



# Wilmslow Business Improvement District (BID)

## Delivering a 'Way Better' Experience for Consumers and Visitors to Wilmslow Town Centre

Wilmslow BID has now been approved with 74% of organisations voting in favour representing 85% of rateable value of those that voted. The BID will deliver circa £1 million of investment into Wilmslow town centre from 1st November 2022 – 31st October 2027.

### The BID will invest funds in the following themes:

**Theme 1 – Creating a 'Way Better' experience for consumers and visitors to Wilmslow town centre with an investment of approximately £105,000 for the period 2022/23.**

**Key issues the BID will tackle and invest in 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 Street's pedestrianised area for cars and service vehicles
- ▶ Legacy of limited consultation and involvement of businesses in the development of our own centre, events and improvements
- ▶ Enhanced delivery of town centre events and festivals

**JOIN THE  
BID BOARD**



**Theme 2 – Delivering 'Way Better' Marketing and Town Centre Promotion for Wilmslow with an investment of approximately £35,000 for the period 2022/23.**

**To achieve this 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.
- ▶ 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 & Merseyside.

**Theme 3 – Providing 'Way Better' Business Leadership and Support with an investment of approximately £17,000 for the period 2022/23.**

**To achieve this the BID will invest in:**

- ▶ Establishment of a new business led Wilmslow BID Team to provide businesses with a stronger voice, 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
- ▶ 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.



### How will the BID 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 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.
- Want to Join the BID Board – If you would like to join the BID Board (attendance at around 6 meetings each year) please scan the QR code above or visit [www.wilmslowbid.co.uk](http://www.wilmslowbid.co.uk)

### The BID Levy

- All non-domestic ratepayers in the geographical area with a rateable value equal to or above £15,000 are liable for a BID levy. This includes all organisations that occupy a rateable property (hereditament) and property (hereditament) owners/ leaseholder (when units are vacant) in the BID geographical area.
- The BID levy will be 1.5% of rateable value for all hereditaments. 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.

For more information on the Wilmslow Town Centre Business Improvement District, and how your business can benefit visit [www.wilmslowbid.co.uk](http://www.wilmslowbid.co.uk)