

WINSFORD INDUSTRIAL ESTATE BID 5

BUILDING ON 20 YEARS OF SUCCESS

OUR PLAN FOR WINSFORD INDUSTRIAL ESTATE BUSINESS IMPROVEMENT DISTRICT 5 (BID 5)


This plan could
generate **£800k+**
investment for the
Estate between
2026 - 2031

VOTE YES

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“Tiger Trailers is grateful for and benefits from the BID, which without doubt brings value for its members and Winsford as a whole. We have benefitted from the various funded training courses the BID offers, and we find the information it shares amongst businesses to be helpful. We value the security services it delivers, the liaison the BID provides with local authorities, and the way it maintains the upkeep of the industrial estate we are proud to be based on.”

ED BOOTH, TIGER TRAILERS' MANAGING DIRECTOR

MESSAGE FROM THE CHAIR



Welcome from the Chair of the Winsford Industrial Estate Business Improvement District

As Chair of the Winsford Industrial Estate Business Improvement District, I am proud to introduce our fifth term BID – a vision for the next five years that builds on our solid foundation while embracing the opportunities of a growing, modern, and sustainable industrial estate.

As the UK's first Industrial Business Improvement District, we have spent the last two decades demonstrating what can be achieved when businesses come together with a shared ambition. Our BID has delivered tangible results: from improving estate security and signage to offering high-quality training for your members of staff and providing a strong, unified voice on behalf of our business community. These successes have helped position Winsford Industrial Estate as a strong and resilient economic hub in the area.

Our established partnerships with the local authority, Cheshire Police, and our local MP remain crucial. Together, we will continue to deliver strategic improvements that reflect the needs of a modern industrial estate – ensuring it is resilient, connected, and future-ready.

As the estate continues to grow and attract new investment, BID 5 will focus on ensuring this development is sustainable, inclusive, and beneficial to all. We are committed to championing green initiatives, supporting infrastructure improvements, and helping to support businesses meet both today's challenges and tomorrow's ambitions.

The next five years is about building on solid foundations – strengthening what works, addressing what's needed, and shaping an estate that's fit for the future. I look forward to working with all stakeholders to deliver a successor BID that reflects the evolving needs of our estate and unlocks new potential for every business here.

Phil Lomas

Chair of Winsford Industrial Estate BID and Owner of Property Wise Group Ltd based on Oasis Business Park

VOTE YES

MEET THE WINSFORD INDUSTRIAL ESTATE BID BOARD

Phil Lomas

Property Wise Group Ltd
(Chair of the Board)

Darren Aley

Saint Flooring Ltd

Melissa Mansfield

IAA UK

Simon Schofield

Jack's for all trades ltd

Pete Price

Office Essentials

Robin Ashley

Coveris

Gill Williams

Cheshire West and Chester Council
(Advisor)

Cllr Nathan Pardoe

Cabinet Member for Inclusive Economy,
Regeneration & Digital Transformation
(Advisor)

HOW THE BID WORKS

BID BOARD

- ▶ All premises with a business premises/rateable value on Winsford Industrial Estate will receive a vote.
- ▶ If a majority vote in favour of the BID (by number and rateable value) the BID is approved for a 5 year period.

VOTE

- ▶ Businesses within the Winsford Industrial Estate BID area form a representative Board to govern the BID.
- ▶ The BID Board includes representation from organisations across the Winsford Industrial Estate BID area.

- ▶ The BID Board guides and directs the BID team who are responsible for the delivery of the BID 5 year business plan.
- ▶ New projects and services agreed by the business-led BID Board are commissioned in line with the BID proposal.
- ▶ The impact and success of the BID is reported to businesses.

INVEST, BENEFIT AND REPORT

WHAT IS A BUSINESS IMPROVEMENT DISTRICT?

WHAT IS A BUSINESS IMPROVEMENT DISTRICT (BID)?

The BID is a unique opportunity for businesses across Winsford Industrial Estate to take a lead in the management and improvement of the Estate.

