



**WestChester**  
Commercial**BID**

# West Chester Commercial Business Improvement District (BID2)

2022-2027



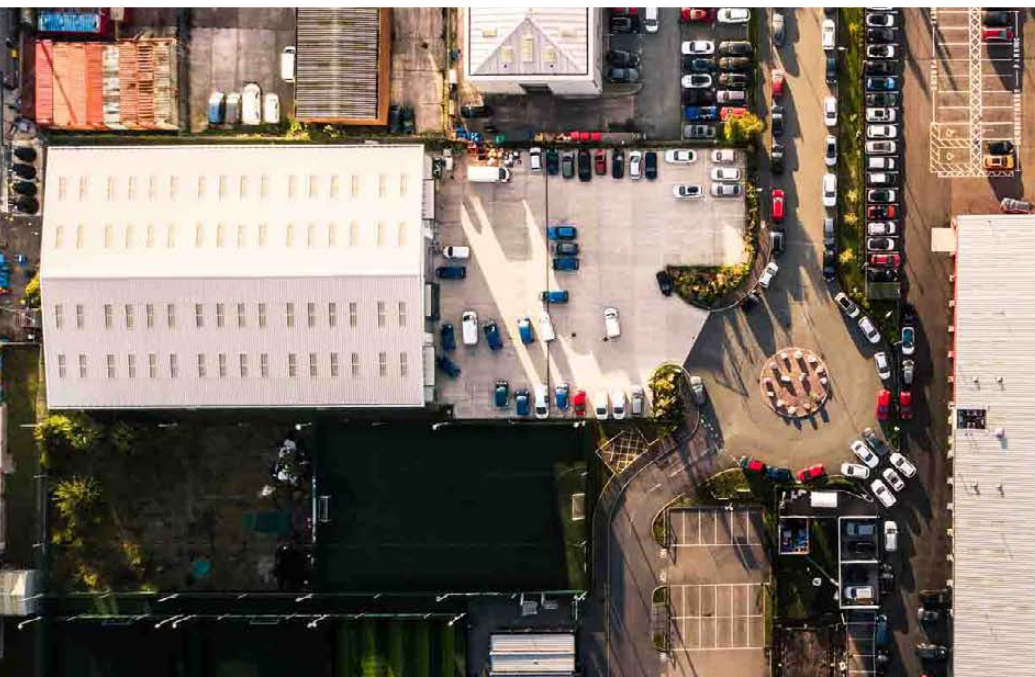
**A proposal for a successor  
BID for West Chester  
Commercial BID**



# Contents

Introduction to the proposal .....	4
Key opportunities and challenges .....	6
What the BID has achieved since 2017 .....	7
What the successor BID will deliver .....	10
Key objectives for next 5 years .....	12
The Proposed BID Area .....	13
What the BID will deliver between 2022-2027 .....	14
Theme One - A safer more resilient business community .....	14
Theme Two - Greener and more sustainable .....	14
Theme Three - A connected and supported business community .....	15
How the BID will operate .....	16
Governance and management of the BID .....	16
Performance monitoring .....	16
The BID Levy .....	17
Finance .....	18
The Ballot .....	18
The Ballot Timeline .....	19
Baseline Agreements .....	19







# West Chester Business Improvement District Proposal 2022-2027

## West Chester Commercial Business Improvement District (BID2)

A leading Business Improvement District based on the outskirts of the historical city of Chester, our ambition is to create a prosperous, safe and low carbon environment for business.

### About the BID

This plan has been produced by the West Chester BID Board using feedback from telephone calls, email communications, surveys and face to face meetings through the BID Team with companies across Chester West Employment Park and Sealand Industrial Estate.

Through this plan the BID board have set out an ambitious programme of investment to drive forward a sustained programme of improvements that will benefit businesses and employees throughout the five-year BID term.

BIDs have been widely adopted across the UK, and have a proven ability to create improved, stronger and more successful trading environments. We have seen this evidenced over the last five years through the projects and services the current BID has delivered in crime prevention and security, signage and landscape improvements and business support packages. These projects have stimulated new inward investment within existing companies and attracted further inward investment from new businesses opening in vacant units across the BID area.

