

# West Chester Commercial BID

## Welcome Pack

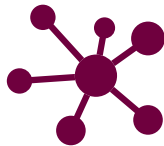


## Facts & Figures



**156**

business  
premises

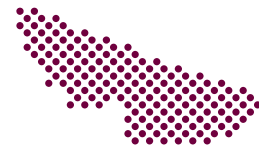


**100+**

businesses



Over  
**4000**  
employees



Sealand Industrial  
Estate and Chester West  
Employment Park Covers

**380**acres



**1.5**  
miles

from  
Chester  
City centre



**18.6**  
miles

from  
Liverpool



**43.3**  
miles

from  
Manchester



**13.7**  
miles

from  
Wrexham



**35.8**  
miles

from  
Manchester  
Airport

**2017**

**West Chester  
Commercial BID  
established**



## What is a 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.**

The funding raised from the levy is ring fenced and held locally by an accountable body (Groundwork in the case of the West Chester Commercial BID) and invested in added value projects and services. The projects and services are all commissioned and delivered under the governance and direction of the Sealand Industrial Estate and Chester West Employment Park business community. The funds raised cannot be used to support or pay for services that are a statutory obligation of the public sector.

The West Chester Commercial Business Improvement District is a partnership between the businesses on Sealand Industrial Estate and Chester West Employment Park, Cheshire West and Chester Council, Groundwork and a range of partner organisations.

Since 2004, when the legislation to enable BIDs was introduced, more than 300 BIDs have been approved by companies across the UK. The West Chester Commercial BID was approved in 2017 and came to fruition in September that year.

## What can the BID do for your business?

The West Chester Commercial Business Improvement District is broken down into three themes, with a range of services and projects designed to benefit businesses focused within each one:

**Theme One: A Safe and Secure Trading Environment**

**Theme Two: A Sustainable and Greener Trading Environment**

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

To get the most out of the West Chester Commercial BID and take advantage of all the benefits and services on offer to your business, please get in touch with the BID Team and let us know your most up to date contact details (the email address and phone number of a key contact who will receive information and communications). To do this, please ring **01606 723175** or email **WCCBID@groundwork.org.uk**.



# Theme One: A Safe and Secure Trading Environment

## Mobile Security Patrols

Mobile security patrols funded by the BID are conducted by Alpha Omega Security Services over the Bank Holiday weekends, Easter weekend and over the Christmas and New Year period to ensure Sealand Industrial Estate and Chester West Employment Park remain as secure as possible over these periods. The units at Dee View are also included. If a security risk is identified, mobile security guards can be summoned immediately until no longer needed. Security patrols are also periodically conducted once a month throughout the year.



## Rapid Text Service

Should you spot something suspicious that you want warn other businesses on Sealand Industrial Estate or Chester West Employment Park about, the BID offers the use of a dedicated Rapid Text Service.

The Rapid Text Service enables organisations to transfer 'real time' information, warnings and messages to key employees across the West Chester BID area, 24 hours a day, 7 days a week, 365 days a year.

To use the service, simply ring 01606 866 658 and report what you wish to be shared. A text will then immediately be sent out to all employees across Sealand Industrial Estate and Chester West Employment Park that are registered to the system.

If you wish to be registered to the service to receive text alerts and warnings, then please email [WCCBID@groundwork.org.uk](mailto:WCCBID@groundwork.org.uk) or ring **01606 723175**.





## Selecta DNA Kits

SelectaDNA forensic property marking kits are distributed to all new companies in the West Chester Commercial BID area, with the kits aiming to protect the assets and belongings of businesses and ensuring the police can link criminals to the crime scene and secure a conviction.

The kits mean businesses can mark their most valuable assets with a solution made up of unique DNA code and microdots that is only visible under UV light. This combination instantly identifies the property as belonging to your company or institution, making resale on the black market next to impossible. Furthermore it links criminals directly to their crime – so your assets are not nearly as attractive to thieves as they might have been. By displaying the warning signs, posters and stickers included in the kit, thieves will know to keep away. In addition, Selecta DNA signs are installed onto various Street Lighting Columns throughout the West Chester Commercial BID area to act as a deterrent.

