



Wilmslow BID Levy Information 2026-2027

What is the BID?

The Business Improvement District (BID) is a partnership between businesses and organisations within Wilmslow town centre, working alongside a wide range of partners and stakeholders. With a clear and ambitious vision, the BID aims to position Wilmslow as a premier destination of choice for residents, visitors, employees, and shoppers, helping to create both a thriving community hub and a commercially successful location for businesses.

The BID officially launched on **1st November 2022 through to 31st October 2027**, delivering approximately **£1 million of additional investment** into the town centre supporting Wilmslow's continued evolution and future growth. Businesses and organisations pay a small additional supplement (the BID levy) through the business rates system. The levy is ring-fenced and invested in a range of improvement projects and services within the town centre.

Through an elected business-led board, the project is managed by the business community within the BID geographical area in Wilmslow town centre.

How is it managed?

The BID Board will meet a minimum of 6 times a year. The BID Accountable Body is Groundwork Cheshire, Lancashire & Merseyside. Groundwork is a not-for-profit registered charity and limited company, established in Cheshire East in 1983. Groundwork Cheshire, Lancashire & Merseyside has delivered specialist Business Improvement District management services since 2005, supporting multiple town centres to develop and deliver successful BID programmes. In addition to delivering day-to-day BID operations, the BID will publish annual accounts, hold an Annual General Meeting, and provide regular communications to levy-payers. The BID will operate in accordance with its Operating Agreement with Cheshire East Council. The BID also has a baseline agreement with Cheshire East Council to ensure it does not backfill statutory services and instead provides services that are additional to, and beyond, those statutory provisions.

What projects were supported, delivered, or funded by the BID in 2024/2025

From 1st November 2024 – 31st October 2025, 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:

- Introduction of the DISC offender reporting system
- Installation of bunting along Grove Street
- Additional floral planting and displays at key gateways

We worked in partnership with Wilmslow Town Council and Wilmslow Neighbourhood Plan Improvement Group to explore public realm improvements for Grove Street and Bank Square, in line with the town prospectus that was produced last year.

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

- Christmas Light Switch On
- Winter Wonderland 2024
- Easter Trail
- Comic Con
- Wilmslow Live
- Wilmslow Street Fest
- Interior Design Day
- Halloween Trail



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

BID Year 3 saw the introduction of a new marketing agency to further elevate the Wilmslow's Way Better brand, enabling us to strengthen our visual identity, enhance campaign quality, and continue growing our reach and engagement across all digital platforms.

STATS FOR 1ST NOV 2024 – 31ST OCT 2025



With the introduction of the new marketing agency, we were able to reach new audiences beyond Wilmslow and secure coverage across a wide range of media outlets, titles, and platforms. Over the past 12 months, we have had 93 features showcasing Wilmslow town centre in national & regional titles. Collectively, this coverage is estimated to have reached 3.49 million people.

Businesses were able to contact the marketing team directly via marketing@wilmslowswaybetter.co.uk, and the team also proactively met and engaged with local businesses on a weekly basis to gather content, share opportunities, and strengthen relationships across the town.

Theme 3 – Providing 'Way Better' Business

To support the Wilmslow business community, we delivered a comprehensive programme of accredited training courses.

These courses were provided to help businesses upskill their teams, meet statutory requirements, and enhance workplace safety and wellbeing.

Within the year, **86 employees were trained**, totalling over **566 accredited training hours** with **£15,280 equivalent cost saving**

We worked closely with Cheshire police to strengthen relationships with local officers and engaged with businesses to encourage reporting incidents of crime, shoplifting, and anti-social behaviour.

We also carried out our first town centre wide business survey to review the work delivered to date and gather valuable feedback. This annual survey will continue to give businesses meaningful opportunities to collaborate, share their views, and influence future priorities.

The BID Board continued to work collectively, giving their time voluntarily to create, consult, analyse, plan initiatives designed to drive footfall, increase dwell time and spend, and strengthen the town's sense of community. Their leadership ensures that the business community has a strong and influential voice.



Scan the QR code to view the latest BID annual report online

What projects will be supported, delivered, or funded by the BID during 2025/2026

From 1st November 2025 – 31st October 2026, the following projects will be delivered.

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. This includes a bigger and 'way better' Christmas tree, enhanced festive lights and trail, and the return of a spring/Easter trail, Comic-Con, Wilmslow Live and Street Fest. As well as working with other local groups and partners with themed days and weeks based around key sectors, such as Restaurant Week and/or Fashion Week.

We will continue to invest in 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 are also working on a project for additional enhancements such as new lamppost banners and wayfinding maps to enhance specific areas.

We will review the enhanced cleaning schedule to identify which areas of the town need further attention or revisiting. Alongside this, we will continue working with Wilmslow Town Council on proposed public realm improvements,

including addressing defects along key areas of Grove Street and developing a design brief to make Bank Square a more user-friendly event space.

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

We will continue to raise the profile of Wilmslow town centre and the Wilmslow's Way Better brand through our website, PR activity, and social media channels. We will maintain direct engagement with businesses to produce on-brand, original content, continue growing our social presence across Facebook and Instagram, and review media partnerships to create high impact content.

We will also continue to improve the website's 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 providing free online accredited courses in a range of topics, including Food Hygiene & Management, Allergen Awareness, Leadership & Management, GDPR Training and Customer Service, with over 100 topics in total.

We'll be working with Cheshire East Council, Wilmslow Police and key stakeholders to boost the Business Crime Reduction Partnership. This will include looking at the current capabilities of the CCTV and radio network and investigating how we can increase the use of new advanced technologies like DISC that were introduced last year 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 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 businesses and 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 1.65% of a properties (hereditaments) rateable value based on the 2017 ratings list. 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 2025 to March 2026 was £219,401. The amount spent on the BID arrangements was £206, 429.

These are forecast figures through to the end of March 2026. 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 2026 to 31st March 2027.

For any questions regarding the BID levy invoice, please contact brates@cheshireeast.gov.uk or call 0300 123 5013