



WestChester
Commercial**BID**



Annual Report 2021-2022

westchesterbid.co.uk

ABOUT THE WEST CHESTER COMMERCIAL BID



The West Chester Commercial BID funds and delivers added value projects and services within the local trading environment, through a Business Improvement District (BID). These projects are managed and controlled by the business community and the entire project is business led. More than 300 BIDs have been approved by companies across the UK since BIDs were introduced in 2004.

The BID will not, and cannot, be used to fund services that the council or other public bodies have a statutory duty to provide. The details of what the BID has delivered in year 5 of BID 1 (September 2021 – August 2022) are detailed in this annual report.

The BID's vision is:

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.

The West Chester Commercial BID was first approved in 2017 and came to fruition in September that year. During this time, the BID has implemented a range of improvement projects, including upgrading the image of Sealand and West Chester Employment Park through various enhancement schemes, reducing crime in the area through the incorporation of bank holiday security services, providing a number of popular training courses for employees and offering support with any issues through the BID Delivery Team.

In July 2022, businesses in the BID area voted to secure a second term Business Improvement District for the West Chester Commercial BID area for another 5 years, with a majority vote of **75%** by number and **76%** by rateable value.

This is a huge testament to the value companies place on having a BID in the area, and demonstrates the drive to continue the good work realised over the past 5 years and expand on everything that has been achieved by the West Chester Commercial BID.

BID 2 will now ensure that Sealand Industrial Estate and Chester West Employment Park can continue to be an exceptional environment to work and trade in for both employees and businesses alike, and that the essential services and projects delivered by the BID can continue to aid all companies on the estate to develop and thrive.

£102,283
of investment generated
to support businesses
in the BID area throughout
2021-2022

THE WEST CHESTER COMMERCIAL BID BOARD

The West Chester Commercial BID has an Executive Board which is made up of voluntary members of the local business community. The Executive Board during 2021-2022 was as follows:

Jordi Morell
Obsidian Group
(Chairperson)

Ann Rogers
Deva Designs Ltd

Ceri Roberts
Arco

Chris Leicester
Sanctuary Housing

Elaine Thomas
Living Floors

Lexa Farthing
Cheshire West Library
Services

Mark Diaper
Legat Owen

Mary Murphy
Proximo

Gill Williams
Cheshire West and Chester
Council (Council Link Officer)

The Executive Board met four times in 2021-2022 and was quorate at all meetings. Meetings were conducted virtually via Microsoft Teams or in person throughout the year. Full copies of minutes from these meetings are available from www.westchesterbid.co.uk.



WHAT THE BID HAS DELIVERED BETWEEN

1st September 2021 –
31st August 2022

THEME ONE

A SAFE AND SECURE TRADING ENVIRONMENT

Throughout 2021-2022, the West Chester Commercial BID continued to make 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.



The BID also continued to fund the 24-7 Rapid Text Service, which was available to all businesses that signed up to the service. The hotline allows businesses to report any suspicious

activity 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 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.

The BID Team continued to maintain an excellent partnership with Cheshire Constabulary and the local PCSO 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. A total of three illegal traveller incursions were dealt with in a swift manner, with to the minute updates communicated out to businesses.

11
Selecta DNA Kits
issued to
businesses

1,008
Hours of BID funded
security patrols

474
Rapid Texts
sent out to
businesses

Pro-actively
worked towards
removing
3
illegal traveller
encampments



THEME TWO

A SUSTAINABLE AND GREENER TRADING ENVIRONMENT

During 2021 – 2022 the BID Team has conducted weekly 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. Monthly meetings are held with Streetscene regarding grounds maintenance.

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, including potholes.

The West Chester Commercial BID has funded a number of image enhancement projects as part of a wide scale landscape masterplan, the aim of which is to make the estate a more attractive place for businesses and employees to work. Landscape maintenance is undertaken through the BID on the new feature outside Bromborough Paints, while the two entrance signs are also maintained annually, with cleansing, structure and fixing inspections, litter removal and a check of tenant listings all taking place.

A street lighting audit was undertaken with the findings reported to Cheshire West and Chester Council –

31 of the lights were found to be not working.

As a direct result, the West Chester Street Lighting and Traffic Signal Team replaced the street lighting with LED Lights in Sealand Industrial Estate and West Chester Employment Park. Both of these areas have an **average wattage reduction of 76W per lantern** and will operate at a colour temperature of 3000k.

