winsford Gateway, Quad, and Artis Park
- ▶ Resulted in high levels of occupancy and potential for up to 1,500 additional positions in future expansion phases.

## WHAT IF I VOTE NO FOR BID 5?

- ✗ **Loss of over £700,000 in private sector-led investment dedicated to improving and supporting Winsford Industrial Estate.**
- ✗ **No funding to monitor and maintain the estate-wide CCTV and ANPR security system, reducing the ability to manage crime**
- ✗ **Removal of mobile security patrols during key periods including bank holidays, Christmas, and New Year – leaving the estate more vulnerable.**
- ✗ **Loss of your dedicated BID Team – the people who champion your interests, raise concerns, find new opportunities, connect you to vital business support and deliver the BID projects and services.**
- ✗ **No single, united voice for the estate to represent your interests at a strategic level or to lobby for public and private sector support.**
- ✗ **Decline in the estate's appearance and environment, with no investment in maintaining or improving the aesthetics of the trading area.**
- ✗ **Loss of significant investment in free or low-cost training courses, which have played a crucial role in upskilling your workforce and supporting business growth.**
- ✗ **Loss of key partnerships and collaboration with Cheshire West and Chester Council, Cheshire Police, Enterprise Cheshire and Warrington, and other critical agencies.**
- ✗ **Loss of opportunities to network and trade with neighbouring businesses, weakening collaboration and local supply chains.**

# VOTE YES

# CHALLENGES AND OPPORTUNITIES FOR WINSFORD INDUSTRIAL ESTATE

## WHAT YOU TOLD US

During the Spring of 2025 the BID Team delivered an extensive consultation exercise with the Business Community on Winsford Industrial Estate. Every business had the opportunity to respond to the consultation either via face-to-face visits, email communications or by completing the online survey form. The team received both qualitative and quantitative feedback with 50 formal responses being received from the online consultation. The key findings from the survey are listed below and informed the development of this plan.

**98%** of respondents stated that crime prevention and security measures were important for any future investments into the Estate

**98%** of respondents would like to see future investments into the aesthetics of the estate and particularly in cleansing to the side Roads on the Estate, improved signage and communal seating areas.

**92%** of respondents stated that they really valued the business support that the BID has delivered to Estate companies

**80%** of respondents feel more able to influence decisions affecting Winsford Industrial Estate through the BID Team since the establishment of the BID

