

Winsford

Business Environment Group



ANNUAL REPORT
2022 – 2023

www.winsford1-5.co.uk

ABOUT THE WINSFORD 1-5 BID

The Winsford 1-5 BID funds and delivers added value projects and services within the local trading environment, through a Business Improvement District (BID). These projects are managed and controlled by the business community and the entire project is business led. More than 300 BIDs have been approved by companies across the UK since BIDs were introduced in 2004.

The BID will not, and cannot, be used to fund services that the council or other public bodies have a statutory duty to provide. The details of what the BID has delivered in year 2 of BID 4 (1st April 2022 – 31st March 2023) are detailed in this annual report.

The BID's visions are:

"To promote Winsford Industrial Estate as a location of choice for both employers and employees in mid-Cheshire, by working in partnership to focus on our three themes for improvements."

"To maintain and further develop our position as one of the premier "flagship" industrial estates within Cheshire and the North West capable of attracting, developing and supporting a broad spectrum of companies through the provision of a safe, clean and connected business community."



The Winsford 1-5 BID was first approved in 2005 with subsequent second, third and fourth BIDs approved in 2010, 2015 and 2020 respectively. During this time, the BID has implemented a range of improvement projects, including upgrading the image of Winsford Industrial Estate through various enhancement schemes, reducing crime in the area through the incorporation of mobile security patrols during key times and the CCTV/ANPR systems, providing a number of popular training courses for employees and offering business support with any issues through the BID Delivery Team.

BID 4 will run from 2021 to 2026 and will ensure that Winsford Industrial Estate can continue to be an exceptional environment to work and trade in for both employees and businesses alike, and that the essential services and projects delivered by the BID can continue to aid all companies to develop and thrive.

£107,901

of investment generated to support businesses in the BID area throughout 2022-2023



THE WINSFORD 1-5 BID

EXECUTIVE BOARD

The Winsford 1-5 BID has an Executive Board which is made up of voluntary members of the local business community.

The Executive Board as of 31st March 2023 was as follows:

Pete Price

Office Essentials (Chair)

Nick Stone

Advanced Medical Solutions

Robin Ashley

Coveris

Phil Lomas

Property Wise

Darren Aley

Saint Flooring

Angela Lathwood

Synetiq

Simon Schofield

JACK'S

Apryl Biddle

Tithebarn

Cllr Nathan Pardoe

Cheshire West and Chester Council
(Councillor)

Gill Williams

Cheshire West and Chester Council
(Council Link Officer - Advisory)

The Executive Board met three times in 2022-2023 and was quorate at all meetings. Meetings were conducted in person throughout the year and full copies of the minutes from these meetings are available from www.winsford1-5.co.uk/meeting-minutes.

WHAT THE BID HAS DELIVERED BETWEEN

1st April 2022 –
31st March 2023

THEME ONE – SECURE AND SAFE TRADING ENVIRONMENT

Security on the Estate was a priority for the Winsford 1-5 BID during 2022-2023 and crime levels remained low thanks to the number of security projects and services that are funded by the BID.

The Winsford 1-5 BID continued to fund the maintenance of the two ANPR (Auto Number Plate Recognition) cameras at both ends of Road One, as well as the dedicated CCTV system across the estate. In December 2022 the current 5 camera system was upgraded to 20 cameras to give a much wider field of view and ensure that almost every aspect of the estate is covered visually. In 2023 this will increase further to 43 cameras.

The BID also continued to fund the Rapid Text Service – the 24/7 hotline that businesses are urged to report any suspicious activity to so that the information can get disseminated across the estate to employees that are registered.

Mobile security patrols were once again conducted by Alpha Omega over the Bank Holiday weekends, Easter weekend and over the Christmas and New Year period to ensure the estate remains as secure as possible over these periods, as well as if any illegal encampments are reported on the estate.

SelectaDNA forensic property marking kits have also been distributed to all new companies on the estate, with the kits aiming to protect the assets and belongings of businesses and ensuring the police can link criminals

to the crime scene and secure a conviction. If any businesses would like to receive a kit, please get in touch with Estate Manager Hugh Shields:

hugh.shields@groundwork.org.uk

The BID Team maintained an excellent working relationship with the Winsford Industrial Estate PCSO and Cheshire Police over the year and hold monthly security meetings with Alpha Omega & CCTV Providers Onetek Solutions which is fed back to the Police. Regular meetings with Cheshire Police are also held throughout the year with representatives present at board meetings to report back.