All eligible businesses across the BID area will have the opportunity to vote in a postal ballot in June 2022. For the BID to be approved, a majority will need to vote in favour of the proposal from the number of votes cast, and these will need to include a majority of rateable value from votes cast in favour of approving the proposal.

## BID 2 Development consultation feedback

During 2021/2022 we invited all businesses across Sealand Road Industrial Estate and Chester West Employment Park to share their views about the projects and services that could be delivered through a successor BID.

We have heard back from more than 65% of businesses by size and sector through various communication tools, who have provided their ideas and thoughts on what is needed to continue to support the estate.

This consultation work has formed the basis for developing this plan for a successor Business Improvement District for the West Chester BID area.

- **81% OF RESPONDENTS STATED THAT THE ESTATE HAD IMPROVED AS A PLACE TO TRADE AND OPERATE SINCE THE INCEPTION OF THE BID IN 2017**
- **73% OF RESPONDENTS FELT THAT THEY WERE MORE ABLE TO INFLUENCE DECISIONS MADE ABOUT SEALAND ROAD AND WEST CHESTER EMPLOYMENT PARK SINCE THE INCEPTION OF THE BID IN 2017**
- **77% OF RESPONDENTS FELT THAT THEIR BUSINESS HAD BENEFITED FROM BEING INVOLVED WITH THE BID AND ITS SERVICES**
- **OVER 90% OF RESPONDENTS WANT TO SEE THE SECURITY AND CRIME PREVENTION PROJECTS AND INITIATIVES CONTINUED IN ANY SUCCESSOR BID**

*Quote from Andy Argyle, Director, Elygra Marketing Services*

**"At the start of Covid lockdowns and once at its peak my company faced some very specific issues. Information was not readily available and I struggled to find the answers I needed.**

**I contacted Hugh Shields at West Chester BID. He did not immediately know the answers either, but he said "leave it with him" I was not overly optimistic anything would come of the conversation, but true to his word I got a phone call from Chester BID later that day with a number of contacts (all proved to be the right people to address the queries) and a further call directly providing the solution I required. Thanks to all involved".**



- 79% OF RESPONDENTS STATED THAT IT WAS ESSENTIAL TO RETAIN SECURITY PROJECTS ON THE ESTATE
- 89% OF RESPONDENTS STATED THAT THEY WOULD LIKE TO SEE FURTHER INVESTMENTS INTO IMAGE ENHANCEMENT PROJECTS ON THE ESTATE
- 86% OF RESPONDENTS STATED THAT THEY WOULD LIKE TO SEE THE CURRENT TRAINING COURSE SCHEDULE RETAINED AND FURTHER INVESTMENTS MADE INTO NEW TRAINING COURSES AND SEMINARS TO UPSKILL THEIR EMPLOYEES
- 75% OF RESPONDENTS STATED THAT THE ESTATE MANAGEMENT SERVICE SHOULD BE RETAINED AND 21% WANT TO SEE FURTHER INVESTMENTS MADE

## From this consultation with businesses, the key opportunities and challenges identified include:

- ▶ It is important to retain the level of security services that the BID provides and provision of future investments into a new dedicated CCTV system.
- ▶ It is essential to continue to invest in the public realm assets and image enhancements on Sealand Road Industrial Estate and Chester West Employment Park.
- ▶ Businesses really value the support from the BID Team, particularly with the information that was provided throughout the Pandemic/Brexit and the individual signposting of businesses to relevant agencies.
- ▶ Opportunities exist to share in purchasing of common services, including training and business support services.
- ▶ The programme of training courses and seminars has been highly valued by BID members and their employees and there is scope to provide more investment in to new training course topics.
- ▶ There is renewed interest from companies in addressing net-zero and ensuring the area is fit for purpose and positioned to access reliable, low carbon sources of energy.
- ▶ Businesses want to continue to work together to raise the profile of West Chester BID.
- ▶ Businesses require support in navigating their way out of the pandemic and need particular support in recruiting staff and upskilling their existing workforce as well as assistance in sourcing lower operating costs with a particular focus on rising fuel costs.





