

Proposal for a Business Improvement District in Wilmslow Town Centre



Way Better Experience



Way Better Marketing and Promotion



Way Better Business

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 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



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



A stronger voice for businesses



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



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



Image and signage enhancements and improvements

Key facts and action you need to take

- The BID will start on the **1st November 2022** and last for 5 years.
- The BID will be governed by a private sector led group of businesses and organisations from Wilmslow.
- Money will only be invested in added value projects above the work that Cheshire East Council are required to deliver.
- Post your ballot paper back as soon as possible or by the **25th August** at the latest to ensure it is counted on the day of the ballot.
- Visit www.wilmslowbid.co.uk to view the full proposal for a Wilmslow Town Centre BID.



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What the BID Will Deliver:

Theme One:

Way Better Experience

Theme Two:

Way Better Marketing and Promotion

Theme Three:

Way Better Business

Essential Financial Information:

- £1 Million added value investment in Wilmslow town centre
- Paid through a small 1.5% levy of a premises / hereditaments rateable value
- The average premises will pay £2.11/day equivalent
- Any premises below £15,000 rateable value are excluded



“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

More information:

The Wilmslow BID Steering Group are being supported by Groundwork.

For further information email or visit the BID website:

Email: greville.kelly@groundwork.org.uk

Web: www.wilmslowbid.co.uk

- All premises with a rateable value equal to or greater than £15k receive a vote.
- If a majority vote in favour of the BID (by number and rateable value) the BID is approved for a 5 year period

Vote

BID Board

- Wilmslow’s business’s form a representative Board to govern the BID.
- BID Board to include representation from companies across Wilmslow

- The BID team is appointed to manage the BID by the BID board.
- New projects and services agreed by the business-led BID board are commissioned in line with the BID proposal.
- The impact and success of the BID is reported to businesses

Invest, Benefit and Report