



Proposal for a Business Improvement District in Wilmslow Town Centre



Way Better
Experience



Way Better
Marketing and
Promotion



Way Better
Business

£1 MILLION ADDED VALUE INVESTMENT IN WILMSLOW TOWN CENTRE



www.wilmslowbid.co.uk

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Foreword

This proposal and business plan for a Business Improvement District (BID) in Wilmslow town centre is a unique opportunity for businesses and other organisations to manage a new £1million investment into the town centre over the next five years.

The BID will deliver a business led programme of added value investment into Wilmslow town centre that will deliver an improved consumer experience, sustained and high impact promotion and marketing of Wilmslow combined with invaluable support to assist existing and new companies thrive in the town.

Wilmslow has many strong brands and features, which have made the town centre a success, however since the impact of covid and ongoing pressures on high streets from out of town retail parks, on-line retail and changing consumer behaviours, success is no longer assured through companies continuing to operate in isolation.

This proposal for a BID sets out a range of projects and services that businesses have indicated are needed across the town centre. The BID will not be replacing the statutory responsibilities of Cheshire East Council, the police or Wilmslow Town Council, but it will provide the business community with the opportunity to deliver enhanced and additional services to create a 'Way Better Wilmslow'.

Recent years have seen the creation of successful Business Improvement Districts in nearby town centre locations

including Altrincham, Northwich, Stockport and Manchester. These projects have all been re-approved after initial 5 year terms, highlighting the value and importance of BIDs to these neighbouring towns.

This BID proposal has been developed through an extensive consultation process that began in 2021 and encompasses projects which businesses have told us will have the greatest potential to improve Wilmslow town centre.

A 'Yes' vote to approve the establishment of the BID is a vote in favour of a more vibrant, exciting and safer Wilmslow town centre.

A 'No' vote will be to support maintaining the status quo, and allowing events to happen to our business community as opposed to businesses leading the development of our future success.

I will be voting 'Yes' to support the creation of a BID for Wilmslow, and would encourage you to do the same.

- Jo Davies, Chair of the Wilmslow Town Centre Management Group and founder and owner of Black White Denim.



Why does Wilmslow need a BID?

Business feedback during the development of the BID has consistently highlighted:

- A mixed and sometimes poor experience for consumers as a result of dirty streets and anti-social behaviour
- Poor communications and a lack of control around events
- A need to improve the marketing and promotion of Wilmslow building on the success of Wilmslow's Way Better
- Poor car parking arrangements and limits on capacity
- A desire to create a programme of business led festivals and events that are focused on growing consumer numbers on low footfall days
- Signage and branding across the town centre that is in need of improving

How we have consulted with business during the development of the BID:

- 130+ pieces of feedback
- Engagement with businesses at more than 200 premises
- Development of the BID through the business led Town Centre Management Group
- Engagement via letter, email and face to face visits with companies across the town centre
- Consultation workshops

The main BID benefits in 8 points



£1 million business led investment into creating a better town centre for businesses and our consumers



Cleaner, greener and safer town centre



Lobbying for better transport links and car parking solutions



Marketing reach and engagement with 500,000 consumers in and around Wilmslow promoting your business and the town centre



A stronger voice for businesses



5 year investment into events and activities in Wilmslow town centre to create a new and animated high street experience for consumers



