

# WINSFORD INDUSTRIAL ESTATE

## Business Improvement District (BID)



### What is the BID?

The Business Improvement District is a partnership between the businesses on the industrial estate, Cheshire West and Chester Council, Groundwork and a range of partner organisations.

The vision of the partnership is: "To maintain and further develop our position as one of the premier 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 industrial estate."

In 2020 96% of the businesses on the estate approved a successor Business Improvement District proposal to continue the good work that has already been achieved since 2006.

Businesses pay an additional supplement through the business rates system (the BID levy). The BID levy has been, and will continue to be, spent on a number of improvement projects over and above the

services that are provided by the Local Authority. The current BID will last from 1st April 2021 – 31st March 2026.

### HOW IS IT MANAGED?

The project is managed by the businesses on the estate through an elected executive board, who feedback to the Winsford 1-5 Business Environment Group meetings, to which all BID levy paying businesses are invited to attend.

The Winsford 1-5 Business Environment Group has a formal constitution and has contracted with Groundwork CLM to project manage the Business Improvement District.

The Executive Board meets at least four times a year and the Winsford 1-5 Business Environment Group meets at least once a year.

Visit [www.winsford1-5.co.uk](http://www.winsford1-5.co.uk) to discover more about Winsford 1-5 BID.



### What projects were supported or funded by the BID in 2024/2025?

#### IN 2024/2025, THE FOLLOWING PROJECTS WERE DELIVERED:

##### Theme One: Secure and Safe Trading Environment

- Monitoring and maintenance of the CCTV system and ANPR cameras covering five areas across Winsford Industrial Estate.
- Distribution of SelectaMark DNA property marking kits to companies across the estate.
- Maintenance and management of the 24/7 rapid text service.
- Christmas Security shut down information distributed to all businesses.
- Police-led security audits of business premises on the industrial estate.
- Provision of a 24/7 mobile security patrol service across the Estate provided over Bank Holiday weekends, over the Christmas, Easter and New year Period, and when extra security is required due to illegal encampments on site.
- Worked towards removing any illegal traveller encampments that have arrived on site. Included providing additional security patrols if required.

##### Theme Two: Green and Clean

- Investments into a programme of physical landscape and signage improvements.

- Investments into planting schemes and maintenance at both entrances to the Estate.

- 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.

##### Theme Three : Co-ordinated and Supported Business Community

- Provision of a dedicated BID Team that has attracted inward investment; enabled companies to remain on the estate through relocating to local properties; liaised with the local authority and local agencies and provided regular updates to estate companies.
- Production and distribution of the quarterly Winsford 1-5 Estate Bulletin distributed 4 times a year.
- Regular e-mail communications.
- Maintenance of the Winsford 1-5 website ([www.winsford1-5.co.uk](http://www.winsford1-5.co.uk)).
- Continued development of Winsford Industrial Estate's Social Media presence.
- The Winsford 1-5 Employee Incentive Scheme with Brio Leisure, with a discount on all WorkFit Membership for employees and family members.

- Annual Winsford 1-5 Bike to Work Day.
- Maintenance of BID funded defibrillators on the estate.
- Annual Winsford 1-5 Quiz Night at Vale Royal Abbey Golf Club
- The Winsford 1-5 Mental Health Programme for employees
- A free programme of training courses and seminars for organisations across Winsford Industrial Estate, covering key areas of interest such as First Aid, Fire Marshal, Mental Health First Aid, Health & Safety, Manual Handling and COSHH.
- Contributing to and funding Fork Lift Truck Training for Winsford 1-5 Businesses.

**The amount the billing authority was due to receive in the previous year was £113,157.**

**The amount of expenditure on BID arrangements for the previous year was £127,597\*.**

The expenditure figure exceeds the annual BID levy income. The difference is funded by BID levy income surplus from previous years.

\*Forecast figure. Final figures will be included in the Annual Report and Accounts.

For more information on the Business Improvement District and how your company can benefit, contact the BID team on 01606 723 175, Hugh Shields on 07921 055 039 or [hugh.shields@groundwork.org.uk](mailto:hugh.shields@groundwork.org.uk). Alternatively visit: [www.winsford1-5.co.uk](http://www.winsford1-5.co.uk).