ADDITIONAL INVESTMENT LED BY THE PRIVATE SECTOR

- ▶ The BID could generate £800k + of further investment into the Estate between April 2026 – March 2031.
- ▶ This investment will be delivered through the Winsford Industrial Estate BID Board of BID levy payers, who will be answerable to the wider business community who fund the BID.

WHERE DOES THE INVESTMENT COME FROM?

- ▶ The investment will principally come from an additional levy paid by each premises (hereditament).
- ▶ Together this will raise an investment of £800k+ over 5 years, which we expect will lever additional funding from a range of sources.

WHO DECIDES IF THE BID IS TO BE INTRODUCED?

- ▶ All eligible premises will be able to take part in a 28-day postal ballot to approve or reject the proposal for a BID in Autumn 2025.
- ▶ If a majority vote in favour of the proposal from the number of votes cast, and this represents a majority in level of rateable value from votes cast in favour of approving the proposal, the successor BID will come into operation from 1st April 2026, when all premises will pay the annual levy towards the BID.

HOW IS THIS DIFFERENT TO BUSINESS RATES?

- ▶ The BID levy is separate from your business rates. Business rates are a statutory local tax levied to fund expenditure by local and national government. Businesses have no direct control over how these funds are spent.

- ▶ The BID levies once collected will be ring-fenced, then paid over to the BID accountable body and invested in specific projects and services identified in the BID 5 Business Plan. The BID funds are all invested under the direction of the BID Board of BID levy payers from across the Winsford Industrial Estate BID area.

WHERE DO BUSINESS IMPROVEMENT DISTRICTS ALREADY OPERATE?

- ▶ We already have a Business Improvement District on Winsford Industrial Estate that has been operating for nearly 20 years (BID 1 2006 –2011, BID 2 2011–2016, BID 3 2016–2021 and BID4 2021–2026), however BID regulations limit the lifespan of a BID to five years.
- ▶ Businesses can then choose to develop a successor BID and conduct another ballot on whether to accept or reject the new proposal. Based on the feedback received from the Business community on Winsford Industrial Estate during Spring 2025, the existing Winsford Industrial Estate BID Board have taken the decision to develop a successor Business Improvement District, namely BID 5 to continue to support the business community on Winsford Industrial Estate.
- ▶ BIDs have been embraced by business communities in Northwich, Chester, Blackburn, Runcorn and Widnes where industrial/business park BIDs all operate.
- ▶ More than 350 BIDs exist across the UK, with the majority now being re-approved after five years.



WHAT THE WINSFORD INDUSTRIAL ESTATE HAS ACHIEVED OVER THE LAST 20 YEARS

Over the past two decades, the Winsford 1-5 Business Improvement District (BID) has delivered measurable value and long-lasting impact across multiple priority areas — including security, environmental enhancements, business support, skills development and infrastructure improvements.

Through sustained investment and strong partnership working, the BID has helped transform Winsford Industrial Estate into a safe, attractive, and highly functional location for businesses of all sizes. Occupancy levels have remained consistently high, and the estate has developed a strong reputation as one of Cheshire's most strategically important employment areas.

With a strong foundation in place, Winsford 1-5 BID continues to build on this legacy — driving forward ambitious plans for further growth, innovation, and sustainability as the estate positions itself to become the North West's leading industrial destination.

✓ **UK's first industrial estate BID, first approved November 2005**

Winsford 1-5 became the first-ever UK Business Improvement District located on an industrial estate, a significant milestone that set the precedent for similar schemes nationally

✓ **Continued business support through 4 successful ballot terms**

After the original mandate, the BID was successful in ballots in 2010, 2015 and 2020, with an overwhelming 99% support by rateable value for its fourth term (2021–2026)

✓ **Over £1.9m private sector investment; 53% increase in business units**

Since establishment, the BID has driven over £1.9 million of new private sector investment, resulting in 53% growth in business units on the estate

