



WestChester
Commercial**BID**

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Open Letter from Jordi Morell

Chair of the West Chester Commercial Business
Improvement District Steering Group



Dear fellow businesses,

I am delighted to share with you this proposal for the West Chester Commercial Business Improvement District (BID). This is a coming together of the Bumpers Lane/Sealand Road Industrial Estate and Chester West Employment Park along with our partners Groundwork and Cheshire West and Chester Council to deliver a programme of business led projects and improvements towards becoming an outstanding location for trade and business.

This proposal is the result of months of consultation, research, discussion and analysis with you the business community. I do sincerely hope that you have felt involved in this process, and this, the final Business Improvement District proposal, reflects what you would like to see delivered over the next five years. I am also pleased to see the early support for this proposal that has been given by many companies on the estate, and you can read comments and quotes from consultation with businesses within this document.

We have two choices, we stay as we are and watch as our competitors continue to move forward, or as resident businesses, we take control of our future destiny and support the BID. Already in place are an enviable range of local, national and global businesses. We sit alongside the historic city of Chester on one side and the beautiful Welsh countryside on the other. We provide excellent links to the motorway network and we have direct access to the River Dee and the Welsh Coastal Path.

We should be one of the best areas to work and do business in, however, the estate is not where we would like it to be. We have a number of issues with access, egress and parking on the business estate, as well as uncoordinated security and an unconnected business community. This makes it difficult to attract new businesses to the Estate.

As businesses, we have a choice to make:

A 'yes' vote will ensure that we work together, in partnership, to develop the West Chester Commercial BID toward the limits of its potential as a great location for business - a place where customers will be pleased to visit, employees happy to work and where the business community is connected and speaking as one. A 'no' vote will result in us staying just as we are and losing businesses to other districts. I would ask you to carefully read this proposal and share it with your management teams and head offices.

I hope that the result will be that you join with me in voting 'Yes' to success. Together, we can help make our business park a better place for business.

Yours Sincerely

**Jordi Morell - Chair of the West Chester
Commercial Business Improvement District
Steering Group**

What is a Business Improvement District (BID)?

A Business Improvement District (BID) enables groups of businesses to commission projects that will lead to improvements in their local trading environment, funded through an additional levy charged through the business rates system.

BIDs are fundamentally a fair and equitable mechanism to deliver additional projects and services that improve trading environments. The funding cannot be used to support or pay for services that are a statutory provision of the public sector, and can only be invested in line with the aims and objectives determined by the business community and contained in this document. Once collected, the funding is ring-fenced locally and used to fund, commission and deliver projects or services as agreed by the West Chester BID business community.



The specific projects and services to be delivered are documented within this Business Improvement District proposal, which all businesses have the opportunity to either approve or reject through a postal ballot between **Thursday 8th June 2017 and 5pm on Thursday 6th July 2017**.

For a BID to become established, more than 50% of those voting must approve the BID proposal, and these companies must represent more than 50% of the rateable value of the businesses that have voted. Once established, all eligible companies within the BID area are responsible for payment of a BID levy.

Since 2004, when the legislation to enable BIDs was introduced, more than 200 BIDs have been approved by companies across the UK. Here in Cheshire, Groundwork has been developing and managing Business Improvement Districts since 2006 and currently manages three BIDs across Mid-Cheshire.

What the Business Improvement District means for you

Our vision for the West Chester Commercial BID is to develop the trading environment into one of the premier locations within Cheshire capable of attracting, developing and supporting a broad spectrum of companies through the provision of a prosperous, greener, cleaner, safer and connected business community.

