



# West Chester Commercial BID

# West Chester Commercial Business Improvement District (BID)

*"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 2022, the businesses within the geographical area approved a second 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 2 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](http://www.westchesterbid.co.uk).

## What projects and services have been supported or funded by the BID during 2022/2023.

### Theme One – A Safer and More Resilient Business Community

- > 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 TextService 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 - Greener and More Sustainable

- > 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.
- > Maintenance of physical and landscape improvement schemes, including the new entrance sign, implemented by the BID.
- > The BID worked 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 were delivered.

### Theme Three - A Connected and Supported 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.

## What projects will be supported or funded by the BID during 2023/2024.

In 2023/2024, the following projects will be delivered:

### Theme One – A Safer and More Resilient Business Community

- > 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 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.

- > Maintenance of physical and landscape improvement schemes implemented by the BID.
- > 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.

will ensure your business is first to hear about new grants, funding and free training courses.

- > 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.
- > Maintain and enhance the employee incentive scheme which includes discounts for West Chester BID businesses and employees at Brio Leisure.
- > The BID will continue to work with Cheshire West and Chester Council on introducing new inward investment into the trading environment.

The revenue generated from the BID levy during 2022/23 is \*£57,164 (BID 2 levy income from 1st Sept 22 - 31st March 23). The amount spent on BID arrangements for the same period is \*£48,585. \*Forecast figure. Final figures will be included in the Annual Report and Accounts.

### Theme Three - A Connected and Supported 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.
- > 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

### 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.

Your BID Bill has been calculated using the Rateable Value in the 2017 Rating List as detailed in the BID Proposal.

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

## 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).