25+
maintenance
visits
completed



40+
site audits
conducted

16
Highways faults
reported

THEME THREE

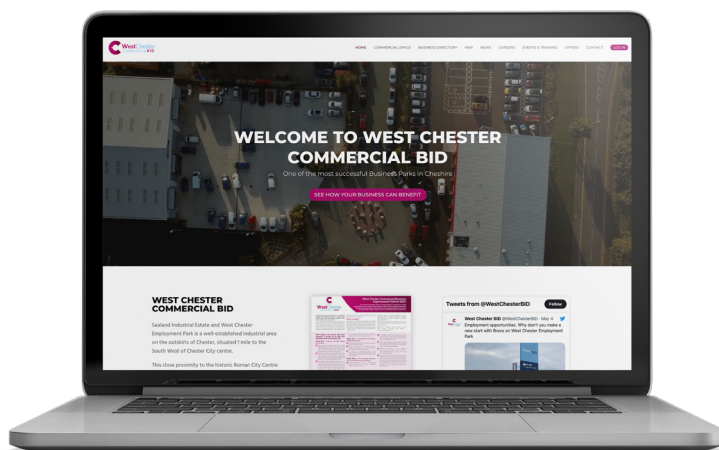
A CO-ORDINATED, SUPPORTED AND CONNECTED BUSINESS COMMUNITY

The West Chester Commercial BID funded the Estate Management Service during 2021-2022, 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 also continued to send out information surrounding various grants and how to apply to BID businesses.

During 2021-2022 the BID set up contact with businesses between the Made Smarter Project, a programme that is backed by world renowned businesses and the UK Government. The project aims to connect companies with the digital tools that will transform the way they operate. 11 businesses from the BID area were introduced to the project.

2021-2022 saw the continued maintenance of the West Chester Commercial BID website, while the quarterly newsletter was produced throughout the year and emailed to all 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.



30+
Job vacancies
promoted

20+
Local Partnership
meetings attended
to represent
business needs

Information on
15
grant support
schemes sent out
to businesses

100+
Critical update
emails sent out
to businesses
containing key
information

3
Job Fairs attended
to promote
businesses and
vacancies

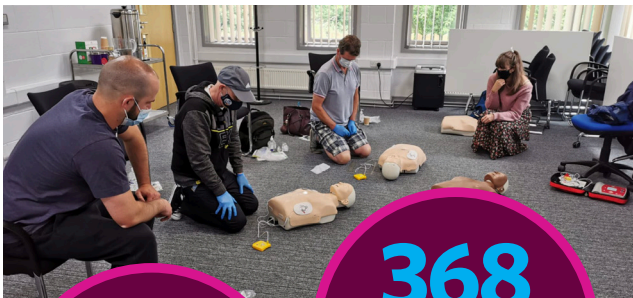
The West Chester Commercial BID Twitter account continued to tweet updates throughout the year, while the BID e-bulletin also dropped in to inboxes to keep employees up-to-date with the latest news.

New businesses were issued with the BID welcome pack detailing all of the services and advantages that are available to them through the West Chester Commercial BID. The employee incentive scheme with Brio Leisure also continued throughout 2021-2022, offering West Chester Commercial BID employees a 20% discount on Business Leisure Packages at any Brio Leisure outlet in Cheshire.

BID FUNDED TRAINING SCHEDULE

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 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.

A full schedule of training courses took place between September 2021 and August 2022. Key courses included Emergency First Aid at Work, Mental Health First Aid at Work and Fire Marshal training, with courses validated by **Ofqual** and **Highfield**.



56

Employees
received free
training

368

Hours of
accredited
training

A combined
saving of
£11,808
for
businesses

17

different
businesses
benefitted from
BID funded
Training

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. The BID also provides a contribution towards any Full Fork Lift Truck Training businesses may require.

Specific courses that were delivered in 2021-2022 were as follows:

- Level 3 Award in Emergency First Aid at Work**
(4 courses)
- Level 3 Award in Mental Health First Aid in the Workplace**
(3 courses)
- Fire Marshal Training**
(5 courses)
- Fork Lift Truck Training provided by GHR Training Services**

6

Fork Lift
Truck
courses
undertaken

3

businesses
benefitted from
BID funded
Fork Lift Truck
Training

8

employees
trained up to use
Fork Lift
Trucks



INCOME AND EXPENDITURE

2021-2022

The total income for the year collected was **£102,283**. The amount spent on BID arrangements and projects for 2021/2022 was **£92,232**. There is accrued expenditure of **£280** for the West Chester BID external auditor fee.

The surplus of **£99,147** brought forward from BID 1 will be utilised to fund specific projects and services that support the three themes for improvements in the West Chester Commercial BID 2 business plan.

