



WestChester

Commercial**BID**



Annual Report
2024-2025

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 3 of BID 2 (September 2024 – August 2025) 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. 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. BID 2 started on 1st September 2022.

During the BID's lifetime, a range of improvement projects have been implemented, including upgrading the image of Sealand and West Chester Employment Park through various enhancement schemes and signage, reducing crime in the area through the incorporation of bank holiday security guard services and the installation of a state-of-the-art CCTV and ANPR Security camera system, as well as providing a number of popular training courses for employees and offering support with any issues through the BID Delivery Team.

The BID's aim is to ensure that Sealand Industrial Estate and Chester West Employment Park are both exceptional environments to work and trade in for both employees and businesses alike.

£102,487
of investment generated
to support businesses
in the BID area throughout
2024-2025

148
businesses
supported through
the BID

THE WEST CHESTER COMMERCIAL BID EXECUTIVE 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 as of 31st August 2025 was as follows:

Matthew Flack
Plan Ahead
(Chairperson)

Chris Leicester
Avenue Services

Jenny Williams
Deva Designs Ltd

Lexa Farthing
Cheshire West
Library Services

Gill Williams
Cheshire West
and Chester Council
(Council Link Officer
& Advisor to the
Board)

Elaine Thomas
Living Floors

Jordi Morell
Obsidian Group

Mary Murphy
Proximo

Mark Diaper
Legat Owen
(Advisor to the Board)

The Executive Board met four times in **2024-2025** and was quorate at all meetings. Full copies of minutes from these meetings are available from:

www.westchesterbid.co.uk



WHAT THE BID HAS DELIVERED BETWEEN

1st September 2024 - 31st August 2025

THEME ONE

A SAFER, MORE RESILIENT BUSINESS COMMUNITY

- Funded and managed the CCTV & ANPR camera system
- Funded and installed deterrent CCTV signage across the BID area
- Funded the Rapid Text Service – a 24/7 hotline to disseminate important security information across the estate
- Funded mobile security patrols by Alpha Omega over key periods including Bank Holiday Weekends, the Easter Weekend, and over the Christmas and New Year period. Security patrols were also deployed if any illegal encampments were reported on the estate and on set monthly weekends
- SelectaDNA forensic property marking kits distributed to all new companies on the estate. If any businesses would like to receive a kit, please get in touch with Estate Manager Hugh Shields (hugh.shields@groundwork.org.uk)
- Maintaining an excellent working relationship with the local PCSO and Cheshire Police with regular meetings
- Monthly security meetings with Alpha Omega & CCTV providers Onetek Solutions which is fed back to the police

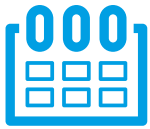


THEME ONE

A SAFER, MORE RESILIENT BUSINESS COMMUNITY

1,468

Hours of BID funded security patrols during 2024-25



5,040

Hours of security footage captured each month



2,880

Security patrols funded



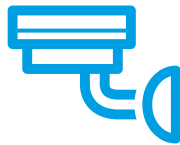
12

Security meetings attended



57

CCTV & ANPR cameras across Sealand Industrial Estate and Chester West Employment Park



42

Deterrent CCTV signs installed across the BID area



54

Crimes reported



THEME TWO

GREENER AND MORE SUSTAINABLE

- Regular image audits across Sealand Industrial Estate & Chester West Employment Park looking at the conditions of the roads, footpaths, lighting, drains, and landscaping
- Maintenance of all existing BID funded signage on the estate
- Funding of a landscape maintenance scheme with local company All Seasons Ltd
- Working with Cheshire West and Chester Council to enhance the baselines that are being delivered
- Monthly meetings with StreetScene regarding grounds maintenance and identifying areas for improvement
- Potholes and other issues reported to Highways

