



Wilmslow Business Improvement District

Cheshire East Council Baseline Service Statement

2025 update

This Baseline Service Statement sets out services provided on or behalf of Cheshire East Council within the area of the Wilmslow Town Centre Business Improvement District. It is not intended to be a comprehensive statement of service provision, but covers those services to which the Wilmslow BID is seeking to provide additionality.

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CEC Service	Estates
Directorate	Place
Service Contact	Joanne Jones – Interim Head of Estates (Job Share)
Email	Joanne.M.Jones @cheshireeast.gov.uk

Baseline Activity	Licensing of use of CEC owned land
Service specification	The Council considers requests for third parties to occupy or use its owned land for specific purposes and may licence such use or occupation. • This service is provided in line with the Council's charging schedule. • See the Highways section for activity on the public highway. • See Event Management for events.
Statutory or discretionary?	Discretionary
Timing/Frequency of Activity	As and when requests for activity take place.
Boundary Area	As per agreed BID boundary

Baseline Activity	Maintenance of Council assets
Service specification	The Council undertakes maintenance and repairs to Council assets, on a planned and response basis in accordance with allocated budget and on an assessed priority basis.
Statutory or discretionary?	Both – Statutory compliance and discretionary repairs
Timing/Frequency of Activity	Statutory- In accordance with a planned preventative maintenance programme Discretionary- As and when determined necessary by CEC
Boundary Area	As per agreed BID boundary

CEC Service	Business Support
Directorate	Place
Service Contact	Business and Growth Team
Email	business@cheshireeast.gov.uk

Baseline Activity	Business Support
Service specification	The Business and Growth Team provides a free and confidential service for Inward Investors and businesses relocating in Cheshire East, and is available to help with: • sourcing suitable commercial sites and premises • advice on financial support, including UK Government funding and enhanced Capital Allowance applications • brokering Cheshire East Council departmental meetings, for example planning, building regulations, Council tax and business rates, highways, parking, and education • local market research and information • advice on skills and training • recruitment support The exact range of services to help new, existing and relocating businesses in the Borough will vary according to availability of resources and external funding opportunities for business support activities. Available business support services provided by CEC can be found on the business pages of the Council's website. Support for Business in Cheshire East
Statutory or discretionary?	Discretionary
Timing/Frequency of Activity	This is largely a responsive service reacting to enquiries subject to availability of staff resources.
Boundary Area	As per agreed BID boundary

CEC Service	CCTV
Directorate	Place
Service Contact	Stuart Hobson, Public Space CCTV Manager
Email	Stuart.hobson@cheshireeast.gov.uk

Baseline Activity	Operation of Public Space CCTV
Service specification	Management, operation and maintenance of all current public space CCTV Cameras across the BID area including • Incident Management • Live liaison with Police • Production of Evidence • Reviewing of evidence • Proactive CCTV Monitoring for the purposes within our Code of Practice. • Maintenance of the cameras • Current cameras can be found on www.cheshireeast.gov.uk/cctv
Statutory or discretionary?	Discretionary
Timing/Frequency of Activity	Ongoing 24 hours per day, 365 days per year.
Boundary Area	As per agreed BID boundary

CEC Service	Cleansing and Grounds Maintenance
Directorate	Place
Service Contact	Sally Rose, Waste Contracts Manager
Email	Sally.rose@cheshireeast.gov.uk

Baseline Activity	Waste and cleaning services for adopted highways, verge and grass cutting, CEC managed public surface car parks and other CEC managed land.
Service specification	The waste and cleaning service in Cheshire East within Wilmslow is provided by CEC Environmental Services. Subject to available resources, the cleansing services comprise the following: • A combination of manual & mechanical sweeping of roads & footways • Clearance and removal of litter, refuse and fly tipped material, this to be in accordance with the Council's Waste Management and Fly-tipping Policy • Removal of fly posting/graffiti from all authority land, public open spaces and abutting public highways • The servicing and emptying of Authority owned public bins (litter, dog waste, dual-use and recycling bins) • The cleansing of all recycling bring-sites, laybys, car parks, grounds areas managed or owned by the Council as well as Council owned public open spaces • Winter salting/gritting operations on town centre footways • Leaf clearance of high use priority highways, car parks and Cheshire East Council managed public open spaces • Cleaning of touch points, lifts, stairwells in Spring St. multi-storey • Maintenance of grassed and public amenity greenspaces, play areas and urban planted areas
Statutory or discretionary?	Statutory - Ensure that the statutory Code of Practice on Litter and Refuse issued by the Secretary of State under Section 89(7) of the EPA (including any amendments, additions, alterations, or re-issues thereof – latest being modified in September 2019), is complied with throughout the Borough Code of practice on litter and refuse (publishing.service.gov.uk) Discretionary – Grounds Maintenance is a discretionary function
Timing/Frequency of Activity	• General Street Cleansing (litter/dog bin emptying, litter picking, and removal of fly tipped waste) • Truck Mounted sweeper (road sweeping) • Compact Sweeper (footpaths and pedestrian areas) • Leaf clearance on a seasonal basis • Grass cutting in accordance with Cheshire East Green Spaces Maintenance Policy (NB Hanging baskets and enhanced formal