# What we have achieved since 2017

## New Signage

- Installation of new modern branded signage at the entrance to West Chester Employment Park and Sealand Industrial Estate.
- Features easy to reference colour coded locations.



## Litter Picks and Tackling Grots Spots

- Various litter picks to tackle grot spots in the BID area.
- Monthly engagement activity with Cheshire West and Chester Council to improve standards of street cleansing.

## Regular News Updates and Covid Recovery Support

- 1-2-1 support for companies on accessing grants and business support before, during and after Covid.
- Regular company newsletters and e-bulletins



## Enhanced Security

- Deployment of manned, mobile security patrols at key points of the year and on occasions when illegal incursions have occurred.
- Distribution of Selecta DNA marking kits to companies across the West Chester BID.
- Pro-active engagement with Cheshire Police to review security risks, review security incidents and tackle illegal incursions and antisocial behaviour including illegal street racing.
- Development of a CCTV system for installation during 2022 if BID2 is successful.

### Security provision increased on the estate

Since the inception of the West Chester Commercial BID, security has been provided on Bank Holidays and over the Christmas period. So not only will Bank Holidays and Christmas be covered but now one weekend each month will see a security officer and marked vehicle on the estate. This will take place on either Friday and Saturday or Saturday and Sunday evenings and each shift will last for 12 hours between 6:00pm and 6:00am. On top of this the BID will also be providing five extra 12-hour shifts during December to give an extra layer of security when the daylight hours are at their shortest.

However from this year, and after listening to feedback from businesses, security provision will be increased.



## Image Audits and Creation of a Landscape Master Plan

- Regular site image audits to target fly tipping, litter, highways maintenance issues and street scene improvement followed by reporting and active management of improvements by Cheshire West and Chester Council.
- Development of a landscape master plan to scope out new landscape improvement projects.

### Image audit carried out on the estate

In order to help maintain and improve the aesthetics of the West Chester Commercial BID estate, the BID team has carried out an image audit.

Covering all areas of the trading environment, 25 actions were recorded relating to issues with highways, landscaping, general cleanliness, parking, street name plates and fly tipping.

On top of this, the team also met with internal officers at Cheshire West and Chester Council (CWAC) in order

to establish the land they own and what their obligations are - known as baseline agreements.

This will be followed throughout the year with further audits which will be reported back to CWAC, to ensure that previously reported issues have been carried out and any potential new issues can be raised.

In the meantime, if you have any queries or issues that you would like to report, please email CWAC at



[enquiries@cheshirewestandchester.gov.uk](mailto:enquiries@cheshirewestandchester.gov.uk)

Alternatively, you can head to [www.westcheshireyourstreets.co.uk/](http://www.westcheshireyourstreets.co.uk/) and click on either the Street Care or Road Care tabs.

## Installation of Image Enhancement Projects

- Installation of new landscape improvement projects at key location in the BID area including Talbot Way, Jupiter Way, Bumpers Lane and Hartford Way.



Jupiter Way Improvement



Bumpers Lane Frontage Improvements



### 199 employees trained and upskilled since 2017

- 35 Training Courses Delivered
- 199 Employees Trained
- Courses delivered covering First Aid at Work, Emergency First Aid in the Workplace, Mental Health First Aid, Fire Marshal, Health & Safety in the Workplace, Leadership & Management Skills.
- Forklift Truck Training has also been delivered to employees



### Installation of new upgraded road name plates and highway improvements on Sovereign Way

- Through lobbying of Cheshire West and Chester Council, the BID board secured agreement from the council for installation of new road signs across the West Chester BID area during 2018/19.
- Securing additional funding for highway improvements on Sovereign Way in 2018.
- Through lobbying of Cheshire West and Chester Council all street lighting across the estate has been upgraded to LED lighting during spring 2022, further supporting our objectives towards Net Zero.



