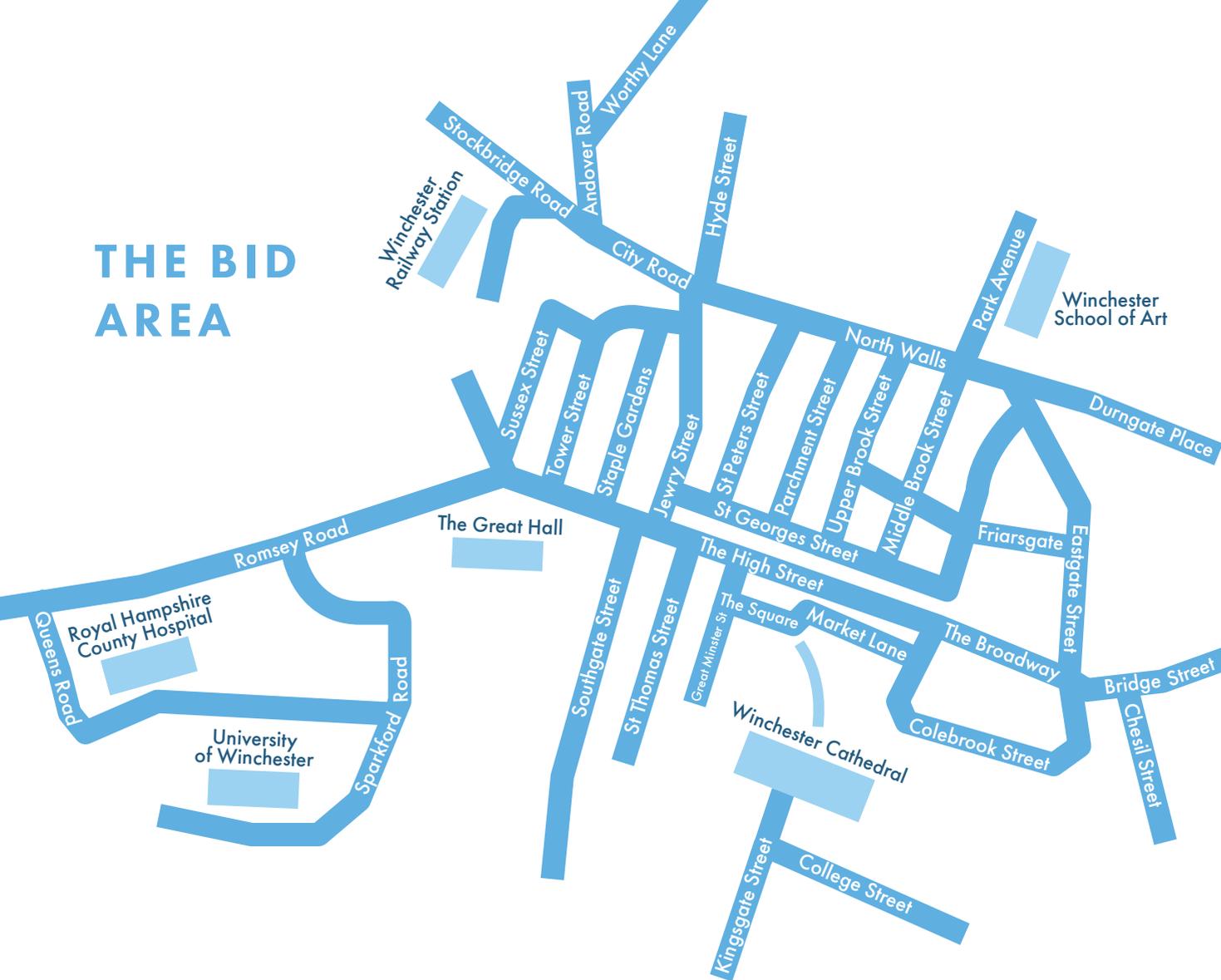


ANNUAL REVIEW 2021 – 22



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 17 years and there are more than 320 established across the country. BIDs are also a global phenomenon and can be found in countries around the world 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 14 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 fourth year of the third term as well as plans for the future 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 (2021-22), Winchester BID has provided a strong return on your BID levy investment. Here are the highlights:

