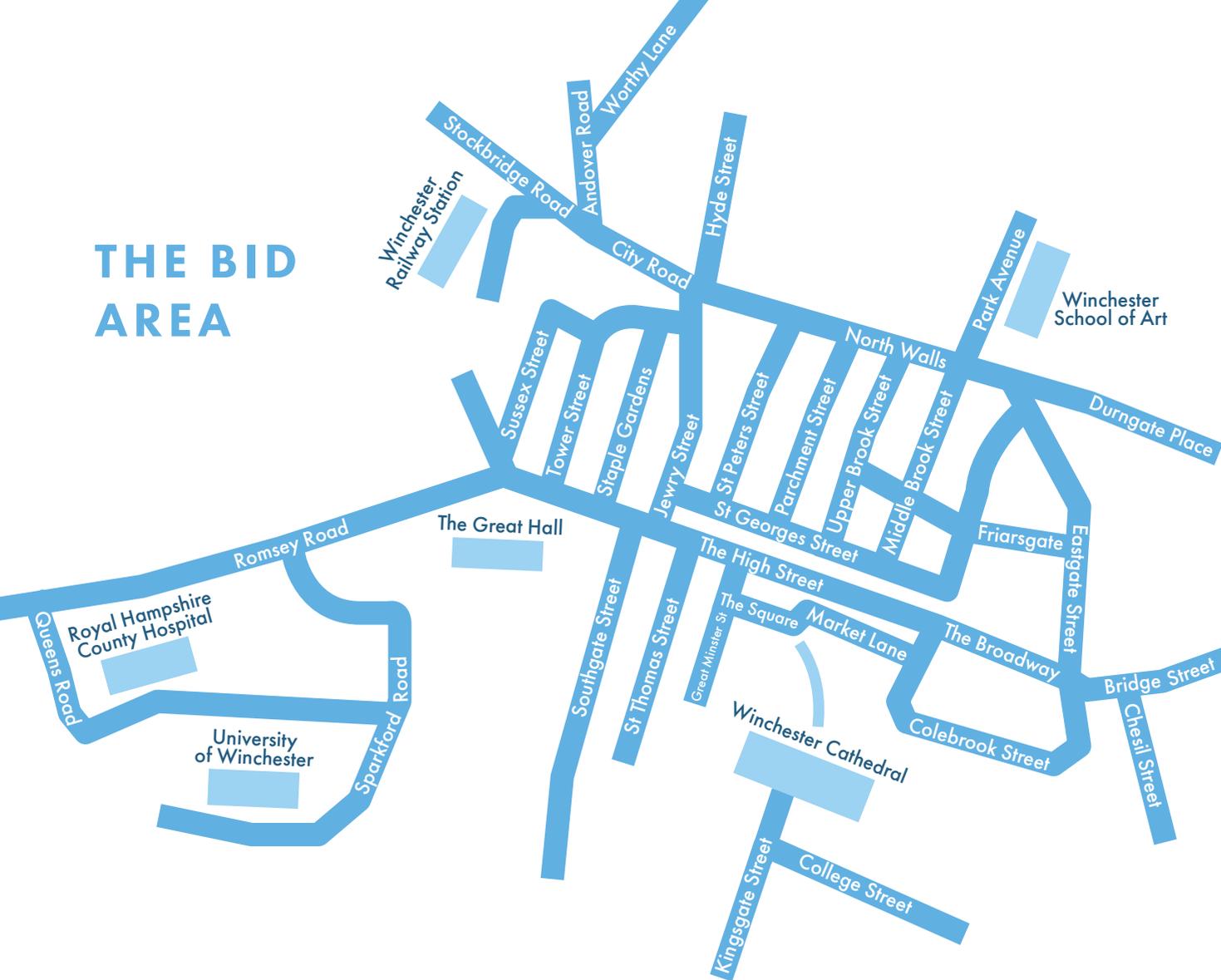


ANNUAL REVIEW 2020-21



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 help ensure that the city remains well promoted, safe and secure, aesthetically pleasing and a thriving location to do business, for customers, clients, shoppers, staff, visitors and residents.