*Quote from Ceri Roberts, Regional Area Manager – Arco*

**"I support the BID, the area has never looked better and have felt it has become a safer place to trade in. The support from the BID team in getting issues resolved faster and more efficiently has been a breath of fresh air. My team here have taken full advantage of the training offered and this has been invaluable."**



# What the successor BID will deliver for Sealand Road Industrial Estate and West Chester Employment Park

- ✓ Over £500,000 of added value investment to further enhance Sealand Road Industrial Estate and Chester West Employment Park
- ✓ A safer, secure and more resilient trading environment
- ✓ New added value image enhancement projects
- ✓ Maintenance of existing image enhancement projects from BID 1 (2017-22) through our greener and cleaner campaigns
- ✓ Additional investments into crime prevention and security projects including CCTV, mobile patrols, pro-active management of illegal incursions and anti-social behaviour risks.
- ✓ A single dedicated estate management service to respond to issues and support your business to take forward opportunities for improvement.
- ✓ A road map towards net zero for West Chester BID companies completing feasibility projects to assess the steps needed to create a resilient, low carbon, renewable based energy network.
- ✓ Ready access to business support packages, grants and training to enable our businesses to grow and prosper.





# Without the BID there will be:

- ✗ Loss of the dedicated security services and initiatives, including mobile security patrol services.
- ✗ No scope to maintain the new CCTV project.
- ✗ Ending of locally delivered BID funded training courses to upskill your employees.
- ✗ No single dedicated body that will provide you with a collective voice to address problems and raise the profile of Sealand Road and Chester West Employment Park.
- ✗ No additional maintenance of planting schemes, signage maintenance and landscape projects developed through the first West Chester BID.
- ✗ Ending of the West Chester BID dedicated website, newsletters and e-communications.
- ✗ Increased litter, debris and rubbish across the West Chester BID area with no proactive audits targeting grot spots.
- ✗ No capacity to develop net zero plans to deliver a resilient, low carbon local energy network.
- ✗ Closure of the dedicated BID Team to support you with co-ordinating issues and opportunities in the estate.
- ✗ Loss of the BIDs capacity to enable close partnership working with Cheshire and Warrington LEP, Growth Hub, Cheshire West and Chester Council and Cheshire Police.

# Our key objectives for the next five years for our trading environment:

1. Continuing to attract new inward investment and supporting our existing businesses to grow and prosper
2. A safer and more secure estate
3. Greener & cleaner
4. A great place to work and do business
5. Making steps towards net-zero and reducing our carbon emissions
6. A private sector led added value investment for the West Chester Commercial BID area

## Meet the private sector led board

The current Private Sector Led BID board have been supporting the Groundwork BID Team with the development of the BID2 proposal. The current Chair Jordi Morell will retire at the end of BID 1 (31st August 2022). All board members will stand down at the end of BID 1, but may choose to put themselves forward for re-election if a successor BID is approved in June / July 2022.

- ▶ **Jordi Morell** – Obsidian Offices and Chair of the BID
- ▶ **Mark Diaper** – Legat Owen
- ▶ **Ann Rogers** – Deva Design
- ▶ **Chris Leicester** – Sanctuary Housing
- ▶ **Elaine Thomas** – Living Floors
- ▶ **Lexa Farthing** – Library Services
- ▶ **Gill Williams** – Cheshire West and Chester Council (Council Link Officer)
- ▶ **Ceri Roberts** – Arco
- ▶ **Mary Murphy** – Proximo

## West Chester Commercial BID Team

The BID Team will continue to be provided by Groundwork Cheshire, Lancashire and Merseyside as part of their role as the BIDs accountable body partner. This will ensure on-going delivery of BID operational and finance management, communications and events through the team between 2022 and 2027.