APRIL

The COVID-19 pandemic continued to present 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**. The team offered guidance to BID members, including **one-to-one support** and **online sessions**. Step 2 of the Government's roadmap out of lockdown saw many businesses reopen, including retail, personal care, outdoor hospitality, indoor leisure and self-contained holiday accommodation. The BID's consumer-facing **Safe and Open campaign** promoted local businesses reopening. The BID also supported the national **Shop Kind campaign**. The BID worked with Winchester City Council to help plan how the Government's **Welcome Back Fund** would be used to support economic recovery as workers and visitors returned to 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 providing support to businesses during COVID-19.

Members of the **Winchester Business Crime Reduction Partnership Steering Group** met online to review the partnership's activities. The **Festivals in Winchester Group** met to discuss plans for events to return. A new programme of **street cleaning and graffiti removal** began coordinated by Sarah Davis (BID Manager) which would see over 10,000m² of pavements in the BID area cleared of grime and chewing gum, and over 800 graffiti tags removed. **New signage in the High Street** was installed to encourage more people to explore the side streets which are home to many of the city's most popular independent businesses. The 19th annual **Winchester Business Excellence Awards** were launched. The BID responded to the **Winchester District Local Plan consultation**. Issue 2 of the **Kind Words business magazine** was published, along with the results of the 38th **Winchester Business Barometer** survey.

MAY

The BID assisted Winchester City Council to prepare the **Winchester District High Street Priority Plan**, a tactical one-year plan to reinvigorate the district's high streets, support businesses to reopen and innovate, and enable people

to enjoy social and cultural experiences again. Paul Spencer met with the **Department for Business, Energy and Industrial Strategy** to discuss the reopening of businesses. Step 3 of the Government's roadmap out of lockdown enabled most of the indoor and remaining outdoor economy to reopen. The **Safe and Open campaign** promoted more businesses reopening. The **Key Worker Otter Trail, a fun footfall-driving activity and thank you to local keyworkers from the business community**, was launched to encourage visitors and help them explore more of the city centre. The trail also raised £3,500 for **Winchester Hospice**. A new series of **business briefing podcasts** began with an episode on the **retail sector** and engaged local business people in discussion on interesting topics. **New plants were installed in planters outside of businesses** in The Square and Great Minster Street to replace old and damaged plants.

JUNE

Summer floral displays were installed across the city centre, including 551 hanging baskets and 27 boxes. The BID sponsored the **Winchester Chamber Music Festival** and the **Writers' Weekend** as part of the **Festivals in Winchester**

programme. The next **business briefing podcast** episode focused on **productivity, customer experience, leadership, teams and innovation**. The BID provided **equality and diversity training** for BID members. The BID assisted Winchester City Council to prepare the **Winchester District 10-Year Green Economic Development Strategy** and supported other local authority led projects including the **Carbon Neutrality Steering Group**. The BID commissioned a **perception review to assess the city centre against key criteria that can affect visitor opinions of the area**, including litter levels, quality of pavements and street furniture, and perceptions of safety. The results and recommendations were shared with the City Council, Hampshire County Council and other agencies. Winchester chaired a meeting of the **South of England BIDs Group** which brings together BID staff from across the region to share best practice and learn from one another. The BID successfully renewed its **British BIDs Accreditation**, which is the UK industry recognised standard and externally assessed by independent auditors.