BIDs have now been operating in the UK for 15 years and there are more than 320 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 13 years, 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 10% 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 third 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 (2020-21), Winchester BID has provided a strong return on your BID levy investment. Here are the highlights:

APRIL

The COVID-19 pandemic presented many challenges for businesses. A regularly updated **Coronavirus guidance webpage** on the Winchester BID website provided advice and useful links. Important updates were shared via the BID's **e-newsletter, social media and email alerts**. During the first national lockdown and throughout the year the team were available to offer guidance to BID members, including **one-to-one support and online sessions**. The **Winchester BID Rangers** worked closely with the Police and the city's CCTV service **keeping watch on closed business premises and providing reassurance and assistance to those open**. The BID corresponded regularly with the local authorities and Government to feedback about the impacts locally and to **lobby for support on behalf of businesses**. Collectively with many BIDs across the country and with British BIDs, The BID Foundation and ATCM **we lobbied for a BID levy holiday, but this was not included in the Government's support package for businesses**. **An example of successful lobbying was the extension of the business rates holiday** to include more

businesses. **Levy payments were due 1 April but the first reminders for those outstanding were not issued until August** to allow businesses time to adjust, plan and access the support available. The BID's **Support Your Local Businesses campaign** provided advice to the public about how they could continue supporting local businesses during lockdown, shared updates from BID member businesses and provided listings of those open for essential goods and services or offering delivery or click-and-collect. The BID supported the **Sustainable Business Network** webinar on **net zero carbon for SMEs**. The results of the 34th **Winchester Business Barometer** survey were published.

MAY

Following the announcement of the Government's COVID-19 Recovery Strategy a **City Centre Restoration and Recovery Group** was formed to ensure strong partnership working and collaboration among public sector bodies and stakeholders in the city centre. Paul Spencer (Executive Director) and Chris Turner (Business Development Director) corresponded regularly with **regional and national industry bodies**

to stay informed about best practice approaches to supporting businesses during COVID-19. There was a marketing campaign to raise awareness of the **Savings and Advisory Service** for BID members. Working with the **Independents Advisory Group** the BID hosted an **online support session and Q&A** for independent businesses. The BID supported the **Raise the Bar campaign** calling on Government to extend grant support, so more businesses qualify. Paul Spencer met with the **Bank of England** to discuss the local and national economy and issues concerning businesses. The BID provided data to assist the City of Winchester Trust respond to national research on **Balancing Heritage and Growth in Cathedral Cities and Historic Towns** and responded to the **Winchester Movement Strategy Urban Freight Survey**.

JUNE

The BID published **Kind Words: Ideas for Helping Your Business through Coronavirus and Beyond** and hosted a county-wide Twitter event on the topic **Hampshire's high streets prepare to reopen**. The Government allowed outdoor markets, car showrooms

and retailers to reopen and the **Support Your Local Businesses campaign promoted the reopening of the retail sector**. The BID hosted **online sessions for businesses** at the beginning and end of the month covering both preparations for and experiences of reopening. The BID supported Winchester City Council in their **successful bid to the Enterprise M3 LEP Supporting Town Centres Fund securing an additional £93,000** towards projects to support the reopening of the city and market towns in the Winchester District. The BID worked with the City Council to produce and distribute a **Back to Business Pack for Retailers**. Paul Spencer met with the **Cabinet Office** to discuss the safe reopening of businesses. The BID supported Hampshire Chamber of Commerce to produce a policy paper on the **Station Approach** development. **Street Pastor patrols resumed** working with the BID, City Council and the Police to help make the city safer at night.

JULY

Winchester celebrates July as **Independent Business Month** and there was a social media campaign. The **Winchester BID AGM** was held online and included a report on activities during 2019-20 and future plans, new appointments to the Board of Directors were made and the accounts for 2018-19 were presented. The Government allowed more sectors to reopen and the **Support Your Local**

Businesses campaign promoted the reopening of hospitality, leisure and close contact services. The BID hosted an **online session for businesses** and worked with Winchester City Council to distribute a **Back to Business Pack for Hospitality, Visitor Economy and Close Contact Businesses**. The BID helped the Visit Winchester team to create marketing assets for the **Rediscover What's On Your Doorstep campaign** including a short film and other visuals. Paul Spencer became an Honorary Member of **Winchester Rotary** strengthening the relationship between the BID and this organisation which does so much to help in the community. The BID supported the **Sustainable Business Network** webinar on **sustainability in fashion and textiles**. The results of the 35th **Winchester Business Barometer** survey were published. The BID responded to the **feasibility study survey for the regeneration of Kings Walk** into a new creative and cultural space.