Our mission is to promote the trading environment as a location of choice for both employers and employees across the North West and North Wales, by working in partnership to focus on three themes for improvement:

- A Secure and Safe Trading Environment
- Image Enhancements and a Greener Trading Environment
- Co-ordinated, Supported and Connected Business Community



Reasons to Vote Yes

The West Chester Commercial Business Improvement District aims to deliver the following benefits for your company:

- ✔ Safer more secure business park
- ✔ A less congested business park with improved transport links
- ✔ Enhanced image, signage and new landscape improvements
- ✔ Dedicated budgets to ensure on-going maintenance programmes for improvements
- ✔ Estate Management Service - supporting the Estate and your business
- ✔ Lower costs and a more sustainable trading environment from joint procurement projects and environmental support initiatives
- ✔ A business led partnership
- ✔ Delivery of free or low cost training courses to upskill your staff
- ✔ Business Support - Greater access to a range of business support services provided by local, regional and national organisations to support your company to grow and prosper (The Estate Management Service will signpost your business to these services to ensure you benefit)
- ✔ Connected Business Community - Networking, estate newsletter, rapid text service, estate directory, estate website

Consultation – What you told us



The West Chester Commercial Business Improvement District area is a key business location in Chester which has been successful in attracting investment, which in turn has supported job creation. To further support the trading environment a Business Improvement District feasibility study was commissioned with the aim of providing an essential evidence base upon which a programme of investment can be secured to improve the area.

The business community on the business park along with key stakeholders and partners have held consultations and open meetings in order to identify the needs of the trading environment.

These consultations have identified a range of issues and opportunities that resident businesses would like to see addressed in order to enhance the estate. The feedback from these consultations and open meetings has been the evidence base for the development of this BID proposal.

The consultation work with businesses has identified the following clear priorities for companies:

- ▶ **Theme One:**
A Secure and Safe Trading Environment
- ▶ **Theme Two**
A Sustainable and Greener Trading Environment
- ▶ **Theme Three:**
A Co-ordinated, Supported and Connected Business Community

Key Headlines from the consultations and workshop feedback are:

- 92% of respondents considered the overall image of the trading environment to be satisfactory/poor
- 84% of respondents stated that it was very important or important to include crime prevention and security initiatives in any future development plans for the trading environment
- 89% of respondents considered the provision of public transport to be satisfactory/poor
- 60% of respondents stated that it was very important or important to include local recruitment and access to jobs in any future development plans
- 6 businesses have been a victim of crime over the last 12 months
- 64% of respondents stated that they would be interested in a group to support the plans for improvements on the trading environment

“Security patrols are needed”

“We support the proposed installation of an ANPR system which would contribute to our security”

“I would like to see a better look to the area with more character and community”

“Website - providing details of who is on the estate and what they do”

“Creation of a local business network specifically for the Business Park “

“I believe that the Sealand Estate has lost its focus currently”

Current issues on the Trading Environment



► Poorly Maintained Signage



► On Road Parking



► Poorly Maintained Public Realm

“The large network of small businesses need a champion. The signage is poor, the whole area lacks identity and there is a constant ‘untidiness and shabbiness’ to the area”

“Having looked recently at alternative sites, it brought home that our current site on Sealand lacks prestige considering we are in the cultural centre of Chester.”

What a BID has delivered in other Trading Environments in Cheshire

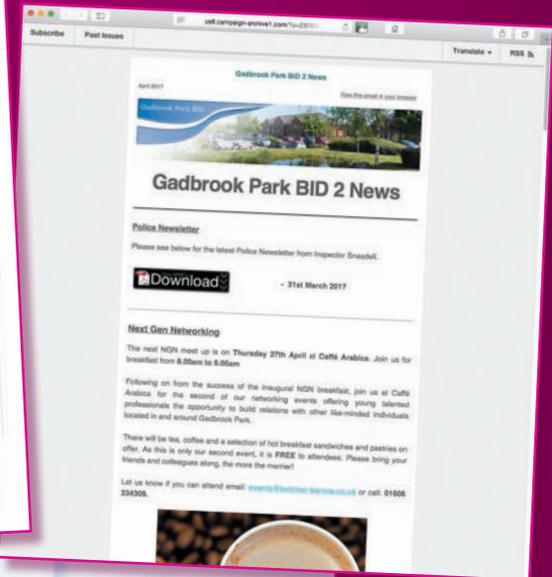
► Image Enhancements and Signage Improvements



► Crime and Security Prevention Initiatives



Business Support



What we could deliver through the Business Improvement District

Theme One: A Secure and Safe Trading Environment

The Issues

- Theft and burglary is on the rise
- 6 businesses have been a victim of crime in the last 6 months
- Individual businesses are funding their own security

The Solutions

▶ A dedicated ANPR system

The Business Improvement District will review the feasibility for the installation of a dedicated Automatic Number Plate Recognition (ANPR) system to the entrances of the trading environment.

