

*"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".*

The Business Improvement District is a partnership between the businesses located in Sealand Road Industrial Estate and Chester West Employment Park and a range of partner organisations.

In July 2017, the businesses within the geographical area approved a Business Improvement District proposal to pay an additional supplement through the business rates system (the BID levy). The BID levy will be spent on a number of improvement projects over and above the services that are provided by the Local Authority. The

BID commenced on 1st September 2017 and will run through to 31st August 2022.

### ► How is it managed?

The project is managed by the businesses on Sealand Road Industrial Estate and Chester West Employment Park (West Chester Commercial BID geographical area) through an elected executive, who feed back to the West Chester Commercial BID Group through regular meetings, to which all BID levy paying businesses are invited to attend.

The BID Group has a formal constitution and has contracted with Groundwork Cheshire, Lancashire and Merseyside to project manage the Business Improvement District.

The executive board will meet at least four times a year and the West Chester Commercial BID Group meets at least twice a year.

Minutes of meetings can be found on the West Chester Commercial BID website - [www.westchesterbid.co.uk](http://www.westchesterbid.co.uk).

## What projects and services have been supported or funded by the BID from September 2020 to 31st August 2021.

### Theme One - A Secure and Safe Trading Environment

- ✔ The continuation of estate wide mobile security patrols throughout key times of the year, including bank holiday weekends and the Christmas and New Year period. Additional security provision provided when required throughout the year.
- ✔ Continued maintenance of a dedicated Rapid Text Service which enables organisations to share "real time" information, warnings and messages with organisations across the trading environment, 24 hours a day, 7 days a week, 365 days a year.
- ✔ Selecta Mark DNA property marking kits - all companies on the estate were issued with a unique property marking kit along with signage to promote around their 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.

### Theme Two - A Sustainable and Greener Trading Environment

- ✔ Identifying the local authority baseline agreements for the Trading Environment.
- ✔ Monthly Image Audits - identifying areas for aesthetic improvement and reporting all findings to the relevant authorities for remedying.
- ✔ A number of landscaping projects were commissioned to enhance identified areas in the BID area including on Jupiter drive, Talbot Way and Bumpers Lane.

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

- ✔ Estate Management Service - the Business Improvement District has funded a dedicated Estate Management Service.

- ✔ A schedule of events and training courses have been delivered for West Chester Commercial BID businesses including First Aid, Mental Health First Aid and Fire Marshal Training.
- ✔ A quarterly newsletter to promote news items and other useful information about West Chester Commercial BID to your business, your employees, visitors, investors and stakeholders.
- ✔ Continued maintenance of the dedicated West Chester Commercial BID website - [www.westchesterbid.co.uk](http://www.westchesterbid.co.uk). Users can submit offers and job vacancies.
- ✔ During 2020/2021 the BID along with partners have been instrumental in supporting organisations across the estate during the Covid 19 pandemic. The BID's work has included distributing information on compliance and funding support. The team have provided direct support to companies in applying for grants, growth opportunities and job broker services.

## What projects will be supported or funded by the BID from 1st September 2021 to 31st August 2022.

In 2021/2022, the following projects will be delivered:

### Theme One - A Secure and Safe Trading Environment

- ✔ The continuation of estate wide mobile security patrols throughout key times of the year, including bank holiday weekends and the Christmas and New Year period.
- ✔ Continued maintenance of the linked rapid text service which enables organisations to share information, warnings and messages with other organisations across the trading environment, 24 hours a day, 7 days a week, 365 days a year.
- ✔ Selecta Mark DNA property marking kits - all new companies on the estate will be issued with a unique property marking kit along with signage to promote around their premises.
- ✔ Installation of a dedicated CCTV/ANPR and monitoring system for the Employment Park and Sealand Industrial Estate.

### Theme Two - A Sustainable and Greener Trading Environment

- ✔ Continuing to identify the local authority baseline agreements for the Trading Environment.
- ✔ Regular image audits.

- ✔ A number of landscaping projects to enhance identified areas all across the BID area.

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

- ✔ Estate Management Service - the Business Improvement District will continue to 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.
- ✔ A schedule of events and training courses will be delivered to your business which will include First Aid, Health & Safety, Manual Handling, Mental Health First Aid and Fire Marshal Training.
- ✔ A quarterly newsletter will continue to 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.

- ✔ The BID will maintain and promote a dedicated estate website [www.westchesterbid.co.uk](http://www.westchesterbid.co.uk). The website will be promoted to resident businesses, employees, landlords, stakeholders and partners.
- ✔ Distribution of regular business e-bulletins.

The income generated from the BID levy is \*£99,768. The amount spent on BID arrangements is \*£91,685 \*Forecast figure. Final figures will be included in the Annual Report and Accounts.

### ► What is the cost?

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

Hereditament Rateable Value	Annual Levy
> 250,001 RV	£1,750
RV = 100,001 - 250,000	£1,499
RV = 50,001 - 100,000	£999
RV = 25,001 - 50,000	£750
RV = 10,001 - 25,000	£350
RV = 5,001 - 10,000	£250
RV < 5,000	£199

Please note BID levy bills cover the period 1st April 2022 to 31st August 2022 which is in line with Cheshire West and Chester council's financial year.

### More information.....

For more information on the Business Improvement District and how your business can benefit, contact the BID Team on 01606 723175 or email [hugh.shields@groundwork.org.uk](mailto:hugh.shields@groundwork.org.uk).