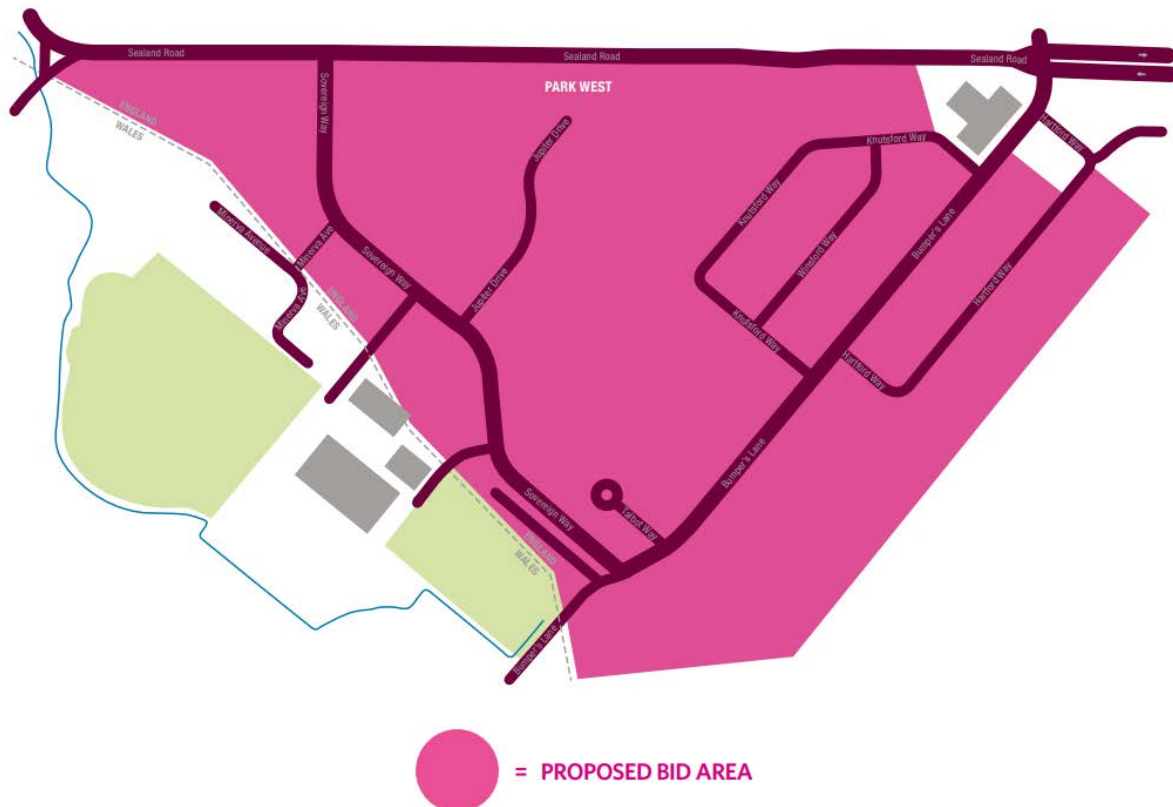
The role of the team will deliver the operational BID business plan over the next five years, this includes project delivery, managing suppliers and contractors, liaising with partners and stakeholders, business liaison, managing BID income and expenditure and managing the governance of the BID.



# The proposed BID area

Roads and locations on Sealand Road Industrial Estate and Chester West Employment Park covered by the BID will include:

- Bumpers Lane
- Knutsford Way
- Winsford Way
- Mercury Court
- Hartford Way
- Jupiter Drive
- Sovereign Way
- The Quadrant
- Talbot Way
- Minerva Avenue
- Park West



*Quote from Mary Murphy, Human Resources Director, Proximo*



"We at Proximo certainly reap the benefit of our local Business Improvement District, whom are a supportive group of individuals with a genuine interest in the growth and success of companies within the business park.

We are updated regularly on developments from the BID which will include training opportunities, security updates, and local council information which over the past two years of navigating through a pandemic has been extremely useful and helpful.

There have been great efforts to improve the 'look and feel' of the business park in recent years and this has contributed to transforming an area once known as an industrial estate to a modern business park. We are confident that with those working specifically within the BID that further improvements will be achieved for the ongoing benefit of all businesses and employees."

# What we aim to deliver between 2022-2027

## Theme One – A safer more resilient business community

- ▶ Throughout 2022 a brand new dedicated CCTV system will be funded and installed by the BID using investment from the current BID. The BID will continue to fund the maintenance of this dedicated, monitored CCTV system.
- ▶ Provision of mobile security patrols delivered throughout bank holiday periods and the Christmas / New Year holidays.
- ▶ Distribution of the Selecta Mark DNA property marking kits to businesses on the estate.
- ▶ Continuation of the Rapid Text and email service which provides real time intelligence on incidents on the estate.
- ▶ Retain and develop our links with Cheshire Police and share best practice through improved communications with the policing team.