The ANPR system would be monitored through an independent staffed monitoring station and will capture images of vehicle number plates for the prevention and detection of crime and also enable a quicker response to incidents identified through links with Cheshire Police.

▶ Mobile Security Patrols

The BID will implement a security patrol service across the trading environment. The patrol service will provide clearly identifiable security personnel who will provide both car and foot patrols during key times throughout the year.

▶ Rapid Text Service

A linked rapid text service will be implemented to enable organisations to share “real time” information, warnings and messages with organisations across the estate, 24 hours a day, 7 days a week, 365 days a year.

▶ DNA Property Marking Programme

Every company on the estate will be issued with a unique property marking kit along with signage to promote around your premises. The property marking kit is an easy-to-apply property marking solution that consists of a unique, synthetic DNA code, thousands of microdots, and a UV tracer. The SelectaDNA mark can be used to identify the registered owner of lost or stolen property.

▶ Business Watch Initiatives

The BID will work with businesses and Cheshire Police to introduce a Business Watch Scheme. The scheme will include email network communications to share intelligence regarding potential crime and security threats, and regular Business Watch meetings and events to actively work in partnership to reduce the level of crime across the trading environment.



Theme Two: A Sustainable and Greener Trading Environment

The Issues

- Limited signage to and on the Estate
- Where signage exists this is often poorly maintained
- Lack of car parking spaces for the number of employees on site
- Poorly maintained landscaping
- No single identity for the trading environment
- Congestion at peak times on the Estate
- Lack of sustainable transport options
- Lack of public transport options
- Poorly maintained roads

The Solutions

Image Enhancements

The BID will engage a landscape architect to scope out a landscape design appraisal for a single branded identity for the entire trading environment to include a programme of physical landscape and street furniture improvements over a five year period. The physical improvements that could be funded by the programme may include:

- ▶ Introduction of entrance and estate directory signs
- ▶ Added value upgrades to existing signage (above the Council baseline)
- ▶ Improvements to signage for the estate from North Wales and Chester
- ▶ Introduction of planting schemes and image enhancement projects at key locations across the estate
- ▶ Management of a programme of on-going maintenance for signage, landscaping and street furniture (with the exception of Council baseline services, which remains a statutory obligation of the Council)



81% of respondents to the BID consultation process considered improvements to the general business park to be an essential part of the BID Business plan

Public Transport Initiatives

The business community will work in partnership with Cheshire West and Chester Council and other appropriate partners to identify projects and initiatives to reduce car parking, access and egress issues in and around the trading environment. The project will aim to deliver sustainable transport improvements, tackling car parking congestion, improving access and egress, supporting staff recruitment and retention and reducing costs for business owners and their employees. The project will seek to identify recommendations to businesses and deliver projects and services through:

- ▶ **Clear travel information for resident companies on a dedicated business park website**
- ▶ **Feasibility of introducing a Car Share Scheme**
- ▶ **Individual company sustainable transport plans**
- ▶ **Encouraging flexible working arrangements**
- ▶ **Improvements to public transport e.g. local bus services, train times**
- ▶ **Identify opportunities to support issues with coach parking**
- ▶ **Supporting cycling initiatives – review of cycle lanes, pool cycle hire and welfare facilities on site**
- ▶ **Working in partnership with Cheshire West and Chester Council to improve the road surfaces on the Estate**
- ▶ **Yellow lines where appropriate which will be subject to consultation and policy guidelines**

Business Park Joint Waste Management Service - Lower waste costs

The Business Improvement District will assess the feasibility of introducing a business park wide joint Waste Management Scheme for companies. The aim of the study will be to provide recommendations for a jointly procured waste management solution for the business community that will lower resident companies' waste disposal costs and minimise waste carrier movements on the site.

Solar Business Park

There is a potential opportunity for the business park to become a Solar Business Park. The BID along with key stakeholders will explore the feasibility of what this could realise for the trading environment.

