

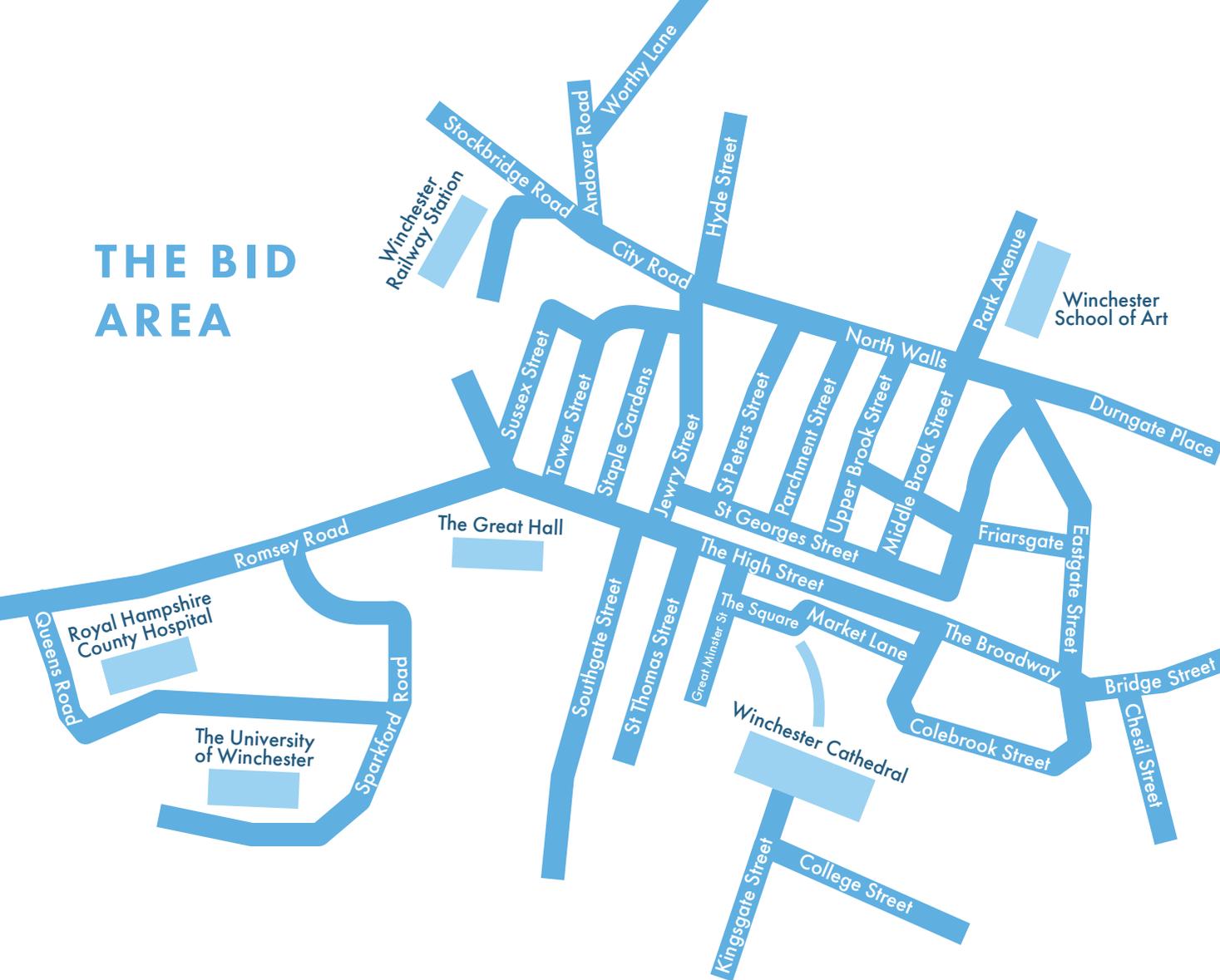


ANNUAL REVIEW

2018-19



THE BID AREA



WHO IS WINCHESTER BID?