	planting in the town centre is not part of Cheshire Eas general maintenance levels)
Boundary Area	As per agreed BID boundary.

CEC Service	Community Enforcement
Directorate	Place
Service Contact	Laura Woodrow Hirst, ASB and Community Enforcement Manager
Email	laura.woodrow-hirst@cheshireeast.gov.uk

Baseline Activity	Investigation and Enforcement of Environmental Crime/ASB
Service specification	Investigation and Enforcement of Environmental Crimes that the Community Enforcement Team are responsible for as per our Community and ASB Enforcement Policies and in line with the Authorities Enforcement Policy (links below) https://www.cheshireeast.gov.uk/pdf/business/enforcement-policy/community-enforcement-policy.pdf https://www.cheshireeast.gov.uk/pdf/business/enforcement-policy/anti-social-behaviour-enforcement-policy.pdf Enforcement policy (cheshireeast.gov.uk)
Statutory or discretionary?	Some are Statutory especially where lines of enquiry are clear, some are discretionary especially where patrols are required/requested, or lines of enquiry are not clear, so are intelligence/incident assessed and led.
Timing/Frequency of Activity	Reactive and/or proactive as per reports of relevant incidents from customers and intelligence available aligned to the authority's policies linked above.
Boundary Area	As per agreed BID boundary

CEC Service	Event Management
Directorate	Place
Service Contact	Andrew Latham, Outdoor Event Manger
Email	Andrew.Latham@cheshireeast.gov.uk

Baseline Activity	Providing support and guidance to potential event organisers, providing a registration service for events, ensuring the safe and legal management of events on Cheshire East Council managed land, and delivering events for CEC.
Service specification	Services include: • Supporting community activities/events by providing guidance to event and community activity organisers via the Councils event webpage • Registering any event on public or private land via the Council's Event organisers application process • Ensuring public events on CEC managed land and adopted highways are operated legally and safely, in accordance with the HSE guidance and Cheshire East's Event Terms and Conditions, with a view to public protection. • Delivering events on behalf of Cheshire East Council with the benefits of promoting Community cohesion, events of significant National importance and assisting local and regional economies. • Ensuring the Council are protected where possible against litigation and potential claims. Supporting Council departments with checks on compliance and permissions. • Issuing letters of permission to use CEC managed land for events.
Statutory or discretionary?	Discretionary
Timing/Frequency of Activity	This is largely a responsive service reacting to enquiries subject to availability of staff resources, with one Outdoor Event Manager covering Cheshire East.
Boundary Area	As per agreed BID boundary

CEC Service	Highway Repairs and Maintenance
Directorate	Place
Service Contact	Tom Branton, Operations Manager
Email	Tom.Branton@cheshireeasthighways.org