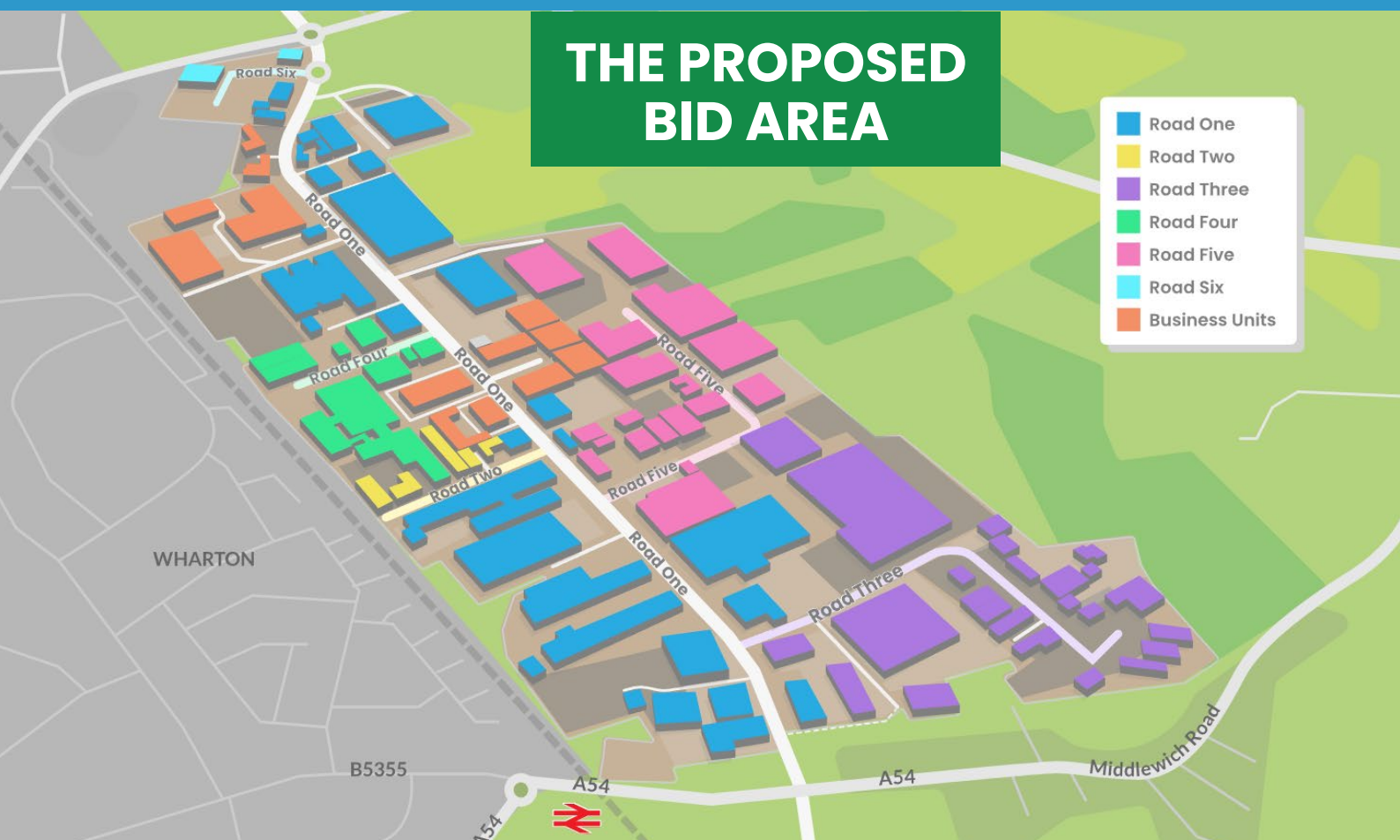
**94%** of respondents wanted to see the BID management team services maintained with 6% wanting to see further investments made

**72%** of respondents stated that they really valued the BID Training programme with 24% stating that they wanted to see further investments made

**98%** of respondents stated that they think Winsford Industrial Estate has improved as a place to trade and operate since the inception of the Business Improvement District



## THE PROPOSED BID AREA





## THEME ONE

# A SAFE AND SECURE TRADING ENVIRONMENT

**Creating a safe and secure environment is a top priority for our businesses on Winsford Industrial Estate. The estate has made significant investments over the last 20 years into crime prevention and security initiatives. The BID will continue to invest in security infrastructure, intelligence sharing, and partnership working to reduce crime and anti-social behaviour, protect assets, and increase confidence in the area as a safe place to work and do business.**

The BID will do this by making the following investments into Winsford Industrial Estate:

### **Sustained Investment in Monitoring and Maintaining the Dedicated Estate-Wide CCTV & ANPR System**

The BID will continue to support the maintenance of the estate-wide CCTV and Automatic Number Plate Recognition (ANPR) systems. These technologies are vital tools in deterring crime, identifying offenders, and supporting police investigations. Ongoing investment ensures the system remains effective, up-to-date, and fully operational, offering reassurance to businesses and employees alike.

### **Delivering Mobile Security Patrols at Key Times of the Year and Managing Security Incidents**

At peak times or during periods of heightened risk, the BID will fund additional mobile security patrols to enhance visibility and deter criminal activity. These patrols will also be responsive to emerging concerns and available to assist in the management and reporting of incidents in real-time.

### **Real-Time Intelligence Sharing**

The BID will facilitate a more coordinated approach to security through the development of real-time communication channels between businesses, the BID team, and local enforcement bodies. Tools such as dedicated security bulletins, or a shared network will allow for rapid alerts, trend spotting, and proactive intervention.

### **Partnership Working with Cheshire Police**

The BID will build on its relationship with Cheshire Police to support targeted enforcement, joint operations, and coordinated problem-solving. Regular engagement will ensure that policing strategies are informed by business concerns and that resources are deployed where they are most needed.