✓ **Economic impact**

The activities of the BID have contributed to the estate's increased floor space through new investment which has doubled the level

of economic activity since 2005, contributing significantly to Winsford's prosperity

✓ **Enhanced security infrastructure and services**

- ▶ Installation and ongoing maintenance of a comprehensive CCTV and ANPR system
- ▶ Distribution of SelectaMark DNA property marking kits
- ▶ Security briefings with Cheshire Police and Alpha Omega
- ▶ Mobile security patrol service covering key times of the year
- ▶ Traffic calming signage on Road One

✓ **Estate wide landscape, signage and environmental upgrades**

- ▶ Planned planting schemes, improved signage
- ▶ Grounds maintenance, seating areas and estate wide aesthetic enhancements
- ▶ Regular cleaning and upkeep of banners, fencing and poles and banners



"The Winsford BID has been an exceptional partner in supporting DC Lomas' business development and growth. Their assistance in accessing grant funding has been transformative for our company.

What sets the BID apart is their hands-on approach – they don't just point you toward opportunities, they actively support you through the application processes and ensure you have the guidance needed to succeed."

DEAN LOMAS, DIRECTOR, DC LOMAS LTD

✓ **Strong business communications & community building**

- ▶ Winsford 1-5 Estate Bulletin and regular e-mail communications
- ▶ Active maintenance of the estate's website and social media presence
- ▶ Networking events: Bike and Walk to Work Day, Annual Quiz Night, plus employee incentives
- ▶ Employee discount scheme: Workfit Membership Scheme at Brio Leisure Centres

✓ **Training & development programmes for businesses**

Provided free training courses in areas such as First Aid, Fire Safety, Health & Safety, and Mental Health First Aid at Work, improving workforce skills across the estate

✓ **Strategic inward investment and relocation support**

The dedicated BID team has helped attract inward investment, supported businesses to relocate within the estate instead of leaving, and liaised with local agencies and authorities

✓ **Unlocking 350,000 ft² of new development and job growth**

- ▶ With local economic development funding, a £5 million infrastructure programme created new roads and landscaping to unlock around 30 hectares (equivalent to 50 football pitches)
- ▶ Delivered approx. 350,000 ft² of new space via developments like Winsford Gateway, Quad, and Artis Park
- ▶ Resulted in high levels of occupancy and potential for up to 1,500 additional positions in future expansion phases.

WHAT IF I VOTE NO FOR BID 5?

- ✗ **Loss of over £800k in private sector-led investment dedicated to improving and supporting Winsford Industrial Estate.**
- ✗ **No funding to monitor and maintain the estate-wide CCTV and ANPR security system, reducing the ability to manage crime**
- ✗ **Removal of mobile security patrols during key periods including bank holidays, Christmas, and New Year – leaving the estate more vulnerable.**
- ✗ **Loss of your dedicated BID Team – the people who champion your interests, raise concerns, find new opportunities, connect you to vital business support and deliver the BID projects and services.**
- ✗ **No single, united voice for the estate to represent your interests at a strategic level or to lobby for public and private sector support.**
- ✗ **Decline in the estate's appearance and environment, with no investment in maintaining or improving the aesthetics of the trading area.**
- ✗ **Loss of significant investment in free or low-cost training courses, which have played a crucial role in upskilling your workforce and supporting business growth.**
- ✗ **Loss of key partnerships and collaboration with Cheshire West and Chester Council, Cheshire Police, Enterprise Cheshire and Warrington, and other critical agencies.**
- ✗ **Loss of opportunities to network and trade with neighbouring businesses, weakening collaboration and local supply chains.**

VOTE YES

CHALLENGES AND OPPORTUNITIES FOR WINSFORD INDUSTRIAL ESTATE

WHAT YOU TOLD US

During the Spring of 2025 the BID Team delivered an extensive consultation exercise with the Business Community on Winsford Industrial Estate. Every business had the opportunity to respond to the consultation either via face-to-face visits, email communications or by completing the online survey form. The team received both qualitative and quantitative feedback with 50 formal responses being received from the online consultation. The key findings from the survey are listed below and informed the development of this plan.