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## Business Improvement District (BID)



### 2024/2025 in Stats

#### THEME ONE

42 CCTV & ANPR Cameras

720 Hours of BID-funded Security Patrols

20 Security Patrols funded

1390 Rapid Texts delivered over 9 occasions

Proactively worked towards removing 3 illegal traveller encampments

#### THEME TWO

42 Site Audits conducted

23 Grounds Maintenance Visits Completed

30 Highways Faults Reported

#### THEME THREE

100+ critical update emails sent out to businesses

38 Local Partnership Meetings attended to represent business needs

2 Job Fairs attended to promote businesses and vacancies

26 Job Vacancies Promoted

28k hits on the Winsford 1-5 website

#### TRAINING STATS

28 Free Training Course dates available

130 Employees received free training through the BID

1500 Hours of accredited training

15 BID-funded Fork Lift Truck courses undertaken

### BID Expenditure Plans for 2025/2026

#### IN 2025/2026 THE WINSFORD 1-5 BID WILL BE FUNDING THE CONTINUATION/IMPLEMENTATION OF THE FOLLOWING PROJECTS AND SERVICES:

##### Theme One – Secure and Safe Trading Environment

- Maintenance and monitoring of the 42 camera CCTV and ANPR system covering the estate.
- Distribution of SelectaMark DNA property marking kits.
- Continuation of Real-time Security Updates to registered employees.
- Christmas Security shut down information to be distributed to all businesses.
- A 24/7 mobile security patrol service across the Estate provided over Bank Holiday weekends, over the Christmas, Easter and New year Period, and when extra security is required due to illegal encampments on site.
- Security site checks for Businesses on the Industrial Estate via Cheshire Police.
- Proactively working towards removing any illegal traveller encampments that arrive on the Industrial Estate in conjunction with Cheshire Police and the relevant authority.

##### Theme Two – Green and Clean

- Investments into a programme of physical landscape, planting and signage improvements.
- Continued maintenance of existing landscaping and environmental assets including general grounds maintenance, maintenance of the poles and banners, Cheshire Fencing, seating areas and cleaning and maintaining signage around the estate.

##### Theme Three – Co-ordinated and Supported Business Community

- Provision of a dedicated BID Team.
- Production and distribution of the quarterly Winsford 1-5 Estate Bulletin and regular email communications.
- Continued maintenance of the Winsford 1-5 website ([www.winsford1-5.co.uk](http://www.winsford1-5.co.uk))
- Continued development of Winsford Industrial Estate's Social Media presence.
- Production and distribution of the Winsford 1-5 Annual Business Survey.
- The Winsford Industrial Estate Annual Quiz.
- The Winsford Industrial Estate employee incentive scheme with Brio Leisure.
- The Annual Winsford Bike to Work Day.

- Continuation of a free programme of training courses and seminars for organisations across Winsford Industrial Estate, covering key areas of interest such as Health & Safety, Manual Handling, Fire Marshal Training, First Aid, Risk Assessment, Fire Risk Assessment, COSHH, Forklift Truck Training and Mental Health First Aid at Work.
- Continuation of the Mental Health Programme for BID employees.
- Continued maintenance of the BID-funded defibrillators on site.

#### What is the cost?

All hereditaments (rateable properties) on Winsford Industrial Estate as identified on Cheshire West and Chester's rates list will receive a levy for the Business Improvement District, based upon the bandings detailed below.

Hereditaments rateable value	Levy to be paid
RV > £400,000	£1750
RV = £250,000-£400,000	£1450
RV = £100,000-£250,000	£1199
RV = £ 50,000-£100,000	£799
RV = £25,000-£50,000	£550
RV = £10,000-£25,000	£350
RV = £ 5,000-£10,000	£250
RV < £ 5,000	£199

Your BID Bill has been calculated using the Rateable Value in the 2017 Rating List as detailed in the document at the time of the BID proposal vote.

For more information on the Business Improvement District and how your company can benefit, contact the BID team on **01606 723 175**, Hugh Shields on **07921 055 039** or [hugh.shields@groundwork.org.uk](mailto:hugh.shields@groundwork.org.uk). Alternatively visit: [www.winsford1-5.co.uk](http://www.winsford1-5.co.uk).

