



# West Chester Commercial **BID**

Annual Report and Accounts

2020-2021

West Chester Commercial BID  
C/O Groundwork Cheshire, Lancashire & Merseyside  
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## 1.0 Review of 2020-2021

The following Annual Report and Accounts covers the fourth year of the West Chester Commercial Business Improvement District (2017-2022).

Sections 1.2 through to 1.5 of the report detail everything that has been delivered during 2020-21, ensuring that the West Chester Commercial BID continues to work towards its vision:

***“To provide a safe and more secure trading environment, to develop and maintain a range of image enhancements across the trading environment, to work towards providing sustainable travel options for companies and their employees and to provide a co-ordinated and supported Business Community”***

### 1.1 The Executive Board

At the end of the financial year of 2020-2021 for the West Chester Commercial Business Improvement District, the membership of the Executive Board was as follows:

**Jordi Morell** – Obsidian Group (Chairperson)

**Steve Potts** – B&S Group Ltd (Vice-Chairperson)

**Ann Rogers** – Deva Designs Ltd

**Mark Diaper** – Legat Owen

**Lexa Farthing** – Cheshire West Library Services

**Elaine Thomas** – Living Floors

**Chris Leicester** – Sanctuary Housing

**Gill Williams** – Cheshire West and Chester Council

The Executive Board met three times in 2020-2021 and was quorate at all meetings. Meetings were conducted virtually via Microsoft Teams throughout the year. Full copies of minutes from these meetings are available from [www.westchesterbid.co.uk](http://www.westchesterbid.co.uk)



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



Throughout 2020-2021, the West Chester Commercial BID made investments in to the highly valued mobile security patrols conducted by Alpha Omega throughout Bank Holiday weekends, Easter Weekend and during the Christmas and New Year period to ensure the area remains as secure as possible, as well as during periods when it was deemed necessary to have additional security on site.

During the fourth year of the West Chester Commercial BID, the 24-7 Rapid Text Service was once again funded - a 24/7 hotline that businesses are urged to report any suspicious activity to so the information can get disseminated across Sealand Industrial Estate and Chester West Employment Park. Both Alpha Omega Security and Cheshire Police have representatives signed up to the service, as are the BID Team, to ensure rapid distribution of key security messages.



SelectaMark DNA Kits were once again distributed to any new businesses moving in to 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. If any business would like a kit or more materials, please email [hugh.shields@groundwork.org.uk](mailto:hugh.shields@groundwork.org.uk)



The BID Team continued to maintain an excellent partnership with Cheshire Constabulary and local PCSO Martin Quick throughout the year as well as working hard alongside the Gypsy/Traveller Liaison department at Cheshire West and Chester Council to ensure that any illegal traveller encampments were moved on as quickly as possible .





1.3 Theme Two – A Sustainable and Greener Trading Environment



During 2020 – 2021 the BID Team have conducted regular image audits across the entire West Chester Commercial BID area and have worked with Cheshire West and Chester Council to enhance the baselines that they are delivering in the area. A clear plan of image enhancements, planting and maintenance schemes at key locations across the estate has been established and the West Chester Commercial Business Improvement District (BID) has agreed to fund new

image enhancement projects as part of a wide scale landscape masterplan, which will help make the estate a more attractive place for businesses and employees to work.

A new landscaping project featuring decorative shrubs has been implemented by Bromborough Paints as part of this ongoing scheme, along with shrub and tree maintenance on Jupiter Drive and a further feature on Talbot Way adjacent to Enterprise.

Regular audits of the condition of the roads are also implemented, with the relevant team at Highways informed of any improvements that need to be made. Subsequently, after reporting the issue of the poor surface standard to Highways, part of Bumpers Lane was entirely resurfaced. Litter Picking sessions have been undertaken with Cheshire West and Chester Council while incidences of fly tipping have also been reported for removal by the authorities.

Two brand new entrance signs to the estate were erected on Bumpers Lane and Sovereign Way in summer 2021 displaying a map of the area to welcome visitors to the trading environment and significantly improving the aesthetics of the area.

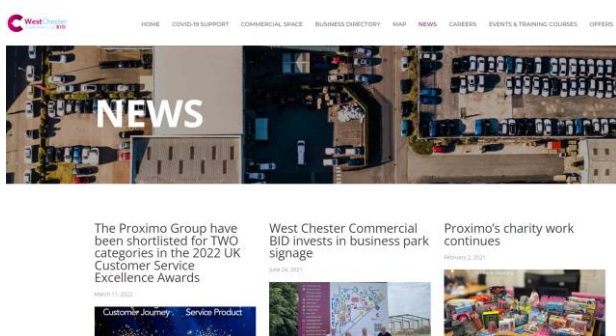


## 1.4 Theme Three – A Co-ordinated, Supported and Connected Business Community

The West Chester Commercial BID funded the Estate Management Service during 2020-2021, with Groundwork providing support and advice to all companies across Sealand Industrial Estate and Chester West Employment Park. The Estate Management Service is the central point of contact for all businesses in the West Chester Commercial BID area. The team have also successfully built and maintained relationships with a variety of partner organisations including Cheshire and Warrington LEP, The Growth Hub, Cheshire West and Chester Council, Cheshire Constabulary and Alpha Omega Securities.