98% of respondents stated that crime prevention and security measures were important for any future investments into the Estate

98% of respondents would like to see future investments into the aesthetics of the estate, particularly in cleansing to the side Roads on the Estate, improved signage and communal seating areas

92% of respondents stated that they really valued the business support that the BID has delivered to Estate companies

80% of respondents feel more able to influence decisions affecting Winsford Industrial Estate through the BID Team since the establishment of the BID

94% of respondents wanted to see the BID management team services maintained with 6% wanting to see further investments made

72% of respondents stated that they really valued the BID Training programme with 24% stating that they wanted to see further investments made

98% of respondents stated that they think Winsford Industrial Estate has improved as a place to trade and operate since the inception of the Business Improvement District

Additional consultation was carried out in August/September 2025 with businesses and organisations across Winsford Industrial Estate. A five-year BID plan was shared with 225 organisations, alongside in-person visits to gather views directly and feedback at the Winsford Industrial Estate BID AGM held on 19th September 2025.

DETAILED FEEDBACK WAS SECURED, WITH STRONG SUPPORT EMERGING:

100%

agreed that the three proposed BID themes are the right priorities for improving Winsford Industrial Estate

Businesses identified investment in **crime prevention and security** as the top priority

100%

of respondents said they were supportive or broadly supportive of the BID proposal and would vote in favour

THE PROPOSED BID AREA



The area covered by the Business Improvement District for Winsford Industrial Estate is represented by the area shaded in pink. The Business Improvement District does not extend beyond the roundabout at the northern entrance to the estate or the traffic lights at the southern end of the estate. The geographical area does however extend to the land that has been opened up for economic development at the northern end of the industrial estate.

ROADS AND LOCATIONS ON WINSFORD INDUSTRIAL ESTATE COVERED BY THE BID WILL INCLUDE:

- ▶ Road One
- ▶ Road Two
- ▶ Road Three
- ▶ Road Four
- ▶ Road Five
- ▶ Road Six
- ▶ Wallace Court
- ▶ Navigation Park
- ▶ Oasis Business Park
- ▶ Meridian House
- ▶ Ion Path
- ▶ Premier Park
- ▶ Pineapple Park
- ▶ Artis Park
- ▶ Artis Road
- ▶ Phoenix Centre
- ▶ Lime House

“We really value the sense of community that being part of the Winsford Industrial Estate BID provides and the fact that any issues can be resolved quickly thanks to being part of one larger voice to raise our concerns. We look forward to taking part in the Annual Quiz events with other companies on the estate each year and the free training that the BID provides has been invaluable to us as a business.”

**Stuart Eustace, Managing Director,
Mitras Automotive (UK) LTD**

THEME ONE

A SAFE AND SECURE TRADING ENVIRONMENT

Creating a safe and secure environment is a top priority for our businesses on Winsford Industrial Estate. The estate has made significant investments over the last 20 years into crime prevention and security initiatives. The BID will continue to invest in security infrastructure, intelligence sharing, and partnership working to reduce crime and anti-social behaviour, protect assets, and increase confidence in the area as a safe place to work and do business.

The BID will do this by making the following investments into Winsford Industrial Estate:

Sustained Investment in Monitoring and Maintaining the Dedicated Estate-Wide CCTV & ANPR System

The BID will continue to support the maintenance of the estate-wide CCTV and Automatic Number Plate Recognition (ANPR) systems. These technologies are vital tools in deterring crime, identifying offenders, and supporting police investigations. Ongoing investment ensures the system remains effective, up-to-date, and fully operational, offering reassurance to businesses and employees alike.

Delivering Mobile Security Patrols at Key Times of the Year and Managing Security Incidents

At peak times or during periods of heightened risk, the BID will fund additional mobile security patrols to enhance visibility and deter criminal activity. These patrols will also be responsive to emerging concerns and available to assist in the management and reporting of incidents in real-time.