Winchester BID (Business Improvement District) is a not-for-profit organisation led by the businesses of Winchester. The BID delivers a range of projects and services to ensure that the city remains well promoted, safe and secure, aesthetically pleasing and a thriving location in which to do business, for customers, clients, shoppers, staff, visitors and residents.

BIDs have now been operating in the UK for over a decade and there are more than 300 established across the country. BIDs are also a global phenomenon and can be found in countries such as the USA, Canada, Germany, the Nordics, Singapore and many more.

Winchester BID has been in operation since 1 April 2008 and operates within a defined geographical area, shown on the map opposite. Over the last decade, the BID has raised around £500,000 per year through the collection of an annual levy, paid by 711 businesses falling within the boundaries of the BID area. Additional funding of around 15% has also been raised each year through sponsorship and project generated income.

In November 2017, businesses in the BID area (BID members) voted in favour of Winchester BID continuing its service for a third term of five years. The third term commenced on 1 April 2018 and will continue until 31 March 2023.

You can read about the first year of the third term in this booklet.

Winchester BID reports to an independent Board of up to 16 Directors, who oversee both the delivery of the city centre strategy and the funds allocated. The Board provide a wide range of skills and experience and represent a variety of industry sectors, including property, recruitment, retail, legal, hospitality and leisure. More information about the Winchester BID Board of Directors is available on the BID website: winchesterbid.co.uk

A YEAR IN REVIEW

Over the last year (2018-19), Winchester BID has provided a strong return on your BID levy investment. Here are the highlights:

APRIL

The 8th annual **Winchester Fashion Week** saw 60 businesses involved in 17 events over six days attended by more than 1,000 people, with the Grand Finale Catwalk Show held at the Guildhall. The ever-popular **Easter Bunny Hop** trail took place with 12 businesses participating to encourage footflow across the city centre. A new programme of **street cleaning** began which would see around 7,800m² of pavements cleared of grime and chewing gum. The **Independents Advisory Group** was formed to help create a new programme of campaigns and projects to support independent businesses over the next five years. The BID helped to facilitate the installation of a **new public access defibrillator** in Middle Brook Street. Paul Spencer (Executive Director) was invited to speak at a British Arts Festivals Association event on the **Festivals in Winchester** programme and the **economic value of city centre events**. Members of the **Winchester Business Crime Reduction Partnership Steering Group**, coordinated by the BID with the Police, CCTV Control, Winchester City Council and businesses, met to

discuss the **ShopWatch** and **PubWatch** initiatives and best practice approaches to tackling business crime. Winchester hosted the **South of England BIDs Group** which aims to promote knowledge exchange and best practice for place management professionals.

MAY

Winchester BID and Paris Smith hosted a **business networking evening** with a presentation and Q&A on **GDPR (General Data Protection Regulation)**. The BID sponsored the **Winchester Chamber Music Festival** as part of the Festivals in Winchester programme. A new promotional campaign for the BID's free **car parking app**, **Park Winchester** began to help raise awareness among BID member's customers and clients. The new and expanded **Savings and Advisory Service** for BID members was launched in partnership with Winchester-based business management specialists Auditel.

JUNE

The 16th annual **Winchester Business Excellence Awards** took place on 1 June and recognised the achievements of local businesses and rewarded them for their commitment to

excellence. The winners received plenty of business-boosting PR. **Summer floral displays** were installed across the city including 534 hanging baskets and 25 boxes. The BID supported the **Sustainable Business Network** event on **reducing your carbon footprint and saving money**. The BID sponsored **Ginchester** and the **Winchester Criterium & Cyclefest** as part of the Festivals in Winchester programme. The BID joined the **Winchester Air Quality Steering Group**.