Baseline Activity	In line with Council Policies, the repair and maintenance of adopted highways to include carriageways, and footways, drains, unlit signs and road markings. Includes scheduled safety inspections, response to emergencies and to make safe any defects. Winter service of adopted highway including gritting and snow clearance.
Service specification	The highway service is undertaken by Cheshire East Highways. The core elements of the service are as follows: • Scheduled safety inspections in accordance with the council's Highway Safety Inspection Code of Practice. • Repair defects such as potholes, broken kerbs, damaged signs identified above. • Wider areas of road and footway deterioration may be scheduled for future treatment or added to either our level 2 (patching) or level 3 (resurfacing) programmes. The Council's highway asset management strategy is followed to score and prioritise these works and the replacement and improvement of a range of other highway assets across the whole borough within the available budgets. • Empty and clean road gullies and drains to published schedules • Respond to emergencies 24/7 to remove any hazards to highway users or adjacent property. • Cut grass verges to published frequency, weed spray all adopted highways with kerbs (front and back and back of footway) annually and carry out work to highway trees required to remove any identified hazards. • Carry out winter service gritting to prevent the formation of ice on roads on the published gritting routes. Remove snow and ice in accordance with the published policy. The Council's website contains information on the wide range of activities delivered by the Council's highway service and details on how to report a highway fault can be found on the website via the following link: Road condition and repairs (cheshireeast.gov.uk)
Statutory or discretionary?	Statutory duty to maintain the highway in accordance with the provisions of the Highways Act 1980
Timing/Frequency of Activity	Activities are carried out at frequencies and to schedules published on the council's website and in accordance with contractual requirements and council policy. Emergency response is provided 24hs a day 7 days a week.
Boundary Area	As per agreed BID boundary

Service	Highway Network Management
Directorate	Place
Service Contact	Jamie Kilgannon Network Manager
Email	Jamie.kilgannon@cheshireeasthighways.org

Baseline Activity	Network management activities including the issue of Section 50 and Section 171 licences, temporary traffic regulation notices (TTRNs), temporary traffic regulation orders (TTROs), Town & Police Clause Act (TPCAs) orders, Signal applications, Skip applications, Scaffold applications, Hoarding approvals, utility management under the New Roads and Street Works Act and associated meetings. All activities are chargeable to the works promotor and the latest fees are shown in the Council's fees and charges schedule which are updated annually. The link to the 2022/23 fees and charges is provided here: https://www.cheshireeast.gov.uk/pdf/highways/highwayslicensing/2022-23-highways-fees-and-charges.pdf
Service specification	The network management service in Cheshire East within Wilmslow is undertaken by Cheshire East Highways. The West and Shires Permit (WaSP) scheme that operates in Cheshire East requires activity promoter to apply for a permit to book road space. Cheshire East Highways issue permits with conditions attached to aid all stakeholders and reduce the impact on the highway network function. Requests for a permit can be refused if the planning or details provided are insufficient. The WaSP scheme allows the Council to recoup the cost of coordinating and managing the activities being undertaken by charging for issuing a permit. The core elements of the service are as follows: • To enforce the conditions set out in the WaSP scheme documents. • Keep a register of works as required by statutory duty • Issue Fixed Penalty Notices for unreasonably prolonged occupation of the highway, invalid/breach of permits conditions. • Monitor safety and reinstatement performance • Protect the safety of the public and condition of assets. • Process Section 50 licences (Application for licence to install apparatus in a public highway) • Process Section 171 licences (Application for licence to carry out excavation in the highway). • Manage Temporary Traffic Regulation Notice applications for emergency or short duration works on a highway (TTRN). • Manage Temporary Traffic Regulation Orders for planned works to a highway (TTRO) • Process any Town and Police Clauses Act applications eg to enable road closures for events (TPCA) • Process traffic signal switch off applications • Process skip licences/skip permits • Process Scaffolding/Hoarding applications

	Information on planned and current road works and road closures is available on the Council's website via this link: Roadworks and travel disruption (cheshireeast.gov.uk)
Statutory or discretionary?	Statutory duty to secure the expeditious movement of traffic. The West and Shires Permit Scheme ("the WaSP scheme") has been developed under the powers provided in Part 3 of the Traffic Management Act 2004 ("TMA") and the Traffic Management Permit Schemes (England) regulations 2007, Statutory Instrument 2007 No. 3372 ("the Regulations") made on 28 November 2007. It is a permit scheme for the purposes of Section 32(1) of the TMA. Section 59 of NRSWA places a duty on the street authority to coordinate works of all kinds on the highway. Of equal importance is the parallel duty under Section 60 on undertakers to cooperate in this process. The Traffic Management Act 2004 (TMA) and the associated regulations widen the Section 59 coordination duty to include other prescribed activities that involve temporary occupation or use of road space and incorporates any activities included in a Permit Scheme. In addition, Section 16 of the TMA introduces a network management duty on the traffic authority and requires them to secure the expeditious movement of traffic on their network and facilitates the movement of traffic on the networks of their neighbouring authorities.
Timing/Frequency of Activity	The Permit Team operates 5 days a week, 8 hours a day, Monday to Friday 8:30am to 4:30pm.
Boundary Area	As per agreed BID boundary