36

Site audits conducted



9

Grounds maintenance visits completed



18

Hours of grounds maintenance funded



80%

Of highways issues successfully resolved



THEME THREE

A CO-ORDINATED, SUPPORTED AND CONNECTED BUSINESS COMMUNITY

- West Chester Commercial BID Management Team (providing support for your business)
- West Chester Commercial BID Communications – emails, e-bulletins, and quarterly news bulletins
- Regular updates on available business grants and funding opportunities to support your business growth
- West Chester Commercial BID information pack for businesses containing information on the benefits, projects and services the BID provides
- Maintaining a comprehensive West Chester Commercial BID website (www.westchesterbid.co.uk) showcasing local job opportunities, industry updates, events, and key business resources
- Employee Incentive Scheme – Brio Leisure discount on the Work Fit Membership
- Local job fairs attended to promote vacancies for businesses – vacancies also promoted on the website (www.westchesterbid.co.uk)
- Local Partnership Meetings attended
- Maintaining relationships with partner organisations (The Growth Hub, Cheshire West and Chester Council, Cheshire Constabulary, Alpha Omega Securities)
- Mental Health Support available free of charge to businesses and employees
- Funded a defibrillator for the BID area



THEME THREE

A CO-ORDINATED, SUPPORTED AND CONNECTED BUSINESS COMMUNITY

148

Businesses supported



90

Critical update emails sent out to businesses containing key information



4

Local Partnership Meetings attended to represent business needs



Over **450**

visits to local businesses



5

Job vacancies promoted



7

Increase in number of occupied business premises from last year



7

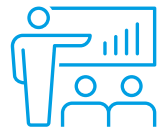
New businesses joined the West Chester Commercial BID area



Information on

13

grant support schemes sent out to businesses



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 2024 and August 2025 with qualifications accredited by **Ofqual** and **The Institute of Fire Safety Management**.

Forklift Truck refresher training is also funded by the BID for those businesses that required it and is provided by on site Forklift Truck specialists, **GHR Training Services**, based in Mercury Court. The BID also provides a contribution towards any Full Forklift Truck Training businesses may require.

A number of online workshops also took place throughout the year in topics such as SEO for websites and legionella and asbestos awareness. A full programme of mental health online workshops were also held and proved popular.

Specific courses that were delivered in 2024-2025 were as follows:

- C Level 3 Award in Emergency First Aid at Work (4 courses)**
- C Level 3 Award in First Aid at Work**
- C Level 3 Award in Mental Health First Aid in the Workplace (2 courses)**
- C Fire Marshal Training**
- C Level 2 Award in Health & Safety in the Workplace**
- C Level 2 Award in Principles of Manual Handling**
- C Level 2 Award in Working at Height**



11
Course dates
available

98
Employees
received **FREE**
training

994
Hours of
accredited
training
completed

A combined
cost saving of
£27,320
for businesses

SUMMARY OF FINANCES: 2024-2025

The total income for the year was **£102,487**. The amount spent on BID arrangements and projects for 2024/2025 was **£102,799**. There is accrued expenditure of **£339** for the West Chester BID external auditor fee. A surplus of **£97,092** was brought forward from the previous year. A surplus of **£96,441** will be brought forward to year 4.

EXPENDITURE SUMMARY	2024/2025	
	CASH	
	EXPENDITURE BUDGET	ACTUAL EXPENDITURE*
Theme One – A Safer, More Resilient Business Community	£32,743	£ 36,044
Theme Two – Greener and More Sustainable	£ 26,000	£ 2,485
Theme Three – A Connected and Supported Business Community	£ 50,546	£ 61,662
Administration	£ 2,050	£ 2,608
Total For Year	£ 111,339	£ 102,799

INCOME	2024/2025	
	FORECAST INCOME	ACTUAL INCOME
Business Improvement District Levy	£ 101,753	£ 101,668
Interest received in the bank account	N/A	£819
Total	£ 101,753	£ 102,487

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

*Figures have been rounded up or down to the nearest figure

PLANS FOR 2025-2026

– YEAR 4 OF THE WEST CHESTER COMMERCIAL BID 2

Below is a summary of the projects and services which will be delivered during the fourth year of the West Chester Commercial Business Improvement District 2 from September 2025 – August 2026.

Theme One – A Safer, More Resilient Business Community

- Maintenance of the 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
- Instant Security Text Updates 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
- Working with Cheshire Police to conduct security assessments for businesses in the BID area
- Holding Security Bike Marking sessions for employees who cycle to work