JULY

Each year Winchester celebrates July as **Independents Month**. The BID launched the **#IndieWinch social media campaign** and together with the Independents Advisory Group coordinated the **Festival of Independents** with a programme of events across the city hosted by independent businesses. The BID organised the first **Independents Market** with 35 businesses taking a market stall and lining the length of the High Street, showcasing the city's strong independent offer. The BID sponsored the **Hat Fair** and **The Hum Winchester** free app as part of the Festivals in Winchester programme. ▶



The **new and improved radio link scheme** was introduced connecting businesses with CCTV Control, the Police, the BID and Winchester City Council's Community Safety and Neighbourhood Services Team. The BID assisted the City Council in developing the **Pigeon Control Strategy** to address concerns about bird mess, including practices to deter pigeons as well as an enhanced cleaning programme and monitoring of problem areas. The BID supported the **Final Straw Winchester campaign** to encourage local businesses to use eco-friendly alternatives rather than single-use plastic straws.

AUGUST

In August, judges met to assess the **Best Bar None applications**. Evening economy venues were assessed against strict criteria, including health and safety requirements, to become Best Bar None Accredited Venues. Following on from Independents Month the **#IndieWinch Trail** took place with 12 businesses participating, providing a fun and family-friendly activity to encourage footflow across different parts of the city. The BID made a submission to the **Great British High Street Awards** organised by the Ministry of Housing, Communities and Local Government and Winchester received a special mention at the shortlisting phase.

SEPTEMBER

The **Best Bar None Awards** evening took place at the

Guildhall. The national scheme celebrates the evening economy and recognises venues which fulfil the accreditation criteria and this year 12 local venues took part. The BID supported the **Sustainable Business Network** event on **water deregulation one year on**. The team met with researchers from Japan collating **case studies of BIDs and city centre regeneration in the UK** for a new book targeted at a Japanese audience of regeneration professionals, town planners and architects. This alongside other UK towns and cities contacting the team for advice and guidance is proof that other places aspire to be as successful as Winchester. The BID sponsored **Winchester Heritage Open Days** and **Winchester Coffee Festival** as part of the Festivals in Winchester programme.

OCTOBER

The **BID Forum** event took place providing an opportunity for BID members to find out more about the new **Independents Advisory Group** launched in April, the expanded **Savings and Advisory Service** and **Advisory Service** launched in May and the latest **Business Barometer Survey** as well as major city centre developments, including **Central Winchester Regeneration**. The **#SpookyWinch seasonal campaign** involved a city-wide word search activity for members of the public to enjoy which was supported by more than 70 participating businesses. 55 **winter floral hanging baskets** were installed at Staple

Gardens, Charlecote Mews and City Business Centre. The BID sponsored **Winchester Poetry Festival** as part of the Festivals in Winchester programme. Members of the **Winchester Business Crime Reduction Partnership Steering Group** met to discuss new initiatives for the city. The BID was invited to join the **Central Winchester Regeneration Advisory Panels**.

NOVEMBER

The BID supported **Green Impact** and received a **Green Impact Silver Award** as part of the scheme which this year involved 17 businesses who together saved 250 tonnes of carbon and £47,562. Paul Spencer (Executive Director) attended the **National BIDs Conference** and received his **Certificate in BID Management with Distinction** from British BIDs. This year the **Winchester Christmas Lights Switch On** celebrated local heroes and collected funds to support **Winchester Basics Bank**. The event included live music and dance performances and attracted 12,000 visits to the High Street and Broadway. The BID sponsored **Winchester Bonfire & Fireworks**, **Winchester Film Festival** and **Wine Festival Winchester** as part of the Festivals in Winchester programme. The BID provided **free parking to BID members** at weekends in the Tower Street Car Park as well as **free Park & Ride for visitors to the city** on Sundays during November and December in

the lead up to Christmas. These initiatives were implemented to help alleviate parking congestion over the festive period. The new **Winchester BID Rangers scheme** was launched to help reduce business crime and provide additional security in the city centre. Over the festive period the Rangers helped to prevent over £8,000 worth of items from being stolen from local businesses.

DECEMBER

In December, the BID organised the **#FestiveWinch social media campaign** which showcased the festive window displays of businesses in the city. The BID sponsored the **Ginchester Christmas Market** as part of the Festivals in Winchester programme. Mark Baulch (BID Board Director) spoke on the business case for the **Station Approach** development at the Winchester City Council Cabinet meeting. Paul Spencer (Executive Director) met with the **Bank of England** to discuss the local and national economy and issues concerning businesses, including **Brexit**. Paul also participated in a workshop hosted by Winchester City Council to explore meanwhile uses for spaces within the **Central Winchester Regeneration** area. The BID joined the **Hampshire Chamber of Commerce Winchester Business Strategy Group**.