JULY

Winchester celebrates July as **Independent Business Month** and there was a social media, video, radio and print media campaign, including the launch of the new **Winchester Independents Pocket Map**. The BID sponsored **Hat Fair** as part of the **Festivals in**

Winchester programme. Sarah Davis curated an exciting programme of online and in-person events for the 10th anniversary of **Winchester Fashion Week**. The next **business briefing podcast** episode focused on the **hospitality sector**. The BID provided **conflict management training** for BID members and supported the **Sustainable Business Network** webinar on **biodiversity in your business**. Paul Spencer and Jane Bastock (Business Crime Reduction Manager) facilitated a **meeting of businesses, Winchester City Council and the Police** to address concerns raised about incidents of anti-social behaviour at Kings Walk. The BID participated as part of the panel at the **Central Winchester Regeneration Open Forum**. The **Winchester BID AGM** included a report on the BID's activities during 2020-21 and future plans, a Q&A session, new appointments to the Board of Directors were made and the accounts for 2019-20 were presented. The results of the 39th **Winchester Business Barometer** survey were published.

AUGUST

A new piece of **public art in memory of the late Ken Macartney**, a local businessman and former Chair of Winchester BID, was unveiled outside of Ken and his wife Mandy's shop in The Square. There was a marketing campaign to raise awareness of the **Savings and Advisory Service** to help BID members

identify cost savings in their business, as well as the **Park Winchester App** which helps people traveling to the city by car to find a parking space. Paul Spencer met with **Steve Brine MP** to discuss the **Government's COVID-19 response and other issues affecting businesses**. The BID responded to the **British BIDs annual survey** which collates data used by policymakers, businesses and BIDs to review the contribution of BIDs in the UK and Ireland.

SEPTEMBER

The **Winchester Business Excellence Awards** recognised the achievements of local businesses and rewarded them for their commitment to excellence. The BID sponsored **Winchester Heritage Open Days** and **Winchester Green Week** as part of the **Festivals in Winchester** programme. The next **business briefing podcast** episode focused on the **beauty sector**. Gyms and health businesses celebrated **National Fitness Day**. The BID supported the **Sustainable Business Network** event on **low carbon buildings** which included a **tour of the West Downs Centre**, a new learning and teaching building at the University of Winchester with impressive sustainable features. **Winchester Street Pastors celebrated their 10th year** working with the BID, Winchester City Council and the Police to help make the city safer at night. Paul Spencer met with the **Bank of England** to discuss the local and national economy and issues concerning businesses.

The BID joined the City Council's **Central Winchester Regeneration Reference Group** and participated in a Hampshire County Council **transport mobility hub workshop**. Issue 3 of the **Kind Words business magazine** was published.

OCTOBER

An **independent survey of BID members** was commissioned to better understand the BID's performance from the perspective of local businesses, and to explore and identify priorities for future BID initiatives. The BID supported the **relaunch of Discover Winchester**, a consortium of businesses and public agencies working with the Visit Winchester team to **develop and promote tourism in Winchester**. The BID sponsored the **Winchester Poetry Festival** and **Poet on the High Street** as part of the **Festivals in Winchester** programme. 50 **winter hanging baskets** were installed at Staple Gardens, Charlecote Mews and City Business Centre. The **BID Forum** provided an opportunity for businesses to network and find out more about the work of the BID as well as other topics of interest, including the **Winchester Movement Strategy**. The BID represented the **Sustainable Business Network** at the **Hampshire Climate Change COP26 Event**. 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 191 participating businesses and 440 small groups and families taking part in the trail. In the 10th anniversary edition report, the results of the 40th **Winchester Business Barometer** survey were published.