Potential opportunities/benefits could include:

- **Cheaper energy for businesses**
- **Demand reduction**
- **More resilient energy supply**
- **Company inter-trading**
- **Carbon emission reduction**



Theme Three: A Co-ordinated, Supported and Connected Business Community

The Issues

- **Lack of co-ordination and communication between the business community on issues and opportunities to enhance the trading environment**
- **Businesses reporting that they have experienced difficulty recruiting in the last 12 months**
- **No resource or capacity to lobby for change and improvements to the trading environment**
- **No mechanism to encourage businesses to network and develop inter-trading opportunities**
- **Businesses reporting poor levels of Broadband connectivity**

The Solutions

▶ **Estate Management Service**

The Business Improvement District will fund an Estate Management Service. This service will support your company to grow and prosper, by being a central point of contact for your business, signposting you to support and information that addresses specific business needs in relation to your residence on the estate.

▶ **Broadband Connectivity**

Through the Business Improvement District process, information has been gathered from the business community on levels of broadband service that provides an essential evidence base to engage discussions around improved connectivity to the trading environment.

The BID will utilise this information and work with partners to identify opportunities for improved broadband connectivity on the estate.



▶ **An online Profile for the Estate**

The BID will develop, maintain and promote a dedicated estate website www.westchesterbid.uk which will include:

- **Information on the estate and the local area**
- **A Business Directory to support inter-trading**
- **Sustainable transport information including bus and train timetables and other transport initiatives**
- **News features**
- **A section dedicated to Properties for Sale/To Let to promote the availability of units and premises**
- **A section dedicated to companies' job vacancies**
- **A facility that will enable businesses to apply to attend key networking events and training courses**
- **Links to partner websites including Cheshire and Warrington Findit**

The website will be promoted to resident businesses, employees, landlords, stakeholders and partners through advertisements, links with partner websites, and a profile on internet search engines.

▶ **Creation of a West Chester Commercial BID Group – Make your business voice heard**

The BID Group will ensure that the trading environment receives the appropriate levels of service due from public sector and other agencies. This will include applying for funding and lobbying for improvements to the Trading Environment.

The accountable body (Groundwork CLM) will plan, co-ordinate and facilitate regular meetings of the Group and the Executive Board to ensure that the projects and services contained in the Business Plan are being delivered on time and within budget.

71% of respondents to the BID consultation process considered business support to be an essential part of the BID business plan.

► **No or Low Cost to attend Network Events, Training and Business Updates**

A schedule of events will be delivered to your business which will include First Aid, Environmental, Employment and Health and Safety Law updates/training, Social Media Seminars, Crime Prevention, Business Improvement Processes and developing skills within your existing workforce.

These events will also provide your business with the opportunity to network with businesses on the estate, partners and external agencies.

► **Business News Bulletin - Sharing what is great about the trading environment**

A quarterly newsletter will be produced to promote news items and other useful information about West Chester Commercial BID to your business, your employees, visitors, investors and stakeholders. The newsletters will be utilised to promote the trading environment and also share information on the estate and events that are of relevance to companies and their employees. The newsletters will facilitate inter-trading through promoting companies with services or products that are required by businesses across the estate.



Management and Governance

The Business Improvement District (BID) will be governed through the West Chester Commercial Business Improvement District Group, and control of expenditure from the BID will be with the contributing businesses. Every business or organisation who contributes towards the cost of the Business Improvement District will become a member of the Group. Each company will be able to appoint a representative who will then have voting rights at Group meetings including the Annual General Meeting. The West Chester Commercial Business Improvement District Group will appoint an Executive Board that will work with the accountable body, Groundwork Cheshire, Lancashire and Merseyside to ensure that the Business Improvement District delivers services that bring a real benefit to the business community.