JANUARY

The **Best Performing Retailers** report by John Kind, Honorary Professor at

Winchester Business School was published. The first of three summary sessions on the report's findings took place at **Winchester Business Centre** and focussed on **retail marketing and selling**. The BID submitted a response to the phase two consultation for the **City of Winchester Movement Strategy**. Hannah Banting (Marketing and Communications Manager) launched the **new look Winchester BID e-newsletter** and began work on the annual **Marketing and Communications Review**. The BID attended an inception meeting for the **Winchester Travel Planners Forum**. Paul Spencer (Executive Director) welcomed guests to the **Steve Brine MP Business Breakfast** where **Spare Change for Real Change** presented £2,370 to its partner charities, Winchester Churches Nightshelter and Trinity Winchester. The BID supported the **Sustainable Business Network** event on **clean tech solutions**. The BID participated in a round table discussion on the **future of the High Street** with key stakeholders offering a range of perspectives.

FEBRUARY

The **Festivals in Winchester 2019 promotional campaign** began and the BID sponsored **Winchester Cocktail Week** as part of the new programme. The BID and Winchester City Council jointly funded a **deep clean of the High Street** involving clearing around 4,000m² of York stone pavement of grime and chewing gum. Jane Bastock (Business

Crime Reduction Manager) attended the **National Best Bar None Parliamentary Reception** at the House of Lords with O'Neill's, the overall winner of the Winchester Best Bar None Awards 2018. The 17th annual **Winchester Business Excellence Awards** launched at Chesil House. Paul Spencer (Executive Director) and Hannah Banting (Marketing and Communications Manager) hosted the first of a new series of **meet and greet sessions for BID members** at The Bike Hub at Open House Deli.

MARCH

Sarah Davis (Projects and Operations Manager) finalised the schedule for the 9th annual **Winchester Fashion Week**, a celebration of style taking place 29 April to 4 May, with a refreshed and expanded programme with 90 events and over 100 businesses participating. Paul Spencer (Executive Director) and Chris Turner (Business Development Director) assisted Winchester City Council in developing their submission to the **Future High Streets Fund** managed by the Ministry of Housing, Communities and Local Government. The BID supported the launch of the new programme of **Winchester Guided Tours** organised by the Winchester Tourist Guides. The second **Independents Market** took place on the High Street. The second summary session on the **Best Performing Retailers** report took place focussing on **retail financials and non-financials**.



SECURING A STRONGER FUTURE FOR WINCHESTER

In November 2017, Winchester businesses voted in favour of Winchester BID continuing to operate for a third term of five years, which began on 1 April 2018.

The BID is now moving into the second year of its third term. The business plan for the third term 'Securing a Stronger Future for Winchester' is available to download on our website or to collect from the BID office on Parchment Street.

Independent research commissioned by The Retail Group helped the BID to discover which projects and services BID members wanted to see in the new term and BID members had the opportunity to comment on the draft consultation document, which was in circulation for comment and feedback between February and July 2017.

Businesses indicated that their top five priorities for Winchester BID to deliver in the third term were:

1. Investing in technology to enhance city centre experiences;
2. Reducing operating costs for businesses;
3. Expanding start-up support;
4. Lobbying and influencing local and central government;
5. Delivering marketing campaigns promoting the luxury and evening economy offer.

Taking this research into account, Winchester BID is committed to delivering a programme of initiatives to:

- **Promote** and **position** Winchester as a centre for creativity, culture and commerce;
- **Manage** and **enhance** the cityscape;
- Provide **savings** and **support business growth**;
- **Influence** Winchester's future development to **inspire** positive change.