The BID Team ensured that all businesses in the West Chester Commercial BID area were provided with all the information necessary in order to apply for the relevant government grants available and signposted to appropriate support networks throughout Covid-19. Links and useful information with regards to grants and furlough support were disseminated to businesses to aid them throughout the pandemic.

### Businesses and employment

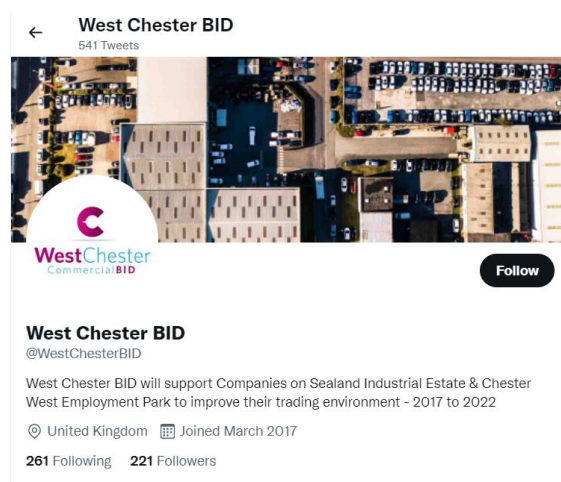


2020-2021 saw the continued maintenance of the West Chester Commercial BID website ([www.westchesterbid.co.uk](http://www.westchesterbid.co.uk)) while the hard copy quarterly newsletter was produced throughout the year and posted/emailed to businesses, each issue containing updates and information on all of the projects and services undertaken by the BID along with good news stories and successes from local

businesses.

The West Chester Commercial BID Twitter account was also utilised throughout 2020-2021. Emails and the West Chester Commercial BID e-bulletin also dropped in to inboxes throughout the year to keep employees up to date with the latest news, as did the quarterly news bulletins packed full of good news stories from local businesses. Please do pass these on to staff.

New businesses were issued with the brand new welcome pack detailing all of the services and advantages that are available to them through the West Chester Commercial BID, while the employee incentive scheme with Brio Leisure continued throughout 2020-2021, offering West Chester Commercial BID employees a 20% discount on Leisure Packages at Brio Leisure in Chester and throughout West Chester.





A schedule of training courses took place from early 2021 onwards when Covid-19 restrictions made it safe to do so. Key courses included First Aid at Work, Mental Health First Aid at Work and Fire Marshal training, with courses validated by Ofqual. Fork Lift Truck refresher training was also funded by the BID for those businesses that required it and was provided by on site Fork Lift Truck specialists GHR Training Services based in Mercury Court. Whilst the onset of Covid-19 in 2020 impacted the delivery of training courses, a full Risk Assessment has been completed to allow training to be completed in a controlled and Covid-19 safe environment.

Specific courses that were delivered in 2020-2021 were as follows:

- Level 3 Award in Emergency First Aid at Work
- Level 3 Award in Mental Health First Aid in the Workplace
- Fire Marshal Training
- Fork Lift Truck Training provided by GHR Training Services.



### **34 West Chester BID Employees received free training through BID funded courses during 2020-2021**



## 2.0 Summary of Finances 2020-2021

The total income for the year collected was £85,010. The amount spent on BID arrangements and projects for 2020/2021 was £92,224. There is accrued expenditure of £280 for the West Chester BID external auditor fee.

The surplus of £89,376 brought forward from previous years will be utilised to fund specific projects and services that support the three themes for improvements in the West Chester Commercial BID business plan.

Expenditure Summary	2020/2021	
	CASH	
	Budget	Expenditure
Theme One – A Safe and Secure Trading Environment	£15,775	£16,419
Theme Two – A Sustainable and Greener Trading Environment	£33,000	£30,186
Theme Three – A Co-ordinated, Supported and Connected Business Community	£51,060	£45,619
Total For year	<b>£99,835</b>	<b>£92,224</b>

Income	2020/2021	
	Budget Cash	Actual Cash
Business Improvement District Levy	£99,768	£85,000
Interest received in the bank account	Nil	£10
Total For year	<b>£99,768</b>	<b>£85,010</b>

The detailed income and expenditure can be seen in Appendix 1.



### 3.0 Plans for 2021-2022

Below is a summary of the projects and services which will be delivered during the fifth year of the West Chester Commercial Business Improvement District in 2021 -2022.