## Keyholding Service

The West Chester Commercial BID offers a free Key Holding Service provided by Alpha Omega for Sealand Industrial Estate and Chester West Employment Park businesses. If you would like to take advantage of this service, all you need to do is register with Alpha Omega and provide your contact details (contact name, phone number, company name and company address). To do this, please email [bookings@alphaomegauk.com](mailto:bookings@alphaomegauk.com) and state your interest in the West Chester Commercial BID Key Holding Service along with the above details.



# Theme Two: A Sustainable and Greener Trading Environment

## Visual Aesthetics

Regular image audits are undertaken across the entire West Chester Commercial BID area by the Business Improvement District Project Manager on a reoccurring basis, identifying areas for improvement and ensuring the area looks its best for employers, employees and visitors alike.

The BID also utilises the local Community Payback scheme to conduct various litter picks and general grounds cleansing across the estate, whilst maintaining a close relationship with Cheshire West and Chester Council StreetScene officers to report aesthetic and Highway issues and get them rapidly resolved.





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

## The Bid Team – Working For You

The Groundwork BID Team provides a comprehensive Business Park Management Service for the West Chester Commercial BID, and will be the first point of contact for any issues, problems or queries that you may have. If there is anything at all that you need advice on, have a problem with, or need directing to a specific contact to rectify an issue, then please do not hesitate to get in touch with us. Similarly, if there are any ideas for improvement, or something you would like to see implemented on Sealand Industrial Estate or Chester West Employment Park, please let us know. The main office line is **01606 723175** or alternatively please email **WCCBID@groundwork.org.uk**. The BID Team will conduct regular customer satisfaction visits and surveys, so there will be plenty of opportunities to provide your feedback on what you would like to see implemented in the West Chester Commercial BID area to make sure your needs are met.

See details below to contact our BID team directly:

Jane Hough  
Business Improvement District Programmes Manager  
**Jane.Hough@groundwork.org.uk**

Hugh Shields  
Business Improvement District Project Manager  
**Hugh.Shields@groundwork.org.uk**

## The Executive Board

The West Chester Commercial BID has an Executive Board that meets several times a year to decide what projects and services the BID will fund. The Executive Board is elected annually by the West Chester Commercial Business Group at the AGM and consists of a Chair and Vice-Chair plus five Executives. If you are interested in becoming an Executive Board member, please get in touch with the BID Team to let us know.

## Communications

The West Chester Commercial BID has a range of communications to businesses to keep everyone informed on the latest projects, services and news surrounding Sealand Industrial Estate and Chester West Employment Park. This includes a quarterly hard-copy newsletter that is sent to all businesses in the West Chester Commercial BID area, as well as regular e-bulletin communications. The West Chester Commercial BID is keen to share good news stories from businesses, or advertise any particular offers or services – if you would like to share anything or would like anything included in any of the publications, then please let the BID Team know by emailing **WCCBID@groundwork.org.uk** or by ringing **01606 723175**.



## West Chester Commercial Bid Website

For the most up to date news on projects, services and how your business can benefit from the West Chester Commercial BID, please visit the West Chester Commercial BID website on [www.westchesterbid.co.uk](http://www.westchesterbid.co.uk). Here you will find the latest news from the West Chester Commercial BID area, as well as previous Executive Board Meeting minutes, Annual Reports and the Constitution. Issues of both the hard copy newsletters and e-bulletins can also be found here, as well as an up to date list of training courses on offer funded by the BID with links to book staff members on. Office space for sale/to let is also included, as is a comprehensive map and Business Directory of companies on Sealand Industrial Estate and Chester West Employment Park – if you wish to be included, please let the BID Team know by emailing [WCCBID@groundwork.org.uk](mailto:WCCBID@groundwork.org.uk). Likewise, any offers or job vacancies companies have are listed on the website – please let us know if you have a job vacancy you would like to be advertised and we can include it on the website – again email [WCCBID@groundwork.org.uk](mailto:WCCBID@groundwork.org.uk) (please ensure a closing date is included). If you would like a business log-on to enable you to edit your Business Directory listing or directly add job vacancies, events or offers to the website, then please email [WCCBID@groundwork.org.uk](mailto:WCCBID@groundwork.org.uk).

