

Winsford

Business Environment Group



ANNUAL REPORT 2024 – 2025

www.winsford1-5.co.uk



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 4 of BID 4 (1st April 2024 – 31st March 2025) 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. If successful at ballot in the autumn of 2025, BID 5 will come into operation from 1st April 2026.

172

businesses
supported through
the BID

£120,369

of investment generated
to support businesses in
the BID area throughout
2024-2025



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 2025 was as follows:

Pete Price Office Essentials (Chair)	Phil Lomas Property Wise	Simon Schofield Jack's
Owen Bromley Advanced Medical Solutions	Darren Aley Saint Flooring	Nathan Pardoe Cheshire West and Chester Council (Council Link Officer – Advisory)
Robin Ashley Coveris	Melissa Mansfield Synetiq	Gill Williams Cheshire West and Chester Council (Council Link Officer – Advisory)

The Executive Board met four times in 2024-2025 and was quorate at all meetings. 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 2024 –
31ST MARCH 2025

1

THEME ONE: SECURE AND SAFE TRADING ENVIRONMENT

Maintained the 42 CCTV & ANPR (Auto Number Plate Recognition) 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)

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



42

CCTV and ANPR
cameras across
Winsford Industrial
Estate



29,700

hours of security
footage captured
each month



1,390

rapid texts delivered over
6
occasions



12

security
meetings
attended



12

crimes
reported



456

hours of BID funded
security patrols
during
2024-2025

WHAT THE BID HAS DELIVERED

BETWEEN 1ST APRIL 2024 –
31ST MARCH 2025

2

THEME TWO: GREEN AND CLEAN



Weekly image audits across the Industrial Estate looking at the conditions of the roads, footpaths, lighting, drains, and landscaping. Any issues are reported.

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

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



40+
site audits
conducted



24
grounds maintenance
visits completed



144
hours of grounds
maintenance
funded



On average,
275,000
vehicle movements
on Winsford 1-5
each month



3

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 – regular emails and quarterly news bulletins

Regular updates on available business grants and funding opportunities to support your business growth

Winsford 1-5 information pack for 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 is 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

Winsford 1-5 Annual Quiz Evening at Vale Royal Abbey

Mental health package for Winsford Industrial Estate employees with regular online mental health workshops, information and useful links on the website, and "Here to chat" sessions for employees that need support



5,000+
employees
supported



172
businesses
supported



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



20+
Local Partnership
Meetings attended
to represent
business needs



32,000
visits to the
Winsford 1-5 website
(winsford1-5.co.uk)



150+
visits to local
businesses



Information on
6
grant support
schemes sent out
to businesses



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 2024 and March 2025. 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, and Working at Height, with courses validated by **Ofqual**.

Regular online mental health workshops were also introduced covering a range of topics including combatting stress, anxiety, loneliness and grief.

11 employees trained up via online accredited courses

27 course dates available

130 employees received free training

1,500 hours of accredited training

£38,380 combined savings for businesses

Specific courses that were delivered in 2024-2025 were as follows:

- Level 3 Award in Emergency First Aid at Work (10 courses)
- Level 3 Award in First Aid at Work (4 courses)
- Level 3 Award in Paediatric First Aid (1 course)
- Level 3 Award in Mental Health First Aid in the Workplace (4 courses)
- Fire Safety Training (4 courses)
- Level 2 Award in Health & Safety in the Workplace (2 courses)
- Level 2 Award in Principles of Manual Handling (1 course)
- Level 2 Award in Principles of Working at Height (1 course)
- Legionella Online Workshop (1 session)

Fork Lift Truck refresher training was also funded by the BID for those businesses that required it. The BID also provides a contribution towards any Full Fork Lift Truck Training businesses may require.



SUMMARY

OF FINANCES 2024 – 2025

The total income for the year collected was **£119,061** from the BID levy.
The amount spent on BID arrangements and projects for 2024/2025 was **£119,821**.

A provision of **£320** has been provided for the year-end audit.