“We have found the BID to be an invaluable help towards our training needs here at Henkel and the quality of the free First Aid training provided is of an exceptionally high standard. The BID Team are always happy to assist and will go out of their way to ensure that business needs are met if we have any issues that need resolving.”

**Neil Lloyd, SHE-Q Facilities Manager
Henkel**

Real-Time Intelligence Sharing

The BID will facilitate a more coordinated approach to security through the development of real-time communication channels between businesses, the BID team, and local enforcement bodies. Tools such as dedicated security bulletins, or a shared network will allow for rapid alerts, trend spotting, and proactive intervention.

Partnership Working with Cheshire Police

The BID will build on its relationship with Cheshire Police to support targeted enforcement, joint operations, and coordinated problem-solving. Regular engagement will ensure that policing strategies are informed by business concerns and that resources are deployed where they are most needed.



Security Signage Improvements

Visible deterrents are a key part of crime prevention. The BID will support the installation and refreshment of signage across the area to highlight the presence of CCTV, ANPR, and active security measures. Clear signage not only reinforces the area's commitment to safety but also helps prevent opportunistic crime by making offenders think twice.

Staff Safety Awareness Workshops

Basic conflict resolution, lone worker safety, and incident reporting training.

THEME TWO

CLEAN, GREEN, AND CLIMATE READY

A well-maintained, sustainable business environment contributes to employee wellbeing, attracts investment, and supports long-term sustainability. We want to continue to improve the visual quality of the estate, provide an attractive and relaxing area for employees, support climate action, and enhance biodiversity of the area — all helping businesses to thrive in a greener, healthier place.

Image enhancements and ongoing maintenance of existing assets

The BID will invest in improvements to the physical environment, ensuring that public spaces and shared assets are clean, tidy, and well cared for. This includes:

- ▶ Maintenance of street furniture, planters, signage, and wayfinding
- ▶ Looking at providing additional seating areas and landscaping
- ▶ Improvements to entrances, boundaries, and shared green spaces
- ▶ Working with CWAC to improve the conditions of the roads
- ▶ Regular litter picking and area cleansing
- ▶ Regular estate audits and reporting of issues

A clean, welcoming environment improves perceptions of safety, supports business pride, and creates a more attractive place to work and visit.

Supporting Companies on their Net Zero Journey

The BID will build on the support that has been provided through government funded projects during BID 4 and will assist businesses in understanding and reducing their carbon impact through:

- ▶ Awareness campaigns and practical guidance
- ▶ Access to workshops, training and resources on energy efficiency, waste reduction, and sustainable business
- ▶ Opportunities for collective procurement of greener services (e.g., energy supply and network reliance)

Supporting businesses on their path to Net Zero demonstrates leadership, strengthens their brand, and future-proofs their operations in the face of environmental regulation and customer expectations.

Creating an Environment for the Future – Biodiversity

Nature-positive action will form part of the BID's commitment to sustainability. Projects may include:

- ▶ Introducing pollinator-friendly planting schemes
- ▶ Creating or enhancing green corridors and wildlife habitats
- ▶ Installing bird/bat/insect boxes and other biodiversity features
- ▶ Partnering with local environmental groups or schools on greening projects

These enhancements increase biodiversity, contribute to climate resilience, improve air quality, and create a more enjoyable and restorative environment for employees and visitors.



THEME THREE

A CONNECTED AND RESILIENT BUSINESS COMMUNITY

One of our core objectives is for us to continue to build on the foundations of our strong, connected, and resilient business environment. This theme is about strengthening relationships between businesses, enabling effective communication and encouraging collaboration. A joined-up business community is better equipped to face challenges, share opportunities, and grow together.