## Theme Two – Greener and more sustainable

- ▶ 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

- ▶ The West Chester BID Management Service – A dedicated BID team supporting your business.
- ▶ A schedule of training courses delivered to you and your employees. Training courses could include
  - 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.
- ▶ The BID will continue to develop and maintain the West Chester BID website [www.westchesterbid.co.uk](http://www.westchesterbid.co.uk) and the Twitter account @westchesterbid
  - Promoting job vacancies
  - Sharing positive news stories from BID companies
  - Attracting new inward investment
- ▶ 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.

*Quote from Pam Taylor, Business Support Director at Plan Ahead*

**“We will be supporting the West Chester BID again as they have supported our business offering free training for e.g First Aid and also for the developments such as Fast Fibre broadband and CCTV in the area.”**

# How the BID will operate

## GOVERNANCE AND MANAGEMENT OF THE BID

The Business Improvement District will be governed and directed by a Board of eligible businesses and organisations from across the Business Improvement District area. The Board will include representation from a range of businesses/organisations of all types and sizes including both small and those that form parts of larger groups or businesses.

Any eligible business/organisation will be able to put a representative forward for appointment onto the Board, which will be elected through an annual meeting of members of the Business Improvement District. An eligible business / organisation is any occupier of a hereditament that is liable for a BID levy.

The BID will be managed by an accountable body partnership with Groundwork Cheshire, Lancashire and Merseyside.

## PERFORMANCE MONITORING

**The BID will monitor and report on a range of key performance indicators (KPIs) including:**

- ▶ Crime and Safety - Incidence of crime statistics for the BID area to be reviewed quarterly
- ▶ Business community perceptions - Annual Business Survey to determine the impact of the Business Improvement District
- ▶ Vacancy rates will be measured annually
- ▶ Quarterly Image audits of the Estate

**The level of progress made on the delivery of the Business Improvement District will be reported to businesses on a regular basis by the Business Improvement District Executive Board through the following communication channels:**

- ▶ The West Chester Commercial Business Improvement District Annual General meeting
- ▶ West Chester Commercial Business Improvement District Annual Report and Accounts
- ▶ E-communications and hard copy bulletins
- ▶ Regular website and social media updates
- ▶ Face to Face business meetings





# THE BID LEVY

All non-domestic ratepayers in the geographical area will be liable for a BID levy. This will include all organisations that occupy a rateable property (hereditament) and property (hereditament) owners/leaseholder (when units are vacant) in the BID geographical area.

The current rating list is based on the 2017 valuation. Levy payments will be based on the 2017 valuation and remain fixed for the period of the BID. Credits against BID levies paid are not allowed unless requested within 12 weeks of the BID levy being issued.

Vacant properties, or those undergoing refurbishment will be liable for the BID levy. This includes premises which have temporarily been zero rated (in which case the last valuation before zero rating will apply). The liability will fall to the registered occupier of the premises, who may be the property owner. In these circumstances, it will be the registered business rate payer at the time that the notice of ballot is issued who will be entitled to vote in the BID ballot.

The Business Improvement District levy will be charged on a daily basis at the beginning of September 2022 and will be pro-rata for the first

7 months, and then bills will be issued annually each April until 2027. Cheshire West and Chester Council will be responsible for billing and collecting the levy on behalf of the Business Improvement District.

The payment of the BID levy can be paid in full within 30 days of the BID levy invoice being issued, except where a business/organisation enters into an instalment plan, where equal instalments can be paid over 12 months on the dates detailed in the instalment plan. The Local Authority will pursue any non-payment of the BID levy in accordance with its usual procedures for the collection of non-domestic rates.

Any new streets that may subsequently be created and any new, refurbished or reconstructed hereditaments subsequently entered into the National Non-Domestic Rates list and falling in the BID area shall additionally become liable to pay the BID levy.

The cost applied to each business will continue on a banding system. Given the challenges that businesses currently face it has been agreed that the levy charges for BID 2 will remain the same as BID 1.