432

hours of BID funded Security Patrols during 2022-2023



THEME TWO –

GREEN AND CLEAN

Throughout the year 2 of BID 4, the Winsford 1-5 BID maintained all of the existing BID funded features on the estate as well as continuing with the ongoing landscape maintenance scheme with local company Property Wise.

General grounds maintenance, maintenance of the poles, banners, signs and Cheshire Fencing is all undertaken as well as the seating areas across the Estate.

A wild flower area was also seeded on Road One, while new projects have been commissioned to be undertaken including brand new Estate features at the entrances to the Estate.



During 2022 – 2023 the BID Team has conducted weekly image audits across the Estate and have worked with Cheshire West and Chester Council to enhance the baselines that they are delivering in the area.

Monthly meetings are held with Streetscene regarding grounds maintenance, identifying areas for improvement and ensuring the Estate looks its best for employers, employees and visitors alike.

Regular audits of the condition of the roads are also implemented, with the relevant team at Highways informed of any improvements that need to be made, including potholes.

The Annual Bike and Walk to Work Day made a welcome return in September, with participants receiving a free breakfast voucher to redeem at Premier Café, with Cheshire Police in attendance to conduct a free bike marking service to prevent theft. All participants were also entered into the prize draw to win a brand new bike, with **Dave Wright from Newbury Data** the lucky winner.

40+ site audits conducted

60 hours of grounds maintenance completed

THEME THREE

CO-ORDINATED AND SUPPORTED BUSINESS COMMUNITY

The Winsford 1-5 Business Park Management Service continued throughout 2022-2023, with the BID Team providing great support and advice to all companies across Winsford Industrial Estate.

The BID Team is the central point of contact for all businesses in the Winsford 1-5 BID area, providing support on topics such as growth (looking for bigger premises and sharing properties), advertising jobs, issues around traffic management, inter-trading opportunities and sharing CV's for employees on the estate who are under threat of redundancy.

BID Project Manager Hugh met all new businesses that joined the estate throughout the year, providing the Winsford 1-5 Welcome Pack detailing information on all the projects and services the BID can deliver plus useful contact numbers and email addresses. Customer Care Visits have also been conducted over the course of the year while the BID Team also continued to send out information to BID businesses regarding various grants and how to apply.

Hugh has also been attending local job fairs to promote the vacancies for businesses on the estate and has supported companies in gaining apprentices by linking with local collages. Hugh also attended local partnership meetings such as those with The Pledge and the Winsford Area Partnership and successfully maintaining relationships with a variety of other partner organisations including Cheshire and Warrington LEP, The Growth Hub, Cheshire West and Chester Council, Cheshire Constabulary and Alpha Omega Securities.



55 support requests from over **43** businesses

63 critical update emails sent out to businesses containing key information

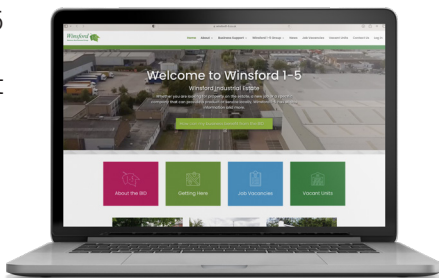
25 job vacancies promoted

THEME THREE –

CO-ORDINATED AND SUPPORTED BUSINESS COMMUNITY

The dedicated Winsford I-5 website (www.winsfordi-5.co.uk) received a refresh with a brand-new design and better functionality as a result. Job vacancies, news, events and other useful information for businesses are all uploaded with a brand-new Business Directory and map of the Estate featured.

The Winsford I-5 BID X (formally Twitter) account continued to tweet updates throughout the year, while the BID e-bulletin also dropped in to inboxes keeping employees up to date with the latest news, along with regular email updates. The quarterly newsletter was also produced throughout the year and emailed to all businesses, each issue containing updates and information on all of the projects and services undertaken by the BID along with good news stories and successes from local businesses.



New businesses were issued with the BID welcome pack detailing all of the services and advantages that are available to them through the Winsford I-5 BID while the employee incentive scheme with Brio Leisure continued throughout 2022-2023, offering Winsford I-5 BID employees and their family members a 20% discount on Business Leisure Packages at any Brio Leisure outlet in Cheshire.

The Annual Winsford I-5 Estate Quiz made a welcome return in March after a previous absence due to Covid. Businesses from around the estate renewed their quizzing rivalry to see who would lift the coveted Challenge Cup and Saint Flooring (below) eventually emerged victorious, taking home a number of prizes.



20

local partnership meetings attended to represent business needs

1

job fair attended to promote businesses and vacancies

7

grant support schemes sent out to businesses

BID FUNDED

TRAINING SCHEDULE

All companies based on Winsford Industrial Estate are entitled to attend one of the many BID funded training courses that run throughout the year. The courses are **FREE OF CHARGE** to any employee who wishes to attend, as they are all funded and delivered through the BID.