The BID Team

The BID will be supported by a dedicated team responsible for the delivery of initiatives, stakeholder engagement, and day-to-day operations. The team will act as a central point of contact for all levy-paying businesses, offering guidance, listening to concerns, and championing the needs of local enterprises. Through active presence and strong relationships, the BID team will drive forward the plan, ensure accountability, and keep businesses informed and involved.

Free or Low-Cost Training Courses and Seminars

To support business growth and staff development, the BID will continue to coordinate a programme of free or subsidised training sessions and seminars. These will be designed to respond to the needs of local businesses and may include:

- ▶ Accredited training including: First Aid, Fire Marshal, Mental Health First Aid, Health & Safety, Manual Handling, Working at Height, Risk Assessment and COSHH
- ▶ Workshops including: SEO and Website Development, Asbestos Awareness, Legionella Awareness and Fire Risk Assessment
- ▶ A suite of online accredited training courses including Leadership & Management, GDPR, Employment Law, Cyber Security, Menopause Awareness, Customer Service Training, Complaint Handling Training & Project Management
- ▶ Sustainability and energy efficiency training
- ▶ Forklift truck training
- ▶ Mental Health & Wellbeing Sessions

The BID will also signpost businesses to any fully funded training programmes that may be delivered by local providers. These accessible learning opportunities will enable businesses to improve their operations, upskill their staff, and stay competitive without incurring significant costs.

Marketing and Communications

Clear, consistent communication is key to building trust and promoting engagement. The BID will implement a proactive marketing and communications strategy that includes:

- ▶ Regular email communications and bulletins with important information, news, updates, and opportunities for business growth
- ▶ The ongoing development and maintenance of the BID website with BID resources, local business incentive schemes, business listings, and event details
- ▶ Campaigns to encourage local pride and showcase the strength of the business community

Businesses will be encouraged to share their own news and initiatives, creating a vibrant, two-way conversation.

Networking Events

The BID will create opportunities for businesses to connect, collaborate, and share ideas through regular networking events. These events will be designed to break down barriers and encourage local sourcing and mutual support.

- ✓ **Annual Estate Quiz** – A popular and informal event that brings local teams together in a fun and engaging way. The quiz promotes social interaction, strengthens relationships across sectors, and reinforces community spirit.
- ✓ **Events that Promote Intertrading** – The BID will organise sector-specific or themed networking sessions to help businesses promote their services to one another. These events will support a “buy local” culture and help identify opportunities for joint ventures, referrals, and local procurement.
- ✓ **Business Education Partnerships** – The BID will further develop and grow links with education providers such as schools, colleges, universities, skills training providers and apprenticeships.

GUIDING PRINCIPLES

FOR WINSFORD INDUSTRIAL ESTATE BID

“REPRESENTING THE VIEWS AND INTERESTS OF THE BUSINESS COMMUNITY – WORKING IN THE BEST INTERESTS OF THE ESTATE”

The Winsford Industrial Estate BID will be governed by a business-led partnership which will deliver the projects and services identified by you, the business community of the estate, during the development of this BID proposal.



The BID will be democratic, open and transparent and will always be representative of all its members



The BID will be proactive in communicating and reporting to levy payers



The BID will be robustly managed and governed to ensure it acts with integrity and to the highest industry standards.



All eligible businesses and organisations who are included in the BID area will have the opportunity to put forward a representative as a BID Board member.



The BID will ensure that rigorous procedures are used to ensure best practice and value for money in the delivery of the projects and services contained in the BID proposal



All businesses and organisations who form the BID will be encouraged to act as ambassadors for Winsford Industrial Estate

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 BID Board will meet a minimum of 4 times a year.

The BID Board will include representation from a range of business types and sizes, including smaller businesses and businesses that are part of larger groups.

The BID Board will select a Chair from the membership of the BID Board to lead the Winsford Industrial Estate Business Improvement District. Any business/organisation with a liability for payment of a BID levy 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.

