

West Chester Commercial Business Improvement District (BID2)

"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 June 2022, the businesses within the geographical area approved a successor 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 successor BID

commenced on 1st September 2022 and will run through to 31st August 2027.

► 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 once a year.

Minutes of meetings can be found on the West Chester Commercial BID website - www.westchesterbid.co.uk.

What projects and services will be supported or funded by BID2 from September 2022 - March 2023.

Theme One - A safer more resilient business community

- ✓ The BID has made significant progress with introducing a dedicated CCTV system across the estate. Planning permission has been obtained and contracts have been secured with a CCTV provider. The order for the system has been placed and installation will take place in Autumn/Winter 2022. The BID will support investments into monitoring and maintaining the system.
- ✓ 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 - if you haven't already received, a kit will be issued. 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 - Greener more sustainable

- ✓ Monthly Image Audits - identifying areas for aesthetic improvement and reporting all findings to the relevant authorities for remedying.
- ✓ The BID will maintain the new entrance signage for West Chester Employment Park and Sealand Industrial Estate.
- ✓ Maintenance of physical and landscape improvement schemes implemented by the BID between 2017 and 2022.
- ✓ New investment for additional improvement projects in areas identified in the landscape masterplan for the West Chester BID area.
- ✓ Getting the basics right 'litter, debris and street cleansing' - The BID will work with Cheshire West and Chester Council to maintain and improve the cleanliness of the estate and ensure that the baseline services committed to by Cheshire West and Chester Council are delivered.
- ✓ Net Zero Business Park - Sustainable business support projects/initiatives will be developed to support the Cop26/Net Zero agenda. These could include carbon literacy training, feasibility assessments for smart renewable energy networks, business resilience support to manage extreme weather conditions, energy audits and Net Zero.

Theme Three - A connected and supported business community

- ✓ Estate Management Service - the Business Improvement District will continue to fund a dedicated Estate Management service.
- ✓ A schedule of events and training courses will be delivered for West Chester Commercial BID businesses including First Aid, Health & Safety,

Manual Handling, Mental Health First Aid, Fire Marshal, Risk Assessment, Fork Lift Truck Training, Mental Health Awareness and Support and Fire Risk Assessment Training, People Management, Leadership Skills & Management, Employment law, Business planning, Business resilience and finances.

- ✓ Production of regular B2B e-communications and hard copy publications will be distributed to all businesses. News stories will include relevant and topical information for businesses and their employees along with good news stories from the estate and its businesses/ organisations. Our B2B communications will ensure your business is first to hear about new grants, funding and free training courses.
- ✓ Continued maintenance of the dedicated West Chester Commercial BID website - www.westchesterbid.co.uk. Users can submit offers and job vacancies.
- ✓ The BID will continue to work with Cheshire West and Chester Council on introducing new inward investment into the trading environment.
- ✓ Maintain and enhance the employee incentive scheme which includes discounts for West Chester BID businesses and employees at Brio Leisure and local hotels.

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

The estimated income from the BID2 levy for the period 1st September - 31st March 2023 is estimated at £57,164. In addition a surplus has been generated from BID 1 which will be carried over to BID 2 and spent in line with the business plan. The surplus figure is estimated at £68,000. The amount to be spent on BID projects and services between 1st

September 2022 - 31st March 2023 is estimated at £123,650.

Please note that invoices have been issued pro-rata (7 months) to comply with the BID financial year. All future invoices will be issued annually in March/April each year to fall into line with the Cheshire West and Chester Council 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.