### **Security Signage Improvements**

Visible deterrents are a key part of crime prevention. The BID will support the installation and refreshment of signage across the area to highlight the presence of CCTV, ANPR, and active security measures. Clear signage not only reinforces the area's commitment to safety but also helps prevent opportunistic crime by making offenders think twice.

### **Staff Safety Awareness Workshops**

Basic conflict resolution, lone worker safety, and incident reporting training.





## THEME TWO

# CLEAN, GREEN, AND CLIMATE-READY

**A well-maintained, sustainable business environment contributes to employee wellbeing, attracts investment, and supports long-term sustainability. We want to continue to improve the visual quality of the estate, provide an attractive and relaxing area for employees, support climate action, and enhance biodiversity of the area — all helping businesses to thrive in a greener, healthier place.**

### Image enhancements and ongoing maintenance of existing assets

The BID will invest in improvements to the physical environment, ensuring that public spaces and shared assets are clean, tidy, and well cared for. This includes:

- ▶ Maintenance of street furniture, planters, signage, and wayfinding
- ▶ Looking at providing additional seating areas and landscaping
- ▶ Improvements to entrances, boundaries, and shared green spaces
- ▶ Working with CWAC to improve the conditions of the roads
- ▶ Regular litter picking and area cleansing
- ▶ Regular estate audits and reporting of issues

A clean, welcoming environment improves perceptions of safety, supports business pride, and creates a more attractive place to work and visit.

### Supporting Companies on their Net Zero Journey

The BID will build on the support that has been provided through government funded projects during BID 4 and will assist businesses in understanding and reducing their carbon impact through:

- ▶ Awareness campaigns and practical guidance
- ▶ Access to workshops, training and resources on energy efficiency, waste reduction, and sustainable business
- ▶ Opportunities for collective procurement of greener services (e.g., energy supply and network reliance)

Supporting businesses on their path to Net Zero demonstrates leadership, strengthens their brand, and future-proofs their operations in the face of environmental regulation and customer expectations.

### Creating an Environment for the Future – Biodiversity

Nature-positive action will form part of the BID's commitment to sustainability. Projects may include:

- ▶ Introducing pollinator-friendly planting schemes
- ▶ Creating or enhancing green corridors and wildlife habitats
- ▶ Installing bird/bat/insect boxes and other biodiversity features
- ▶ Partnering with local environmental groups or schools on greening projects

These enhancements contribute to climate resilience, improve air quality, and create a more enjoyable and restorative environment for employees and visitors.



## THEME THREE

# A CONNECTED AND RESILIENT BUSINESS COMMUNITY

**One of our core objectives is to for us to continue to build on the foundations of our strong, connected, and resilient business environment. This theme is about strengthening relationships between businesses, enabling effective communication and encouraging collaboration. A joined-up business community is better equipped to face challenges, share opportunities, and grow together.**

### The BID Team

The BID will be supported by a dedicated team responsible for the delivery of initiatives, stakeholder engagement, and day-to-day operations. The team will act as a central point of contact for all levy-paying businesses, offering guidance, listening to concerns, and championing the needs of local enterprises. Through active presence and strong relationships, the BID team will drive forward the plan, ensure accountability, and keep businesses informed and involved.

### Free or Low-Cost Training Courses and Seminars

To support business growth and staff development, the BID will continue to coordinate a programme of free or subsidised training sessions and seminars. These will be designed to respond to the needs of local businesses and may include:

- ▶ Accredited training including: First Aid, Fire Marshal, Mental Health First Aid, Health & Safety, Manual Handling, Working at Height, Risk Assessment and COSHH
- ▶ Workshops including: SEO and Website Development, Asbestos Awareness, Legionella Awareness and Fire Risk Assessment
- ▶ A suite of online accredited training courses including Leadership & Management, GDPR, Employment Law, Cyber Security, Menopause Awareness, Customer Service Training, Complaint Handling Training & Project Management
- ▶ Sustainability and energy efficiency training
- ▶ Forklift truck training
- ▶ Mental Health & Wellbeing Sessions

The BID will also signpost businesses to any fully funded training programmes that may be delivered by local providers. These accessible learning opportunities will enable businesses to improve their operations, upskill their staff, and stay competitive without incurring significant costs.