The BID Body will be Groundwork Cheshire, Lancashire & Merseyside. Groundwork is a not-for profit registered charity and limited company, established in 1983. Groundwork have operated specialist Business Improvement District management services since 2005. These services have supported Winsford Industrial Estate since 2005 and multiple other Cheshire based BIDs both in retail and commercial areas.

The Board will invite to relevant meetings Cheshire West and Chester Council and Cheshire Police in an advisory capacity. This is in addition to their option to put forward a formal BID Board member where they are occupiers of hereditaments within the BID area.

BID LEVY RULES

1. The BID levy in 2026 will be charged on a banded system. Levy rates are listed here:

BAND	RATEABLE VALUE (£)	PROPOSED LEVY
Band A	>400,000	£2,450
Band B	250,001 – 400,000	£1,799
Band C	100,001 – 250,000	£1,450
Band D	50,001 – 100,000	£900
Band E	25,001 – 50,000	£615
Band F	10,001 – 25,000	£390
Band G	5,001 – 10,000	£275
Band H	<5,000	£199

2. The current rating list is based on the 2023 valuation. Levy payments will be based on the 2023 valuation for the period of the BID in line with the values at the time of the BID ballot except where any new streets are subsequently created and any new, refurbished, or reconstructed hereditaments subsequently enter the National Non-Domestic Rates list and fall in the BID area.
3. The levy will be charged annually in advance starting on 1st April 2026. BID levies will be payable within 30 days except where a payment plan is offered by Cheshire West and Chester Council. The levy will increase by 2% each year to allow for inflation, with the first increase from the 1st April 2027.
4. The BID levy will be charged on a chargeable day basis, meaning that the levy will be charged in advance to cover the relevant billing period.
5. The BID levy will be applied to all non-domestic ratepayers within the defined BID boundary, provided they are listed on the National Non-Domestic Rates List as provided by Cheshire West and Chester Council.
6. There will be no other exemptions applied through the Winsford Industrial Estate Business Improvement District.
7. Vacant properties, or those undergoing refurbishment will be liable for the BID levy. This includes premises which have temporarily been zero rated during the lifespan of the BID (in which case the last valuation before zero rating will apply).
8. Collection and enforcement regulations will be in line with those applied to non-domestic business rates, with the BID Board being consulted for any debt write-off.
9. Cheshire West and Chester Council or its appointed agent is the only authorised body to collect the BID levy on behalf of the BID Body and the BID Board.
10. VAT will not be charged on the BID levy.
11. The term of the BID will be five years from the 1st April 2026 through to the 31st March 2031. The BID will commence 117 days after the day of the ballot.
12. 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 specific projects and the percentage of funding allocated to each theme within the BID may be altered within the constraints of the overall BID budget without the need for an alteration or renewal ballot.
13. The BID income budget may be adjusted to allow for occasions where increased levels of BID levy are generated e.g. through new developments.
14. No refunds or credits will be made in the event of a change in rateable value that affects past billing periods.
15. Notices – all notices, including those issued to the Secretary of State, the Local Authority and all proposed levy payers have been issued in line with the prescribed regulations from all applicable legislation.



“Topspeed has gained tremendous value from the Winsford BID through the comprehensive free training program, which has provided our team with essential certifications including First Aid training, Mental Health First Aid Training and other professional development opportunities.”

**GILLIAN LOCKLEY MANAGING DIRECTOR
TOPSPEED COURIERS**

THE BID FINANCES

Income	2026/2027	2027/2028	2028/2029	2029/2030	2030/2031	Total
Business Levy £ Contribution (£)	147,112	150,054	151,555	153,070	154,601	756,392
Income (Other)	10,000	10,000	10,000	10,000	10,000	50,000
Surplus (£) from BID 4 (estimated figure)	30,000					30,000
Grand Total (£)	187,112	160,054	161,555	163,070	164,601	836,392