#### 3.1 *Theme One – A Safe and Secure Trading Environment*

- West Chester Commercial BID Mobile Security Patrol unit over Bank Holidays, the Christmas and New Year Period and Easter Holidays, as well as any other periods where extra security is deemed beneficial.
- Regular liaison with Cheshire Police regarding crime and security issues
- Rapid Text Service for all businesses to disseminate information to employees
- Provision of SelectaDNA Property Marking kits to all new businesses

#### 3.2 *Theme Two – A Sustainable and Greener Trading Environment*

- New image enhancement projects at selected locations in the West Chester Commercial BID area
- Regular image audits across the BID area
- Working in partnership with Cheshire West and Chester Council to improve the road surfaces on the estate
- Installation of 7 landscape projects that have been approved by the board in the BID landscape masterplan across various locations in the BID area.
- A review of the on-street lighting columns and upgrade of street lighting

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

- West Chester Commercial BID Business Park Management Service
- Covid-19 grant support and Brexit support for businesses
- A schedule of training courses and seminars free of charge to West Chester Commercial BID employees
- Provision of Fork Lift Truck refresher training
- Employee Incentive scheme with Brio Leisure
- West Chester Commercial BID welcome pack for all new BID businesses
- West Chester Commercial BID website updated with employee membership section, including a job vacancy sections and detailed map of the BID area
- E-mail and regular e-bulletin updates
- West Chester Commercial BID news bulletin emailed out to all businesses
- Management of the West Chester BID Twitter Account @westchesterbid
- Development of a second term West Chester Commercial BID 2

Appendix 1

WEST CHESTER  
BUSINESS IMPROVEMENT DISTRICT  
FINANCIAL STATEMENTS  
FOR THE YEAR ENDED  
31 AUGUST 2021



WEST CHESTER BUSINESS IMPROVEMENT DISTRICT

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## WEST CHESTER BUSINESS IMPROVEMENT DISTRICT

## INCOME AND EXPENDITURE ACCOUNT

## FOR THE YEAR ENDED 31 AUGUST 2021

	2020/21		2019/20	
	£	£	£	£
<b>INCOME</b>				
CWaC BID levy	85,000		97,600	
BID grant	-		4,718	
Contribution towards CCTV/ANPR	-		-	
Bank interest	10		48	
	<u>10</u>	85,010	<u>48</u>	102,366
<b>EXPENDITURE</b>				
Mobile security patrols	15,639		33,589	
(Christmas, new year & bank holidays)				
Installation of ANPR camera system	-		-	
Maintenance of ANPR camera system	-		-	
Rapid text service	551		658	
DNA property marking kits	229		-	
Landscape & signage design & improvements	30,186		6,556	
Landscape & signage maintenance	-		-	
Public transport initiatives	-		-	
Business park joint waste management service	-		-	
Exploring solar business park initiatives	-		-	
Estate management service & project management	35,760		34,720	
Network events	-		-	
Training courses & seminars	3,694		2,860	
Website development & maintenance	2,043		2,172	
News bulletin	1,805		3,057	
BID development & pre set up costs	-		-	
Meeting costs & administration	2,317		1,304	
(postage, stationery, photocopying)				
	<u>(92,224)</u>		<u>(84,916)</u>	
		(7,214)		17,450
<b>PROVISIONS FOR EXPENDITURE REQUIRED TO COMPLETE PROJECTS</b>				
Accountancy fee	280		250	
	<u>(280)</u>		<u>(250)</u>	
<b>SURPLUS/(DEFICIT) FOR THE YEAR</b>		<u>(7,494)</u>		<u>17,200</u>

## WEST CHESTER BUSINESS IMPROVEMENT DISTRICT

## BALANCE SHEET

AS AT 31 AUGUST 2021

	2021		2020	
	£	£	£	£
<b>CURRENT ASSETS</b>				
Cash at Bank	96,181		109,017	
Due from Groundwork Cheshire, Lancashire and Merseyside	-		-	
Accrued income	-		-	
	<u>96,181</u>		<u>109,017</u>	
<b>CURRENT LIABILITIES</b>				
Due to Groundwork Cheshire, Lancashire and Merseyside	6,525		11,897	
Provision to complete projects	<u>280</u>		<u>250</u>	
	<u>89,376</u>		<u>96,870</u>	
<b>FUNDS</b>				
Surplus brought forward	96,870		79,670	
Surplus/deficit for the year	<u>(7,494)</u>		<u>17,200</u>	
	<u>89,376</u>		<u>96,870</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**  
 Deputy Director for Business Improvement Districts  
 and Business Services

.....  
**J Morell**  
 Chair

Date: .....

## ACCOUNTANTS' REPORT

### FOR THE YEAR ENDED 31 AUGUST 2021

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 August 2021 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

Date: .....