EXPENDITURE SUMMARY	2021/2022	
	CASH	
	BUDGET	EXPENDITURE
Theme One – A Safe and Secure Trading Environment	£47,365	£21,385
Theme Two – A Sustainable and Greener Trading Environment	£11,500	£9,081
Theme Three – A Co-ordinated, Supported and Connected Business Community	£53,132	£49,857
Administration Costs	£4,000	£3,909
BID 2 Development Costs	£8,000	£8,000
Total For year	£123,997	£92,232

INCOME	2021/2022	
	BUDGET CASH	ACTUAL CASH
Business Improvement District Levy	£102,269	£102,269
Interest received in the bank account	Nil	£14
Total For year	£102,269	£102,283

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

PLANS

FOR 2022-2023 – YEAR 1 OF THE WEST CHESTER COMMERCIAL BID 2

Below is a summary of the projects and services which will be delivered during the first year of the West Chester Commercial Business Improvement District 2 from September 2022 – August 2023.

Theme One – A Safer, More Resilient Business Community

- Installation of a brand new CCTV and ANPR system across the West Chester Commercial BID area
- 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 important information to employees
- Provision of SelectaDNA Property Marking kits to all new businesses
- Rapid action protocol put in to place when illegal traveller incursions are reported on site

Theme Two – Greener and More Sustainable

- Weekly image audits across the West Chester Commercial BID area
- Working in partnership with Cheshire West and Chester Council to improve the road surfaces on the estate
- Continued grounds maintenance of the image enhancement projects in the BID area

Theme Three – A Connected and Supported Business Community

- West Chester Commercial BID Business Park Management Service
- Grant support and information disseminated to businesses
- A schedule of training courses and seminars free of charge to West Chester Commercial BID employees
- Provision of BID funded Fork Lift Truck refresher training and a contribution towards full training
- Employee Incentive scheme with Brio Leisure
- West Chester Commercial BID welcome pack for all new BID businesses
- Maintenance of the West Chester Commercial BID dedicated website
- E-mail and regular e-bulletin updates
- West Chester Commercial BID quarterly news bulletin emailed out to all businesses
- Management of the West Chester BID Twitter Account [@westchesterbid](https://twitter.com/westchesterbid)

APPENDIX 1

WEST CHESTER BUSINESS IMPROVEMENT DISTRICT FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2022

INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31 AUGUST 2022

	2021/22		2020/21	
	£	£	£	£
INCOME				
CWaC BID levy	102,269		85,000	
BID grant	-		-	
Contribution towards CCTV/ANPR	-		-	
Bank interest	14		10	
	<u>102,283</u>		<u>85,010</u>	
EXPENDITURE				
Mobile security patrols (Christmas, new year & bank holidays)	17,823		15,639	
Installation of ANPR camera system	2,500		-	
Maintenance of ANPR camera system	-		-	
Rapid text service	673		551	
DNA property marking kits	389		229	
Landscape & signage design & improvements	8,226		30,186	
Landscape & signage maintenance	855		-	
Public transport initiatives	-		-	
Business park joint waste management service	-		-	
Exploring solar business park initiatives	-		-	
Estate management service & project management	36,833		35,760	
Network events	-		-	
Training courses & seminars	9,017		3,694	
Website development & maintenance	1,007		2,043	
News bulletin	3,000		1,805	
BID development & pre set up costs	8,000		-	
Meeting costs & administration (postage, stationery, photocopying)	3,909		2,317	
	<u>(92,232)</u>		<u>(92,224)</u>	
	10,051		(7,214)	
PROVISIONS FOR EXPENDITURE REQUIRED TO COMPLETE PROJECTS				
Accountancy fee	280		280	
	<u>(280)</u>		<u>(280)</u>	
SURPLUS/(DEFICIT) FOR THE YEAR	<u><u>9,771</u></u>		<u><u>(7,494)</u></u>	

INCOME AND EXPENDITURE ACCOUNT BALANCE SHEET AS AT 31 AUGUST 2022

	2022		2021	
	£	£	£	£
CURRENT ASSETS				
Cash at Bank	105,059		96,181	
Due from Groundwork Cheshire, Lancashire and Merseyside	-		-	
Accrued income	-		-	
	<u>105,059</u>		<u>96,181</u>	
CURRENT LIABILITIES				
Due to Groundwork Cheshire, Lancashire and Merseyside	5,632		6,525	
Provision to complete projects	<u>280</u>		<u>280</u>	
	<u>99,147</u>		<u>89,376</u>	
FUNDS				
Surplus brought forward	89,376		96,870	
Surplus/deficit for the year	<u>9,771</u>		<u>(7,494)</u>	
	<u>99,147</u>		<u>89,376</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

Date:

.....

J Morell

Chair

ACCOUNTANTS' REPORT

FOR THE YEAR ENDED

31 AUGUST 2022

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 2022 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:



For further information on the West Chester Commercial BID, please contact:

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Deputy Director for BIDs & Business

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