Expenditure	2026/2027	2027/2028	2028/2029	2029/2030	2030/2031	Total
Theme One – A Safe and Secure Trading Environment Sub total (£)	48,000	42,525	44,126	45,808	47,573	228,032
Theme Two – Clean, Green and Climate Ready Sub total (£)	39,000	22,500	23,175	23,884	24,628	133,187
Theme Three – A Connected and Resilient Business Community Sub total (£)	78,373	81,874	82,469	91,163	91,962	425,841
Project Management and Administration Sub total (£)	7,596	7,736	7,883	8,038	16,701	47,954
Grand Total (£)	172,969	154,635	157,653	168,893	180,864	835,014
Surplus (£)	14,143	19,562	23,464	17,641	1,378	1,378

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 Winsford 1-5 BID 4 and Cheshire West and Chester Council. No development costs will be recovered from the levy in BID 5.

The costs of levy collection by Cheshire West and Chester Council will be recovered from the BID levy and have been kept to a minimum.

The BID area, governance and management arrangements and overall BID income percentages can only be altered via an alteration or renewal ballot. All other arrangements including specific projects and the percentage of funding allocated to each theme within the BID may be altered within the constraints of the overall BID budget without the need for an alteration or renewal ballot.

THE BID BALLOT

A postal ballot of eligible business ratepayers in the BID area will take place between the 6th November 2025 and the 4th December 2025. The day of the ballot will be the 4th December 2025. Ballot papers will be delivered by post to all businesses eligible to vote. The voter must cast their vote and return the ballot paper by 5pm on 4th December 2025. The BID ballot will be successful if the following two criteria are met:

1. A majority of ballots cast are in favour of the BID proposal.
2. There is a majority in the value of rateable value from votes cast in favour of approving the BID proposal.

The result of the ballot will be announced on or as soon as possible after the 5th December 2025.

THE BALLOT TIMELINE

SPRING/SUMMER 2025

BID Feasibility consultation with Winsford Industrial Estate businesses & organisations

23RD OCTOBER 2025

Notice of ballot issued to BID voters (by post)

6TH NOVEMBER 2025

Ballot Papers issued to BID voters (by post)

4TH DECEMBER 2025

The last day of the BID ballot

5TH DECEMBER 2025

The results of the ballot are officially announced

1ST APRIL 2026

BID 5 Implementation Day

PERFORMANCE MONITORING

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



- **Crime and Safety** – Incidence of crime statistics
- **Business Community perceptions** – Business Surveys to ascertain the impact of the Industrial Estate
- **Inward investment** into Winsford Industrial Estate will be reported
- **Economic Growth** – The number of units across the estate will be monitored
- **Monthly Image Audits** of the Industrial Estate

REPORTING THE WORK OF THE BID TO THE BID LEVY PAYERS

The level of progress made on the delivery of the Business Improvement District will be reported to BID levy payers and Cheshire West and Chester Council on a regular basis by the Business Improvement District Board through the following communication channels:

- **BID Financial Statement** – A BID financial statement will be issued with each BID levy demand. This statement will detail the plans for expenditure by the BID in the forthcoming 12 months and report in years 2, 3, 4 and 5 on the finances of the BID and key achievements from the previous 12 months.
- **The Winsford Industrial Estate Business Improvement District Annual General Meeting.**
- **Winsford Industrial Estate Business Improvement District Annual Report and Accounts** will be distributed to BID levy payers and provided to Cheshire West and Chester Council.
- **Regular website and social media updates, e-mails, bulletins and press releases.**

BASELINE AGREEMENTS

To ensure that the Business Improvement District does not fund statutory services provided by Cheshire West and Chester Council a number of baseline commitments will be provided through a Service Level Agreement (SLA).

Baselines principally relate to the work of the Highways and Environmental Services teams e.g.:

STREET CLEANSING

HIGHWAY MAINTENANCE

STREETLIGHTING

Winsford Industrial Estate BID 5 Board will measure the baseline delivery from Cheshire West and Chester Council and will ensure the BID's funding does not back fill or fund any baseline / statutory services. Baseline delivery will be monitored through an SLA between the BID and Cheshire West & Chester Council.