



Providing  
the  
Environment  
to  
Succeed

Winsford  
Business Environment Group

[www.winsford1-5.co.uk](http://www.winsford1-5.co.uk)

Secure,  
Safe,  
Connected  
Trading

Supporting  
Business  
Growth and  
Development

Winsford  
Business Environment Group

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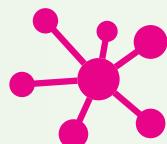
# WELCOME PACK

## Facts & Figures



**206+**

business  
premises



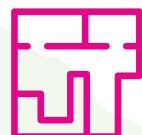
**150+**

businesses



**Over 4000**

employees



**6 million**

sq ft of  
commercial  
floorspace



Winsford  
1-5 Covers

**380 acres**



**19.6**

miles  
from  
Chester  
City centre



**27.9**

miles  
from  
Manchester



**31.6**

miles  
from  
Liverpool



**21.6**

miles  
from  
Manchester  
Airport



**1.2**

miles  
from  
Winsford Town  
Centre



**UK's first green  
Business park**



**The first industrial  
estate in the UK to  
become a Business  
Improvement  
District (BID)**

**2005**

**Winsford 1-5  
BID established**

# What is a BID?

A Business Improvement District (BID) enables groups of businesses to commission projects that will lead to improvements in their local trading environment, funded through an additional levy charged through the business rates system.

The funding raised from the levy is ring fenced and held locally by an accountable body (Groundwork in the case of Winsford Industrial Estate) and invested in added value projects and services. The projects and services are all commissioned and delivered under the governance and direction of the Winsford Industrial Estate business community. The funds raised cannot be used to support or pay for services that are a statutory obligation of the public sector.

The Winsford 1-5 Business Improvement District is a partnership between the businesses on the industrial estate, Cheshire West and Chester Council, Groundwork and a range of partner organisations.

Since 2004, when the legislation to enable BIDs was introduced, more than 300 BIDs have been approved by companies across the UK.

# What can the BID do for your business?

The Winsford 1-5 Business Improvement District is broken down in to three themes, with a range of services and projects designed to benefit businesses focused within each one:

**Theme One: A Secure and Safe Trading Environment**

**Theme Two: Green and Clean**

**Theme Three: A Co-ordinated and Supported Business Community**

To get the most out of the Winsford 1-5 BID and take advantage of all the benefits and services on offer to your business, please get in touch with the BID Team and let us know your most up to date contact details (the email address and phone number of a key contact who will receive information and communications). To do this, please ring **01606 723175** or email [Winsford1-5@groundwork.org.uk](mailto:Winsford1-5@groundwork.org.uk).



ROAD ONE

# Theme One: A Secure and Safe Trading Environment

## Rapid Text Service

Should you spot something suspicious that you want to warn other businesses on Winsford Industrial Estate about, the BID offers the use of a dedicated Rapid Text Service.

The Rapid Text Service enables organisations to transfer 'real time' information, warnings and messages to key employees across Winsford Industrial Estate, 24 hours a day, 7 days a week, 365 days a year.

To use the service, simply ring **01606 866 826** and report what you wish to be shared. A text will then immediately be sent out to all businesses across Winsford Industrial Estate that are registered to the system.

If you wish to be registered to the service to receive text alerts and warnings, then please email **Winsford1-5@groundworkcheshire.org.uk** or ring **01606 723175**.

## CCTV and ANPR Cameras

The Winsford 1-5 BID has funded two ANPR (Auto Number Plate Recognition) cameras at both ends of Road One on the estate to log every car number plate that passes through either entrance, as well as the dedicated five camera CCTV system across the estate. This ensures that security is at the highest level on the estate. In the event that you fall foul of a crime on Winsford Industrial Estate, you can request permission for CCTV footage to be sent to the police as part of the investigation - please ring **01606 723175** or email **Winsford1-5@groundworkcheshire.org.uk**.

## How do I make a request for CCTV?

- Give details of the date, approximate time and the location of the crime. A map with the precise location circled of where the incident occurred is often useful.
- Provide a brief description of the offence, eg. Anti-social behaviour, burglary, vehicle related crime, theft and damage, traffic offences and incidents.
- Provide a police crime reference number, as well as the name and contact details of the police officer that is handling the case. The police station that the footage needs to be delivered to is also useful.

## What happens to my request once received?

- Once all details are received by the BID Team, a formal request to the CCTV monitoring station is made.
- Images are downloaded to DVD and sent directly to the named contact at Cheshire Police (supplied in the data request) to be reviewed.
- Only requests that relate to the prevention and detection of crime will be processed and all images will be sent directly to Cheshire Police.