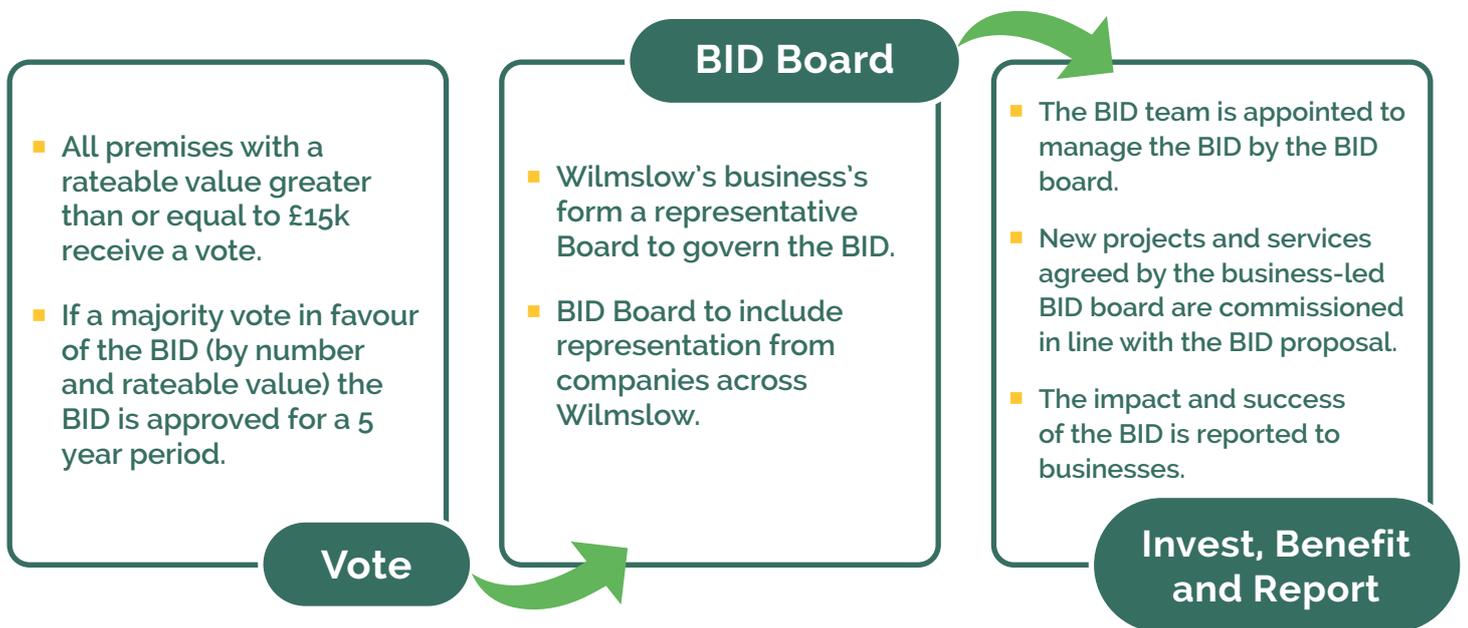
A new and improved approach to tackling antisocial behaviour and business crime



Image and signage enhancements and improvements



VOTE 'YES' BETWEEN THE 28th JULY AND 25th AUGUST 2022



The Wilmslow town centre BID will operate for five years between the period 1st November 2022 through to the 31st October 2027.

The BID will commence 66 days after the notice of the result.

For more details on how the BID works see the BID FAQs section.





“Speak to any local business owner or consumer and their pride and passion for Wilmslow quickly becomes evident, but our town centre needs to improve and make the leap from good to great if it is to remain relevant to our consumers and the local community. This plan will deliver a significant improvement in not only the quality of our town’s offer but the perception of our town”

Mark Whitlow A-Plan Insurance

How much will it cost your business?

BIDs are designed to be fair. Larger businesses invest more than smaller ones and all business sectors benefit from the improvements. The town centre is also home to a number of office and professional service based companies, all of whom will also be contributing members of the BID where their premises have a rateable value greater than or equal to £15,000.

The BID will create a new and unique partnership between all businesses across the town centre.

The BID will cost the average premises (hereditament) a daily equivalent of just £2.11/day.

The BID levy will equate to 1.5% of a hereditaments rateable value.

% of RV

The cost of the levy for each business is a **PERCENTAGE** of its **RATEABLE VALUE**

All businesses should consider the proposed cost of the levy as an investment – the small investment from each business is pooled with the contributions of all the others in the BID to provide a more significant investment fund that is spent entirely in the town centre during each year of the BID.

1.5% Levy

Businesses in Wilmslow have indicated that they would support a basic levy of 1.5%.

< £15k

EXEMPTION THRESHOLD

The BID Levy will not apply to any hereditament with a rateable value below £15,000.

For most, the cost of the BID levy will be less than the price of a cup of coffee per day.

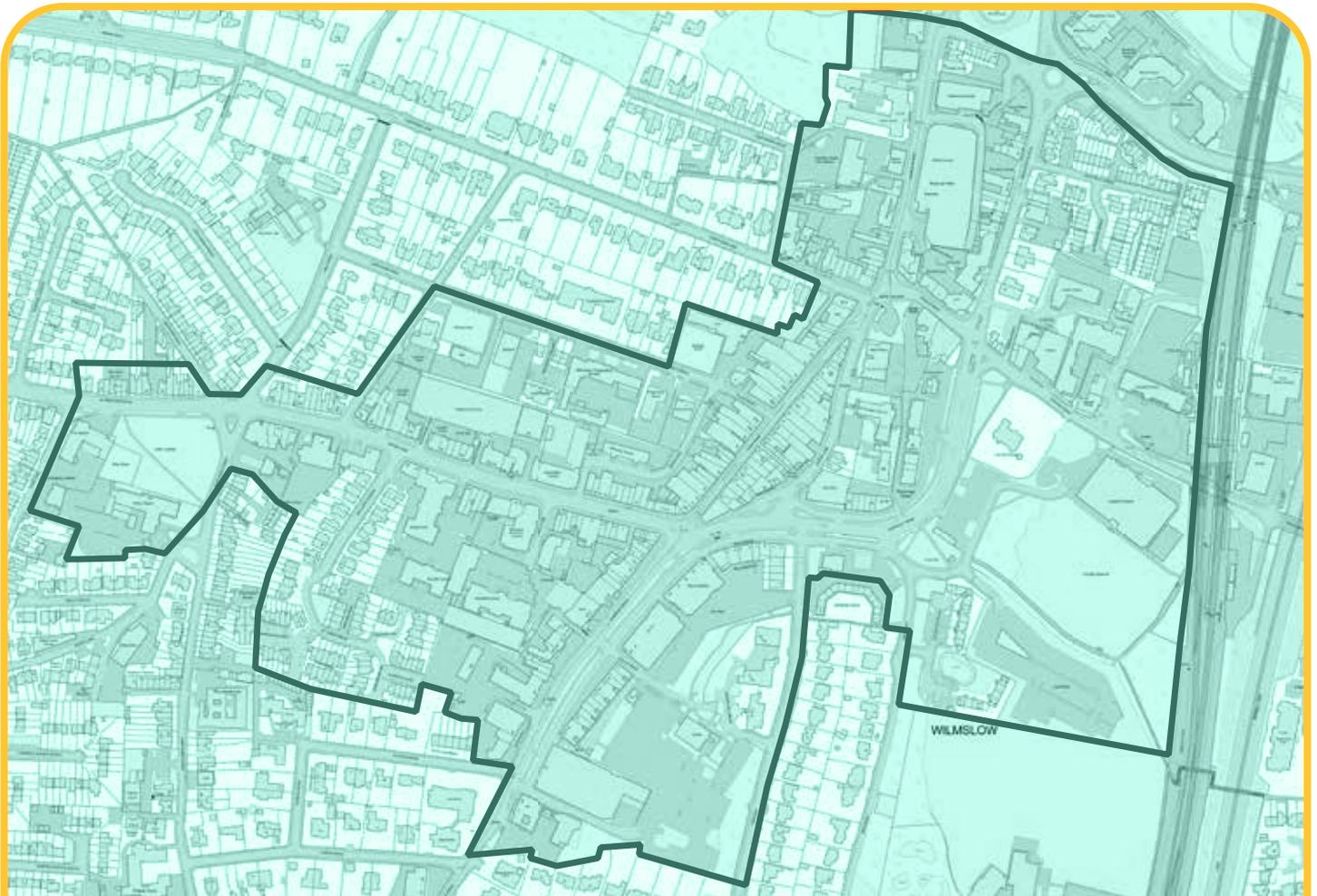
BIDs have been widely adopted across the UK, and have a proven ability to create improved, stronger and more successful town and city centre locations. All eligible businesses (premises with a rateable value greater than or equal to £15,000) across Wilmslow town centre as defined by the map and street names in this BID proposal document will have the opportunity to vote in the postal ballot to approve the BID.

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. Once approved, the BID will introduce a small mandatory additional levy for eligible businesses / organisations, equivalent to 1.5% of the rateable value of a business premises.

“SINCE 2004 WHEN BIDS WERE INTRODUCED MORE THAN 300 HAVE BEEN APPROVED ACROSS UK TOWN AND CITY CENTRES”

The BID Area



Street Names

- Alderley Road (part of)
- Altrincham Road
- Bank Square
- Bollin Walk
- Broadway
- Church Street
- Green Lane
- Grove Arcade
- Grove Avenue
- Grove Street
- Grove Way
- Hawthorn View
- Hawthorn Lane (part)
- Hawthorn Street (part of)
- Hawthorn Grove (part)
- Kennerley's Lane (part)
- Kings Close
- Manchester Road
- Mill Road
- Mill Street
- Parkway
- Parsonage Green
- South Drive
- Spring Street
- Station Road
- Swan Street
- Warham Street
- Water Lane

This map shows the geographical area of the proposed Business Improvement District for Wilmslow town centre.



“Leading the agenda and being part of the conversation with stakeholders, the BID will shift the current position where things happen to businesses with little or no notice to businesses shaping and influencing what happens in the town centre”

Tony Mundin Managing Director of the Rex Cinema

Guiding Principles for the BID

The Wilmslow BID - Working in your interest

The Wilmslow BID will be governed by town centre businesses for town centre businesses and will deliver only the priority actions which have been identified by town centre businesses. It is, therefore, considered of paramount importance that the BID should display the highest possible standards of integrity and governance.

The BID will be democratic, representative and effective for its members at all times

The BID will ensure that it operates in a transparent and accountable manner

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

The BID will be proactive in communicating and reporting to levy payers and other key stakeholders through its 5-year lifespan

See the section on governance for further detailed information about the proposed BID governance.

BID Benefits for your Business

BIDs are designed to be fair and equitable. Larger businesses invest more than smaller ones and all business sectors benefit from the improvements.

INDEPENDENT RETAILERS	NATIONAL RETAILERS	LEISURE AND HOSPITALITY OPERATORS	PROFESSIONAL AND OFFICE SECTOR
<ul style="list-style-type: none"> More visitors and footfall into Wilmslow 7 days a week. Distinctive promotional campaigns will highlight the range and quality of independent speciality businesses including professional promotional videos and photos of independent stores promoted online to 1000s of consumers through social media. The opportunity to raise your business profile via a number of new events and activities. Opportunities to join together with neighbouring businesses to access utility services group purchase initiatives. Insight into intelligence and information about footfall and the wider performance of Wilmslow as a destination. Access to a range of professional and support services arranged by the BID including training services and access to grants where available. 	<ul style="list-style-type: none"> Increased footfall and more consumers and visitors to the town centre. Being part of a local network of major retailers who would share and gain in-depth insight into trading factors and conditions. Access to a professionally managed business crime reduction partnership. Promotion and marketing of Wilmslow to a wider and more targeted regional audience changing the perception of Wilmslow as a retail and leisure destination. The ability to collaborate operationally over seasonal trading campaigns, most notably Christmas. Opportunities to lobby key decision making bodies for funding, improved trading conditions or facilities for staff. 	<ul style="list-style-type: none"> Events and festivals to draw new consumers to Wilmslow 7 days a week. Promotional campaigns to highlight the range and quality of food and drink businesses – both collectively and individually. The creation of events and projects to directly involve and promote the range of leisure and cultural opportunities in the town centre. Improve the night-time economy experience and further enhance the reputation of the sector. 	<ul style="list-style-type: none"> An enhanced and more vibrant town centre for your clients and your employees. The BID will tackle grot spots, lobbying for better transport linkages, car parking and delivery of environmental enhancements across the town centre.. The ability to promote your services to 200+ fellow town centre businesses through regular BID communications, such as newsletters and ebulletins. Creation of a strong, positive on-line narrative about Wilmslow to help your business attract prospective employees to work in a vibrant, high quality work location. Additional activities aimed specifically at the professional and office businesses within the town centre, such as improved connections with business networks, ties with professional development providers and better routes into the local labour pool. Greater co-ordination and interaction with regional bodies, such as Local Enterprise Partnership and Cheshire East Council

Wilmslow BID Objectives

Our plan to create a 'Way Better' Wilmslow

- A business-led agenda and a stronger voice for businesses.
- An animated, vibrant and engaging destination.
- An inspiring and creative location for community and business.
- An added value investment in Wilmslow town centre.
- Reconnecting our town centre with residents and visitors from across the North West.



The Wilmslow Town Centre Management Group

In addition to consulting with 100's of businesses throughout the town centre, the BID proposal has been shaped and designed by the Wilmslow Town Centre Management Group.

The group was formed in July 2021 with funding from Wilmslow Town Council. The group comprises a representative range of businesses from across the town centre who volunteer their time to help develop new projects and initiatives for the town centre. The group have led on the development of the 'Wilmslow's Way Better' brand, and helped develop events and festivals in the last 12 months that have then been funded using time-limited discretionary funding from Wilmslow Town Council.

The group have also helped shape this BID proposal and ensure that the final proposal is focused on the specific needs of companies from across the town centre.

The group includes passionate and committed representatives from retail, independent businesses, professional services, leisure and hospitality.

Members of the Wilmslow Town Centre Management Group who have supported the development of this proposal for a BID include:

- Black White Denim
- Rex Cinema
- Therapy Organics
- Boots
- Nationwide Building Society
- Sainsbury's
- The Emerson Group
- Mail Boxes
- The Grove
- Wilmslow Town Council



What will the BID Deliver?

The BID will deliver a range of additional projects and services to enhance and improve Wilmslow town centre focusing on three themes for improvement.

Under each theme is a list of projects and services that will be important in enabling the town centre to compete in an increasingly competitive and challenging trading environment.

The BID will work with public, private and 3rd sector organisations to secure additional funding to deliver further improvements in Wilmslow town centre.

The BID will deliver its investment over 5 years, during which time it will have opportunities to rebalance investment across themes and projects to ensure it meets the ongoing needs of town centre businesses.



Consultation

In developing the BID, businesses across the town centre have been consulted since July 2021 about the wider challenges and opportunities that exist for Wilmslow, and more recently in March 2022 with regard to the draft plan for a BID.

The development of the BID has been communicated to companies in writing, via email, through the www.wilmslowbid.co.uk website and email bulletins.

Through this consultation process, in March 2022 the plan was shared with all the eligible hereditaments in Wilmslow town centre. One to one business engagement staff hand delivered copies of the plan to both day time and night time economy premises.

Online consultation events were also held for companies to attend.

The feedback from the consultation on the draft plan for a BID was:

Business have told us...		
93% of respondents agreed that the three themes in the draft plan were the right priorities for focusing improvements	100% of respondents who provided feedback supported the BID investing in enhanced levels of cleansing, litter picking and planting schemes	100% of respondents who provided feedback supported town dressing e.g. innovative re-imagination and development of the town centre streets and public realm
100% supported the BID leading on the creation of a business led programme of events and festivals to animate the town centre	66% supported the BID making investments in projects to tackle anti-social behaviour at key times of the day/week	100% of respondents who provided feedback supported investment into footfall and consumer data to better understand our consumers, where they come from
"Good ideas and sorely needed!"	"Work you have been doing is great carry on!"	"Events you have been running and street performers have been great for bringing people in to town"
"Anything to increase footfall would be welcomed"	"Grove Street needs tidying up"	"Looks good we need to tidy up Grove Street"
"The roads are in a terrible state especially around our premises. Kings Close in desperate need of resurfacing"		

Theme One

Way Better Experience



Our research and consultation with businesses has identified a range of opportunities to create an improved experience for consumers and visitors.

We believe the BID can achieve this through:

Getting the Basics Right - We want to ensure that Wilmslow town centre is 'open for business', providing a consistently high quality experience for consumers from arrival to departure and subsequent future visits. This approach builds loyalty, creates stronger consumer habits around visiting Wilmslow town centre and will instil a stronger sense of pride and identity for consumers about Wilmslow town centre.

Innovate or die - High streets across the country are having to innovate and create new experiences to remain relevant for consumers. In Wilmslow town centre, high street businesses have adapted well with many embracing a blend of digital and bricks and mortar service delivery, however we believe innovation needs to extend into the public realm throughout Wilmslow town centre. That is why the BID will have a focus on supporting new investment into the town centre's public realm that delivers fresh, innovative approaches to meeting the needs of consumers and businesses.

Key issues the BID will tackle include:

- Poor quality of street cleansing and litter / refuse collection
- Old and low-quality street furniture
- Limitations around event space
- Lack of investment gateways and art features across the town centre
- Anti-social behaviour, crime and safety risks at certain times of the day and night
- Improving the radio network and sharing of offender information.
- Unauthorised use of Grove-Streets pedestrianised area for cars and service vehicles
- Legacy of limited consultation and involvement of businesses in the development of our town centre, events and improvements



Theme One (Continued)

Way Better Experience



To tackle the issues identified in Theme One the BID will:

- Deliver an enhanced programme of environmental and image enhancements, such as:
 - Enhanced levels of cleansing and litter picking
 - New sustainable planting and maintenance schemes
 - Investment into hanging baskets and planters during spring and summer periods
 - Investment in gateway and art features
 - Introduction of shop wraps to enhance vacant units
 - Town dressing e.g. innovative re-imagination and development of the town centre streets and public realm
- Work with Cheshire East Council and Wilmslow Town Council to ensure the minimum baselines for street cleansing, litter collection and highway / pavement maintenance are delivered.
- Creation of a business led programme of events and festivals to animate the town centre and attract new consumers to Wilmslow town centre.
 - Annual Film, Food and Fashion Festival
 - Technology events
 - New investment into Christmas and key seasonal activities (e.g. Christmas, Summer and Easter)
- The BID will establish a new business crime reduction partnership open to all town centre businesses with a focus on tackling the crime and security issues reported during the consultation. A business crime reduction partnership could enable delivery of a range of projects such as:
 - Development of an expanded and more effective radio network
 - Implementation of systems to securely and safely share images of repeat offenders
 - Resourcing additional security presence or Wilmslow Way Better Ambassadors
 - Investment in projects to tackle anti-social behaviour at key times of the day / week

“The BID can lead on creating an enhanced experience for consumers, visitors, residents and employees. This will involve tackling challenges linked to image, quality of environment, safety and security and creating an exciting and animated town centre experience”



Theme Two

Way Better Marketing and Town Centre Promotion



We want to accelerate the transformation of the town centre experience, ensuring that Wilmslow remains relevant to a broad range of consumers in and around Wilmslow town centre.

Our ambition is to reconnect the town centre with 500,000 consumers and visitors across the North West, increasing consumer visits, creating a sustainable and vibrant seven day a week experience in Wilmslow town centre.

To achieve these objectives the BID will invest in:

- An enhanced and dedicated year round programme of marketing and promotional campaigns to raise the profile of Wilmslow town centre, building on the early days success of the Wilmslow's Way Better campaign created in November 2021 which has already reached 120,000 consumers.
- Maintenance and growth of the Wilmslow's Way Better consumer website to create a modern and positive narrative about Wilmslow town centre.
- Sustained and enhanced investment in social media to grow the on-line reach of businesses across Wilmslow town centre across key social media platforms (Facebook, Instagram, Tik Tok and Twitter).
- Investment into professional video and still image production for promoting the town centre and its resident companies.
- Introduction of consumer online and hardcopy bulletins to promote relevant information including offers, events, business promotion and good news stories.
- An enhanced programme of PR and hard copy literature driven features in local and regional magazines and newspapers.
- Development of the 'Wilmslow Story' promoting all of Wilmslow town centre's assets, heritage and modern day relevance to consumers in order to convey the message that there is much more to Wilmslow than they expect.
- Creation of a modern, relevant on-line narrative to support town centre office based businesses attract world-class talent and investment.
- Targeted marketing campaigns to reach different and new audiences of consumers across Cheshire, Greater Manchester and Merseyside.



“The BID will enable a positive and impactful narrative to be created on-line and in the press about all that is great about Wilmslow. This narrative will draw from the town’s heritage, whilst focusing on an exciting future embracing technology, sustainability and the importance of the town centre in creating the Wilmslow’s Way Better experience”

Theme Three

Way Better Business



We want to support the Wilmslow business community and ensure that all businesses have the opportunity for their voices to be heard.

We will achieve this through the establishment of an Executive Board of business representatives to champion the Wilmslow business community. This new board will work in partnership with key stakeholders including Cheshire East Council, Wilmslow Town Council and Cheshire Police to create a new public / private partnership to support the on-going evolution of Wilmslow town centre.

The BID will also provide an opportunity for enhancing the support and communications local businesses receive, with options to deliver additional investment into enterprise development projects to support new entrepreneurs into the town centre, deliver additional training opportunities for our employees and creation of a positive narrative that attracts new talent and employees to work in Wilmslow town centre.

Finally, the BID will provide an opportunity for the business community to access new intelligence and insight into how our consumers use Wilmslow town centre, understanding where our consumers come from, what their spend patterns are and track and report on footfall movements into and around Wilmslow town centre.



To achieve these objectives, we will invest in:

- Establishment of a new business led Wilmslow BID Team to provide businesses with a stronger voice and create new opportunities and tackle barriers to growth for businesses in the town centre. The Wilmslow BID Team will provide a one-stop shop for businesses to refer problems and opportunities about Wilmslow town centre.
- Investment into footfall and consumer data to better understand our consumers, where they come from and what demographics they represent
- A dedicated package of support to grow independent businesses in the town centre. This could include additional support, coaching and training for companies and new start-ups.
- Building stronger links to business support agencies led by Cheshire East Council, the Local Enterprise Partnership and private providers.
- Promotion of Wilmslow to attract world class talent across all business sectors.

“Leading the agenda and being part of the conversation with stakeholders, the BID will shift the current position where things happen to businesses with little or no notice to businesses shaping and influencing what happens in the town centre”



How the BID will operate

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 6 times a year. The BID Board will include representation from the key sectors including retail, leisure, night time economy, public sector, 3rd sector, professional and other business services.

The Board will also include representation from a range of business types and sizes, including smaller independent businesses and businesses that are part of larger groups. The BID Board will invite to relevant meetings Cheshire East Council, Cheshire Police and Wilmslow Town Council 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. The BID Board will select a Chair and Vice Chair from the membership of the BID Board to lead the Wilmslow Town Centre 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 will be managed by Groundwork Cheshire, Lancashire & Merseyside. Groundwork are a not-for profit registered charity and limited company, established in Cheshire East in 1983. Groundwork have operated specialist Business Improvement District management services since 2005. These services have supported multiple town centres to develop successful BID programmes including Northwich, Warrington and Burnley.

Groundwork have also worked successfully with the Wilmslow Town Centre Management Group whilst supporting the town centre recover after the covid pandemic. This work has included the delivery of events, development and implementation of the Wilmslow's Way Better consumer brand, management of group meetings, support to develop the Business Improvement District and the provision of information services for companies to promote grant support programmes, events and developments across the town centre.

Groundwork will be the BID body, accountable for managing the receipt of income and subsequent delivery of services in Wilmslow town centre under the direction of the Wilmslow BID Board.

The Wilmslow town centre BID will operate for five years between the period 1st November 2022 through to the 31st October 2027. The BID will commence 66 days after the notice of the results of the Ballot (expected 26th August 2022).

Performance Monitoring

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

- Footfall research: In particular, when festivals and events are being delivered at key periods.

- Crime and Safety - Incidence of crime statistics
- Consumer perceptions
- Business community perceptions
- Retail Vacancy rates
- Quarterly Image audits of the town centre

Reporting the work of the BID to Levy Payers

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 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 also report on the finances of the BID and key achievements from the previous 12 months.
- The Wilmslow Business Improvement District Annual General Meeting.
- Wilmslow Business Improvement District Annual Report and Accounts.
- Regular website and social media updates, e-bulletin, printed bulletins and press releases.

The BID Levy

All non-domestic ratepayers in the geographical area with a rateable value equal to or above £15,000 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.

Hereditaments with a prime purpose of use as a place of worship or state school provision will be excluded. The maximum liability for a BID levy will be capped at a maximum of £8,000 per annum per hereditament.

The first Business Improvement District levy will be charged for the period 1st November 2022 through to 31st March 2023. The second and subsequent BID levies will be for the relevant liable period (up to 12 months) from the 1st April each year until the final BID levy which will be issued in April 2027 for a seven month period ending 31st October 2027.

Cheshire East Council will be responsible for billing and collecting the levy on behalf of the Business Improvement District. The payment of the BID levy must be paid in full within 30 days of the BID levy invoice being issued, except where a company enters into an instalment plan. Cheshire East Council will pursue any non-payment of the BID levy in accordance with its usual procedures for the collection of non-domestic rates. Unless otherwise agreed in writing between the BID Body and Cheshire East Council as billing authority, the BID levy invoice is payable by whomever is the liable party for non-domestic business rates on the date the levy is invoiced. No refunds will be payable where there is a change of ratepayer or ownership before the next levy is invoiced.

The BID Levy (Continued)

The BID levy will be 1.5% of rateable value for all hereditaments, and will increase by 0.05% of a hereditament's rateable value each 12 months from April 2024, to provide an annual small increment to allow the level of investment to be maintained. All hereditaments with a rateable value below £15,000 will be exempt, however those businesses who wish to make a voluntary contribution towards the BID may do so and the levy will be calculated at 1.5% of rateable value.

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 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 entered into the National Non-Domestic Rates list and falling in the BID area. In these circumstances hereditaments will become liable for a new / varied BID levy towards the Wilmslow BID and the

income and expenditure budgets will be amended in line with this variation to enable the BID to invest at the new levels of income available.

Vacant properties, or those undergoing refurbishment will be liable for the BID levy. This includes premises which have temporarily been zero rated from a value equal to or above £15,000 during the refurbishment (in which case the last valuation before zero rating will apply). 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.

In any circumstances where an overpayment has been made, for example if a hereditament is revalued at a lower value, a credit will be given for the BID levy only where a written notification and request is received within 3 months of the BID levy date.

Business Plan Finances

CASH INFLOW	2022/23	2023/24	2024/25	2025/26	2026/27	Totals
BID Levy Contribution (£)	202,350	202,362	204,379	205,400	206,427	1,021,918
Match Funding (£)	5,500	13,500	14,250	15,075	15,983	64,308
Estimate of Predicted Revenue (£)	207,850	216,862	218,629	220,475	222,410	1,086,226

CASH OUTFLOW	2022/23	2023/24	2024/25	2025/26	2026/27	Totals
Theme One – Way Better Experience (£)	105,000	108,200	113,925	109,674	105,450	542,249
Theme Two – Way Better Marketing and Town Centre Promotion (£)	35,000	40,525	43,568	44,131	44,713	207,937
Theme Three – Way Better Business (£)	17,000	19,175	20,356	20,544	24,738	101,812
Management and Levy Collection Costs (£)	38,550	39,506	35,494	36,518	52,577	202,645
BID Development Costs (£)	10,000	10,000	-	-	-	20,000
Total Annual Expenditure Budget (£)	205,550	217,406	213,343	210,867	227,478	1,076,144
Project Contingency and Estimated Cashflow Balance (£)	2,300	1,756	7,041	16,650	11,582	

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 Wilmslow Town Council. The budgets for the BID assume that these costs invested by Wilmslow Town Council to develop the BID will be recovered from the BID Levy by Wilmslow Town Council.

The Town Council will have 6 months from the day of the BID Ballot in which to formally request repayment of BID monies, after which Wilmslow Town Council will lose the right to recover all or part of the BID development monies invested.

The costs of levy collection by Cheshire East Council, including software costs will be recovered from the BID levy.

The BID area, themes, 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.

Businesses and organisations that are not liable for a BID levy may apply to become a voluntary member of the BID at the discretion of the BID Board.



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:

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

The Ballot Timetable

Ballot papers will be sent out to reach eligible businesses on the 27th July. The ballot will close at 5pm on 25th August. The result of the ballot will be declared on the 26th August or as soon as possible after this date.

Baseline Agreements

To ensure that the Business Improvement District does not fund statutory services provided by Cheshire East Council a number of baseline commitments have been provided.

These baselines relate to:

- Assets
- Highway Network Maintenance
- Business Support
- Highway Street Lighting
- CCTV
- Libraries
- Cleansing
- Parking
- Community Enforcement
- Public Art Delivery Support
- Event Management
- Public Rights of Way
- Highway Repair and Maintenance
- Visitor Economy
- Town Centre Health Monitoring

The BID will monitor the baseline agreements on an on-going basis to ensure that Cheshire East Council maintain their agreed service delivery. This will ensure the BID's funding does not back fill or fund any baseline / statutory services. To view the baseline service statement from Cheshire East Council visit www.wilmslowbid.co.uk.

Frequently Asked Questions

What is a Business Improvement District (BID)?

The BID is a unique opportunity for businesses across the town centre to take a lead in the management and improvement of our town centre.

A new, additional investment led by the private sector

- The BID will generate around £1million of new investment into our town centre between 2022 and 2027.
- This investment will be managed and delivered by a new business led partnership, 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 a small additional levy on each premises (hereditament) within the town centre with a rateable value equal to or above £15,000.
- The cost for the average premises will be £2.11/day, with the smallest premises paying less than 60p/day.
- Together this will raise an investment of over £1million 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 vote to approve or reject the proposal for a BID in July / August 2022.
- 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 BID will come into operation from November 2022, when all premises with a rateable value equal to or above £15,000 will pay the small 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 tax levied to fund expenditure by local and national government. Businesses have no direct control over how these funds are spent.
- The BID levies will only be invested in specific projects and services, additional to base line services provided by the public sector. The BID funds are all invested under the direction and control of the businesses and organisations in Wilmslow town centre that operate a business who pay a BID levy to support the BID.

Where do Business Improvement Districts already operate?

- Businesses and organisations in Altrincham, Manchester City Centre, Warrington, Chester and Northwich have all approved and re-approved BIDs in recent years.
- BIDs have been embraced by towns and cities across the UK since 2004 when they were first introduced.
- More than 300 BIDs have been approved since 2004.
- Businesses in these towns and cities have seen the benefits and return on investment from agreeing to work together and implement new progressive private sector led investment partnerships.
- These towns have seen increased footfall through new events and festivals, and have created safer, cleaner and greener town centres. This has resulted in an increase in the vibrancy and economic success of the businesses and towns they belong to.





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