Service	Highway Street Lighting
Directorate	Place
Service Contact	Sarah Hemmings, Street Lighting Team Leader
Email	Sarah.Hemmings@cheshireeasthighways.org

Baseline Activity	Maintenance of existing street lighting including all Streetlights, Illuminated Signs, Feeder Pillars and Traffic Bollards.
Service Specification	The street lighting service on the adopted highway within Wilmslow is undertaken by Cheshire East Highways. The core elements of the service are as follows: • Routine scheduled maintenance of Street Lighting, Illuminated Signs, Traffic Bollards and Feeder Pillars including reported fault repair. • Routine scheduled alterations to existing installations are undertaken including column relocations and conversion of lights to newer more energy efficient technologies. • Routine scheduled electrical Testing on Street Lighting Columns, Illuminated Signs and Feeder Pillars is undertaken by a Cheshire East Highways Preferred Contractor. • Routine scheduled structural testing on Street Lighting Columns, Illuminated Signs and Feeder Pillars is undertake by a Cheshire East Highways Preferred Contractor. • Responding to reported fault repairs including emergency call out to cover any out of hours dangerous situations arising. Information on the Council's street lighting service and how to report a street lighting fault can be found on the website via the following link: Street lighting (cheshireeast.gov.uk) • New lighting installations for Council highway schemes and replacement of street light columns and lanterns, illuminated bollards and Private cable Network assets. The Council's highway asset management strategy is followed to score and prioritise works across the whole borough within the available budgets.
Statutory or discretionary?	Under Section 97 of the Highways Act 1980, it is not mandatory for authorities to install street lighting, but once installed on adopted highways there is a responsibility for maintenance.
Timing/ Frequency of Activity	The maintenance service operates Monday to Friday for planned activities and 24 hours a day, 7 days a week, for emergencies. Electrical and Structural Testing is undertaken on a 6 yearly cycle.
Boundary Area	As per agreed BID boundary

CEC Service	Libraries
Directorate	Place
Service Contact	Cath Rowley, Library Services Manager
Email	Cath.rowley@cheshireeast.gov.uk

Baseline Activity	Delivering the public library universal offers of: • Reading • Information & Digital • Health & wellbeing • Culture & Creativity • Children's Promise
Service specification	Provide access to: • a safe, welcoming and accessible space to meet, dwell or study • wide range of books and information for all ages available in both hardcopy and downloadable formats for recreation, information and education • local history collection • public Wi-Fi, PCs and printing facilities • trained staff and volunteers available to support residents in basic ICT • range of cultural, creative and informal learning events for adults and children • home library service deliveries for those no longer able to visit • Cheshire East Council Information Point for Council enquiries and payments, benefit verification, concessionary travel etc • exhibition space • pop up information and advice desks for partner organisations • Meeting rooms available for hire
Statutory or discretionary?	Statutory
Timing/Frequency of Activity	Available Mon-Sat (46hrs per week) Wilmslow Library (cheshireeast.gov.uk)
Boundary Area	As per agreed BID boundary

CEC Service	Parking
Directorate	Place
Service Contact	Lorraine Martin (Rushton) - Parking Services Manager
Email	Lorraine.rushton@cheshireeast.gov.uk

Baseline Activity	• The day-to-day operation and management of off-street parking places (car parks) either as owned or leased sites including car park gritting in line with national highways gritting programmes based on temperatures etc. • The upkeep, servicing and maintenance of any pay and display parking machines within the car parks in the anticipated BID area. • The provision of enforcement of parking restrictions both on and off-street using Civil Enforcement Officers. • The provision of support via the Council's Events Manager or Estates and to authorise the use of car parks for events/activities which may include commercial events or non-commercial/charitable events. Charges will be provided upon an application being submitted. • The provision of parking dispensations for vehicles/units (e.g., welfare or Portacabin) for the suspension of any parking bay either on or off-street. Examples will include filming crews, porta cabins for construction companies etc details of charges are contained here: - Parking dispensations (cheshireeast.gov.uk) • Development & administration of residents parking schemes on behalf of CEC aligned to set eligibility criteria and published pricing schedule • Provision of contract and carers parking permits in accordance with set eligibility criteria and published pricing schedule.
Service specification	The above activities relate to all CEC managed car parks within the BID area as identified on the Councils website, with the exception of Wilmslow Leisure Centre Car Park where the only baseline service is the provision of enforcement activities using Civil Enforcement Officers. Car Parks in Wilmslow Cheshire (cheshireeast.gov.uk)
Statutory or discretionary?	Statutory - The provision of on and off-street parking is statutory but will differ across the borough based on local circumstances.
Timing/Frequency of Activity	Car Parks in Wilmslow Cheshire (cheshireeast.gov.uk) details the operational hours, charges, spaces and terms of use of the car parks within the anticipated BID area. Subject to available resources, enforcement is provided in general by two Civil Enforcement Officers team who will patrol daily in the area looking at both on and off-street parking restrictions. This is done using a rota and subject to available resources – operationally from circa 8am to 6pm, Mon/Sat with resources applied on Sundays and Bank holidays in line with events and/or hotspot areas causing issues for residents and businesses, including the emergency services. Enforcement is also provided to support multi-agency enforcement activities with the Police, Taxi licensing teams etc as and when required. This can be provided late evenings, Monday to Sunday.
Boundary Area	As per agreed BID boundary

