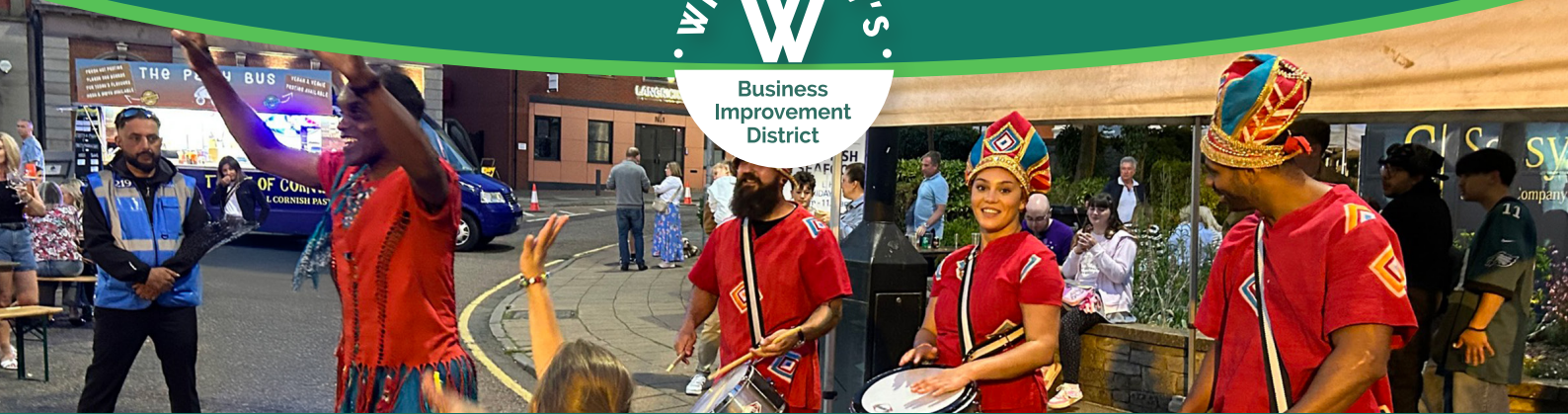


# Wilmslow BID Levy Leaflet 2025



Business Improvement District



## What projects have been supported, delivered or funded by the BID in the past 12 months

### 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 1200m<sup>2</sup> of public realm
- ▶ Creation of a Wilmslow Town Centre Map
- ▶ Installation of bunting along Grove Street

We worked in partnership with Wilmslow Town Council and Wilmslow Neighbourhood Plan Improvement Group and invested in CGI imagery to enhance the town prospectus which sets out a vision and approach to totally revitalising the look and feel of the town centre for residents and visitors alike.

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

- ▶ Christmas Light Switch On
- ▶ Winter Wonderland
- ▶ Space Fest
- ▶ Wilmslow Live
- ▶ Wilmslow Street Fest

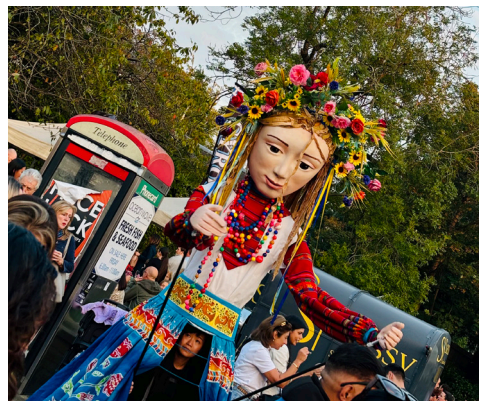


### Theme 2 – Delivering 'Way Better' Marketing and Town Centre Promotion.

We secured funding from the UK Shared Prosperity Fund to evolve and enhance the Wilmslow's Way Better brand, digital media platforms and website. We continued to increase our reach and engagement across Wilmslow's Way better digital media platforms, promoting town centre businesses, events and activities to raise the profile of the town centre and attract visitors and shoppers. With a combined reach on Facebook and Instagram of over 258,900, views of over 301,000 and with an increase of nearly 5,000 combined followers.