## The bandings will be as follows:

Hereditament Rateable Value (RV)	Annual Levy	Equivalent Daily Cost
>250,000 RV	£1,750	£4.79
RV= 100,001 - 250,000	£1,499	£4.11
RV=50,001 - 100,000	£999	£2.74
RV=25,001 - 50,000	£750	£2.05
RV= 10,001 - 25,000	£350	£0.96
RV= 5,001 - 10,000	£250	£0.68
RV < 5,001	£199	£0.55

# FINANCE

Income Profile						
	2022/23	2023/24	2024/25	2025/26	2026/27	Total
BID Levy £ Contribution	£98,767	£100,249	£101,753	£103,279	£104,828	£508,876
Surplus b/f from BID 1	£68,000					£68,000
Grand Total	£166,767	£100,249	£101,753	£103,279	£104,828	£576,876
Annual Surplus / Deficit	£49,081	£9,025	£9,586	£10,203	£15,382	£4,885

Expenditure Profile						
Theme One - A safer more resilient business community	£58,000	£44,674	£45,993	£47,279	£48,913	£244,859
Theme Two - Greener and more sustainable	£31,000	£36,250	£36,746	£37,253	£32,447	£173,696
Theme Three - Co-ordinated and supported business community	£15,136	£14,800	£15,050	£15,400	£15,800	£76,186
Project management and admin costs	£13,550	£13,550	£13,550	£13,550	£23,050	£77,250
Total	£117,686	£109,274	£111,339	£113,482	£120,210	£571,991

Where the level of income recovered through the BID levies charged is greater than the forecast level, this additional income will be used to support further investments by the BID, and the income budgets amended to reflect this new income.

The costs for developing the BID have been funded by the West Chester Commercial Business Improvement District. No development costs will be recovered from BID 2.

## THE BALLOT

A non-domestic ratepayer (business ratepayer) will be entitled to vote if they are listed as a non-domestic ratepayer on the date the notice of ballot is published. Each business ratepayer entitled to vote shall have one vote in respect of each hereditament (premises/building with an individual rateable value) in the geographical area of the Business Improvement District on which non-domestic rates are payable.



# For the Business Improvement District to proceed there must be the following:

- ▶ A majority voting in favour of the proposal from the number of votes cast
- ▶ A majority in the level of rateable value from votes cast in favour of approving the proposal

The BID area, themes, governance and management arrangements and overall BID income can only be altered via an alteration or renewal ballot. All other arrangements including the percentage of funding allocated to each theme and proposed income budgets (excluding adjustments of the BID levy banding system) within the BID may be altered within the constraints of the overall BID budget without the need for an alteration or renewal ballot.



## THE BALLOT TIMELINE

Ballot papers will be sent out at the beginning of June. The ballot will run from 2nd June 2022 – 30th June 2022. The result of the ballot will be declared on or after 1st July 2022.

If the BID is successful at ballot, the BID will commence on 1st September 2022 (62 days after the result of the ballot has been declared) and run until 31st August 2027. If the BID is unsuccessful at the ballot, the existing BID (2017 – 2022) will end on 31st August 2022.

## BASELINE AGREEMENTS

To ensure that the Business Improvement District does not fund statutory services provided by the Local Authority, a number of baseline commitments have been provided by Cheshire West and Chester Council. These baselines relate to:

- ▶ Footpath cleansing
- ▶ Highway cleansing
- ▶ Litter picking
- ▶ Litterbin emptying
- ▶ Grass cutting
- ▶ Highway sign cleansing
- ▶ Street nameplate cleansing and maintenance

The BID will monitor the Baseline Agreements on an on-going basis to ensure that Cheshire West and Chester maintain their agreed service delivery. This will ensure the BID's funding does not back fill or fund any baseline / statutory services.





**West**Chester  
Commercial**BID**

## FOR MORE INFORMATION

Contact Hugh Shields at Groundwork, Cheshire,  
Lancashire and Merseyside (CLM)

**Email:** [hugh.shields@groundwork.org.uk](mailto:hugh.shields@groundwork.org.uk)



Groundwork (CLM) are supporting the West  
Chester Commercial BID to develop and establish  
the West Chester Commercial BID