NOVEMBER

The BID attended the **Public Briefing on the future of the former River Park Leisure Centre site**. Paul Spencer, Chris Turner and Sarah Davis attended the **National BIDs Conference** and Paul was awarded his **Diploma in BID Leadership**. The **Winchester BID Rangers** scheme celebrated three years since its launch and in that time had helped to recover over £42,400 worth of goods from offenders stealing from local businesses. Jane Bastock successfully renewed the **National Standards Accreditation** for the **Winchester Business Crime Reduction Partnership**. The BID sponsored the **Winchester Fireworks** as part of the **Festivals in Winchester** programme. **New public art was unveiled in Parchment Street** by artists from The Colour Factory. The next **business briefing podcast** episode focused on the **future of the high street**. The BID participated as part of the panel at the **Central Winchester Regeneration Open Forum**. The BID supported the **Sustainable Business Network** event providing a **post COP26 round up**

and joined the new **City Centre Partnership Climate Coalition**. The **Winchester Christmas Lights Switch On** kick started the festive season and attracted 10,000 people to the city centre. The **Winchester Gingerbread Christmas Trail** was launched to help visitors enjoy exploring the city during the festive season and 226 small groups and families completed the trail. An updated **Winchester Independents Festive Pocket Map** was distributed to local residents and collection points around the city centre. The BID organised a chalet for BID members to trade from at the **Winchester Cathedral Christmas Market**.

DECEMBER

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 temporary **display screens with travel information for visitors** at key entry points into the city. These initiatives were implemented to help alleviate parking congestion during the busy festive season. There were celebrations for **Small Business Saturday**. The BID worked with **Hat Fair** to organise **street performances to surprise and delight Christmas shoppers**. Following news of the Omicron COVID-19 variant the BID joined over 100 business organisations across the UK backing the **Business Booster campaign calling on Government to do more to support businesses experiencing disruption** due to rising cases

and Plan B restrictions. The BID met with the **Winchester Tourist Guides** to make plans for the new programme of guided tours in 2022.

JANUARY

The BID responded to the **consultation on the demolition of the former Friarsgate Medical Centre to create a new park** and the **Winchester Movement Strategy next steps consultation**. The first of the new quarterly multi-agency clinics for **Shopwatch** members to discuss business crime reduction matters with the Police, Winchester City Council and the BID took place. The BID attended the first meeting of the new **Green Economic Development Strategy Steering Group** along with other stakeholders to agree a strategic actions, implementation and resources plan to underpin the strategy. The BID supported the **Winchester Lights in the City Trail**. The results of the 41st **Winchester Business Barometer** survey were published, including a review of 2021 and prospects for 2022.

FEBRUARY

The BID organised a **meeting for independent businesses** to discuss new projects to support independent businesses during the year ahead. The BID attended the **unveiling ceremony for the Licoricia of Winchester statue** marking the formal start of **Hampshire's celebrations for the Queen's Platinum Jubilee**. The BID sponsored the **Children of Winchester Festival** as part

of the **Festivals in Winchester** programme. At the **Pubwatch meeting the Best Bar None Awards 2022** were launched. The 20th annual **Winchester Business Excellence Awards** were launched. The BID and Hampshire Chamber of Commerce welcomed guests to the **Steve Brine MP Business Breakfast** where **Spare Change for Lasting Change** presented £3,715 to charities **Trinity Winchester** and the **Winchester Beacon**. The **BID Forum** provided an opportunity for businesses to network and find out about the BID's plans for 2022 and beyond. Issue 4 of the **Kind Words business magazine** was published.

MARCH

The BID supported the **Sustainable Business Network** event on **carbon follow up, action on Carbon Footprint and Scope 3**. Sarah Davis finalised plans for the 11th annual **Winchester Fashion Week** which would be taking place from 4 to 9 April, and Thania Miah confirmed arrangements for the upcoming **Easter Bunny Hop** trail across the city centre from 9 to 24 April.



PLANS FOR THE FUTURE

2022 is a crucial year for Winchester BID as a ballot will be held this autumn to determine the future of the BID. Every five years BIDs go to ballot and BID levy payers vote as to whether they would like the BID to continue operating.

During 2022 the Winchester BID Board invites BID members to review proposed plans for the BID's fourth term and to engage in discussion about the future of the BID. This will enable BID members to help shape the next term to include the projects and services they would like to see the BID deliver.



