

Wilmslow BID Levy Leaflet



Business
Improvement
District



What projects were supported, delivered, or funded by the BID in 22/23

From 1st November 2022 – 31st October 2023 the following projects were delivered:

Theme 1 – Creating a 'Way Better' Experience

To help create the 'Way Better' Wilmslow experience, we invested into a variety of enhancements, including:

- ▶ Enhanced jet washing of over 300m² of public realm
- ▶ Additional investment in Wilmslow Clean Team
- ▶ Installation of bunting along Grove Street

We supported the business community during the resurfacing of Kings Close, as well as collaborating with the In Bloom Team to identify where additional floral enhancements can be added, enhancing the town's natural beauty and charm.

We delivered and supported a variety of events throughout the BID year, including:

- ▶ Christmas Light Switch On
- ▶ Winter Wonderland 2022
- ▶ Jurassic Wilmslow
- ▶ Kings Coronation
- ▶ Summer Sports Day

Theme 2 – Delivering 'Way Better' Marketing and Town Centre Promotion.

We have continued development of Wilmslow's Way Better brand & digital media platforms following the initial support of Wilmslow Town Council. We've raised the profile of the town centre to attract new visitors and shoppers. Combined reach on Facebook and Instagram of over 153,000.

In April 2023, a new agency was appointed to drive our marketing projects forward, growing followers by 1,114 between April – October 2023.

The new agency has a mandate to provide proactive business engagement & content gathering.

Strategic media partnerships were established with news outlets such as Wilmslow.co.uk, Knutsford Guardian, Cheshire Life and Cheshire Living.

The BID commissioned two videos to showcase the town and all it has to offer for those looking to live or do business here. You can view the videos here: staylocal.info/wwbyoutube

Theme 3 – Providing 'Way Better' Business

To support the Wilmslow business community, we delivered a range of accredited training in First Aid and Health & Safety. Within the year, the following outputs were achieved for businesses:

- ▶ 35 employees trained, 190 accredited training hours, £6,390 equivalent cost saving.

The BID procured a comprehensive place informatics database, enabling us to analyse footfall, visitor behaviour, catchment areas, demographics and benchmarking data.

The BID Board was established representing the town, this marks an important milestone in providing businesses with a stronger voice, creating new opportunities and tackling barriers to growth in the town centre. Giving the business community a powerful voice and overseeing the delivery of BID projects.



View the Wilmslow BID
2022-2023 Annual Report



What projects will be supported, delivered, or funded by the BID during 23/24

From 1st November 2023 – 31st October 2024 the following projects will be delivered:

Theme 1 – Creating a 'Way Better' Experience

Continue growing our festivals and events in the town centre to be bigger and better.

An expanded 'way better' Winter Wonderland, incorporating more events and activities to increase dwell time.

Spring/Easter trail event and more throughout the year working with local businesses and stakeholders.

Build on our established Lindow Moss Partnership relationship. Promoting and celebrating the 40th anniversary of the finding of Lindow Man and the importance of Lindow Moss to the town.

Expand our cleaning and investing into visual improvements into new areas, enhancements including hanging baskets, floral arrangements, and new signage to enhance specific areas such as Broadway Meadow Car Park.

Reinstall bunting along Grove Street following positive feedback from businesses and visitors.

Continuation of enhanced cleaning along Alderley Road and Water Lane.

Theme 2 – Delivering 'Way Better' Marketing and Town Centre Promotion.

Continuing to directly engage with businesses to produce original content, growing our social presence across Facebook & Instagram. Reviewing media partners to create high impact content.

Following a successful grant application to the UK Shared Prosperity fund we will be working on a brand evolution of the Wilmslow's Way Better brand. Consulting with stakeholders, establishing a clear set of brand assets & guidelines and targeted advertising campaign to attract people to visit Wilmslow from outside the area expanding out to Manchester.

Looking to establish partnerships to grow newsletter subscribers which currently stand at around 1200.



Theme 3 – Providing 'Way Better' Business

We're expanding our training course offering and consulting with businesses on any additional training required. Planned courses for this BID year include:

- ▶ L3 Emergency First Aid, L3 Mental Health First Aid, Pediatric First Aid, Fire Marshal

We'll be working with Cheshire East Council, Wilmslow Police and others to understand our options for establishing a Business Crime Reduction Partnership.

We're introducing a 'Meet the Neighbour' bi-monthly event, this will offer businesses from all sectors the opportunity to get to know fellow businesses, share best practices, contributing to the ongoing success of Wilmslow's thriving business community.

Our BID Board continues to provide a powerful voice for businesses in the town, helping to shape its future.

What is Wilmslow BID?

The Business Improvement District (BID) is a partnership which delivers a dynamic collaboration between the diverse range of businesses of Wilmslow and an array of partner organisations. With a visionary approach, the BID is set out to position Wilmslow as a premier destination of choice for residents, visitors, employees and shoppers alike, transforming the town into both a thriving community hub and commercially viable location of choice for businesses. Officially launched on 1st November 2022, the BID is projected to deliver circa £1 million of investment into the town centre through to 31st October 2027, propelling Wilmslow's evolution. Businesses pay a small additional supplement through the business rates system (the BID levy). This collective investment serves to introduce and enhance a plethora of improvement projects and services, which are over and above the services provided by the Local Authority, laying strong foundations for the present and developing future-proofed initiatives that are scalable.

How is it managed?

At the helm of managing the project is the elected Executive Board, consisting of levy payers from within the BID area. The Board has a terms of reference and has contracted with Groundwork Cheshire, Lancashire and Merseyside (CLM) to effectively project manage the Business Improvement District. The Board meets at least six times per year to ensure transparency and efficiency whilst executing the strategy.

Groundwork CLM are a not-for-profit registered charity and limited company, established in Cheshire East in 1983.

What is the cost?

The BID Levy

The revenue from the BID levy that the billing authority was due to receive between April 2023 to March 2024 was £214,314.25. The amount spent on the BID arrangements was £177,465.40.

- ▶ These are forecast figures through to the end of March 2024. Final full BID year figures will be reported in the Annual Report and Accounts in line with the BID's financial year.
- ▶ The current invoice is to cover the billing period from 1st April 2024 to 31st March 2025.

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 1.55% of rateable value for all hereditaments during 2024/2025. 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.