Members of the West Chester Commercial BID Group will be responsible for:

- ✓ Overseeing the Business Improvement District and ensuring it delivers its services and improvements as identified within the business plan
- ✓ Ensuring any finances raised are used on items of expenditure as identified in the business plan
- ✓ Electing on an annual basis the Executive Board members, who will join the Executive Board to oversee the delivery of the Business Improvement District
- ✓ Appointing Auditors to audit the accounts of the Business Improvement District
- ✓ Approving the financial regulations for the Business Improvement District

Members of the Executive Board will be responsible for:

- ✓ Guiding and directing the accountable body in the delivery of the Business Improvement District
- ✓ Ensuring that the accountable body is held accountable for expenditure of BID monies
- ✓ Approving eligible expenditure in line with the delegated powers detailed within the financial regulations that have been approved by the members of the Business Group
- ✓ Monitoring and reporting to members of the Group on the achievements of the Business Improvement District and its overall performance

The Accountable Body will be responsible for:

- ✓ Employing staff to resource the Estate Management Service
- ✓ Managing receipt of BID levy income from Cheshire West and Chester Council
- ✓ Producing quarterly claims accounting for project expenditure and reporting on the delivery of the BID against key performance indicators and milestones
- ✓ Providing secretariat support for the West Chester Commercial BID Group and the Executive Board
- ✓ Producing an audited statement of expenditure, detailing income received from the Business Improvement District and the expenditure defrayed against this income
- ✓ Presenting progress reports at the Group and Executive Board meetings



The BID Group will meet at least twice a year. The Group will invite selected public and private sector representatives. Only members of the Group will have a vote on any proposals tabled at the Group meetings.

The Executive Board will be made up of seven representatives from the Business Community; representation will be from large, medium and small enterprises and by sector. The Executive Board will meet at least each quarter and will be responsible for electing a Chair and appointing responsibilities to different Executive Board members.

Cheshire West and Chester Council will be invited to attend each Executive Board meeting in an advisory capacity. The accountable body, Groundwork Cheshire, Lancashire and Merseyside will be invited to attend each meeting in a reporting and advisory capacity.

Only elected members of the Executive Board will have a vote on any proposals tabled at the Board meetings. The Executive Board will only have the rights to approve proposals tabled that are within the delegated powers detailed within the financial regulations that have been approved by the members of the Group.

► **About Groundwork Cheshire, Lancashire and Merseyside**

Groundwork Cheshire, Lancashire and Merseyside will act as the accountable body (BID Body) for the Business Improvement District.

Groundwork Cheshire, Lancashire and Merseyside is a not-for-profit Environmental Trust and limited company which supports communities in need, working with partners to help improve the quality of people's lives, their prospects and potential and the places where they live, work and play.

Groundwork is one of the UK's leading Business Improvement District development organisations; having developed more than 15 successful UK BIDs over the last 11 years and playing a leading role in managing and delivering the associated business plans. In Cheshire, Groundwork has successfully worked with business communities for over 20 years delivering business improvement districts and support services.

► **Cheshire West and Chester Council**

Cheshire West and Chester Council is the Local Authority for the Borough of Cheshire West and Chester, which covers the areas of Ellesmere Port, Chester, Mid-Cheshire and the rural areas.

Cheshire West and Chester Council will be responsible for the collection of the BID levy and passing the collected funds to the accountable body, Groundwork Cheshire Lancashire and Merseyside, who will then account for the expenditure of these funds in line with the final BID proposal.

Income and Expenditure and timescales

Income

BID Levy £ Contribution (£)	89,417	89,417	89,417	89,417	89,417	447,085
Grand total (£)						
Annual surplus / deficit (£)	1,871	107	1,266	1,770	-812	4,202

West Chester Commercial BID - Income and expenditure figures

Expenditure	2017/2018	2018/2019	2019/2020	2020/2021	2021/2022	
Theme One: A secure and safe trading environment						
Sub total (£)	31,000	15,250	17,000	14,826	15,655	93,731
Theme Two: A sustainable and greener trading environment						
Sub total (£)	9,500	30,000	27,500	27,500	27,500	122,000
Theme Three: A co-ordinated, supported and connected business community						
Sub total (£)	35,312	39,702	39,163	40,697	42,307	197,181
Administration costs						
Sub total (£)	11,734	4,358	4,488	4,624	4,767	29,271
Grand total (£)	87,546	89,310	88,151	87,647	90,229	442,883

The Business Improvement District Levy Charge

The cost applied to each hereditament will be on a banding system. The bandings are as follows:

Hereditament Rateable Value	Annual Levy	Equivalent Daily Cost
> 250,000 RV	£1,750	£4.79
RV = 100,001 - 250,000	£1,499	£4.11
RV = 50,001 - 100,000	£999	£2.74
RV = 25,001 - 50,000	£750	£2.05
RV = 10,001 - 25,000	£350	£0.96
RV = 5,001 - 10,000	£250	£0.68
RV < 5,001	£199	£0.55

The above costs will be recovered in year one of the Business Improvement District: 1) The costs incurred in implementing the BID after the day of the ballot and before the first day of operation. 2) Development costs incurred that are greater than the level of income available from Groundwork Cheshire, Lancashire and Merseyside and Cheshire West and Chester Council for the development of the West Chester Commercial BID.