KEY BALLOT DATES

NOTICE OF BALLOT	21 September 2022
POSTAL BALLOT OPENS	7 October 2022
POSTAL BALLOT CLOSES	3 November 2022
RESULTS ANNOUNCED	4 November 2022



WHAT WOULD WINCHESTER LOOK LIKE WITHOUT THE BID?

It is easy to become complacent when we are used to working in such a beautiful and well maintained city. However, without the collective investment of the BID the experience that customers, clients, shoppers, employees and visitors have of Winchester would be notably different.

Picture Winchester without the glorious and colourful floral hanging baskets during the summer, or without the beautiful lights and Christmas trees during the festive season. Imagine if there was no additional street cleaning or graffiti removal. Envisage a city centre without the BID Rangers and with no coordination of Shopwatch and Pubwatch to help reduce business crime.

Winchester would be so much less vibrant without the many events and festivals which unite the city, many of which the BID help support or indeed organise.

The BID measure how the city is performing by way of footfall and car park sensors, the quarterly Business Barometer, vacancy rates and visitor surveys. The BID uses this information to develop our

strategy and projects as well as to lobby local authorities on improving access, the public realm and planning policies.

We hold networking and training events, and many new companies have hatched from our base – Winchester Business Centre. We offer various packages for start-ups and small businesses and all income generated through the business centre is reinvested back into projects and services for BID members. We also have meeting room facilities which are free for BID members to access.

PLENTY TO LOSE

If Winchester BID ceased to exist, Winchester would be very different and plenty would be lost, including:

- A £3 million investment in projects and services over the next five years.
- There would be no private-led organisation to represent Winchester businesses and to lobby local authorities on the commercial wellbeing of the city centre.
- The coordination of Shopwatch and Pubwatch

would end, as would the BID Ranger service and business access to the Winchester Business Crime Reduction Partnership intelligence website and app (DISC).

- No more summer or winter hanging floral displays throughout the city centre.
- The majority of the festive lights and the Christmas trees would disappear from the High Street and city centre, and there would be no annual Christmas Lights Switch On event, which marks the start of the festive season in the city.
- The loss of additional street cleaning, chewing gum and graffiti removal.
- No more Savings and Advisory Service, which helps BID members to identify cost savings in their business.
- The loss of access to free meeting room space at Winchester Business Centre, which offers modern and comfortable facilities available to all BID members.
- The loss of a ring-fenced annual fund for projects and campaigns to support and promote the city's smaller and independent businesses.

FINANCIAL REPORT

This financial breakdown details how Winchester BID used funds to improve the city during 2021-22. The levy payable for 2022-23 is based on the 2017 valuation rating list.

		2021-22 Levy Bill	2021-22 Projected Actuals	2022-23 Levy Bill
Income	BID Levy	£583,090	£582,981	£575,351
	External income	£53,660	£55,115	£62,850
Total income		£636,750	£638,096	£638,201
Central & Fixed Costs		(£95,028)	(£92,350)	(£95,019)
Project Costs	Positioning & Promoting	(£180,670)	(£176,721)	(£191,001)
	Managing & Enhancing	(£242,000)	(£270,448)	(£255,360)
	Supporting Business Growth	(£38,380)	(£37,148)	(£39,920)
	Influencing & Inspiring Change	(£66,120)	(£78,927)	(£71,540)
Total Expenditure		(£622,198)	(£655,594)	(£652,840)
	Projected Surplus	£14,552	-£17,498*	-£14,639**

* The Board of Directors approved additional expenditure during 2021-22 from reserve funds, including investment in additional public realm enhancements, refurbishments for Winchester's Christmas lighting scheme, and additional services to support businesses impacted by the COVID-19 pandemic.

** The Board of Directors have approved additional expenditure during 2022-23 from reserve funds, for additional public realm enhancements, city centre events, and preparations for the BID ballot.

FAQS

WHO IS LIABLE TO PAY THE BID LEVY?

The liability of the BID levy will be the responsibility 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



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