A full schedule of training courses took place between April 2022 and March 2023. Key courses included Emergency First Aid at Work, First Aid at Work, Mental Health First Aid at Work, Health & Safety in the Workplace, Manual Handling, Principles of COSHH and Fire Marshal training, with courses validated by Ofqual and Highfield.

Specific courses that were delivered in 2022-2023 were as follows:

- 📌 Level 3 Award in Emergency First Aid at Work (13 courses)
- 📌 Level 3 Award in Mental Health First Aid in the Workplace (2 courses)
- 📌 Level 3 Award in First Aid at Work (5 courses)
- 📌 Fire Marshal Training (12 courses)
- 📌 Level 2 Award in Health & Safety in the Workplace (5 courses)
- 📌 Level 2 Award in Principles of Manual Handling (3 courses)
- 📌 Level 2 Award in Principles of COSHH (7 courses)
- 📌 Energy Essentials Workshop (1 course)

Fork Lift Truck refresher training was also funded by the BID for those businesses that required it and was provided by on site Fork Lift Truck specialists, Thomas Truck Training, based on Road One. The BID also provides a contribution towards any Full Fork Lift Truck Training businesses may require.

48 course dates available

208 employees received free training

1,518 hours of accredited training

£38,232 combined savings for businesses

13 fork lift truck courses undertaken

5 businesses benefitted

15 employees trained up to use fork lift trucks



SUMMARY

OF FINANCES 2022 – 2023

The total income for the year collected was **£107,692** from the BID levy.
The amount spent on BID arrangements and projects for 2022/2023 was **£139,241**.

A provision of **£302** has been provided for the year end audit and **£1,500** has been provided for Security.

The surplus of **£65,543** brought forward will be utilised to fund specific projects and services that support the three themes for improvements in the Winsford 1-5 BID business plan.

EXPENDITURE SUMMARY	2022/2023	
	CASH	
	BUDGET	EXPENDITURE
Theme One – Secure and Safe Trading Environment	£25,076	£45,214
Theme Two – Green and Clean	£9,350	£9,342
Theme Three – Co-ordinated and Supported Business Community	£66,789	£82,358
Administration Costs	£7,750	£4,129
Total For year	£108,965	£141,043

INCOME	2022/2023	
	BUDGET CASH	ACTUAL CASH
Business Improvement District Bank Account Income	£108,000	£107,692
Interest received in the bank account	–	£209
Total For year	£108,000	£107,901

Please see appendix one for full detail of income and expenditure from Murray Smith.



PLANS FOR 2023-2024

YEAR 3 OF WINSFORD 1-5 BID 4

Below is a summary of the projects and services which will be delivered during the third year of the Winsford 1-5 Business Improvement District 4 from 1st April 2023 – 31st March 2024.

THEME ONE – SECURE AND SAFE TRADING ENVIRONMENT

- Monitoring and maintaining the dedicated Winsford Industrial Estate CCTV Camera System, 24 hours a day, 365 days a year
- Maintaining the two Winsford Industrial Estate Auto Number Plate Recognition cameras
- Looking to increase the current CCTV camera provision from 20 cameras to 43 cameras
- Mobile Security Patrols across the Estate at key times of the year – Bank Holiday weekends, Christmas and New Year period and extra security put in place for illegal encampments
- Regular Crime Prevention Seminars to inform businesses on the measures taken to keep the estate safe over those periods
- Monthly security meetings with Alpha Omega, Onetek and Cheshire Police, discussing intel, CCTV and other security issues
- Continuation of the 24/7 rapid text service and e-mail information update service

- Rapid action protocol put in to place when illegal traveller incursions are reported on site
- Holding security bike marking sessions for employees who cycle to work
- Maintaining a close relationship with Cheshire Police to ensure Winsford Industrial Estate remains a low crime area
- Distribution of regular Police updates to businesses on Winsford Industrial Estate

THEME TWO – GREEN AND CLEAN

- Investments into a programme of physical landscape and signage improvements
- Continued maintenance of existing landscaping and environmental assets, including general grounds maintenance works, cleaning and maintaining signs, maintenance of the seating areas and maintenance of the poles, banners and Cheshire fencing.
- Weekly Image Audits of the Estate
- Annual Bike and Walk to Work Day
- Maintenance of banners at the entrance to the Estate
- Looking at the feasibility of new Estate entrance features