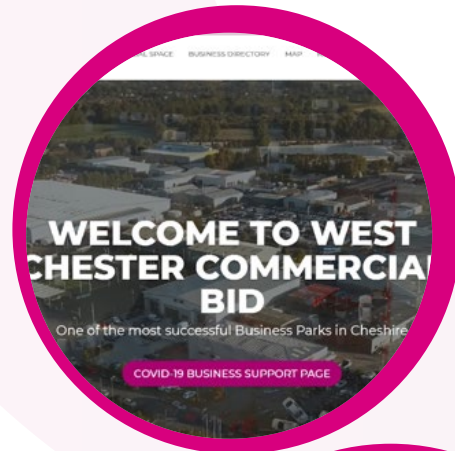
## West Chester Commercial Bid Employee Incentive Scheme

Being a member of the West Chester Commercial BID entitles you to a number of discounts on attractions and services.

There is a 20% discount on Leisure Packages at Brio Leisure (this comprises Northgate Arena, along with many other locations) and West Chester Commercial BID employees get a 20% discount on full membership (taking the cost down to £26 a month, or £5.60 a week). This can be used in any of the centres and extends to family members in the same household that are over 17. The discount will give you access to 12 Leisure centres, with unlimited use of all activities including the gym, swimming pool, fitness classes, off peak racquet sports, toning tables, sauna steam and the Jacuzzi.

All you need to do to take advantage and to gain access to all these benefits is show a payslip at the reception when joining and tell the member of staff that you are a part of the West Chester Commercial BID.

There is no joining fee involved, and there is the opportunity for a FREE 7 day pass to trial. E-mail [WCCBID@groundwork.org.uk](mailto:WCCBID@groundwork.org.uk) for more details or visit [www.brioleisure.org/memberships-and-prices/corporate](http://www.brioleisure.org/memberships-and-prices/corporate).





## Training Courses And Seminars

All companies based on Sealand Industrial Estate and Chester West Employment Park are entitled to attend one of the many BID funded training courses that we 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.

Our courses are designed to cover as wide a variety of topics as possible, ranging from Health & Safety to Fire Marshal Training or First Aid at Work and Mental Health First Aid – all important aspects in keeping your work environment safe and running as smoothly as possible.

Accredited courses include:

- 3 Day First Aid at Work
- 1 Day Emergency First Aid at Work
- Level 3 Mental Health First Aid in the Workplace
- Level 2 Award in Health & Safety in the Workplace
- Principles of Manual Handling
- Fire Marshal Training

Other topics include:

- Risk Assessment
- Fire Risk Assessment
- Leadership Skills and Management
- Asbestos Awareness training

The BID can also hold a number of educational seminars and workshops including Excel Spreadsheet training, Presentation Skills training, as well as Employment Law workshops. If a topic is not covered that you are wishing to train an employee up in, then please do let us know and we will look in to hosting it as part of the schedule.

The West Chester Commercial BID also funds Fork Lift Truck refresher training in both Reach and Counterbalance for employees in the BID area. If you are wishing to do a full Fork Lift Truck training course, then the BID can offer a contribution that is equal to the cost of what a refresher course would be.

For more information on any of the training courses that the West Chester Commercial BID offers, then please take a look at the West Chester website where you can book on to a course directly – the full schedule of training courses is published at [www.westchesterbid.co.uk/training-courses](http://www.westchesterbid.co.uk/training-courses). Alternatively, please ring **01606 723175** for more information.