WINCHESTER BID'S VALUES

APPROACHABLE
Prepared to listen and understand

KNOWLEDGEABLE
Being connected to make informed decisions

CHANGE MAKING
Building partnerships to enable change and constantly improve

TRANSPARENT
Inclusive, open and honest

FINANCIAL REPORT

This financial breakdown details how Winchester BID used funds to improve the city during 2018-19. The levy payable for 2019-20 is based on the 2017 valuation rating list.

| | | 2018-19 Levy Bill | 2018-19 Projected Actuals | 2019-20 Levy Bill |
|----------------------------------|-----------------------------------|----------------------|---------------------------------|----------------------|
| Income | BID Levy | £579,000 | £575,000 | £579,000 |
| | External income | £81,390 | £79,756 | £68,290 |
| Total income | | £660,390 | £654,756 | £647,290 |
| Central & Fixed Costs | | -£107,543 | -£113,410 | -£107,518 |
| Project Costs | Positioning & Promoting | -£182,000 | -£181,056 | -£187,480 |
| | Managing & Enhancing | -£218,925 | -£179,319 | -£243,260 |
| | Supporting Business Growth | -£56,600 | -£36,504 | -£39,020 |
| | Influencing & Inspiring Change | -£87,000 | -£83,188 | -£62,820 |
| Total Expenditure | | -£652,068 | -£593,477 | -£640,098 |
| | Projected Surplus | £8,322 | £61,279 | £7,192 |

FAQS

WHO IS LIABLE TO PAY THE BID LEVY?

The liability of the BID levy will be the responsibility of the ratepayer listed on 1 April in the year of the collection. If the property or hereditament is empty or unoccupied, the liability of the levy falls to the owner of the property listed on 1 April in the year of collection.

WHAT IF I DON'T WANT TO BE INCLUDED IN THE BID? IS IT MANDATORY?

Yes, if your business falls within the BID area (a detailed map can be downloaded on our website) then inclusion is mandatory. This is to ensure there is a collective investment which benefits the city centre.

DO YOU PRIORITISE BUSINESSES ON THE LEVY THEY PAY?

No, we are extremely careful to distribute our time and efforts equally between all levy payers. We have a specific and strategic programme of projects and services and we tailor our strategy to include all types and sizes of business.

WHY CAN'T I PAY BY INSTALMENTS?

When the BID was launched, the proposal was that the levy would be due in one lump sum. This keeps administration costs to a minimum, meaning your contribution will be spent on improving our city, rather than on administration.

WHAT HAPPENS IF I DON'T PAY?

If you do not pay your bill, you will be issued with a reminder and then a summons. Failure to pay will result in legal action and further costs will be added to your levy. Your debt will be given to an enforcement agency to collect.

WHY DO THE COUNCIL NOT PROVIDE THESE PROJECTS?

A BID delivers new or enhanced projects, which are additional to the statutory services provided

by the Council and the Police. The local authorities also contribute to the BID levy as they have premises in the BID area, therefore are treated in the same way as any other levy payer.

WHAT IF THE PROPERTY IS VACANT OR RECEIVES BUSINESS RATES RELIEF?

The levy will be payable on all unoccupied properties and regardless of whether it is in receipt of an exemption or relief.

WHAT IF I LEAVE THE PROPERTY AFTER I HAVE PAID THE BID LEVY? WILL I RECEIVE A REFUND?

The levy is an annual sum and will not be apportioned during the year when a ratepayer vacates or occupies a new property. If a new property comes in to the rating list mid-year, no charge will apply until the following year's levy becomes due.

WHAT HAPPENS IF THE RATEABLE VALUE (RV) ON MY PROPERTY CHANGES DURING THE YEAR?

If a property undergoes a split or merger in the rating list mid-year the levy will not be amended to reflect the change until the following year. If a property's RV is decreased/increased mid-year the levy will not be amended to reflect the change until the following year.

WHAT IF I HAVE ANY COMMENTS OR SUGGESTIONS?

We would love to hear from you. If you have comments or suggestions, or even just want to come and say hello, please visit us at our office on 10 Parchment Street. Alternatively, our individual contact details are on the back page of this booklet if you would like to discuss a particular idea or issue we might be able to help with.

MEET THE TEAM



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