Notes:

The arrangements for the Business Improvement District will begin on 1st September 2017 and last for five years until 31st August 2022.

The income budget is based upon the rateable value listing supplied by Cheshire West and Chester Council at the time of producing this proposal for a BID. Across the BID area, there is the potential that additional properties (hereditaments) could be developed over the lifetime of this BID. In such circumstances the income/expenditure budgets will be increased to reflect these additional levies to be charged, to enable the BID to realise additional investment across the BID area.

“Small hereditaments will pay the equivalent of just 55 pence a day to cover the cost of delivering the full range of added value services from the BID, whilst the largest hereditaments with a rateable value over £250,000 will pay no more than £4.79 a day”

The BID Ballot, levy arrangements and alteration of arrangements

▶ The Ballot

A non-domestic ratepayer (business ratepayer) will be entitled to a vote if they are listed as a non-domestic ratepayer on the date the notice of ballot is published. In the case of an empty, partly refurbished property, the property owner will be entitled to vote.

Each business ratepayer entitled to vote shall have one vote in respect of each hereditament (premises/building with an individual rateable value) in the geographical area of the Business Improvement District on which non-domestic rates are payable.

For the Business Improvement District to be successful at vote there must be:

- 1. A majority in favour of the BID in the number of those voting.**
- 2. A majority in favour of the BID in the proportion of rateable value of those voting.**

▶ The Ballot Timetable

Ballot papers will be sent out on or after Thursday 8th June 2017. The ballot will close at 5pm on Thursday 6th July 2017. The result of the ballot will be declared on Friday 7th July or as soon as possible after that date.

▶ Levy Arrangements

The Business Improvement District will last for a five-year period from 1st September 2017 – 31st August 2022. All organisations that occupy a rateable property and property owners/leaseholder (when units are vacant) in the BID geographical area will be liable for a BID levy. No relief is being offered to businesses, charities or particular sectors. Individual car parks will be exempt from paying the BID levy and will not have a vote. The Local Authority will pursue any non-payment of the BID levy in accordance with its usual procedures for the collection of non-domestic rates. Any rating valuation adjustments, including any new or removed hereditaments within the BID boundary, will be adjusted annually by Cheshire West and Chester Council.

▶ Voluntary Membership

Businesses that fall outside the BID geographical area, namely those businesses who fall within the Welsh Border and receive their Business Rates invoice from Flintshire County Council can make a voluntary contribution towards the Business Improvement District to enable them to benefit from the projects and services of the BID. This will be calculated using the same BID levy calculation as any liable hereditament within the BID area.

▶ Collection of the Levy

Cheshire West and Chester Council will be responsible for billing and collecting the levy on behalf of the Business Improvement District in line with the following terms:

- **Payment of the BID levy will be expected within 30 days of the BID levy demand being issued, except where a company enters into an instalment plan, where equal instalments can be paid over a time period of up to 12 months on the dates detailed in the instalment plan.**