Theme Two – Greener and More Sustainable

- Weekly image audits across the West Chester Commercial BID area
- Continued grounds maintenance of the image enhancement projects in the BID area
- Looking at introducing additional litter picking across the BID area
- Looking at introducing additional floral planting across 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 full schedule of training courses free of charge to West Chester Commercial BID employees
- Online accredited training for West Chester Commercial BID employees
- Online seminars and workshops free of charge to BID businesses
- Provision of BID funded ForkLift Truck refresher training and a contribution towards full training
- Free Mental Health Support for businesses and employees
- Free financial advice for businesses and employees
- Employee incentive scheme with Brio Leisure
- Maintaining a relationship with Blacon High School in relation to local students and careers
- West Chester Commercial BID Information Pack for BID businesses
- Maintenance of the West Chester Commercial BID dedicated website
- Updating the West Chester Commercial BID online map and Business Directory
- Regular E-mail and text updates with important information for your business
- West Chester Commercial BID quarterly news bulletin emailed out to all businesses
- Attending Job Fairs to promote vacancies with vacancies also promoted on the website
- Business networking opportunities to encourage inter-estate trading
- Inter-estate Quiz Night for local businesses
- Looking at installing more defibrillators to cover the BID area



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

Hugh Shields

BID Project Manager

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Email: hugh.shields@groundwork.org.uk

Stephanie Leese

BID Co-ordinator and Training

Tel: 07519 019523

Email: stephanie.leese@groundwork.org.uk

Adam Gerrard

Operations Manager

Tel: 01606 723 175

Email: adam.gerrard@groundwork.org.uk

Jane Hough

Deputy Director for BIDs & Business

Tel: 01606 723175

Email: jane.hough@groundwork.org.uk

**For more information on the
West Chester Commercial BID,
please scan the QR Code.**



 www.westchesterbid.co.uk

 @WestChesterBID


WestChester
CommercialBID


GROUNDWORK

APPENDIX 1

WEST CHESTER COMMERCIAL BUSINESS IMPROVEMENT DISTRICT FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2025

CONTENTS OF THE FINANCIAL STATEMENTS

Income and Expenditure Account	1
Balance Sheet	2
Accountants' report	3

INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 31 AUGUST 2025

	2024/25		2023/24	
	£	£	£	£
INCOME				
CWaC BID levy	101,668		95,000	
Bank interest	<u>819</u>		<u>1,524</u>	
		102,487		96,524
EXPENDITURE				
T1 A Safer More Resilient Business Community				
DNA property marking kits	-		-	
Installation of CCTV System	-		1,845	
Maintenance of CCTV System	17,253		17,747	
Mobile security patrols	18,480		18,748	
(Christmas, new year & bank holidays)				
Installation of ANPR camera system	-		-	
Maintenance of ANPR camera system	-		-	
Rapid text service	311		625	
T2 Greener and More Sustainable				
Business park joint waste management service	-		-	
Exploring solar business park initiatives	-		-	
Landscape & signage design & improvements	-		1,159	
Landscape & signage maintenance	2,485		450	
Public transport initiatives	-		-	
T3 Coordinated and Supported Business Community				
Estate management service & project management	40,246		39,074	
Network events	1,676		976	
News bulletin	3,035		4,870	
Training courses & seminars	14,521		8,845	
Website development & maintenance	724		1,106	
Defibrillator	1,460		-	
Administration				
BID development & pre set up costs	-		-	
Meeting costs & administration	2,466		2,581	
(postage, stationery, photocopying)				
Mobile phone charges	<u>142</u>		<u>129</u>	
		(102,799)		(98,156)
		(312)		(1,632)
PROVISIONS FOR EXPENDITURE REQUIRED TO COMPLETE PROJECTS				
Accountancy fee	<u>339</u>		<u>320</u>	
		(339)		(320)
SURPLUS/(DEFICIT) FOR THE YEAR		<u>(651)</u>		<u>(1,952)</u>

BALANCE SHEET

AS AT 31 AUGUST 2025

	2025		2024	
	£	£	£	£
CURRENT ASSETS				
Cash at Bank	100,508		103,576	
Due from Groundwork Cheshire, Lancashire and Merseyside	-		-	
Accrued income	-		-	
	100,508		103,576	
CURRENT LIABILITIES				
Due to Groundwork Cheshire, Lancashire and Merseyside	3,728		6,164	
Provision to complete projects	339		320	
	<u>96,441</u>		<u>97,092</u>	
FUNDS				
Surplus brought forward	97,092		99,044	
Surplus/deficit for the year	(651)		(1,952)	
	<u>96,441</u>		<u>97,092</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

.....

M Flack
Chair

Date:

ACCOUNTANTS' REPORT

FOR THE YEAR ENDED

31 AUGUST 2025

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 2025 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: