



Business Improvement District (BID)

Annual Report and Accounts

2011-2012



Winsford 1-5 Business Environment Group
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The UK's First Industrial Estate Business Improvement District

Supported by:  Cheshire West
and Chester

Managing Agent: 

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1.0 Chairman's Introduction

2011/2012 saw the introduction of a successor Business Improvement District (BID 2) on Winsford Industrial Estate. 92% of businesses overwhelmingly voted in favour to extend the project in December 2010 and you can see when you read through the annual report that the BID is building on the investments already made between 2006 -2011 and provides the estate with a platform to successfully attract new businesses.

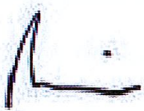


Some of the highlights of the year include the implementation of new entrance boards to the estate, the Cheshire fencing and the sensory garden at the southern entrance to the estate. All these improvements demonstrate that Winsford Industrial Estate is a desirable location of choice for businesses and its employees and positions itself as one of the premier Industrial Estates within Cheshire and the North West.

Some of the other highlights of the year from the BID include the annual estate quiz held in January, when over 130 members of the business community came together to compete for the Estate Challenge Cup. The introduction of the Winsford Industrial Estate Employee incentive scheme has enabled all employees to take up discounted offers with local businesses, one such offer is a 20% discount on Gym & Swim packages at Winsford Lifestyle centre and other Brio Leisure locations. Another highlight was the number of employees that have attended the ever so popular training courses. This was evident in the annual business survey, where businesses have stated that the training course are a benefit to their business and would like to see further courses in 2012-2013.

Finally, we have continued our programme of business support, lead principally by our Estate Manager Mike Kelly, who continued to support companies large and small across Winsford Industrial Estate. Feedback I receive on the service Mike provides to companies continues to remain excellent.

Regards

A handwritten signature in blue ink, appearing to read 'Pete Price'. The signature is stylized and written in a cursive-like font.

Pete Price
Chair of the Winsford 1-5 Business Environment Group

2.0 Review of 2011-2012

This the first year of the operation of a successor Business Improvement District (BID 2) on Winsford Industrial Estate. There have been many projects and services delivered that have enabled the estate to continue to develop; details of these are contained in the sections 2.1 to 2.4.

Feedback from companies at the end of the financial year of the BID has also been encouraging; in fact our annual business survey (2011/2012) reported the following:

Summary of the 2011/2012 Annual Business Survey:

The overall impact of the BID in 2011/12 remained high, with over 87% of respondents reporting that the BID has had a beneficial impact on their business, and 87% of respondents reporting that Winsford Industrial Estate has improved as a place to trade/operate since the establishment of the BID in 2006. 92% of respondents reported that the estate is a safer place to trade since the inception of the BID.

The business support services provided by the Winsford 1-5 Group were reported as being excellent or good, with a particularly high rating, to the performance of the Industrial Estate Manager Mike Kelly. 61% of respondents confirmed that the suite of training courses that were delivered to their employees were of importance to their business.

Crime and security remains an area where companies are reporting issues, however much less than previous years, with 96% of businesses reporting that they had not suffered any physical criminal damage during the last 6 months to March 2012, and over 91% of businesses reported that they had benefited from the mobile security patrols throughout bank holiday weekends and the Christmas and New Year Period.

The overall image of Winsford Industrial Estate was considered Good by nearly 80% of respondents, however a high number of companies stated that the provision of public transport to the estate and the condition of the roads were poor. These are both difficult areas to realise improvement in, however, with the regular estate audits that Mike Kelly, the Estate Manager performs with various internal Officers at Cheshire West and Chester Council, this has seen a number of repairs made to the roads, particularly on Road One.

A key area of concern for the BID throughout 2011/2012 has been the introduction of a proposal by Cheshire West and Chester Council to position a ten pitch Travelling Showman site on land at the northern entrance of Road One. Businesses have provided a clear mandate that this land should be retained for business expansion and job creation for local people. To date the Winsford 1-5 Group have engaged a professional planner to provide support and demonstrate the groups clear objections to the proposal. A number of meetings have been held with Senior Officers and the Leader of Cheshire West and Chester Council to discuss the Groups objections.

2.1 The Executive Board

At the end of 2011 – 2012, the membership of the Executive Board was as follows:

Chairman	Pete Price, Office Essentials
Vice- Chairman	John Roberts, Iveco
Executive	David Harrison, Henkel
Executive	George Ralston, STM
Executive	Liz Urwin, Britton Taco
Executive	Syd Williams, Chemical Support Systems
Executive	Ian Vickery, Advanced Medical Solutions

2011-2012 has seen many changes to the Executive Board, long standing Chairman Gary Chester tendered his resignation to concentrate on business activity following a merger between Ambassador Packaging and Antalis, Graham Howarth who has been an Executive Board member since the inception of the BID stepped down from his role during the year. Lucie Riley resigned from the Board as her business moved off the Estate.

The Executive Board met 4 times in 2011-2012, and was quorate at all meetings. Full copies of minutes from these meetings are available from www.winsford1-5.co.uk.

The main Winsford 1-5 Business Environment Group met 3 times in 2011-2012. Full copies of minutes from the main Winsford 1-5 Business Environment Group meetings are available from www.winsford1-5.co.uk.

2.2 Sustainable, Supported and Promoted Estate

"87% of businesses have benefited from the BID in 2011/12"

Further investments were made in the installation of Cheshire fencing and a sensory garden at the southern end of Road One. In addition to those improvements new entrance boards were installed at both entrances to the estate and CCTV signage has been implemented on Roads One - Five. The existing planting schemes on Road One, Road Two and Road Five have continued to be maintained by the Business Improvement District. In addition Cheshire West and Chester Council continue to maintain the planters and the roundabout at the Northern End of Road One as in-kind support for the Business Improvement District.

Mike Kelly in conjunction with Cheshire West and Chester Council has undertaken regular estate audits reviewing landscaping, grass cutting, vacant units and Highways. These audits aim to ensure grass cutting, hedge trimming, grounds and buildings maintenance and the removal of rubbish and litter is up-to-date.

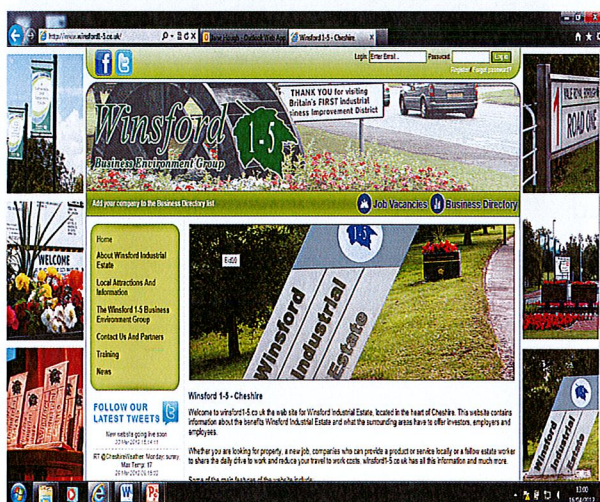


2011-2012 Annual Report and Accounts

2011/2012 has seen new businesses move onto the estate and resident businesses invest further in their premises. Zulu Beauty and Seafield Logistics moved to new premises at Premier Park, Premier Café on Road Five was taken over by new management, Iveco invested heavily in new training facilities and KC Autos centralised departments at their base on Road Three.

Mike Kelly, the Estate Manager continues to provide access to a range of business support services provided by local, regional and national organisations which has allowed businesses to grow and prosper.

Mike has built on a number of relationships throughout the year and acts as first point of contact with a number of partners including Cheshire West and Chester Council Highways, Estates and Streetscene departments, Cheshire Police, Cheshire Fire, local commercial property agents, Winsford Town Council and the Winsford & Rural East Partnership Board.



The Winsford 1-5 website went through a programme of re-development throughout 2012, with new areas such as Twitter and Facebook accounts being introduced, the Winsford 1-5 employee incentive scheme and the facility of booking training courses has been added to the site. The website continues to be a good source of information for business owners, their employees, the local community and inward investors.

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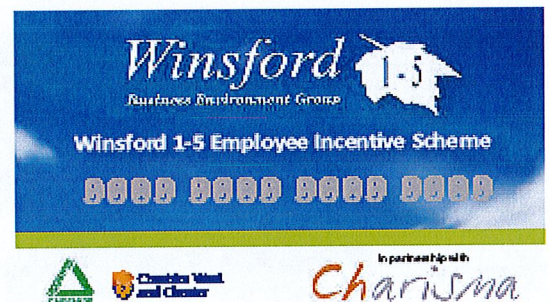


Quiz teams across the Estate came together again on a cold and wet January night for the annual Estate Quiz at Wharton Conservative Club. This year's champions were the team from Dewhirst, who were presented with the Estate Challenge Cup. Second place was awarded to Viridor, with third place taken by Newbury Data. All 19 teams were treated to a hot supper provided by Rucks to Eat.

The Winsford 1-5 Annual business survey took place in March 2012, excellent feedback was received with 92% of respondents stating that Winsford Industrial Estate was a safer place to trade and operate since the inception of the BID and 87% of respondents rating that their business had benefited from being involved with the Winsford 1-5 Business Environment group and/or its projects and services since the inception of the BID in 2006.

Businesses that completed the survey were placed into a prize draw to win a £50 voucher towards dinner for two at the Fox and Barrel at Cotebrook. Maria Gill from M&M Pallets was the lucky winner.

2012 saw the introduction of a corporate membership scheme for all employees on Winsford Industrial Estate. Charisma a Cheshire West and Chester Council incentive scheme is working in partnership with Winsford Industrial Estate to offer discount incentives to encourage employees to shop locally. Applications for the scheme can be submitted through the Winsford 1-5 website www.winsford1-5.co.uk



2.3 Secure and Safe

"92% of businesses feel that the Estate is a safer place to trade and operate"

The Business Improvement District has continued to fund the 24-7 rapid text alert service, with the introduction of email alerts and the distribution of the Selecta Mark DNA property marking kits. The rapid text service, linked in with the security patrols and Winsford CCTV system continues to provide valuable and increasingly important means of quickly communicating information regarding security and crime threats and other issues to the estate.

SELECTA DNA™
DNA FORENSIC PROPERTY MARKING

In 2011-2012 the BID continued to support the SIA approved mobile security patrol service throughout key periods of the year including Bank Holiday weekends and the Christmas and New Year period. The service has proved to be an excellent additional security measure to Winsford Industrial Estate Businesses.



The monitoring of the CCTV system is provided by Alpha Omega, based in Crewe with Onetek Business solutions situated in Meridian House providing hosting and maintenance. The system is recording high quality CCTV footage of incidents on Winsford Industrial Estate.

OneTek
BUSINESS SOLUTIONS

2.4 Training Knowledge and Skills

A suite of training courses were delivered throughout 2011-2012, these included accredited first aid, CIEH Level 2 Health and Safety, CIEH Level 2 Manual handling, General and Fire risk assessment and Asbestos Awareness. In addition to the training courses, seminars were delivered in Employment Law and Environmental Legislation.



Chartered
Institute of
Environmental
Health



"During the year more than 109 employees attended 102 days of training"

3.0 Summary of Finances 2011-2012

The total income for the year for the BID was £95,076, of which £89,238 was from the BID levy. The amount spent on BID arrangements and projects for 2011/2012 was £63,580.

Expenditure Summary

Expenditure	2011/2012	
	CASH	
	Budget (As per BID business plan)*	Expenditure
Sustainable, Supported and Promoted	57,976	56,590
Secure and Safe	18,500	(2,575)
Training, Knowledge and Skills	8,000	6,243
Rebate System – Multiple Occupiers	9,161	3,322
Total For year	93,637	63,580

* The original values in the BID proposal budget have been amended due to changes in local circumstances. Amendments to budgets have been agreed by the Executive Board and approved at meetings of the Winsford 1-5 Business Environment Group. Therefore the budget variances detailed above reflect the changes in local circumstances that have taken place in the year.

In addition to the direct cash expenditure, a minimum of £5,000 of Gift in Kind Expenditure was committed by Cheshire West and Chester Council. This consisted of officer time for:

- The collection of the BID monies
- Attending Winsford 1-5 Executive and Business Environment Group meetings
- Taking part in estate audits

Income Summary 2011/2012

Income	Budget CASH (As per BID business plan)*	Actual Cash
Business Improvement District Levy	89,046	89,238
CWaC Contribution	5,000	5,000
Interest received to bank account	-	838
Total For year	94,046	95,076

To date the BID has made a surplus of £31,814. The accounts for 2011/2012 include an accrual of £21,987 for image enhancements, website costs and professional fees.

See appendix 1 for the full set of accounts, produced by Murray Smith Accountants.

4.0 Plans for Year Two 2012/2013

In the year 2012/2013, the Winsford 1-5 Business Environment Group will fund the implementation of the following projects and services through BID 2 2011-16.

BID 2

Theme One – Sustainable, Supported and Promoted Estate

- Employment of an Estate Manager
- Production and distribution of the Winsford 1-5 News Bulletin, 4 times per year
- A Winsford Industrial Estate Trade Exhibition Day
- Continued maintenance of landscaping and environmental assets
- Development of landscaping across the Estate
- Maintenance of www.winsford1-5.co.uk
- Production and distribution of the Winsford 1-5 Annual Business Survey
- The Winsford Industrial Estate Annual Quiz
- Monitor the Travelling Showman site proposal
- Promote the Winsford Industrial Estate employee incentive scheme

Theme Two – Secure and Safe Trading Environment

- Monitoring and Maintenance of the CCTV System
- Distribution of Selecta Mark to every company across the estate
- Continuation of the 24/7 rapid text service and e-mail information update service
- Mobile Security Patrols at key times – Bank Holiday weekends, Christmas and New Year

Theme Three – Training, Knowledge and Skills

- A range of Training Courses will be delivered to include
 - ✓ Risk Assessment
 - ✓ Manual Handling
 - ✓ First Aid
 - ✓ CIEH H&S
 - ✓ Fire Risk Assessment
- A minimum of 4 seminars will be delivered each year covering the following topics
 - ✓ HR and Employment Law
 - ✓ Health and Safety Update
 - ✓ Environmental Opportunities and Risks
 - ✓ Fire Safety
 - ✓ Social Media
 - ✓ Business Improvement processes
- Information update services – to compliment training and seminars

Appendix 1 – Accountants Report

BUSINESS IMPROVEMENT DISTRICT

FINANCIAL STATEMENTS

FOR THE YEAR ENDED

31 MARCH 2012

**CONTENTS OF THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2012**

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INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 31 MARCH 2012

		2011/12		2010/11
	£	£	£	£
INCOME				
CWaC BID levy	89,238		84,833	
CWaC contribution	5,000		5,000	
Bank interest	<u>838</u>		<u>931</u>	
		95,076		90,764
 EXPENDITURE				
Image enhancement	5,980		1,740	
Security	(2,575)		(7,776)	
Telephone	110		137	
Printing, postage and advertising	3,983		2,166	
Training	6,243		9,114	
Networking events	1,513		4,021	
Sundries	491		1,710	
Waste management study	-		10,000	
Resource efficiency	2,554		4,000	
BID rebate scheme	3,322		14,997	
Website costs	374		716	
Professional fees	5,334		-	
Project management and employment of estate manager	<u>36,251</u>		<u>33,224</u>	
		<u>(63,580)</u>		<u>(74,049)</u>
		31,496		16,715
 PROVISION FOR EXPENDITURE REQUIRED TO COMPLETE PROJECTS				
Security	-		7,618	
Image enhancement	15,562		20,000	
Web site	4,275		120	
Waste management	-		2,000	
PR and professional fees	1,900		-	
Sundries	<u>250</u>		<u>650</u>	
		<u>(21,987)</u>		<u>(30,388)</u>
 SURPLUS/ (DEFICIT) FOR THE YEAR		 <u>9,509</u>		 <u>(13,673)</u>

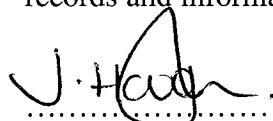
BALANCE SHEET

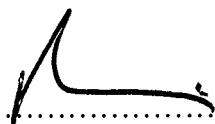
AS AT 31 MARCH 2012

	2012		2011	
	£	£	£	£
CURRENT ASSETS				
Cash at bank	67,618		82,548	
Due from GES (Cheshire) Limited	<u> -</u>		<u> -</u>	
	67,618		82,548	
CURRENT LIABILITIES				
Due to GES (Cheshire) Limited	(13,817)		(29,855)	
Provision to complete projects	<u>(21,987)</u>		<u>(30,388)</u>	
NET ASSETS		<u>31,814</u>		<u>22,305</u>
FUNDS				
Surplus brought forward		22,305		35,978
Surplus/ (deficit) for the year		<u>9,509</u>		<u>(13,673)</u>
		<u>31,814</u>		<u>22,305</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


.....
P Price (Chair)

18/10/2012
.....
Date

**ACCOUNTANTS' REPORT
FOR THE YEAR ENDED 31 MARCH 2011**

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 March 2012 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: 13/9/2012