## Mobile Security Patrols

Mobile security patrols funded by the BID are conducted by Alpha Omega Security Services over the Bank Holiday weekends, Easter weekend and over the Christmas and New Year period to ensure Winsford Industrial Estate remains as secure as possible over these periods. If a security risk is identified, mobile security guards can be summoned immediately until no longer needed.

## Selecta DNA Kits

SelectaDNA forensic property marking kits are 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.

The kits mean businesses can mark their most valuable assets with a solution made up of unique DNA code and microdots that is only visible under UV light. This combination instantly identifies the property as belonging to your company or institution, making resale on the black market next to impossible. Furthermore it links criminals directly to their crime – so your assets are not nearly as attractive to thieves as they might have been. By displaying the warning signs, posters and stickers included in the kit, thieves will know to keep away.

## Keyholding Service

The Winsford 1-5 BID offers a free Key Holding Service provided by Alpha Omega for Winsford Industrial Estate businesses. If you would like to take advantage of this service, all you need to do is register with Alpha Omega and provide your contact details (contact name, phone number, company name and company address). To do this, please email [bookings@alphaomegauk.com](mailto:bookings@alphaomegauk.com) and state your interest in the Winsford 1-5 Key Holding Service along with the above details.

# Theme Two: Green and Clean

## Grounds Maintenance

The Winsford 1-5 BID has an ongoing landscape maintenance scheme with a local company to ensure the Estate is kept in good condition visually. The BID also utilises the local Community Payback scheme to conduct various litter picks and general grounds cleansing across

the estate. General grounds maintenance, maintenance of the poles, banners, signs and Cheshire Fencing is all undertaken as well as the seating areas across the estate. Signage is also washed and given a deep cleanse on a regular basis.



# Theme Three: A Co-ordinated and Supported Business Community

## The Bid Team – Working For You

The Groundwork BID Team provides a comprehensive Estate Management Service for the Winsford 1-5 BID, and will be the first point of contact for any issues, problems or queries that you may have. If there is anything at all that you need advice on, have a problem with, or need directing to a specific contact to rectify an issue, then please do not hesitate to get in touch with us. Similarly, if there are any ideas for improvement, or something you would like to see implemented on the Estate, please let us know. The main office line is **01606 723175** or alternatively please email **[Winsford1-5@groundwork.org.uk](mailto:Winsford1-5@groundwork.org.uk)**. The BID Team will conduct regular customer satisfaction visits and surveys, so there will be plenty of opportunities to provide your feedback on what you would like to see implemented on Winsford Industrial Estate to make sure your needs are met.

See details below to contact our BID team directly:

Jane Hough  
Business Improvement District Programmes Manager  
**[Jane.Hough@groundwork.org.uk](mailto:Jane.Hough@groundwork.org.uk)**

Hugh Shields  
Business Improvement District Project Manager  
**[Hugh.Shields@groundwork.org.uk](mailto:Hugh.Shields@groundwork.org.uk)**

## The Executive Board

The Winsford 1-5 BID has an Executive Board that meets several times a year to decide what projects and services the BID will fund. The Executive Board is elected annually by the Winsford 1-5 Business Environment Group at the AGM and consists of a Chair and six Executives, with specific responsibilities for Training, Marketing, Security, Business Support and Image Enhancement. If you are interested in becoming an Executive Board member, please get in touch with the BID Team to let us know.



## Winsford 1-5 Website

For the most up to date news on projects, services and how your business can benefit from the Winsford 1-5 BID, please visit the Winsford 1-5 website on **[www.winsford1-5.co.uk](http://www.winsford1-5.co.uk)**. Here you will find information on the local area and nearby amenities surrounding Winsford Industrial Estate, as well as previous Executive Board Meeting minutes and the Constitution. Issues of both the hard copy newsletters and e-bulletins can also be found here, as well as an up to date list of training courses on offer funded by the BID with links to book staff members on. Office/Warehouse space for sale/to let is also included, as is a comprehensive Business Directory of businesses on the estate – if you wish to be included, please let the BID Team know by emailing **[Winsford1-5@groundwork.org.uk](mailto:Winsford1-5@groundwork.org.uk)**. Likewise, any job vacancies companies have are listed on the website – please let us know if you have a job vacancy you would like to be advertised and we can include it on the website – again email **[Winsford1-5@groundwork.org.uk](mailto:Winsford1-5@groundwork.org.uk)** (please ensure a closing date is included).