- **All premises in the trading area as identified by Cheshire West and Chester Council business rates listing will receive a levy for the Business Improvement District.**
- **All organisations in occupation of premises on the date the BID levy invoices are issued will be liable for the BID levy.**
- **Where a company no longer becomes liable for paying business rates on a hereditament (due to no longer owning the freehold or being responsible for the lease/rental for a hereditament) the BID levy owing will be calculated upon a daily basis for the period of time for which the occupier is liable for paying business rates.**
- **For occupiers that move on to the trading environment, the BID levy owing shall be calculated on a daily basis in line with the time periods for which they are in occupation for the financial year.**
- **Where premises become vacant, the landlord/owner will have responsibility for paying the BID levy (based on the amount proportional to the days for which the landlord/owner is responsible for the property due to it not being occupied).**
- **The current rating list is based on the 2017 valuation. Levy payments will be based on the 2017 valuation listing supplied by Cheshire West and Chester Council at the time of the ballot and remain fixed for the period of the BID.**
- **Any new streets/roads that may subsequently be created and any new, refurbished or reconstructed hereditaments subsequently entered into the National Non-Domestic Rates list and falling in the BID area shall additionally become liable to pay the BID levy.**
- **The business improvement district shall commence 49 days following the announcement of the ballot results, subject to these being announced on the 7th July.**

▶ Alteration of Arrangements

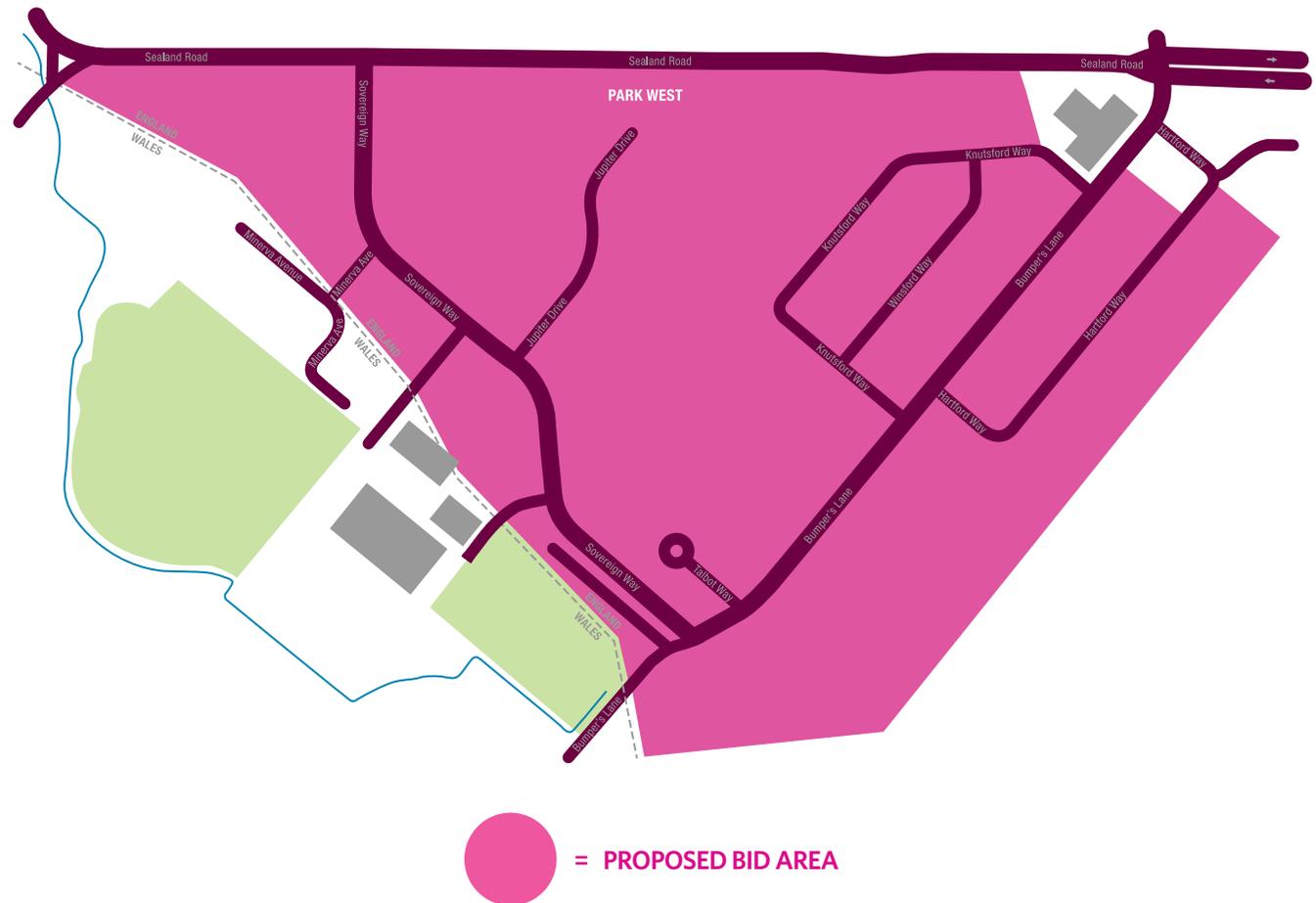
The BID area, themes, governance, management arrangements and hereditament BID levy charges can only be altered via an alteration or renewal ballot. All other arrangements including specific projects and the percentage of funding allocated to each theme within the BID may be altered within the constraints of the overall BID budget without the need for an alteration or renewal ballot.