CEC Service	Public Art Delivery Support
Directorate	Place
Service Contact	Helen Paton, Cultural Economy Manager
Email	Helen.paton@cheshireeast.gov.uk

Baseline Activity	Providing support and guidance to organisations commissioning Public Art, from design to completion and including safe processes of work.
Service specification	• Support on standards of best practice in commissioning public art and the process for this • Guidance on writing a brief and promotion of this to reach relevant artists with the right skills and training • Guidance on levels of community engagement and consultation within the process of creation, as required to meet high quality outcomes • Guidance on Risk Assessments and Method Statements, and any potential licencing requirements to deliver the artwork safely • Advice on the materials used to create the Public Art to deliver the desired outcome and meet timescales for the piece, including the decommissioning process • Advice on promotional opportunities to showcase the created artwork in relevant publications and online forums
Statutory or discretionary?	Discretionary
Timing/Frequency of Activity	This is a responsive service reacting to enquiries subject to availability of staff resources
Boundary Area	As per agreed BID boundary

CEC Service	Public Rights of Way
Directorate	Place
Service Contact	Nicola Lewis-Smith, Public Rights of Way Manager
Email	Nicola.lewis-smith@cheshireeast.gov.uk

Baseline Activity	Management of Public Rights of Way (Public Footpaths within the BID boundary)
Service specification	As the highway authority, maintaining Public Rights of Way in suitable condition for their use, including: • maintenance of surfaced Public Rights of Way • keeping Public Rights of Way clear of vegetation • signposting Public Rights of Way where they leave the surfaced road.
Statutory or discretionary?	Statutory
Timing/Frequency of Activity	Reactive basis
Boundary Area	As per agreed BID boundary

CEC Service	Town Centre Vitality and Viability Monitoring
Directorate	Place
Service Contact	Jo Wise
Email	Jo.wise@cheshireeast.gov.uk

Baseline Activity	The collection of data for the monitoring of town centre health
Service specification	Services include: • The collection of footfall data and visitor data for Wilmslow town centre • The monitoring of town centre vacancy data to be incorporated into the annual Cheshire East Local Plan Authority Monitoring Report
Statutory or discretionary?	Discretionary
Timing/Frequency of Activity	Monthly collection of footfall data up to 30/09/2026 Annual collection of vacancy data
Boundary Area	Wilmslow town centre boundary

CEC Service	Visitor Economy
Directorate	Place
Service Contact	Richard Milkins, Visitor Economy Manager
Email	Richard.milkins@cheshireeast.gov.uk

Baseline Activity	Delivery of the Cheshire East Visitor Economy Strategy
Service specification	Service Includes: - Promoting visitor information on a borough wide basis covering Wilmslow alongside other areas - Working to support the quality, coordination & marketing of strategic events and festivals aligned to the CEC Strategic Event Framework to increase the value of the leisure and business economy - Championing local food tourism suppliers, businesses and events across the borough including Wilmslow - Positioning Cheshire East as a Family Friendly Tourism Destination including Wilmslow - Working to increase filming and the film tourism throughout Cheshire East including Wilmslow - Promoting Cheshire East's cycling & walking routes including those in Wilmslow
Statutory or discretionary?	Discretionary
Timing/Frequency of Activity	Ongoing
Boundary Area	As per agreed BID boundary