## Communications

The Winsford 1-5 BID has a range of communications to businesses to keep everyone informed on the latest projects, services and news surrounding the estate. This includes a quarterly hard-copy newsletter that is sent to all businesses on Winsford Industrial Estate, as well as regular e-bulletin communications. The Winsford 1-5 BID is keen to share good news stories from businesses, or advertise any particular offers or services – if you would like to share anything or would like anything included in any of the publications, then please let the BID Team know by emailing **[Winsford1-5@groundwork.org.uk](mailto:Winsford1-5@groundwork.org.uk)** or by ringing **01606 723175**.



## Events and Networking

The Winsford 1-5 BID holds a number of events and networking opportunities throughout the year. This includes the Annual Bike and Walk to Work Day where employees are encouraged to stay healthy and walk or cycle in to work, with the opportunity to win a new bike as part of a raffle for all those that took part. The Winsford 1-5 Annual Quiz remains a firm favourite in the calendar of many as they battle to take home the coveted trophy and win the copious amounts of alcohol and chocolates on offer for first, second and third place, while the Christmas Carol Service provides a welcome break in the festive season for employees at lunchtime with the offer of warm mince pies and a Christmas hamper raffle. Do come and join us at any of these events as it is a great opportunity to socialise and make business connections.



## Winsford 1-5 Employee Incentive Scheme

Being a member of the Winsford 1-5 BID entitles you to a number of discounts on attractions and services.

There is a 20% discount on Leisure Packages at Brio Leisure (this comprises both the Winsford Lifestyle Centre and Rudheath Leisure Centre, along with many other locations) and Winsford employees get a 20% discount on full membership (taking the cost down to £26 a month, or £5.60 a week). This can be used in any of the centres and extends to family members in the same household that are over 17. The discount will give you access to 12 Leisure centres, with unlimited use of all activities including the gym, swimming pool, fitness classes, off peak racquet sports, toning tables, sauna steam and the Jacuzzi.

All you need to do to take advantage and to gain access to all these benefits is show a payslip at the reception when joining and tell the member of staff that you are a part of the Winsford 1-5 BID.

There is no joining fee involved, and there is the opportunity for a FREE 7 day pass to trial. E-mail [Winsford1-5@groundworkcheshire.org.uk](mailto:Winsford1-5@groundworkcheshire.org.uk) for more details.

Other offers for Winsford 1-5 Businesses include preferential rates at Rookery Hall Hotel and Spa in Nantwich for business partners on Winsford Industrial Estate, as well as 10% off bookings at Go Ape in Delamere Forest.



## Training Courses and Seminars

All companies based on Winsford Industrial Estate are entitled to attend one of the many BID funded training courses that we 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.

Our courses are designed to cover as wide a variety of topics as possible, ranging from Health & Safety to Fire Marshal Training or First Aid at Work and Mental Health First Aid – all important aspects in keeping your work environment safe and running as smoothly as possible.

### Accredited courses include:

-  [3 Day First Aid at Work](#)
-  [1 Day Emergency First Aid at Work](#)
-  [Level 3 Mental Health First Aid in the Workplace](#)
-  [Level 2 Award in Health & Safety in the Workplace](#)
-  [Principles of Manual Handling](#)
-  [Principles of COSHH](#)
-  [Principles of Risk Assessment](#)
-  [Fire Marshal Training](#)

### Other topics include:

-  [Fire Risk Assessment](#)
-  [Asbestos Awareness training](#)

The BID has also held a number of educational seminars and workshops including Excel Spreadsheet training, Presentation Skills training, as well as Employment Law workshops. If a topic is not covered that you are wishing to train an employee up in, then please do let us know and we will look in to hosting it as part of the schedule.

The Winsford 1-5 BID also funds Fork Lift Truck refresher training in both Reach and Counterbalance for employees on the estate. If you are wishing to do a full Fork Lift Truck training course, then the BID can offer a contribution that is equal to the cost of what a refresher course would be. Banksman Training and Abrasive Wheel Training is also on offer for those that require it.

For more information on any of the training courses that the Winsford 1-5 BID offers, then please take a look at the Winsford 1-5 website where you can book on to a course directly – the full schedule of training courses is published at [www.winsford1-5.co.uk/training-courses](http://www.winsford1-5.co.uk/training-courses). Alternatively, please ring **01606 723175** for more information.

## Online Training

The Winsford 1-5 BID also has access to an online suite of training courses which is funded by the BID through High Speed Training. Please take a look at the catalogue of training on offer and if anything is suitable for your business, please contact [Stephanie.leese@groundwork.org.uk](mailto:Stephanie.leese@groundwork.org.uk) who will arrange the qualifications. To view the courses, please click here [www.highspeedtraining.co.uk/courses](http://www.highspeedtraining.co.uk/courses).



This Welcome Pack can be found online at [www.winsford1-5.co.uk/bid-benefits](http://www.winsford1-5.co.uk/bid-benefits)