### Marketing and Communications

Clear, consistent communication is key to building trust and promoting engagement. The BID will implement a proactive marketing and communications strategy that includes:

- ▶ Regular email communications and bulletins with important information, news, updates, and opportunities for business growth
- ▶ The ongoing development and maintenance of the BID website [www.winsford1-5.co.uk](http://www.winsford1-5.co.uk) with BID resources, local business incentive schemes, business listings, and event details
- ▶ Campaigns to encourage local pride and showcase the strength of the business community

Businesses will be encouraged to share their own news and initiatives, creating a vibrant, two-way conversation.

### Networking Events

The BID will create opportunities for businesses to connect, collaborate, and share ideas through regular networking events. These events will be designed to break down barriers and encourage local sourcing and mutual support.

#### ✓ Annual Estate Quiz

A popular and informal event that brings local teams together in a fun and engaging way. The quiz promotes social interaction, strengthens relationships across sectors, and reinforces community spirit.

#### ✓ Events that Promote Inter-Trading

The BID will organise sector-specific or themed networking sessions to help businesses promote their services to one another. These events will support a “buy local” culture and help identify opportunities for joint ventures, referrals, and local procurement.



# INCOME AND EXPENDITURE BUDGET OPTIONS

**The added value investment that will be generated from the BID over the five years will be more than £750k, with the potential to leverage additional investment from other sources including the public sector, grant awarding bodies and commercial opportunities.**

There are no exemptions planned for any sectors or premises/hereditaments on Winsford Industrial Estate, with the exception of limited companies that occupy more than one hereditament within the BID area. If a limited company occupies multiple hereditaments, it may apply to the BID's accountable body for a rebate. The rebate will be up to a value equal to the total BID levies the company has paid to Cheshire West and Chester Council, minus the levy that would be charged based on the combined rateable value of all the hereditaments it occupies. Any rebate including its value will be subject to BID Board approval and subject

to the BID body being able to meet its responsibilities for delivery of the projects and services set out in the proposal for a BID on Winsford Industrial Estate 2026–2031

Management costs for delivery of the BID will be no more than 20% of the overall budget, to ensure that the majority of investment is targeted towards delivery of tangible added value services and projects.

Governance and Management of the Business Improvement District funds will be governed and directed by a Board of representative businesses and premises occupiers from across the Business Improvement District area.

Any eligible business 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.

£750k+ added value investment into Winsford Industrial Estate over the next five years

The BID levy proposed is on a banded system and is proportionate of your Rateable Value

The smallest businesses on Winsford Industrial Estate would pay just 54p per day

## BASELINE SERVICES DELIVERED BY STATUTORY AUTHORITIES

A benefit of a BID being approved for businesses is the statutory baseline agreements we will receive from Cheshire West and Chester Council and Cheshire Police. These are required to ensure that funds from the BID do not fund council or other statutory services.

All funds raised by the BID will only be used to support added value investments into Winsford Industrial Estate that without the BID would otherwise not be realised.

### THE BID LEVY WILL BE CALCULATED ON A BANDED SYSTEM, LEVY RATES ARE LISTED BELOW:

BAND	RATEABLE VALUE (£)	PROPOSED LEVY
Band A	>400,000	£2,450
Band B	250,001 – 400,000	£1,799
Band C	100,001 – 250,000	£1,450
Band D	50,001 – 100,000	£900
Band E	25,001 – 50,000	£615
Band F	10,001 – 25,000	£390
Band G	5,001 – 10,000	£275
Band H	<5,000	£199

The BID levy will increase by 2% each 12 months from Year 2 (1st April 2027), to provide an annual small increment to allow the level of investment to be maintained.

## FOR MORE INFORMATION ON THE BID

You can feedback on the Winsford Industrial Estate BID5 business plan by visiting **[www.winsford1-5.co.uk](http://www.winsford1-5.co.uk)** and click on the draft consultation link or contact:

**Hugh Shields**

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**Stephanie Leese**

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To feedback on the  
BID 5 Business Plan,  
scan the QR code.



"The BID's commitment to business connections is built on relationships, and their dedication to strengthening these connections across Winsford has opened valuable opportunities for Mobile Reform.

This has been the key to our successful integration into the local business community."

DYLAN PRICE, DIRECTOR, MOBILE REFORM