PLANS FOR 2023-2024

YEAR 3 OF WINSFORD 1-5 BID 4

THEME THREE – CO-ORDINATED AND SUPPORTED BUSINESS COMMUNITY

- ✦ Employment of an Estate BID Team
- ✦ E-mail and regular e-bulletin updates
- ✦ Winsford 1-5 BID quarterly news bulletin emailed out to all businesses
- ✦ Continued maintenance of **www.winsford1-5.co.uk**
- ✦ A full schedule of BID funded training courses and seminars free of charge to Winsford 1-5 employees
- ✦ Grant support and information disseminated to businesses
- ✦ Winsford 1-5 BID welcome pack for all new companies
- ✦ Attending Job Fairs to promote vacancies on the Estate
- ✦ Annual Winsford 1-5 Quiz
- ✦ Business networking opportunities to encourage inter-estate trading
- ✦ Continued development of Winsford Industrial Estate's social media presence on X (formally Twitter)
- ✦ Production and distribution of the Winsford 1-5 Annual Business Survey

- ✦ Promotion of the Winsford Industrial Estate employee incentive scheme, including 20% discount on Gym and Swim membership at Brio Leisure for Winsford Industrial Estate employees and development of further discounts for Winsford employees as part of the employee incentive scheme
- ✦ Continued partnership working with the Cheshire & Warrington LEP, Cheshire and Warrington Growth Hub, Cheshire West and Chester Council, Cheshire Business Group, Mid-Cheshire Development Board and Winsford Town Council to ensure that Winsford Industrial Estate is supported through economic development, regeneration and locally skilled employment





THANK YOU for visiting
Britain's **FIRST** industrial
Business Improvement District

**For further information on the Winsford 1-5 BID,
please contact:**

Hugh Shields

BID Project Manager

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BID Co-ordinator and Training

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Jane Hough

Deputy Director for BIDs & Business

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Email: jane.hough@groundwork.org.uk



www.winsford1-5.co.uk



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Winsford 
Business Environment Group

APPENDIX 1

WINSFORD 1-5 BUSINESS IMPROVEMENT DISTRICT FINANCIAL STATEMENTS

FOR THE YEAR ENDED
31 MARCH 2023

INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 31 MARCH 2023

	2022/23		2021/22	
	£	£	£	£
INCOME				
CWaC BID levy	107,692		112,914	
CWaC contribution	-		-	
CWaC Councillor's budget	-		-	
Bank interest	209		12	
	<u>107,901</u>		<u>112,926</u>	
		107,901		112,926
EXPENDITURE				
Image enhancement	9,342		9,050	
Security, CCTV and ANPR	43,714		23,397	
Telephone	170		280	
Printing, postage and advertising	2,280		3,878	
Bike to work	918		-	
Training	27,129		19,626	
Networking events	1,019		-	
Sundries	1,377		1,077	
Defibrillator	-		-	
BID rebate scheme	-		-	
Website costs	3,853		1,065	
Professional fees	-		-	
Estate management service	49,439		47,940	
BID 4 development	-		-	
	<u>(139,241)</u>		<u>(106,313)</u>	
		(139,241)		(106,313)
		(31,340)		6,613
PROVISIONS FOR EXPENDITURE REQUIRED TO COMPLETE PROJECTS				
Security	1,500		-	
Accountancy fee	302		280	
	<u>(1,802)</u>		<u>(280)</u>	
		(1,802)		(280)
SURPLUS FOR THE YEAR				
	<u><u>(33,142)</u></u>		<u><u>6,333</u></u>	
		(33,142)		6,333

BALANCE SHEET

AS AT 31 MARCH 2023

	2023		2022	
	£	£	£	£
CURRENT ASSETS				
Cash at Bank		78,406		102,957
Due from Groundwork Cheshire, Lancashire and Merseyside		-		-
Accrued BID Income		<u>8,692</u>		<u>17,002</u>
		87,098		119,959
CURRENT LIABILITIES				
Due to Groundwork Cheshire, Lancashire and Merseyside		(20,045)		(20,714)
Provision to complete projects		<u>(1,510)</u>		<u>(560)</u>
		<u>65,543</u>		<u>98,685</u>
FUNDS				
Surplus brought forward		98,685		92,352
Surplus/deficit for the year		<u>(33,142)</u>		<u>6,333</u>
		<u>65,543</u>		<u>98,685</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)

.....
Date

ACCOUNTANTS' REPORT

FOR THE YEAR ENDED 31 MARCH 2023

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 period ended 31 March 2023 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 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.

WR Partners
Chartered Accountants
Drake House
Gadbrook Park
Northwich
Cheshire
CW9 7RA

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Date