AUGUST

During August, the BID supported the Government's **Enjoy Summer Safely, Shop Local Week and Eat Out to Help Out** campaigns. Over 100 businesses in the Winchester District took part in Eat Out to Help Out with diners claiming 76,000 meals. The BID assisted Winchester City Council to **consult businesses on use of The Broadway for market stalls**. Following

extraordinary flash floods, the team visited affected businesses and liaised with the City Council and Hampshire Highways to help coordinate the response. The BID is exploring options for a **Business Flood Protection Hub** where sandbags and other equipment can be stored in the city centre as an additional resource in areas at risk of flooding.

SEPTEMBER

Pubwatch and Shopwatch meetings resumed online coordinated by Jane Bastock (Business Crime Reduction Manager). **Festivals in Winchester** meetings resumed online coordinated by Sarah Davis (Projects and Operations Manager). The BID sponsored **Winchester Heritage Open Days**, the first ever **TEDx Winchester and Winchester Green Week**. The BID helped to promote the **launch of the NHS COVID-19 app** to businesses and the public. The BID supported the **Sustainable Business Network** webinar on **sustainability and the new normal**. The BID shared business feedback at several workshops for local authority led projects including **research into future hotel demand, Central Winchester Regeneration public realm, Winchester Vision 2020-2030** and the **Winchester Movement Strategy**. The BID also participated in research by British BIDs on **shaping the future of BIDs and helping places evolve and rebuild in the wake of COVID-19**.

OCTOBER

The **BID Forum** provided an opportunity for businesses to find out more about the work of the BID and other topics of interest, including **University of Winchester student work placements**, an update on **Central Winchester Regeneration** and the **Winchester Movement Strategy** workstreams and pop-up schemes. The BID hosted an **online support session for independent businesses**. The BID met with Winchester City Council to discuss the **Parking and Access Strategy** and provide business feedback. The BID launched contactless, cashless and mobile donations for **Spare Change for Lasting Change** which supports **Trinity Winchester** and **Winchester Churches Nightshelter**. Paul Spencer met with **Steve Brine MP** in the city centre and discussed the **Government's COVID-19 response and preparations for Brexit**. A new programme of **street cleaning** began which would see over 10,000m² of pavements in the BID area cleared of grime and chewing gum. **Winter hanging baskets** were installed. The BID supported the **Sustainable Business Network** webinar on a **sustainable recovery from COVID-19**. Thania Miah (Marketing and Communications Coordinator) delivered the **Spooky Winch seasonal campaign** which involved a city-wide word search for members of the public to enjoy with 178 participating businesses and 251 small groups and families taking

part in the trail. The results of the 36th **Winchester Business Barometer** survey were published. Together with Visit Winchester and Winchester Cathedral, the BID announced its **plans for the festive season in the city**.

NOVEMBER

During the second national lockdown the team and BID Rangers were on hand to support the business community and the consumer-facing **Support Your Local Businesses campaign** continued. The **Winchester BID Rangers** scheme celebrated two years since its launch and in that time had helped to recover over £31,000 worth of goods from offenders stealing from local businesses. Chris Turner and Sarah Davis attended the **National BIDs Conference** and Sarah was awarded her **Certificate in BID Management** from British BIDs. The BID supported the British Legion with an **Armistice Day** installation at St Maurice's Covert. The Southern Policy Centre published their report on **Tomorrow's City Centre** which was supported by the BID. The BID worked with Winchester City Council to provide several **Central Winchester Regeneration online consultation sessions for BID members**. The BID participated in workshops for other local authority led projects including the **Carbon Neutrality Steering Group** and **Winchester Movement Strategy**. The BID supported the **Bounce Back Better campaign** calling on

Government to provide further financial support for businesses affected by the pandemic. The BID coordinated the city's **Christmas lights and tree and festive marketing campaigns** began.

DECEMBER

The **Winchester Nutcracker Christmas Trail** was launched after the second national lockdown ended. This self-guided and socially distanced outdoors activity encouraged members of the public to discover more of the city during the festive season and 273 small groups and families completed the trail. The BID provided **free parking for BID members** at weekends in the Tower Street Car Park in the lead up to Christmas as well as supported an **extended Park and Ride service** and temporary **parking and traffic information screens** at key entry points into the city. These initiatives were implemented to help alleviate parking congestion during the festive season. The BID attended the launch of the **Winchester Vision 2020-2030**. There were celebrations for **Small Business Saturday**. The BID responded to the **Central Winchester Regeneration consultation**. The BID participated in a workshop led by Winchester City Council and Hampshire County Council for a new **e-scooter and e-bike trial for the city**. The BID supported the **Sustainable Business Network** webinar on **the new Green Deal**. The finalists and winners of the 18th annual **Winchester Business**

Excellence Awards were announced. The BID successfully demonstrated full compliance with **The BID Foundation Industry Standards** and was **one of the first BIDs in the UK to be awarded the new kite mark** which recognises transparency and responsible governance. The BID also submitted evidence for the renewal of its **British BIDs accreditation**.