Businesses were able to contact the marketing team directly by emailing [marketing@wilmslowwaybetter.co.uk](mailto:marketing@wilmslowwaybetter.co.uk), whilst the team also proactively met and engaged with businesses across the town on a weekly basis content gathering.

Strategic media partnerships were established with news outlets such as Wilmslow.co.uk, Knutsford Guardian, Cheshire Life, Cheshire Living, The Manc & the Manchester Evening News.



### Theme 3 – Providing 'Way Better' Business

To support the Wilmslow business community, we delivered a range of accredited training courses including Level 3 Award in Emergency First Aid in the Workplace, Level 3 Award in Mental Health First Aid, Pediatric First Aid, Level 2 Award in Health & Safety in the Workplace, Level 2 Award in Working at Height and Fire Marshal Training.

Within the year, the following outputs were achieved for businesses:

- ▶ 65 employees trained, 520.5 accredited training hours, £16,305 equivalent cost saving.

We worked closely with Cheshire police to build relationships and engage businesses to report instances of crime, shoplifting and anti-social behaviour.

The BID Board worked together and gave up their time voluntarily throughout the year to create, consult, analyse, plan and action initiatives to drive footfall, increase dwell time, spend and create a sense of community, giving the business community a powerful voice and overseeing the delivery of BID projects.

View the Wilmslow BID 2023-2024 Annual Report



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). Alternatively, contact Lisa Russett, Wilmslow BID Manager at [Lisa.russett@groundwork.org.uk](mailto:Lisa.russett@groundwork.org.uk) or call on L: 01606 723175 or M: 07921948261

# What projects will be supported, delivered or funded by the BID over the next 12 months

## Theme 1 – Creating a 'Way Better' Experience

Our goal is to build on the previous year's successes and to deliver exciting and engaging festivals and events in the town centre, to increase footfall & dwell time. Including a bigger and 'way better' Christmas tree & Winter wonderland, a spring/Easter trail, Comic-Con, the return of both Wilmslow Live and Street Fest, along with much more to be arranged working with other local groups and partners.

Investing into visual improvements in new areas with enhancements including floral planters at key gateways, while once again reinstalling bunting along Grove Street following positive feedback from businesses and visitors.

We will be looking at the enhanced cleaning schedule and which areas of the town need to be looked at next or revisited. We will also be working with Wilmslow Town Council to highlight 'defects' in key areas of Grove Street and work on a plan to get these fixed.

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

Having appointed a new dynamic marketing agency we will continue to raise the profile of Wilmslow town centre and the Wilmslow's Way Better brand through our PR and social channels. Continuing to directly engage with businesses to produce on brand & original content, growing our social presence across Facebook & Instagram and reviewing media partners to create high impact content.

We will continue to make improvements to the website user experience and further increase our newsletter subscriber database.

## Theme 3 – Providing 'Way Better' Business

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

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

training, Health and Safety in the workplace and Level 2 award in Working at height.

There has also been the introduction of the BID provided free online courses in a range of topics, including Food Hygiene in Catering, Allergen Awareness, Leadership & Management, GDPR Training and Customer Service, with 18 topics in total.

We'll be working with Cheshire East Council, Wilmslow Police and key stakeholders to establish a Business Crime Reduction Partnership. This will include looking at the current capabilities of the CCTV and radio network and investigating new advanced technologies like DISC to evidence and record more accurate intelligence within our town centre to tackle shoplifting and ASB.

We plan to look at the work we have already done in the first two years and gather feedback via an annual business survey across the town centre.

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 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

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/ leaseholders (when units are vacant) in the BID geographical area.

The BID levy will be 1.6% of rateable value for all hereditaments. 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.

The revenue from the BID levy that the billing authority was due to receive between April 2024 to March 2025 was £219,174. The amount spent on the BID arrangements was £178,042.

- ▶ These are forecast figures through to the end of March 2025. 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 2025 to 31st March 2026.

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). Alternatively, contact Lisa Russett, Wilmslow BID Manager at [Lisa.russett@groundwork.org.uk](mailto:Lisa.russett@groundwork.org.uk) or call on L: 01606 723175 or M: 07921948261