The surplus of **£41,443** 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	2024/2025	
	BUDGET	ACTUAL
Theme One – Secure and Safe Trading Environment	£26,376	£28,531
Theme Two – Green and Clean	£9,850	£8,538
Theme Three – Co-ordinated and Supported Business Community	£67,753	£79,980
Administration Costs	£7,750	£2,772
Total For year	£111,729	£119,821

INCOME SUMMARY	2024/2025	
	BUDGET	ACTUAL
BID levy income	£115,000	£119,061
Interest received in the bank account	£0	£578
Other income	£0	£730
Total for year	£115,000	£120,369

Please see appendix one for full detail of income and expenditure from Murray Smith.



PLANS FOR 2025–2026

YEAR 5 OF WINSFORD 1-5 BID 4

Below is a summary of the projects and services which will be delivered during the fifth year of the Winsford 1-5 Business Improvement District 4 from 1st April 2025 – 31st March 2026. 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
- Looking at rapid response messaging for any security issues that arise
- Rapid action protocol put into place when illegal traveller incursions are reported on site
- 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
- Maintenance of banners at the entrance to the estate
- Looking at the feasibility of new estate entrance features
- Weekly image audits of the estate
- 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.

PLANS FOR 2025–2026

YEAR 5 OF WINSFORD 1-5 BID 4

THEME THREE – CO-ORDINATED AND SUPPORTED BUSINESS COMMUNITY

- ✦ The Winsford 1-5 BID Team
- ✦ Regular email 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
- ✦ Mental health support package for Winsford Industrial Estate employees
- ✦ Grant support and information disseminated to businesses
- ✦ Winsford 1-5 BID information pack for all new companies
- ✦ Attending job fairs to promote vacancies on the estate
- ✦ Annual Winsford 1-5 Quiz at Vale Royal Abbey
- ✦ Business networking opportunities to encourage inter-estate trading
- ✦ Continued development of Winsford Industrial Estate's social media presence

- ✦ 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
- ✦ 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



APPENDIX ONE

WINSFORD 1-5 BUSINESS IMPROVEMENT DISTRICT FINANCIAL STATEMENTS

FOR THE YEAR ENDED
31 MARCH 2025

CONTENTS OF THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MARCH 2025

	PAGE
Income and Expenditure Account	1
Balance Sheet	2
Accountants Report	3

INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 31 MARCH 2025

	2024/25		2023/24	
	£	£	£	£
INCOME				
CWaC BID levy	119,061		117,519	
CWaC contribution	-		-	
Other income	730		-	
Bank interest	578		998	
		120,369		118,517
EXPENDITURE				
Image enhancement	8,538		9,962	
Security, CCTV and ANPR	28,531		41,056	
Telephone	132		123	
Printing, postage and advertising	2,640		1,980	
Bike to work	-		1,014	
Training	23,464		33,424	
Networking events	3,188		1,187	
Sundries	3,644		1,303	
Defibrillator	-		-	
BID rebate scheme	-		-	
Website costs	781		1,759	
Professional fees	-		-	
Estate management service	48,903		50,455	
BID 4 development	-		-	
		(119,821)		(142,263)
		548		(23,746)
PROVISIONS FOR EXPENDITURE REQUIRED TO COMPLETE PROJECTS				
Security	-		-	
Accountancy fee	320		582	
		(320)		(582)
SURPLUS / (DEFICIT) FOR THE YEAR		228		(24,328)

BALANCE SHEET

AS AT 31 MARCH 2025

	2025		2024	
	£	£	£	£
CURRENT ASSETS				
Cash at Bank	46,699		41,846	
Due from Groundwork Cheshire, Lancashire and Merseyside	-		-	
Accrued BID Income	<u>17,361</u>		<u>16,719</u>	
	64,060		58,565	
CURRENT LIABILITIES				
Due to Groundwork Cheshire, Lancashire and Merseyside	(22,315)		(17,048)	
Provision to complete projects	<u>(302)</u>		<u>(302)</u>	
		<u>41,443</u>		<u>41,215</u>
FUNDS				
Surplus brought forward		41,215		65,543
Surplus/deficit for the year		<u>228</u>		<u>(24,328)</u>
		<u>41,443</u>		<u>41,215</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 2025

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 2025 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
Darland House
44 Winnington Hill
Northwich
Cheshire
CW8 1AU

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Date



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

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

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