JANUARY

The new year sadly began with a third national lockdown in response to the pandemic. The team and BID Rangers continued to support the business community and the consumer-facing **Support Your Local Businesses campaign** was ongoing. The BID organised meetings for the **Festivals in Winchester Group** and the **Winchester Tourist Guides** to discuss plans for moving some events online as well as in-person activities for later in the year. The city's **footfall counting sensors were upgraded**. The BID attended a meeting of the **Air Quality Steering Group** and participated as part of the panel at the **Central Winchester Regeneration Open Forum**. The results of the 37th **Winchester Business Barometer** survey were published. The **Spare Change for Lasting Change** initiative presented a cheque for £2,270 to its partner charities.

FEBRUARY

The next **BID Forum** took place and provided opportunities for businesses to network and

find out about the BID's latest projects and services. The BID helped Winchester City Council to launch a **new business support service funded by the Reopening High Streets Safely Fund**, offering **COVID-19 safety, digital marketing, e-commerce and business recovery training and guidance**. The BID organised an **online meeting for independent businesses to discuss new projects** to support independent businesses during the year ahead. The BID installed **new signage in the High Street** to help encourage more people to explore the side streets which are home to many of the city's most popular independent businesses.

MARCH

The BID participated in a workshop with the **Hampshire Place Leadership Group** for the new **Hampshire Ambassadors** initiative, a network of businesses, organisations and individuals who come together to hear about the success and developments that are shaping Hampshire so they can proactively raise the profile of the place. The 19th annual **Winchester Business Excellence Awards** were launched. The BID supported the **Sustainable Business Network** webinar on **reducing food waste**. Thania Miah confirmed arrangements for the upcoming **Easter Bunny Hop** seasonal campaign and Sarah Davis finalised plans for the 10th annual **Winchester Fashion Week** taking place later in the year.





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 outcome of the ballot was revealed on 3 November 2017 by Winchester City Council, the ballot holder. The overall result was 77.3% in favour by number of businesses, 86.8% in favour by rateable value, with a turnout of 40.5%.

The BID is now moving into the fourth 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 2020-21. The levy payable for 2021-22 is based on the 2017 valuation rating list.

		2020-21 Levy Bill	2020-21 Projected Actuals	2021-22 Levy Bill
Income	BID Levy	£579,000	£447,000*	£583,090
	External income	£68,840	£120,206**	£53,660
Total income		£647,840	£567,206	£636,750
Central & Fixed Costs		-£108,610	-£82,954	-£95,028
Project Costs	Positioning & Promoting	-£190,166	-£95,893	-£180,670
	Managing & Enhancing	-£246,280	-£218,110	-£242,000
	Supporting Business Growth	-£38,600	-£34,300	-£38,380
	Influencing & Inspiring Change	-£62,095	-£73,375	-£66,120
Total Expenditure		-£645,751	-£504,632	-£622,198
	Projected Surplus	£2,089	£62,574***	£14,552

* BID levy collection was impacted by the COVID-19 pandemic and this figure represents levy collected at the time of printing.

** Additional external income included grants from Government as well as other grants secured by the BID to support specific projects, including the upgrade of the footfall counting sensors.

*** There is a surplus retained to support continued operations should BID levy collection be impacted by the pandemic in the new financial year.

FAQS

WHO IS LIABLE TO PAY THE BID LEVY?

The liability of the BID levy will be the responsibility of the ratepayer of the hereditament 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



Paul Spencer
Executive Director
paul.spencer@winchesterbid.co.uk



Chris Turner
Business Development Director
chris.turner@winchesterbid.co.uk



Sarah Davis
Projects & Operations Manager
sarah.davis@winchesterbid.co.uk



Jane Bastock
Business Crime Reduction Manager
jane.bastock@winchesterbid.co.uk



Thania Miah
Marketing & Communications Coordinator
thania.miah@winchesterbid.co.uk

Website
winchesterbid.co.uk

Office telephone
01962 841000

For the latest updates from Winchester BID, please sign up to our e-newsletter by completing the form on our website or by contacting
enquiries@winchesterbid.co.uk