▶ Geographical Area of the BID

The area covered by the Business Improvement District is represented by the area shaded in pink.

▶ Roads and locations included in the BID area will include:

- Bumpers Lane
- Knutsford Way
- Winsford Way
- Hartford Way
- Jupiter Drive
- Sovereign Way
- Talbot Way
- Minerva Avenue
- Park West
- Mercury Court
- The Quadrant



Performance Monitoring

The Business Improvement District will formally measure performance through reporting on:

Output measures: for example the number of projects and services that are delivered within budget

► Key Performance Indicators

KPI's reported on will include:

- Crime and Safety - incidents of crime statistics and reduction in crime for the BID area will be reviewed quarterly
- % of companies who believe the estate has improved as a place to trade and operate since the establishment of the BID
- % of companies reporting that business support from the BID is good or excellent
- % of companies who believe that the quality of training courses, seminars and networking events delivered by the BID are good or excellent



Note:

The first year evaluation of the project will set the baseline for companies reporting the impact of the Chester West Commercial Business Improvement District.

The level of progress made on the delivery of the Business Improvement District will be reported to businesses on a regular basis by the West Chester Commercial BID Board through the following communication channels:

- The Chester West Commercial BID Annual General Meeting
- Quarterly project reports
- Chester West Commercial BID Annual Report and Accounts, regular website, social media and e-bulletin updates
- Quarterly Estate Newsletter

► Baseline Agreements

To ensure that the Business Improvement District does not fund any statutory services provided by the Local Authority or Cheshire Police, a number of baseline commitments will be provided by Cheshire West and Chester Council and Cheshire Police.

These baselines relate to statutory services:

- ✔ Footpath cleansing
- ✔ Highway cleansing
- ✔ Litter picking
- ✔ Litter bin emptying
- ✔ Grass cutting
- ✔ Highway sign cleansing
- ✔ Street nameplate cleansing and maintenance
- ✔ Policing services within the BID geographical area



During the development of the West Chester Commercial Business Improvement District we have received lots of feedback from companies across the area. Below are just some of the ideas for improvement that we have reviewed and taken into account in producing this proposal:

“More secure” **“Enhanced street lighting”**

“Coaches not parking on Bumpers”

“Improved appearance including landscaping and general tidiness”

“Better landscaping and signage”

“Better lighting and maintenance”

“Website - providing details of who is on the estate and what they do”

“Better signage on Bumpers Lane”

“Community Links”

“Better look to the area with more character and community”

“More lighting and better transport”

“Signage of who is on the estate” **“Better control of parking”**

“Improved signage”

“Creation of a local business network specifically for the Business Park”

“Update the businesses on the sign on Bumpers Lane”

“Quality crime control measures cameras..ANPR”

“Security patrols are needed”

For more information about the Business Improvement District please contact:

Jane Hough

Business Improvement District Manager
Groundwork Cheshire, Lancashire & Merseyside

Tel: 01606 723175

Email: jane.hough@groundwork.org.uk

Mark Henshaw

Business Improvement District Officer
Groundwork Cheshire, Lancashire & Merseyside

Tel: 01606 723175

Email: mark.henshaw@groundwork.org.uk

For information and advice from Cheshire West and Chester Council to support your business to grow and develop please contact Gill Williams using the details below:

Gill Williams

Senior Economic Development Officer
Cheshire West and Chester Council

Tel: 01244 973619

Email: business@cheshirewestandchester.gov.uk

